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# **Multi-Dimensional Research Approaches to Management**

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Dr. C. Kathiravan  
Dr. Rincy V Mathew  
Dr. A. Rajamohan**

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Dr. A. Rajamohan**

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## Prologue

In addition to being an important part of the academic endeavors, high-quality work is the core factor guiding all activities. Creation of knowledge, the development of new concepts, the provision of a scholarly eco-system and the dissemination of research findings are essential to the growth of the country. Each organization aims for three fundamental aspects of research: research should be creative, impactful and socially important. While we have long celebrated and rewarded ground-breaking and impactful work, we share a culture that is deeply divided between the haves and the have-nots. The findings of these efforts will not be widely communicated because work is important and socially significant. In a globalized environment, a joint effort to harness international partners will be to achieve high-quality research production. Globalization as a dynamic mechanism profoundly affects the entire framework of the global economy. At the one hand, there is a major increase in interconnections between individuals, organizations and states, bringing gross growth and development to the various human populations and societies. At the other hand, our current world has become the world of continuous transition, modification, and inconsistency, depending on ever-changing consumer economy system demands. Therefore, on our path to effective cross-border cooperation, we all face multi-level barriers – both individual and public. These challenges lead us to try new ways of growing productivity and collaboration between organizations and their operations, innovative management approaches, maneuvering in terms of increased competition at both local and international level. The books on Multidimensional Research Approaches to Management, Advances in Business Research, and Global trends in Management has been a tool for communicating past and present research activities to our foreign graduates, entrepreneurs and scholars. The book contains academic papers, and management and social science related idea articles. Our research group discusses a number of exciting topics in this book, different from what was done before and offers counter-intuitive perspectives that question existing viewpoints. Our work not only

makes important contributions to the current body of expertise but also enriches the interactions in the classroom. We would like to thank the Department of Business Administration's Management Research Forum and all faculty members for a great year in terms of both good quality and research output.

## **Acknowledgement**

We feel honoured for having had opportunity to bring out this edited volume on Recent Research Trends in Management, Social science and Business Administration”. First we express our sincere gratitude towards authorities of Annamalai University for giving permission to publish this book and encouragement in this endeavour. We are extremely grateful to our honorable vice chancellor

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**Editors**

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**INFLUENCE OF FUNCTIONAL CLUES ON CUSTOMER LOYALTY: A STUDY ON  
MOBILE NETWORK SERVICES****R. Sri Balaji Prabhu<sup>1</sup> and Dr. M. Ramesh<sup>2</sup>**<sup>1</sup>Research Scholar, Department of Business Administration, Annamalai University,  
Chidambaram<sup>2</sup>Professor, Department of Business Administration, Annamalai University, Chidambaram**ABSTRACT**

*The purpose of this study is to examine the relationship between functional clues and loyalty with respect to mobile network services. One of the components in customer experience is functional clues. The analyses made on the basis of responses from 580 customers of mobile network services. The validity and reliability of the model and hypothesis are examined through path regression modeling procedure. The findings suggest that customers are satisfied with availability of 24 hours customer support and providing online support for all services. The service providers are more sensitive towards improve their brand value and competitive advantage and at the same time the network operators watching to the market and update their services frequently to the customers.*

**Keywords:** *Customer experience, customer loyalty, functional clues, mobile network services.*

**INTRODUCTION**

Buyers would prefer not only to purchase a product or service; they need an incredible customer experience that complements the product or service. This is the reason it is critical to convey a dimension of customer experience that delights customers and builds an everlasting association with customers. Customer loyalty and fulfillment is affected by a customer's emotions/feelings and experiences they share with the brand.

Customers don't simply purchase a product, they see the whole procedure as an experience or memory they review while doing the business with the organization once again. Customer experience is the sum of all experiences and minutes an organization has previously, after and keeping in mind while utilizing a specific organization's product or service. It is the customer's impression of the brand. Customer experience is an emotional association. Customers need to experience it for themselves, and this relies upon the manner in which the customer was treated from the starting up to till in the customer journey.

**Customer Experience Clues**

Customer experience has turned into the new trend in the present marketing field rising as the new age differentiator. Customers tend to perceive or sense experience clues or remember them by their absence. These intimations can comprehensively be named Functional (What of the experience) and Emotional - Mechanic and Humanic (How of the experience). In connecting with firms, customers deliberately and unknowingly filter experience clues and compose them into a lot of impressions, some progressively normal or calculative and others increasingly emotional. Experience clue is anything in the service experience the customer sees by its presence or absence.

Customers' mind-sets may have specific effect on how they think and act in service experiences in light of the interpersonal nature of these experiences (Gardner, 1985). Subsequently, it appears to be important that organizations try to oversee experience clues in manners that positively impact customers' mind-set. One chance to do this is with the tangible components of the service experience – mechanical clue. Berry, Carbone and Haeckel (2002) propose that

anything that can be perceived or sensed - or perceived by its absence - is an experience clue. Each clue conveys a message, recommending something to the customer. The composite of the considerable number of clues makes up the customer's absolute experience.

These clues can be arranged into two classes:

### **Functional Clues**

It is concerns with the real working of the goods or services. Clues identifying with usefulness are translated fundamentally by the intelligent hardware of the cerebrum. These clues are "What" of the experience mirroring the reliability and usefulness of the product or service.

### **Emotional Clues**

These concerns with the feelings or emotions and incorporate the smells, sounds, sights, tastes and texture of the product or service, just as the earth in which it is advertised. Such clues will tend to address the feelings or emotions instead of reason, as individuals think about whether to purchase or proceed onward. These clues answer the "how" of the experience.

### **Different roles of Clues**

A single action may deliver numerous clues. Functional, Mechanical and humanic clues plays an explicit job- making the customer's service experience. Functional clues basically impact customers' psychological or calculative impression of service quality. Mechanic and humanic clues fundamentally impact customers' emotional or affective perceptions.

### **Functional clues meeting customer expectations**

Functional clues concern the technical quality of the offering. Functional clues are the "what" of the service experience, uncovering the unwavering quality and competence of the service provider and their service. Anything that demonstrates or recommends the technical quality of the service - its presence or nonattendance - is a functional clue.

Functional clues support the core of any service since they address the issue that brings the customer to the market. Customers evaluated reliability as the most critical measurement in meeting their desires for each situation (Berry et al., 1994).

The clue management is the beginning stage for any organization to assemble and safeguard the customer's trust in its competence. A customer's trust is the crucial part of the establishment for contending in any market. Valid customer grievances give particularly profitable criticism since they offer the firm the chance to recoup a few or the majority of the customer's trust in the service while uncovering to the management where the service system is broken down.

## **SIGNIFICANCE OF THE STUDY**

The present study is to understand the major customer experience parameters with respect to functional clues affecting the customer loyalty of the mobile network services. Here, the researcher had attempted to identify the core customer experience parameters and had focused on their influence on customers' loyalty intentions. Customers' experience prerequisites or clues which allow customers to "form perceptions based on the technical performance of the service (functional clues). These clues influence the customers' rational and emotional perceptions of the quality of the service and create the actual service experience (Berry & Bendapudi, 2003). Since there is a need to study the customer experience and find out the key drivers of affective loyalty component which make the customer to stay with their operator irrespective of free offers and market changes.

## **REVIEW OF LITERATURE**

### **Customer Experience**

Verhoef (2009) described that the customer's experience is influences by the social

surroundings. There are often multiple purchaser in a store simultaneously and the experience of each purchaser can influence that of others. A purchaser requesting attention from the sales employee can take away the experience of another purchaser who is also want of help. Customers frequently visit a retail space with companions or family members. This can also influence the customer's very own experience as well as that of fellow customers.

Walter (2010) described that memories from previous experiences may play a vital role in customers' evaluation of the current experience. Customers' previous experiences must be incorporated when endeavoring to understand the customers' service experiences formation. It shows that purchasers have a personal pre- knowledge and pre-experience while reaching at a retail outlet.

### **Experience Clues**

Berry (2006) stated that while communicating with firms, customers knowingly and unknowingly filter clues incorporated in the experience and align them into a set of impressions, some rational and others progressively emotional. Anything perceived or sensed or obvious in its absence is an experience clue. Each one of these clues conveys a message signifying something to the purchaser, and it is the culmination of all these clues that create the total customer experiences.

### **Functional Clues**

Berry (2006) stated that functional clues are concerned with the technical quality of the consumed service, particularly the reliability and competence of the actual service. For instance, this clue refers to the actual service itself and the effectiveness of the service. Its presence or absence can have a serious effect on the making of the customers' experience. It is essential for the service experience that firms must find and manage the functional clues of their core product/service successfully to meet the customers' service desires.

### **Customer Experience and Customer Loyalty**

Gupta and Mirjana (2000) stated that most significant aspect of the total customer experience is the interaction that happens, which allows the purchaser to create and develop their own favourable results. It empowers the customer to become progressively involved and provides them with a higher sense of belonging within a social group. It is these individual interactive connections between the purchaser and the service provider that create novel and unique experiences. The best result of these relationships is the advancement of emotional bonds prompting to customer retention and ultimately faithfulness.

Carbone (2004) argued that creating value for customer by giving the total memorable delightful experience is becoming an increasingly adopted strategy. Further stated that, creating monetary benefit and making faithful customers are not mutually exclusive. Therefore, creating the total memorable experience is an significant component in relation to making value for the purchaser and, as previously stated, it is essential to building loyalty. Also stated that the customer value (rational and emotional) intercedes the connection between customer experience clues and faithfulness. The humanic clues (based on the number and appearance of service staff within the mechanic clue context) can also impact perceptions of interpersonal quality and attitudinal decisions such as loyalty.

### **OBJECTIVES OF THE STUDY**

To identify the relationship between service quality, customer values, customer satisfaction and customer loyalty in relation with customer experiences clues.

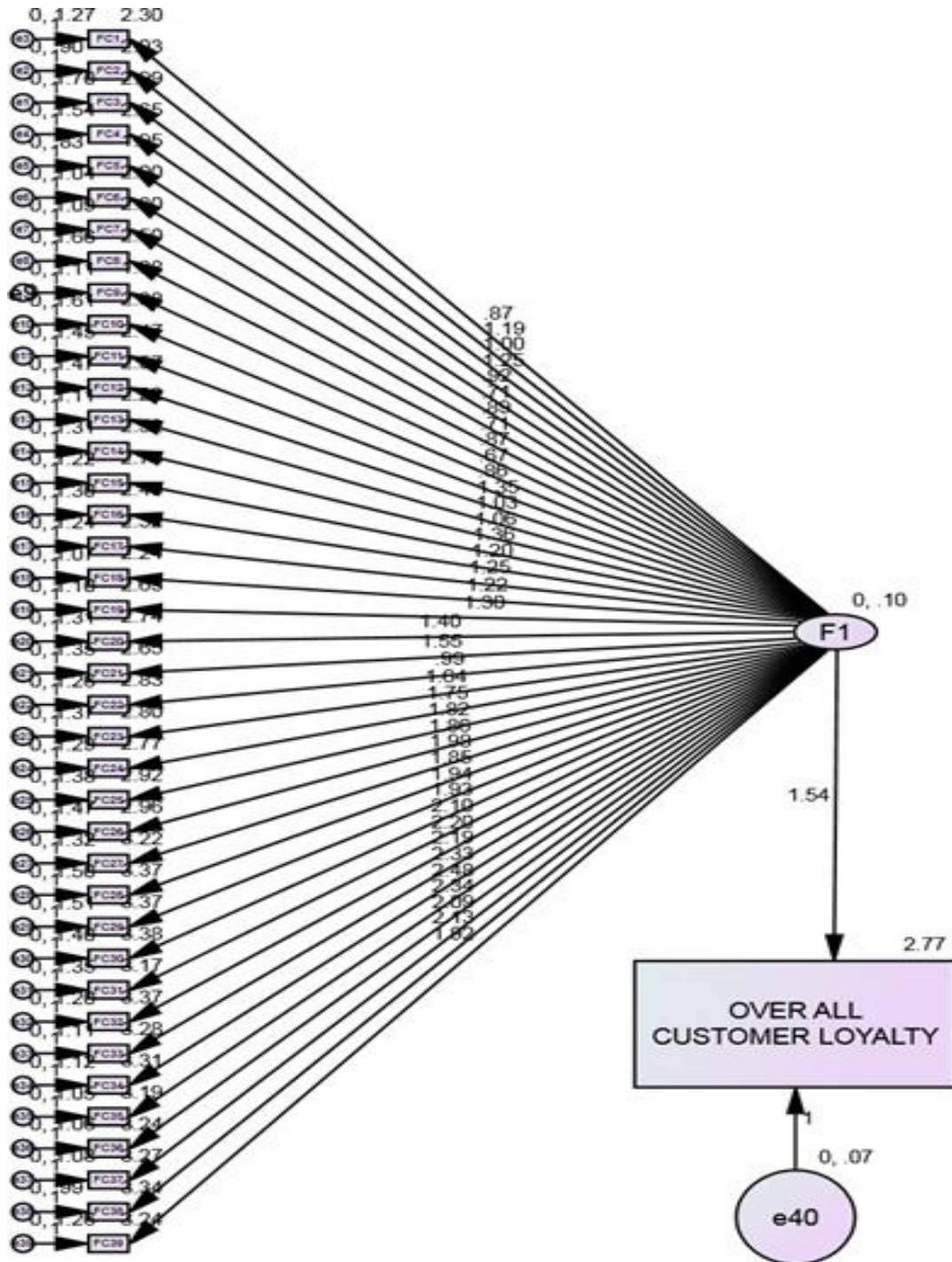


**HYPOTHESIS**

There is no significant relationship between customer experience with functional clues to customer loyalty.

**ANALYSIS AND INTERPRETATION**

**Figure-1: Path Regression Model for Functional clues tends to Customer Loyalty**



**Table-1 Regression weights for Functional Clues tends to Customer Loyalty**

I. Regression weights		II. Estimate	III. S.E.	IV. C.R.	V.	
VI. F C3	VII. < ---	VIII. Overall Functional Clues	IX. 1.0 00	X.	XI.	XII.
XIII. F C2	XIV. < ---	XV. Overall Functional Clues	XVI. 1.1 85	XVII. . 242	XVIII. 4.88 9	XIX. **
XX. F C1	XXI. < ---	XXII. Overall Functional Clues	XXIII. .87 5	XXIV. . 215	XXV. 4.07 7	XXVI. **
XXVII. C4	XXVIII. ---	XXIX. Overall Functional Clues	XXX. 1.2 52	XXXI. . 274	XXXII. .566	XXXIII. **
XXXIV. C5	XXXV. ---	XXXVI. Overall Functional Clues	XXXVII. 924	XXXVIII. 202	XXXIX. .571	XL. **
XLI. F C6	XLII. < ---	XLIII. Overall Functional Clues	XLIV. .71 0	XLV. . 184	XLVI. 3.85 9	XLVII. **
XLVIII. C7	XLIX. < ---	L. Overall Functional Clues	LI. .89 3	LII. . 209	LIII. 4.26 8	LIV. **
LV. F C8	LVI. < ---	LVII. Overall Functional Clues	LVIII. .70 7	LIX. . 212	LX. 3.33 5	LXI. **
LXII. F C9	LXIII. < ---	LXIV. Overall Functional Clues	LXV. .86 8	LXVI. . 207	LXVII. 4.19 7	LXVIII. **
LXIX. F C10	LXX. < ---	LXXI. Overall Functional Clues	LXXII. .67 3	LXXIII. . 206	LXXIV. .261	LXXV. 001
LXXVI. C11	LXXVII. ---	LXXVIII. Overall Functional Clues	LXXIX. 855	LXXX. 219	LXXXI. .898	LXXXII. **
LXXXIII. C12	LXXXIV. ---	LXXXV. Overall Functional Clues	LXXXVI. .349	LXXXVII. 286	LXXXVIII. .722	LXXXIX. **
XC. F C13	XCI. < ---	XCII. Overall Functional Clues	XCIII. 1.0 34	XCIV. . 229	XCV. 4.51 8	XCVI. **
XCVII. F C14	XCVIII. ---	XCIX. Overall Functional Clues	C. 1.0 63	CI. . 241	CII. 4.42 1	CIII. **
CIV. F C15	CV. < ---	CVI. Overall Functional Clues	CVII. 1.3 62	CVIII. . 280	CIX. 4.86 7	CX. **
CXI. F C16	CXII. < ---	CXIII. Overall Functional Clues	CXIV. 1.1 98	CXV. . 259	CXVI. 4.63 1	CXVII. **
CXVIII. C17	CXIX. < ---	CXX. Overall Functional Clues	CXXI. 1.2 50	CXXII. . 264	CXXIII. .733	CXXIV. **
CXXV. C18	CXXVI. ---	CXXVII. Overall Functional Clues	CXXVIII. .224	CXXIX. 254	CXXX. .811	CXXXI. **
CXXXII. C19	CXXXIII. ---	CXXXIV. Overall Functional Clues	CXXXV. .299	CXXXVI. 266	CXXXVII. .876	CXXXVIII. **
CXXXIX. C20	CXL. < ---	CXLI. Overall Functional Clues	CXLII. 1.3 96	CXLIII. . 288	CXLIV. .854	CXLV. **
CXLVI. C21	CXLVII. ---	CXLVIII. Overall Functional Clues	CXLIX. .551	CL. 312	CLI. 4.97 4	CLII. **
CLIII. F C22	CLIV. < ---	CLV. Overall Functional Clues	CLVI. .99 0	CLVII. . 229	CLVIII. .330	CLIX. **
CLX. F	CLXI. <	CLXII. Overall Functional	CLXIII.	CLXIV.	CLXV. 5.03	CLXVI.

C23	---	Clues	.644	327	5	**
CLXVII. C24	CLXVII ---	CLXIX. Overall Functional Clues	CLXX. 1.7 55	CLXXI. 342	CLXXII. .135	CLXXI **
CLXXIV C25	CLXXV ---	CLXXXVI. Overall Functional Clues	CLXXVII. .821	CLXXV 354	CLXXIX. .141	CLXXX **
CLXXXI C26	CLXXX ---	CLXXXIII. Overall Functional Clues	CLXXXIV. .863	CLXXX 363	CLXXXVI. .133	CLXXX **
CLXXXV C27	CLXXX ---	CXC. Overall Functional Clues	CXCI. 1.9 77	CXCII. 377	CXCIII. .239	CXCIV **
CXCV.F C28	CXCVI. ---	CXCVII. Overall Functional Clues	CXCVIII. .849	CXCIX. 362	CC. 5.11 4	CCI. **
CCII. F C29	CCIII. < ---	CCIV. Overall Functional Clues	CCV. 1.9 44	CCVI. . 377	CCVII.5.16 0	CCVIII **
CCIX. F C30	CCX. < ---	CCXI. Overall Functional Clues	CCXII. 1.9 29	CCXIII. 372	CCXIV. .188	CCXV. **
CCXVI. C31	CCXVII ---	CCXVIII. Overall Functional Clues	CCXIX. .102	CCXX. 398	CCXXI. .280	CCXXI **
CCXXIII C32	CCXXIV ---	CCXXV. Overall Functional Clues	CCXXVI. .201	CCXXV 411	CCXXVIII. .358	CCXXI **
CCXXX. C33	CCXXX ---	CCXXXII. Overall Functional Clues	CCXXXIII. .187	CCXXX 407	CCXXXV. .380	CCXXX **
CCXXXV C34	CCXXX ---	CCXXXIX. Overall Functional Clues	CCXL. 2.3 31	CCXLI. 430	CCXLII. .416	CCXLI **
CCXLIV C35	CCXLV ---	CCXLVI. Overall Functional Clues	CCXLVII. .482	CCXLV 454	CCXLIX. .467	CCL. **
CCLI. F C36	CCLII. < ---	CCLIII. Overall Functional Clues	CCLIV. .343	CCLV.. 431	CCLVI. .434	CCLVI **
CCLVIII C37	CCLIX. ---	CCLX. Overall Functional Clues	CCLXI. .085	CCLXII 389	CCLXIII. .356	CCLXI **
CCLXV. C38	CCLXV ---	CCLXVII. Overall Functional Clues	CCLXVIII. .132	CCLXIX 395	CCLXX. .398	CCLXX **
CCLXXI C39	CCLXX ---	CCLXXIV. Overall Functional Clues	CCLXXV. .923	CCLXX 367	CCLXXVII. .233	CCLXX **
CCLXXI oyalty	CCLXX ---	CCLXXXI. Overall Functional Clues	CCLXXXII .544	CCLXX 272	CCLXXXIV .685	CCLXX **

The above figure and table represents the Path relationship and a Regression weight for Functional clues tends to Customer Loyalty. The 39 Functional clues variables are representing one to one relationship; it has represents to overall customer loyalty. From the result all Functional clues variables are highly significance at 1 per cent of significant level. The research is keen looking to which variables are highly impacts among them. The result of the study represents the following functional clues variables are highly impact to customer loyalty, that is FC35, FC36, FC34, FC32, FC33, and FC38. The low impact values of the variables are FC10, FC8, FC11, FC7 and FC1. Remaining variables are significant but moderately impact among them. Moreover, overall Functional clues impact with Customer Loyalty is significant.

Functional clues variables are describe about whether the service providers are ethically providing their service to the customers or not. The research has designing 39 Functional clues variables describe about service providers ethical. The result shows that the customers are

satisfied and agree to the following service providing aspects, that is availability of 24 hours customer support, service providers are more sensitive towards improve their brand value and competitive advantage. Then they are satisfied towards service providers providing online support for all services, and at the same time the network operators watching to the market and update their services frequently to the customers.

## CONCLUSION

Customer loyalty in service sector like mobile network services is an important area of study. Potential to retain the customers and make them loyal to its brands is very important issue for the success of companies (Achour, Said & Boerhannueddin, 2012; Ahmad & Buttle, 2002). The customers are expected and improved to the service providers' activities in following manner that is they are improved and reform their service activity in way of the service offers are very prompt, quick response to customers and less waiting time. Then they are expect to improve, the network providers are gives special and individual attention to every customers. The time of services is failure the network provider is sympathetic reassuring to the customers and network providers are concert the market changes. Finally customers are expected from service providers, they are keep what was they promised to customers.

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## THE IMPACT OF TELEVISION ADVERTISEMENT ON RURAL CUSTOMER BEHAVIOR

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### ABSTRACT

*Advertising is a form of communication intended to convince an audience (viewers, readers or listeners) to purchase or take some action upon products, information and services. Advertising has been considered as a popular management tool for dealing with the highly rapid technological changes and also the marketing changes in today's competitive markets, and this is a management tool which refers to the reanalysis and re-designs of tasks and processes inside and outside the organization. Advertising industry is a social institution born to full fill the human needs to require and pass information about availability of product, brand and service to the customers. The study explores that a creative and well executed advertisement has always a great impact on the buying trends or purchasing behaviors of the consumers. At the same time quality of the product and price are also included with their strong impact on buying behavior of consumer. Likewise, brand image, peer groups, celebrity endorsement and product design also matters in the buying behavior.*

**Keyvariables:** Advertising, Consumer, Purchase Behavior

### INTRODUCTION

Advertising is a powerful media for communication and important marketing tool for selling the goods, services, images and ideas through various channels of information and persuasion. It is highly visible force in the society. Now a day, advertising is essential for the success of any type of business and industry. It is one of the parts of the marketing and communication process. It is convinced the people to buy the products. All advertising are containing both information and persuasion. Advertising is acting as a role of communication, marketing, public-relation, information and persuasion process.

#### 1.1 Overview of Indian rural market

Rural demand has grown over the years. The market is growing in terms of quantitatively as well as qualitatively. It has undergone a significant change. The composition of rural demand is also changing significantly. The products and brands are already well established in the rural market particularly, textiles, bath soaps, washing soaps, washing powder, detergents, detergent cakes, medicines and hygiene products, tooth powder, tooth paste, razor blades, packaged tea, beverages, tobacco products, cooking utensils, pressure cooker, ornaments, jewellery, agricultural inputs like fertilizers, pesticides, agricultural capital goods such as tractors, trailers, harvesters, pump sets, pipes and pipe fitting, bicycles, scooters and motorcycles, wristwatch, radio, tape recorder, fans, television etc.,

#### 1.2 Role of television advertisement

In this study, there are eight roles are identified the researcher based on the previous studies. Television advertisements are providing reliable information about the health drink products. Here, reliable information means performance of the health drink, suitability to the individual personality, impression, reliability of the product and helps the purchase decision.

Television advertisement is telling usefulness of the health drink products. It is providing up to date information about the products. It is informing the customers, which brand of health drinks

is suitable for their life style. Television advertisement is creating the feel of the health drink product through its advertisement before making the purchase.

### **1.3 Back ground of the study**

Brassel (2010) noted that watching television can offer the greatest possibility for creative advertising. The power of television is the ability to appeal not only to watching and hearing but strengthen the interest through the dimensions of movement and realism of full colour. Nestle (2007) stated that television advertising works well and is especially effective for fast moving consumer goods. Advertising, this is catered to attract the customers and increases despite new marketing approaches. Advertising, this is catered to attract the customers and increases despite new marketing approaches. Advertisers are spending large sums of money on television advertising and also marketing communications.

### **1.4 Research problem**

In developing economics like India, it is important to target rural market as a very large section of potential customers resides in villages. The marketers need to convert the latent needs of the village people into specific wants. The rural folk are ready to imbibe modern way of living. The basic challenge in front of the rural marketer is to deal with the rural consumer who is undergoing transformation. Many marketers perceived that the rural markets are the protrusions of the urban slums or poor markets. The truth is that the rural consumer's concept of value is different from the urban consumer. The rural consumer purchases only when it is extremely needed by them, not because of tempting promoting offers.

### **1.5 Scope for this research**

Impact of advertisement focuses on how consumers decide what to buy, who to buy, when to buy, where to buy and how often they buy, how frequently they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose it off (Schiffman and Kanuk, 2004).

Research on marketing tools is indeed important to understand the most influencing tools to compete with competitors. Through this information, marketers and retailers could well plan their resources to gain the maximum profit. So, this study aims to identify the impact of television advertisement on rural customer behavior.

### **1.6 Objectives of the study**

To identify the rural customers perception towards role of television advertisement relating to health drinks.

## **2. RESEARCH METHODOLOGY**

### **2.1 Research design**

Research design is the specification of methods and procedures for acquiring the information needed for a study. It stands for advanced planning of the methods to be adopted for collecting the relevant data and the techniques to be used in the form whereby it will be possible for him to look for flaws and inadequacies.

## **3. DATA ANALYSIS AND INTERPRETATION**

### **3.1 Customer attitude towards television advertisement**

People are watching various programmes in the television. They are watching movies, serials, songs, etc. for their entertainment time passing, relaxation, etc. during these programmes marketers are advertised their products to the mass audience. People behavior is varying, whenever the advertisement is telecasted in the television. Somebody, eagerly watch the advertisements, somebody change the channel, somebody do some activities during the

advertisements. Hence, in this study researcher is interested to know the customers behavior towards the television advertisement.

**Table .1 Customers disposition for television advertisement**

Position	Frequency	Percent
Positive	93	62
Negative	57	38

Table .1 explains the customers opinion towards the position about the television advertisement. Here, the majority 62 percent of the respondents are having positive attitude towards television advertisement. 38 percent of the respondents are having negative attitude towards television advertisement. It is found that most of the rural customers are having positive attitude towards the television advertisement.

**Table .2 Watching habit of advertisement in television**

Watching	Frequency	Percent
Yes	115	76.7
No	35	23.3

Table 1.2 presents the customers watching habits of advertisement in television. The respondents are asked that whether they are watching the advertisement in the television or not. From the frequency analysis, it is found that most 77 percent of the customers are watching the television advertisement. 23 percent of the customers are not watching the television advertisement. It is found that the majority of the customers are having the habit of watching the television advertisement.

**Table.3 Television advertisements avoiding behavior of customers**

Advertisements avoiding behaviours	Mean	S.D
Leaving room during the ads break	4.14	1.05
Lowering television volume	4.12	0.86
Change television channel during ads broadcasting	3.90	1.16
Talking to other people nearby	3.79	0.93
Engaging in other activities	4.05	1.07
Switching off television during ads brakes	3.72	1.07

Television advertising avoiding behavior refers to all actions by television viewers to reduce their exposure to the content of television advertisements. Table 1.3 indicates the avoiding behavior of customer towards television advertisement. Television advertisements avoiding behavior of customers is measure with six statements in the five point scale. Further, mean and standard deviation values are calculated for each statement. The calculated mean value is ranged from 4.14 and 3.19. the customers are leaving the room during the advertisement break is secured the highest mean score (4.14) followed by reduce television volume during the advertisement (4.12), engaging some other activities (4.05). however, the customers are switch off the television during advertisement is secured the lowest mean value of (3.79). the calculated standard deviation values are lies between 1.16 and 0.86. it is inferred that the customers opinion towards their television advertisements avoiding behavior is not varied at much level. It is found that customer are leaving the room, reducing the volume, engaging some other work during the advertisement.

### 3.2. Role of Advertising

Now, the scenario is changed that the average adult is exposed to uncounted number of advertisements every day. There are some roles of advertising to social welfare such as, efficient

source of information for both consumers and industrial buyers for product quality, new material, merchandise, new technology and cost. It is reducing the distribution costs through personal selling. It is encouraging the competition.

**Table.4 Type of TV ads avoiding behavior customers**

Type	Frequency	Percent
Heavy avoiders	115	76.7
Light avoiders	35	23.3

Table .4 indicates the types of television advertisements avoiding behaviour of customers. Here, television advertisements avoiding behaviours have been classified into heavy avoiders and light avoiders. For that, the total mean score of the 6 statements is considered for further analysis. Here, the customers who are scored the mean score of higher than 24 is considered as the heavy avoiders for the watching the television advertisement and the customers who are scored less than 24 is called as a light avoiders for watching television advertisement. Further, frequency analysis is applied to know the how many of the customers are belongs to the light and heavy avoiding groups. It is inferred that 76.7 percent of the respondents are belonging to heavy avoider group and 23.3 percent are belong to the light avoider group. It is found that the majority of rural customers are having the heavy avoiding behavior of television advertisement.

Myers (2008) stated that the next two to three years the television industry is going to face an advertising crisis more severe than the current financial crisis.

The industry has sufficient warning about television commercial avoidance and most of the viewers fast forwarding the majority of television advertisements. Speck and Elliott (1997) stated that advertisements avoidance was higher for television than other media.

**Table .5 Buying motives of drink products**

Motives	Frequency	Percent
Social	44	29.3
Personal	66	44
psychological	22	14.6
Cultural	18	12

Table .5 portrays the customers' opinion towards buying motives of health drinks. There are four buying motives analyzed namely, social factor, and personal factor, psychological and cultural factor. From the frequency analysis, it is inferred that 29.3 percent of the respondents are stated that they are motivated by the personal factors for the purchase of health drinks. 44 percent of the respondents are motivated by the social factor for the purchase of health drinks. 14.6 percent of respondents are opined that they are purchasing the health drinks due to cultural factor. 12 percent of respondents are influenced by the psychological factor. It is found that personal and social factors are highly motivated the customers to purchase the health drink.

**Table .6 Brands of health drinks purchased**

Brands	Frequency	Percent
Biyrbvuta	22	14.6
Horlicks	53	35.3
Complan	35	23.3
Boost	29	19.3
Others	11	7.3

Table.6 depicts the brands of health drinks purchased by the customers. Here, the researcher asked the customers, which brands of health drink is purchased as an open ended question.



Because, there is possibility to bring out various preferred brands among the rural customers. Based on the customers responses, the various brands of health drinks are identified in the rural area. it is inferred that 14.6 percent of respondents are purchasing the horlicks brand followed by boost 35.3%, complain 23.3% and Bornvita 19.3% . Horlicks is the most preferred brand in the study area. Boost is another preferred brand among the rural customers. It is found that Horlicks and Boost are the brands mostly purchased by the rural customers. But, Horlicks is top most brands purchased by the rural customers.

**Table.7 years of experience in the purchased brand**

<b>Years</b>	<b>Frequency</b>	<b>Percent</b>
Less than 3	75	50
3-5	44	29.3
5-7	20	13.3
Above 7	11	7.3

Table.7 shows the customers opinion towards the years of experience in the brands of health drink purchased. From the frequency analysis, it is observed that 50 percent of the customers are said that they are known the brand less than three years. Followed by, 29.3 percent of the customers are experiencing the brand three to five years, 13.3 percent of the customers are known the brands five to seven years and 7.3 percent of the customers are known the brands more than seven years. it is found that majority of the rural customers are known the purchased brand of health drinks around 3 years. it is inferred that the rural customers are recently started to use the health drink products.

#### **4. FINDINGS**

- It is found that most of the rural customers are having positive attitude towards the television advertisement.
- It is found that the majority of the customers are having the wave of watching the television advertisement.
- It is inferred that the customers' opinion towards their television advertisement avoiding behavior is not varied at much level. It is found that customer are leaving the room, reducing the volume, engaging some other work during the advertisement.
- It is found that personal and social factors are highly motivated the customers to purchase the health drink products.
- It is found that Horlicks and Boost are the brands mostly purchased by the rural customers. But, Horlicks is top most brand purchased by the rural customer.
- It is found that the rural customers are recently started to use the health drink products.

#### **5. CONCLUSION**

In the study, majority of the customers are having positive attitude towards television advertisements. Customers are purchased the health drink products due to their personal needs. Horlicks is the most preferred brand of health drinks among the rural customers followed by Boost. But, Bournvita and other brands like Nestle, Viva, Maltova are the less preferred brands. Customers are stated that the television advertisement is a reliable source of information about the health drink products.

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**DECISION MAKING PATTERNS OF THE EXECUTIVES IN THE PUBLIC SECTOR ORGANIZATION****Dr. R. Anand**Associate Professor, Department of Business Administration, Annamalai University,  
Chidambaram**ABSTRACT**

*Decision-making is the study of identifying and choosing alternatives based on the values and preferences of the decision maker. A sample of 256 individuals who works full time in the public sector organization as executives were completed self-report surveys. The decision-making questionnaire by Leon Mann, Radford, and Kalucy (1986) is utilized in this study. This tool consists of six decision-making styles viz., vigilance, hyper vigilance, defensive avoidance, procrastination, buck passing, and rationalization. Executives with more than 45 years of age have preference for the rationalization style of decision-making. Further the results and implications were discussed in the paper.*

**Keywords:** *Decision making and executives.*

**INTRODUCTION**

Effective leadership necessitates good decisions. If decisions can be made in a timely and well-considered way, then the leader can lead his team to a spectacular and well-deserved success. Decision-making is the study of identifying and choosing alternatives based on the values and preferences of the decision maker. Making a decision implies that there are alternative choices to be considered, and in such a case we want not only to identify as many of these alternatives as possible but to choose the one that (1) has the highest probability of success or effectiveness and (2) best fits with our goals, desires, lifestyle, values, and so on.

**Vigilance:** When a person is optimistic about finding a solution and believes there is sufficient time to make one, he searches carefully for a wide variety of alternatives and objectively weighs the costs and benefits before making the final decision.

**Procrastination:** Procrastination means to simply delay the decision. Procrastinators refuse to actually make a decision. Often, they delay so long that the options that were once available then become unavailable later. Procrastination is generally not a good style of decision-making. While there are few situations that would best be handled by procrastinating, it is possible that a person may procrastinate or delay a decision because he or she has chosen to wait until he or she is more ready to make the decision.

**Hyper vigilance:** When a person is optimistic about finding a solution but believes there is insufficient time to make one, panic and high stress occur, and results in the individual settling for hastily contrived solutions that relieve the stress.

**Defensive avoidance:** When the individual is pessimistic about finding a solution, he escapes by procrastinating or shifting responsibility onto someone else or rationalizing the least objectionable alternative.

**Buck-passing:** Buck passing means leaving the hard decision to others, avoiding responsibility to take decisions. Buck passing is the action of transferring responsibility or blame unto another person.

**Rationalization:** Rationalization is the process of constructing a logical justification for a belief, decision, action or lack thereof that was originally arrived at through a different mental

process. It is a defense mechanism in which unacceptable behaviors or feelings are explained in a rational or logical manner; this avoids the true explanation of the behavior or feeling in question. The process of constructing a logical justification for a decision was originally arrived at through a different mental process

### **REVIEW OF LITERATURE**

Casali (2007) explored the ethical framework(s) small business managers used in making decisions, to ascertain whether they differed from those drawn on by the wider community? The results showed significant differences in the ethical decision-making profile of business and non-business decision makers.

Olson, Bao, and Satyanarayana (2007) examined the interrelationships of cognitive diversity, task conflict, and competence-based trust and their effects on decision outcomes among top management teams. The results revealed that cognitive diversity has a strong positive relationship with task conflict and that competence-based trust strengthens this relationship. In addition, task conflict mediates the effects of cognitive diversity on decision outcomes.

Rogers and Blenko (2006) explored the organizations results from their being decision-driven. The results revealed that only 15 percent of companies have an organization that helps them outperform and that these companies are differentiated by the quality of their decision-making and their ability to repeatedly implement their decisions successfully. Furthermore, the results indicated that the successful implementation depended on an integrated organizational system which aligned five attributes – leadership, accountability, people, frontline execution, and a performance culture.

Sheard and Kakabadse (2006) studied how a role-based perspective on leadership influences in making decisions when the organizational resources deployed. The findings revealed that adoption of an appropriate leadership role and the timely switch from one role to another as circumstances change, are found to facilitate improvement in the ability of executives to mobilize organizational resources, and in so doing, effectively address those challenges with which the organization is faced.

Davenport and Harris (2005) studied automated decision-making. Results revealed that, the new generation of applications differs substantially from prior decision-support systems. As automating decisions become more feasible, organizations need to think about which decisions have to be made by people and which can be computerized.

Fischer and Budescu (2005) examined 90 participants: who performed 1200 categorical decisions under three modes and three distinct base rates. Results show that (a) decisions made in the screening mode tend to induce overconfidence; (b) discrimination mode leads to fast learning and high correspondence between performance and confidence; and (c) detailed feedback provided in the classification mode results in slow and steady improvement of the correspondence between confidence and performance.

### **RESEARCH METHODOLOGY**

A sample of 256 individuals who works full time in the public sector organization as executives were completed self-report surveys.

### **DECISION-MAKING QUESTIONNAIRE**

#### ***Description***

The decision-making questionnaire by Leon Mann, Radford, and Kalucy (1986) is utilized in this study. This tool consists of six decision-making styles with 31 items. I have considered all the six styles (vigilance, hyper vigilance, defensive avoidance, procrastination, buck passing,

and rationalization) with 18 items. There are three response categories viz. “true for me,” “sometimes true,” and “not true for me.” The numbers of items in each dimension of the Decision-making inventory is given below:

Decision-making styles	No. of items	Item numbers
Vigilance	3	4,7,10
Hyper Vigilance	3	1,3,12
Defensive Avoidance	3	2,6,14
Procrastination	3	5,8,17
Buck Passing	3	13,15,18
Rationalization	3	9,11,16

#### **Administration**

The following instructions were given to the executives: “This inventory consists of a series of statements which are followed with three response categories. Read each statement carefully and decide how it is true for you in the given three-point scale and indicate your choice by marking the corresponding number. There is no right or wrong answer and there is no time limit. Work rapidly and give your immediate response to each item. Please answer all the items.”

#### **Scoring**

The following scoring pattern was used to score the items:

Response	Score
True for me	2
Sometimes true	1
Not true for me	0

#### **Reliability**

Leon Mann et al. (1986) reported a test-retest reliability, ranging from 0.47 to 0.74 for all the sub-scales. In India, Amalor (1992) found test-retest reliability as follows: Vigilance 0.79, hyper vigilance 0.47, defensive avoidance 0.58, procrastination 0.76, buck passing 0.46, and rationalization 0.59.

#### **Validity**

This tool possesses both content and constructs validity. The factorial validity of the scale ranges from 0.55 to 0.82 for all the six dimensions. Hence, it is concluded that decision-making tool is highly valid.

## **RESULTS AND DISCUSSION**

The 't' test was used for testing the significant difference between the means of demographic variables viz. age and number of dependents. The 'F' test was used for testing the significant difference between the means of demographic variables viz., years of service and educational qualification

#### **“Age of executives has a significant influence on their decision-making styles.”**

From Table - 1, it is found that the ‘t’ values are not significant for the decision-making styles of executives. Hence, the hypothesis is not accepted. It is concluded that executives do not differ in their decision-making styles on the basis of their age. Executives with more than 45 years of age have preference for the rationalization style of decision-making. Due to their experience in the organization, they learn how to protect themselves in their position. But the activities within the organization at different times should make them to construct logical reasons for their decisions rather than rationalizing their stand.

**TABLE 1: DECISION-MAKING STYLES OF THE EXECUTIVES ON THE BASIS OF THEIR AGE**

Dimensions of Decision-making styles	Age Group				t-value
	Up to 45 Years		Above 45 Years		
	Mean	SD	Mean	SD	
Vigilance	4.53	1.19	4.50	1.45	0.16 <sup>NS</sup>
Hyper vigilance	1.83	1.07	2.09	1.21	1.79 <sup>NS</sup>
Defensive avoidance	1.81	1.44	1.87	1.05	0.37 <sup>NS</sup>
Procrastination	1.14	1.26	1.22	1.25	0.53 <sup>NS</sup>
Buck passing	2.11	1.34	1.93	1.10	1.17 <sup>NS</sup>
Rationalization	1.58	1.02	2.18	1.55	3.49*

N<sub>1</sub>= 108

\* - Significant at 0.05 level

N<sub>2</sub>= 148<sup>NS</sup> - Not Significant

Even it is witnessed from the previous finding that the executives with higher age have more defensive communication. Probably their defensive made them to rationalize their stand. It is concluded that executives do not differ in their styles of decision-making except rationalization with respect to their age.

*“Executives differ in their decision-making on the basis of number of dependents in the family.”*

From Table - 2, it is observed that the ‘t’ values are significant for three styles of decision-making and not significant for three styles. Hence the hypothesis is partly accepted. It is concluded that the executives differ in their hyper vigilance, defensive avoidance, and buck passing decision-making styles on the basis of number of dependents in the family. Also, they do not differ in the vigilance, procrastination, and rationalization styles with respect to the number of dependents.

**Table 2: DECISION-MAKING STYLES OF THE EXECUTIVES ON THE BASIS OF THEIR NUMBER OF DEPENDENTS**

Dimensions of Decision-making styles	Number of Dependents				t-value
	Up to 2		More than 2		
	Mean	SD	Mean	SD	
Vigilance	4.52	1.40	4.50	1.30	0.12 <sup>NS</sup>
Hyper vigilance	1.80	1.16	2.11	1.15	2.13*
Defensive avoidance	1.64	1.25	1.99	1.19	2.30*
Procrastination	1.27	1.24	1.13	1.26	0.84 <sup>NS</sup>
Buck passing	2.19	1.28	1.88	1.14	2.03*
Rationalization	1.93	1.59	1.93	1.22	0.04 <sup>NS</sup>

N<sub>1</sub>= 105

\* - Significant at 0.05 level

N<sub>2</sub>= 151<sup>NS</sup> - Not Significant

Hyper vigilance refers to a tendency to make decision impulsively. When we have a lot of pressure due to more dependents we may get irritated and make decisions impressively. At the same time, due to the availability of human resources, we may also try to avoid making decisions. These would make the executives with more number of dependents to have higher tendency in hyper vigilance and defensive avoidance. when we do not have much role model

and guidance, we be forced to take either of the decisions. This is witnessed from the higher score of executives with lesser number of dependents in buck passing. However, executives do not differ in their vigilance, procrastination, and rationalization styles of making decisions.

***“Executives differ significantly in their decision-making styles on the basis of their qualification.”***

From Table - 3, it is noticed that the ‘F’ values are not significant for most of the styles of decision-making. Hence, the hypothesis is not accepted. It is concluded that the executives do not differ in their styles of decision-making on the basis of their qualification. Executives with professional degrees have preference for the rationalization style of decision-making. It may be due to their awareness and experience in strategic planning, evaluation procedures, and extensive consultation in the organization that makes them to learn to protect their decisions. But the circumstances and situations should make them to construct a logical justification for a decision arrived through a different mental process.

**Table 3: DECISION-MAKING STYLES OF EXECUTIVES ON THE BASIS OF THEIR QUALIFICATION**

Dimensions of Decision-making styles	Educational Qualification			F-Value	Scheffe – Post hoc
	1 Mean (S.D)	2 Mean (S.D)	3 Mean (S.D)		
<b>Vigilance</b>	4.68 (1.35)	4.62 (1.26)	4.30 (1.39)	1.993 <sup>NS</sup>	---
<b>Hyper vigilance</b>	1.85 (1.13)	2.04 (1.09)	2.00 (1.25)	0.527 <sup>NS</sup>	---
<b>Defensive avoidance</b>	1.89 (1.15)	2.03 (1.28)	1.28 (1.20)	2.380 <sup>NS</sup>	---
<b>Procrastination</b>	0.92 (1.19)	1.31 (1.24)	1.23 (1.28)	1.980 <sup>NS</sup>	---
<b>Buck passing</b>	1.71 (1.27)	2.26 (1.08)	1.96 (1.24)	4.058*	2 Vs 3 Vs 1
<b>Rationalization</b>	1.45 (0.91)	1.82 (1.16)	2.33 (1.68)	8.647*	3 Vs 2 Vs 1

N<sub>1</sub>= 62

1. Technical diploma

N<sub>2</sub>= 93

2. Non - Professional Degree

N<sub>3</sub>= 101

3. Professional Degree

\* - Significant at 0.05 level      NS – Not Significant

Executives with non-professional degrees have preference for buck passing style of decision-making. The demands on their resources, and lack of coping skills would make their work rigid and complex and sometimes decision not in the appropriate manner makes them deny or avoid from making the decisions. This would be the reason for their high preference for buck passing. It is evident from the previous finding that buck passing was preferred by executives with less number of dependents in the family. It is concluded that executives do not differ in their decision-making styles except buck passing and rationalization based on their qualification.

***“Executives differ significantly in their decision-making styles on the basis of length of service.”***

From Table - 4, it is found that the ‘F’ values are significant for half of the decision-making styles. Hence, the hypothesis is partly accepted. It is concluded that the executives differ in

Editor

defensive avoidance, procrastination, and rationalization styles of decision-making based on their length of service in the organization.

**Table.4: DECISION-MAKING STYLES OF EXECUTIVES IN ACCORDANCE WITH THEIR LENGTH OF SERVICE**

Dimensions of Decision-making styles	Length of Service			F-Value	Scheffe – Post hoc
	1 Mean (S.D)	2 Mean (S.D)	3 Mean (S.D)		
<b>Vigilance</b>	4.83 (0.97)	4.48 (1.32)	4.33 (1.59)	1.971 <sup>NS</sup>	---
<b>Hyper vigilance</b>	1.85 (0.68)	1.99 (1.24)	2.07 (1.26)	0.455 <sup>NS</sup>	---
<b>Defensive Avoidance</b>	1.38 (1.12)	1.99 (1.28)	1.87 (1.10)	4.757*	2 Vs 3 Vs 1
<b>Procrastination</b>	0.92 (1.35)	1.13 (1.14)	1.55 (1.37)	3.896*	3 Vs 2 Vs 1
<b>Buck passing</b>	2.21 (1.09)	1.97 (1.27)	1.93 (1.13)	0.836 <sup>NS</sup>	---
<b>Rationalization</b>	1.44 (1.15)	2.03 (1.42)	2.07 (1.40)	3.829*	3 Vs 2 Vs 1

N<sub>1</sub>= 48

1. Up to 10 years

N<sub>2</sub>= 148

2. 11 to 20 years

N<sub>3</sub>= 60

3. Above 20 years

\* - Significant at 0.05 level

<sup>NS</sup> – Not Significant

Executives above 20 years of service in the organization have preference for procrastination and rationalization styles of decision-making. The experience and exposure in handling different managerial issues arising on the day to day business plays a vital role in decision-making quality and speed. This makes the executives to be pessimistic in taking decisions by putting off the decisions or shifting responsibility to others. The nature of the role performed by executives' makes them avoid the true explanation of behavior or feeling in question makes those to justify by logical reasoning for the decision arrived at more or less accidentally, this may be reason to rationalize and procrastinate their decisions.

Executives with 11 to 20 years of service in the organization have preference for defensive avoidance style of decision-making. It may be due to the pessimistic nature of executives about finding a solution by putting off a decision, shifting responsibility onto someone else or rationalizing the least objectionable alternative. It is concluded that executives differ in the defensive avoidance, procrastination and rationalization styles of decision-making based on their length of service in the organization.

## FINDINGS AND CONCLUSION

### Findings

1. Executives those who are above 45 years of age, 11 to 20 of experience and who have professional degree where rationalizing their decisions.
2. Buck passing decisional style is the pre-dominant style of decision-making for executives those who have up to two numbers of dependents in the family and non-professional degree.

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3. Executives those who are 11 to 20 years of experience and who have more than two dependents in their family where prefers defensive avoidance decisional style.
4. Procrastination decisional style is preferred by executives with 11 to 20 years of experience.
5. Hyper vigilance decisional style of decision-making is preferred by executives those who have more than 2 dependents in the family.

The executive's job requires making decisions that are in the best interest of the whole organization. The decision maker should be reliable, realistic, and have lot of practical knowledge and experience to succeed in his/her profession. Decision-making skill is to be groomed among the executives in the organization. The findings on decision-making styles reveal that executives those who are more than 45 years of age, 11 to 20 years of experience and who have professional degree are rationalizing their decisions. Executives those who have up to 2 dependents in the family and non-professional degree where adopting "buck passing" decisional style.

Further, more than 2 numbers of dependents in the family and 11 to 20 years of experience have preferred "defensive avoidance" decisional style. More than 2 numbers of dependents in the family have preferred "hyper vigilance" decisional style. Finally, executives with 11 to 20 years of experience where procrastinating their decisions. Based on the result of this study, qualification and number of dependents in the family seem to be facilitating decision-making styles of executives. The more number of dependents in the family makes the executives too hard to maintain good relations and happy moments in the family.

The organization should think about dependency relaxation like in-house play ground for females and elderly persons and kids play zone, so that the dependency pressure will be reduced for executives. But the buck passing decisional style is not a good sign in any organization. Hence, the management should about the scope of responsibility assigned to the executives and their ability towards decision-making.

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**STUDY ON CONSUMER PURCHASE INTENTION OF THE ETHICAL TEXTILES****P. A. Appasamy<sup>1</sup> and Dr. S. Sivaraj Murugan<sup>2</sup>**<sup>1</sup>Research Scholar, Department of Business Administration, Annamalai University,  
Chidambaram<sup>2</sup>Assistant Professor, Department of Business Administration, Annamalai University,  
Chidambaram**ABSTRACT**

*The ever-increasing temptation of cheap and fashionable clothing creates a deep contradiction between consumers concerns for sustainability and their purchase behaviour in the clothing industry, the textile industry is going through a changes due to the increasing amount of alternative products, increased media coverage and better availability of information as factors previous research has found to have increased ethical consumption. Thus, it appears that ethical consumerism is “back in ethical wear”. However, it remains questionable whether the majority of consumers would be willing to forgo other criteria in order to purchase the ethically produced alternative. Even though ethical clothing still remains a small part of the total market, the industry faces increasing ethical pressure and therefore it is important to examine how companies deal with the environmental and social challenges emerging throughout the supply chain.*

*The aim for this paper to provide information that can help marketing professionals to better understand consumer’s insight and purchase intentions. Companies can focus their efforts on factors that most effect consumers purchase intention.*

**Keywords:** *Textiles, Fashion, Ethical, Purchase intention and Customer*

**INTRODUCTION**

Textiles industry is especially interesting in relation to ethical issues due to its significant global supply chain complexity and the variety of impacts and challenges across the supply chain from raw materials through to design, manufacture, packaging, logistics, consumer use and post-use disposal. Even though ethical concerns can be found all along the supply chain the focus of this study will be on the problems at the point-of-origin. This production phase has received increasing attention since garment manufacturing moved to developing countries. Most commonly named scenarios of wrongdoing during production are labour abuses, more commonly called sweatshop labour, as well as environmental damage. These two areas are the focus of this research.

The dynamic fashion market is characterized by short product lifecycles, chronic downward price pressure, high product variety, high volatility and low predictability (Daly and Towers 2004). The intensified global competition and emergence of new forms of retailing have led to extra pressure on margins, which in turn has forced companies to look for cost savings. However, consumers today are demanding that fashion supply chain has to be transparent and ethical dress.

Ethical consumer behaviour isn’t just a result of individual consumer’s matured awareness. Harrison (2005) stated that the globalization, the rising of transnational corporations, intention of traditional change, technological change and the shift in the market toward the consumer as few factors influencing to the growth of ethical consumerism.

Despite recent developments in society that have led to the rise of ethical consumerism, labour exploitation and violations are not a new phenomenon. Similar practices were quite common in

the twenty first century in western nations in garment and mining industry for example. These conditions eventually improved but usually in direct proportion to the public awareness they received.

### REVIEW OF LITERATURE

**Joergens, (2006)** stated the ethical consumer market is growing significantly thus creating the ground for ethical dress as fashion. There are an increasing number of ethical textiles companies such as Ramraj cotton, Gossypium and Edun that are targeting the young mainstream consumers with their fashionable traditional clothing's.

**Harrison, (2005)** has listed different factors that have been connected to the growth of ethical wear consumerism. The first factor, globalization of markets and its additional effects, such as the weakening of national governments has led to the weakening power to regulate company's behaviour. Citizens have been trying to intervene in an attempt to enforce "civil regulation". This can also be evidenced as the rise of pressure groups which have increased consumer activism. Communications revolution has enabled these groups to mobilize public support for their cause.

**Schlegelmilch and Oberseder (2007)** listed some key ethical issues in the early production phase of the supply chain to which this research focuses. These issues were fair wages, working conditions, child labour, fair prices, ecologically sustainable production, product safety, disregard of intellectual property rights and counterfeit. From these this study will address issues that have caught the attention of the public eye, plight of the Third World production workers and ecological soundness of production.

**Joergens, (2006)** described ethical fashion as clothing that is produced under fair trade principles in sweatshop-free labour conditions, while trying to minimize the environmental harmfulness of the process. This definition emphasizes the two major dimensions of ethical fashion that many companies focus on, complying with fair trade regulations and choosing environmentally sustainable products. Thus, this definition of ethical fashion combining sweatshop issues and environmental issues has been chosen as the focus of the research.

### PURPOSE OF THE STUDY

The purpose of this study is not to examine the actual ethicality or practices in the production of fashion nor consumers' actual knowledge of these matters. The concern is rather what consumer's beliefs of fashion industry are like and how these beliefs affect their attitudes toward buying ethical fashion and it can help marketing professionals to better understand consumer's insight and purchase intentions. Textiles industries can focus their efforts on factors that most effect consumers purchase intention.

### OBJECTIVES OF STUDY

- To analyse the consumer purchase intention of the ethical wear
- To study the factors are influencing the purchase intention
- To examine the textile industry strategies of ethical wear

### BUYING FASHION AND CONSUMER'S ETHICAL CRITERIA

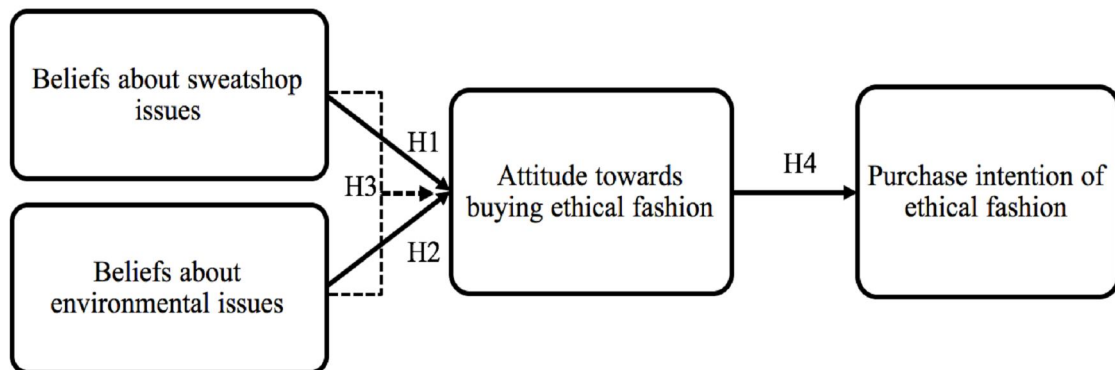
It is evident that ethical consumer market is growing significantly at the moment. The growing media coverage and rising awareness of environmental and ethical issues make people feel like they should be doing more conscious choices. Ethical consumer behaviour can manifest itself for example as boycotting unethical products or brands or as positive buying. Positive buying refers to favouring products or brands produced and marketed ethically. A key component in

embracing ethical purchase behaviour is the belief that an individual consumer can make a difference.

Fashion consumers are reluctant in adopting ethical criteria when purchasing clothing. The primary concerns are their wardrobe needs and personal style. Even when consumers claim they are not interested in fashion, they are concerned with the apparel's fashionable appearance. Clothes are not just fulfilling functional aspects but have symbolic value as well. The fashion goes beyond satisfying the physical needs and answers also to the emotional needs. In fashion consumption the most important factors influencing consumer's purchase behaviour are price, quality of the product and style. Personal motives seem to be a bigger motivation to consumers in fashion purchasing than societal issues like child labour. Unethical production practices. While consumers place value on ethical criteria in their purchase decision making they are often not willing to sacrifice some more traditional criteria such as fashion and availability.

### RESEARCH FRAMEWORK

The assumption is that attitudes are formed from beliefs and attitudes have a direct relationship with behavioural intentions. This research is focused on studying the impact of attitudes on intention and limits out the two other factors, subjective norm and perceived behavioural control. The relative importance of the three factors depends on the particular intention.



**Figure 1: The research framework**

To conclude, on the basis of the framework and previous research five hypotheses are formed and examined in this research.

**H1:** The more negative consumer's beliefs of sweatshop issues are the more positive attitudes they have towards buying ethical fashion.

**H2:** The more negative consumer's beliefs of environmental issues are the more positive attitudes they have towards buying ethical fashion.

**H3a:** Sweatshop issues have greater influence on consumer's attitudes towards buying ethical fashion than environmental issues.

**H3b:** Environmental issues have greater influence on consumer's attitudes towards buying ethical fashion than sweatshop issues.

**H4:** Positive attitudes towards buying ethical wear increase consumer's purchase intention of ethical dress.

The bellow correlation is still not problematically big in that it would indicate multicollinearity between the variables.

S. No	Factors	BSI	BEI	ATT	PIEF
1	Beliefs of sweatshop issues	1	0	0	0
2	Beliefs of environmental issues	,432*	1	0	0
3	Attitudes towards buying ethical fashion	-,249**	-,288**	1	0
4	Purchase intention of ethical fashion	-,252	-,324	,749	1

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

Although most of the correlations are rather small, even correlations 0, 1 can be significant when sample is greater than 500. This research has sample of 617 thus it could be concluded that all the correlations are significant because they are all over 0, 2. (Nummenmaa 2009).

From the statistics it could be concluded that people believe that sweatshop issues are quite common in the textiles industry as well as environmental issues. Thus, consumers seem to have rather negative beliefs about the industry. On the other hand, consumers' attitudes towards buying ethical fashion wear seem to be quite positive. However, there is a slight conflict since purchase intentions of ethical fashion wear do not seem very strong.

## CONCLUSION

The fast pace nature of the fashion industry means rapid style changes and increasing competition in tight deadlines and prices. Globalization and technological developments on the other hand have brought the labour intense industry closer to the developing countries with inexpensive production costs. Textiles industry has been lacking behind in tackling these issues because before the average consumer did not question the production practices behind the products. However, this has changed and today consumers are aware of the ethical impact of their purchase decisions.

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## EFFECTIVE BALANCING OF WORK AND LIFE BY WOMEN MICRO ENTREPRENEURS-A QUALITATIVE STUDY

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### ABSTRACT

*We are now experiencing the strength of women micro entrepreneurs all over the world. Even though they are facing so many hurdles in family atmosphere as well as at their workplace, they can manage both the venues equally by the help of family, co-workers and the management of the enterprise. They are able to manage the responsibilities at home with the help of husband, children and other family members. They are well versed with the duties at their enterprise, have high rate of confidence and are able to take risks for the betterment of the enterprise through discussion with fellow workers and with the help of boosted morale. Because of the presence of a higher emotional empathy women micro entrepreneurs are able to make a team rapport and chemistry with all the stake holders of the enterprise and home equally so that they get better empowerment. We recommend more awareness classes to the entrepreneurs and their family, medical camps, recreational activities, leisure trips, motivational classes so that the entrepreneurs can minimize the dual role conflicts and there will be a positive attitude for the family members of them ..*

**Keywords:** *Women micro entrepreneurs, Personal satisfaction, Work life Balance*

### INTRODUCTION

Women entrepreneurs need to be encouraged to take up leadership roles. They can overcome their inhibitions. They are assured that they do hold the potential to lead teams and run a business. Providing leadership training and creating peer support groups, can help boost confidence that will allow better business decisions.

Women struggle to balance their lives. They tend to believe that their work life is different from their social life. Instead, women need to focus on consciously blending the two aspects which will help ease the struggle of the juggling act.

Interacting with like-minded women can be one of the easiest ways for women to address their challenge as women entrepreneurs. Meeting other women leaders can inspire creativity, build knowledge and make future business goals seem attainable. For this, women leaders not only need to be open to learning but also sharing from like minded entrepreneurs.

An observing pattern against women entrepreneurs is that while careful attention is paid to the critiques, women leaders often tend to brush their victories as they are more steadfast in their focus towards improvement.

Women entrepreneurs need encouragement and support to start a business with ideas that resonate with their abilities, interests and skills. Peer-to-peer learning platforms and associations serve as the best way for women to interact with like-minded leaders who over a period of time evolve as a strong support system.

### REVIEW OF LITERATURE

The studies of Monika Talreja (2017) through her article revealed that unlike men counterparts, women opt entrepreneurship to manage both the domestic and business chores simultaneously

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along with earning capability with family commitment. Despite of the increasing number of women obligations, little attention has been paid towards the actual expectative and true picture of entrepreneurship along with the extent to which entrepreneurship offers an improved WLB.

According to Vasan.M(2016),through his article problems and prospects of women entrepreneurs, the increasing presence of women in the business field as entrepreneurs has changed the demographic characteristics of business and economic growth of the country. Women owned business enterprises are playing a more active role in the society and in the economy.

As per the studies of Sucheta Agarwal (2015),in order to overcome role conflict, they need to balance between work and personal lifestyle. To gain more flexibility and control on their work and personal obligation, women start up their own business.

Ajay.K.Jain and Shali Srivastava (2012) studied the women entrepreneur's psychological well being as supported by their family members in terms of support network so that effect of role overload and dependent care should be minimized.

As per the studies of Rincy.V.Mathew and N.Panchanatham(2011),the major factors influencing WLB of women entrepreneurs in India are role conflicts, parental care issues and support network. The study recommends for authorities to deal with the major WLB issues faced by Indian women entrepreneurs.

Nel,Matriz & Thongprovati(2010) says that women entrepreneurs play a significant role in contributing to the growth of the global and local economy and many of these contributions come from a strong emerging trend of women entrepreneurs.

Pamela.F.Resurreccion & Ramon V-del Rosario (2010) says that Philippine women entrepreneurs are always determined to be with spouse, children and family members in addition to their work at enterprise by managing time effectively.

### **RESEARCH GAP**

Large number of scholars studied about the problems and challenges faced by women micro entrepreneurs. Also they have studied about

The possible ways by which women can overcome the challenges. But nobody turned about the after effect of remedial measures taken for reducing the limitations of women micro entrepreneurs. Hence, it is highly important to study how women entrepreneurs overcome role conflicts and balance work and family life.

### **OBJECTIVES**

- \*\*To study the relation between professional and personal life of women micro entrepreneurs.
- \*\*To analyze how women entrepreneurs manage their work and family life equally.
- \*\*To find out the role of personal satisfaction in maintaining a stable and balanced life.
- \*\*To study the relevance of attitude of family members.
- \*\*To discuss the influence of attitude of friends and team mates

### **METHODOLOGY**

Personal interview is the major tool of data collection. It is based on structured questionnaire. The secondary data is collected from various sources. All the data are arranged in tables and analysed using statistical tools.



**ANALYSIS**

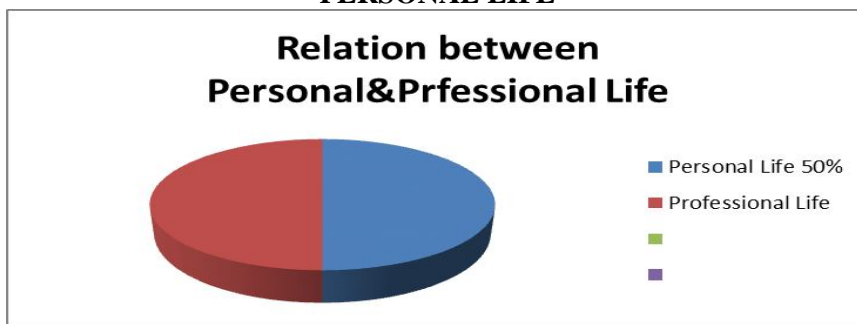
The primary data collected from 50 women entrepreneurs of five SHGs were analyzed by statistical tools and the following results were obtained.

**RESULT & DISCUSSION**

**TABLE.I RELATION BETWEEN PROFESSIONAL & PERSONAL LIFE**

Sl.No	Specification	No. of hours spent	Percentage
1.	Personal Life	8	50%
2.	Professional Life	8	50%

**GRAPHICAL REPRESENTATION OF RELATION BETWEEN PROFESSIONAL & PERSONAL LIFE**

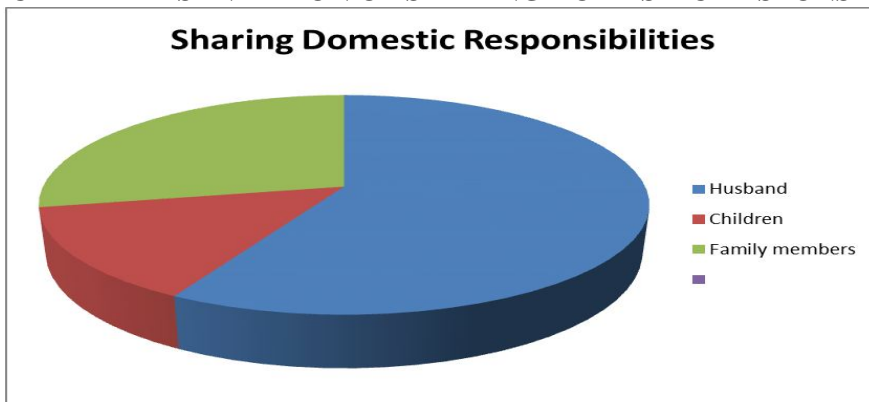


On verification of the data collected from women micro entrepreneurs, it is found that they spent equal time with family and at workplace. That means women are able to manage work and life equally. There lies a strong balance between work and life.

**TABLE.II SHARING OF DOMESTIC RESPONSIBILITIES**

SL. NO.	TYPE OF UNIT	HUSBAND	CHILDREN	FAMILY	TOTAL
1	ORGANIC FARMING	5	2	3	10
2	NUTRIMIX	6	4	-	10
3	RAILWAY PARKING	6	-	4	10
4	TAILORING	7	-	3	10
5	CAFÉ&RESTAURANT	5	1	4	10
	TOTAL	29	7	14	50
	PERCENTAGE	58	14	28	100

**GRAPHICAL REPRESENTATION OF SHARING DOMESTIC RESPONSIBILITIES**

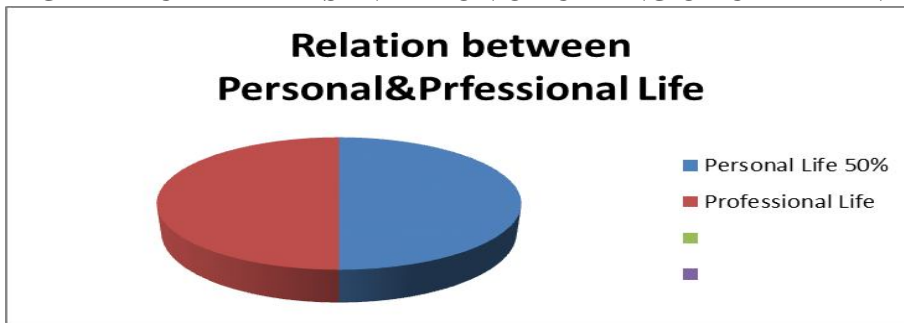


Women entrepreneurs share their responsibilities with husband, children and family members. Out of 50, about 58% of them share homely responsibilities with husband, 14% share homely responsibilities with children and 28% share homely responsibilities with other family members. That means the support of husband is very important for women workers. In fact this sharing improves the confidence and personal satisfaction to a greater extent.

**TABLE.III CARING OF CHILDREN**

Sl. No	TYPE OF UNIT	HUSBAND	SERVANT	NO MANAGEMENT	RELATIVES	TOTAL
1	ORGANIC FARMING	6	2	-	2	10
2	NUTRIMIX	6	1	-	3	10
3	RAILWAY PARKING	6	-	1	3	10
4	TAILORING	7	-	1	2	10
5	CAFÉ&RESTAURANT	5	1	1	3	10
	TOTAL	30	4	3	13	50
	PERCENTAGE	60	8	6	26	100

**GRAPHICAL REPRESENTATION OF CARING OF CHILDREN**

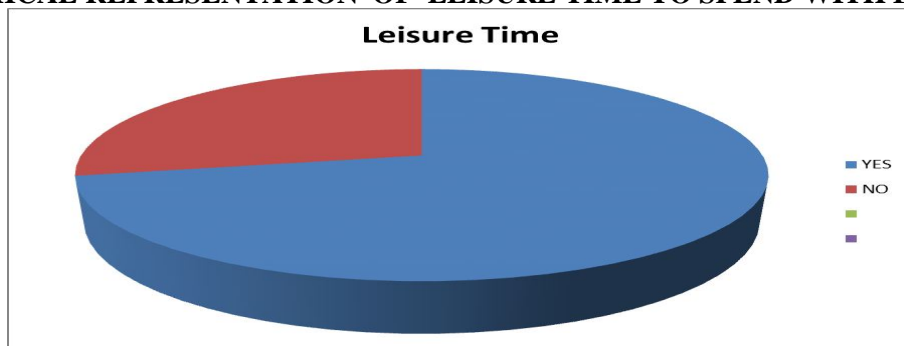


In order to look after the children, husbands take more responsibility. 60% of husbands are taking care of their children, 8% taken care by servants, 6% are having no management and 26% are taken care by the relatives. On finding that our children are taken care of, women entrepreneurs have higher personal satisfaction and are more interested to take risks for the enterprise.

**TABLE.IV LEISURE TIME TO SPEND WITH FRIENDS**

Sl.No.	Response	No. of Respondents	Percentage
1.	YES	39	78
2.	NO	11	22
	TOTAL	50	100

**GRAPHICAL REPRESENTATION OF LEISURE TIME TO SPEND WITH FRIENDS**

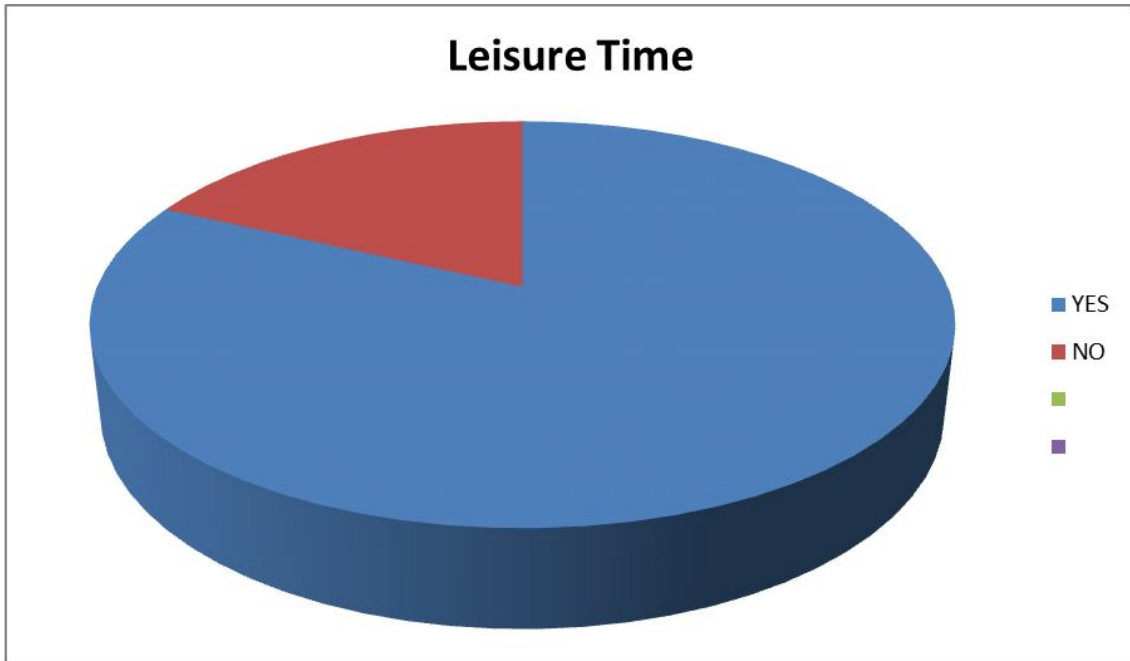


Here out of 50,thiry nine ie,78% of women are able to spend their leisure time with friends. Women micro entrepreneurs take initiative to find leisure time to spend with their friends. They are having casual discussions about homely matters and occupational problems. Normally their discussion leads to number of solutions By this, they are able to manage the difficulties both at home and workplace, thereby women are able to handle work and home in a relaxed mood.

**TABLE.V LEISURE TIME TO SPEND WITH HUABAND & CHILDREN**

Sl.No.	Response	No. of Respondents	Percentage
1.	YES	41	82
2.	NO	9	18
	TOTAL	50	100

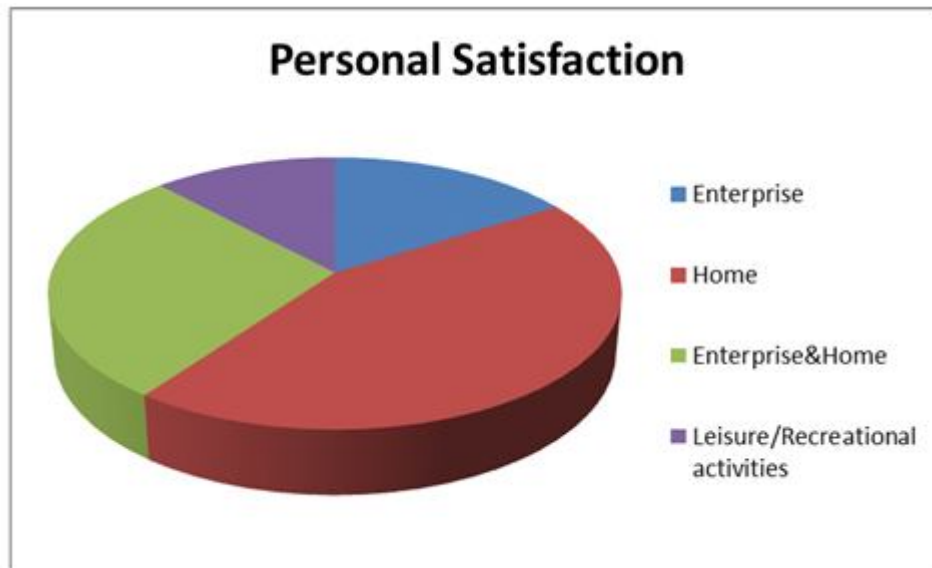
**GRAPHICAL REPRESENTATION OF LEISURE TIME TO SPEND WITH HUSBAND & CHILDREN**



Out of 50 respondents 41 are used to find time to spend with husband and children so that they are able to share their worries ,difficulties and tensions at home. When they discuss things with loved ones, they are able to take suggestions and corrections so that a smooth atmosphere can be developed at home which will definitely increase the satisfaction level.

**TABLE.VI SATISFACTION LEVEL OF WOMEN ENTREPRENEURS**

Sl.No	Response	Number	Percentage
1	Enterprise	8	16
2	Home	22	44
3	Enterprise & Home	14	28
4	Leisure/Recreational activities	6	12

**GRAPHICAL REPRESENTATION OF SATISFACTION LEVEL**

As the responsibilities are shared, women have most satisfaction at their home. Out of 50,44% of the entrepreneurs are personally satisfied with home. ie, the maximum.28% of the women are satisfied both with home and enterprise.16% satisfied with their enterprise while 12% with leisure time and recreational activities.

**CONCLUSION**

Women entrepreneurs are able to explore new techniques and new works, provided their loved ones must support them. They are ready to take new risks, can have some great impact to the way one would look to the growth of the enterprise.

Women entrepreneurs are interested in discussing official matters by encouraging healthy discussions amongst teams which results in developing morale and confidence of other team members. Also, women entrepreneurs are able to take any responsibility in their office. Women leaders are more empathetic than their counterparts, so they are able to build team rapport and good chemistry with fellow people. Since, the responsibilities both at home and workplace are shared by husband, children, other family members and team mates women entrepreneurs are able to balance both work and life effectively.

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## A REVIEW ON INDIAN BISCUITS INDUSTRIES AFTER IMPOSING OF GSTY

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### ABSTRACT

*Biscuit is India's biggest enterprise among meals industries, with an anticipated production of 1000 metric tonnes and cost of 5.5 thousand billions. The industries have been set up in organized and unorganized sectors contributing identical share. But in the present scenario the industry is facing huge competition as well as the countries tax slabs were changed. In this article am going present, how the tax slabs affected the biscuit industry.*

**Keywords:** Biscuits industry, tax slabs, metric tonnes

### INTRODUCTION

Biscuits constitute primary factor of human snacks in most a part of the arena. It is an unleavened crisp, candy pastry made from wheat flour, shortening (hydrogenated fats) & sugar, and is generally made mild by the addition of baking powder (a mixture of sodium carbonate, sodium bi- phosphate & cereal flour). Wheat flour constitutes the fundamental factor for biscuit manufacturing due to its gluten proteins, which might be not found in flour of different cereals. Gluten protein forms elastic dough during baking and offers high organoleptic first-class to the completed product.

**Range of products:** - Biscuits can be broadly categorized into the following segments.

- Glucose (44 per cent)
- Marie (13 per cent)
- Cream (10 per cent)
- Crackers (13 per cent)
- Milk (12 per cent)
- others (8 per cent).

### Recent trends and opportunities in the biscuit market



**But why Indian Biscuit Industry is not shining after imposing GST?**

Biscuits are common product of consumption for rich and poor alike. As per Indian biscuit manufactures association (IBMA) data, India produces 5000 tons of biscuits everyday which gets well absorbed in the market. This industry is a huge contributor of Indian government supported 'Make in India' initiative since biscuit is made of agricultural products such as wheat, vegetable oil, sugar and milk which are produced indigenously on large scale supporting many SMEs. The higher production of biscuits in India helps SMEs and large number of farmers. Moreover, biscuit industry employs about 7.5 lakh workforce directly and more than 30 lakh persons indirectly in marketing, retail network, transportation etc.

Despite these staggering figures, the Industry biscuit industry is facing tough days when the overall growth is almost at standstill. Speaking on same, B.P. Agarwal, President, IBMA said, "Despite being the market size of staggering 30,000 cr, the Indian biscuit sector is not getting any investments and there is absolutely no innovation happening. Moreover, the overall sale and production are decreased by 15% to 20% since the GST implementation. Overall the industry is suffering a huge loss. Furthermore, this industry is devoid of automation thus not growing at its actual rate.

**So what is going wrong?****The tax structure: Earlier and now**

The current market share of biscuit industry stands at staggering 20,000 cr. This is the industry which is still ruled by Indian players, even the industry leaders such as Parle, Britannia are Indian companies. The recently rolled out GST is touted to create the biggest hurdle. Biscuit is a mass consumption food item but has been suffering due to unjustified imposition of Goods & Service Tax (GST) at a very high rate of 18%. As per Agarwal, "The government has mistakenly understood as a premium product by placing it in the higher tax slab denying level playing field for biscuits vis-à-vis similar products. Let's shed light on few similar items and current tax slab.

Recently, IBMA has also sought intervention and support from Members of Parliament from various political parties for favorable consideration of levy of GST at lower slab of 12%. Speaking on same, Deepak Bherwani, Director, Krown Biscuits said, "Lowering the rate of GST on biscuits would result in higher production and would not affect revenues to the Central and State Governments".(Data Source: IBMA)

**Cost Escalation**

Apart from GST, high inflation on raw material and packaging material is yet again marring the growth of biscuit industry. Moreover, the recent proposals from government to revise the minimum purchase price of wheat, sugar in order to relief the farmers will ultimately effect the pricing of biscuits. Furthermore, in order to comply with high GST slab manufactures will be forced to increase the price. Speaking on same, Pankaj Agarwal, CEO, Bonn Biscuits said, "Biscuit Industry is subjected to escalation in cost of inputs/ingredients due to higher cost of transportation, fuel, packaging, wages etc. "

**Retail Challenges**

Biscuit is an item which is still largely sold by the general traders. "We are facing a lot of challenges at retail level, when a shopkeeper sold different food items marked with different GST slabs then it becomes an arduous task to bill or sale. And, this is one of the biggest deterrents of switching to plastic money transaction to purchase biscuits. That is the reason we are requesting the government to put all food items on similar GST slab." Said Shekhar Agarwal, Director, Surya Food & Agro Ltd. (Priyagold Biscuits)

Moreover, apart from small cookies manufacture nobody dares to initiate direct retail. “Nobody can survive by opening their own direct stock since the size of industry is huge, it is really not possible for vast companies to have their exclusive retail distribution,” informed Agarwal.

#### **Parle hit by slowdown, says ‘GST responsible for it:**

Parle Products Private Limited said that product demand for its products has diminished in the past two quarters. In an exclusive interview to Bloomberg Quint, Mayank Shah, category heads at Parle Products said, Consumers have become more value-conscious during the times of slowdown in the last six months. Consumers are not buying enough. Offtake from the shops is getting affected. The number of shops stocking these products is the same, but the number of products being sold from these shops is going down due to weakening consumer demand, His remarks came after Varun Berry, managing director, Britannia Ltd, in a post-earnings conference said the consumers are thinking twice before buying even a ₹5 product. He indicated towards a “serious issue in the economy. We’ve only grown 6 per cent and the market is growing slower than that,” Varun Berry, managing director at the maker of Good Day and Tiger biscuits, said. Britannia Industries market shares have declined more than 3 per cent since it announced its first-quarter results on August 9, 2019. Mayan Shah of Parle Products held higher slabs in Goods and Services tax and lack of adequate government stimulus responsible for the slowdown in demand. Imposing higher taxes on biscuits bought typically by lower-income consumers will definitely impact sales. The government needs to spruce up demand. There has also been a long pending demand to reduce GST on biscuits priced at ₹100 per kg or below. These biscuits were taxed at only 12-14 per cent under the previous excise and value added tax regime. Under GST, they are priced at 18 per cent. These forces companies said Shah.

#### **These are the some Challenges Facing by Biscuit Manufacturers?**

Biscuits, in India, saw a moderate increase in retail sales of over 8% in 2017, which is at par with 7.8% CAGR from 2012 – 2016. The growing maturity of this product category and shift in consumer preferences could be the possible factors for slow-to-moderate growth of the product categories. Premiumization and healthier product options are the megatrends observed in the market among working population and young adults in the country which could be the key target audience for biscuit suppliers. Pocket-friendly packs, availability across channels, aggressive promotion strategies and maintaining efficient supply-chain are few of the prominent focus areas for players operating in the market. However, biscuits manufacturers are poised to witness some major challenges which will force them to change the way they work in 2018.

#### **Challenge 1: Volatility in Raw Material Prices**

The wholesale prices of the raw materials such as Wheat flour, sugar, butter, cocoa, etc., which are key ingredients in the manufacturing of biscuits, are highly volatile. For instance: Sugar and milk prices in India have risen at a CAGR of over 4.5% & 5.5%, respectively, during 2013-2017. Similarly, global cocoa prices witnessed a rise at a CAGR of over 4% during 2013-2017. This in turn has led to increase in average selling price of biscuits.

India being a highly price sensitive country, manufacturers face difficulties to increase prices due to which value chain stakeholders are expected to witness shrinking profit margins.

A biscuit manufacturer can’t control raw material price fluctuations but can adopt tools to help formulating an effective business strategy to remain steady during the fluctuations in raw material prices. With a decade of experience, TechSci Research has worked with various marquee names in the biscuit industry, across value chain, and has assisted them with market intelligence solutions ranging from product development, distribution channel optimizations and endpoint sale strategies. To curb the said challenge, TechSci Research has conducted market forecasting analysis for manufactures in predicting the demand of the product. A business needs



a plan of action that allows a company to buy when prices are low and rely on their inventory when prices are high. The only way to succeed is to have a robust forecasting of demand and supply. This is one area where TechSci Research excels. TechSci Research has helped its clients to forecast the market demand and eventually, plan their raw material requirements. With this information the company can purchase raw materials at most favorable prices.

### **Challenge 2: Low acceptance of mid & Premium segment biscuits in Rural Areas of the country which constitutes around 65% of the population**

Majority of the demand for mid & premium segment a biscuit comes from the urban population in India. Acceptance of such products is very low in rural part of the country on account of high prices. Rural consumers prefer glucose biscuits because of low price and more quantity. The demand for these economy segment biscuits in rural India is anticipated to get further affected in the coming years due to problems like deficit in monsoon, etc. resulting in lower income due to which marginal consumer whose income growth does not keep pace with inflation are not able to spend on non-necessity items.

In a highly price sensitive environment of the country, customer seek value-for-money. Understanding a customer w.r.t. to their spending preferences, expectations, aspirations, etc. is the need-of-the-hour for an FMCG company. With expertise and wide knowledge base of analyzing the demand-side of the market, TechSci Research have conducted number of studies in rural areas of the country for number of majors in FMCG ecosystem. To tackle the said challenge, TechSci Research has provided customized research solutions such as Channel Partner Development study and Price Sensitivity Analysis to its clients. While executing these studies, it was observed that inadequate distribution reach of the product is the major area of concern for companies. It is recommended that biscuit manufacturers identify and develop distribution partners to increase penetration in untapped areas of the market with the help of market research studies. Also, in a country like India, where price plays a major role while making a purchase decision, manufacturers needs to carry out pricing strategy studies by assessing the demographics which has helped leading biscuit manufacturers deepen their roots in the market.

### **Challenge 3: Highly Fragmented Market**

The biscuit majors operating in the India are expected to face high competition from regional players like Unibic, which has deep penetrated roots in southern part of India. For instance, in cookies segment, Unibic has witnessed highest growth in southern states when compared to other marquee names in the country. Moreover, key players in the market has diversified brand portfolio further fragmenting the biscuit market. Due to this, the companies are not able to focus on the sales of a single brand. Also, this results in higher expenditure on marketing and other promotional activities, eventually, shrinking the profits. In addition to regional penetration of brands, unorganized segment of biscuit market, which accounted for over 40% share in 2017, is another area of concern for the players operating in India. Although organized players have an impressive reach in rural part of India, low priced unorganized biscuits are hindering the sales of branded biscuits and this unorganized sector takes advantage of the price sensitivity of the Indian consumer.

Amongst this grey area of the market it is very important to identify a local partner to familiarize yourself with the ground reality. The unorganized sector of the market can be seen as an untapped opportunity and a market participant should use market intelligence to leverage this opportunity. Understanding a customer's perception can be the key to establish the footprints and penetrate deeper in this area of the market. As an expert from market's demand-side prospective and widespread reach in every corner of the country, TechSci Research has carried

out consumer perception studies for biscuit manufacturers wherein TechSci has showcased the major influencers of purchase, the optimal price a customer is willing to spend, impact of marketing and advertising campaigns on a consumer and factors that can influence a customer to switch from an unorganized to a branded biscuit even at district level in the country. With consumer data and insights of this quantum provided by TechSci Research, the manufacturers have been able to appropriately position their products w.r.t. pricing, pack size, local taste, etc. and cash in on the opportunities available in the market.

#### **Challenge 4: Lack of Exclusive Retail Distribution Channel**

Biscuits, being a low-priced product, offer limited margins across value chain. Unlike small bakeries across country like Frontier which have their exclusive retail outlets, key players lack exclusive retail channel resulting in sharing their margins throughout the value chain.

An effective distribution strategy is what it takes to reach to your customer efficiently. For a product like biscuit, managing a distribution network is a challenge. On one hand an exclusive retail outlet could be a much expensive option for a rural area and on the other, selling a product in traditional store is what the crowd is following blindly. With more than ever developing modern retail format, increasing consumer awareness across country, etc. making the product visible in the market should be the prime focus area. With an extensive experience and an array of service offering in FMCG ecosystem, TechSci Research has worked with stakeholders throughout the FMCG market value chain and have conducted the studies like market assessment, opportunity assessment, product testing, product positioning, competitive intelligence, promotion and advertisement effectiveness, pricing strategy among others for its clients. Visual Merchandising, Aisle space management analysis, Retail roll-outs and promotional activities through exclusive kiosks in public spaces are few of the other consulting engagements TechSci Research have been assisting biscuit manufacturers with.

#### **Challenge 5: Negative “Short-Term” Impact of GST**

Rolling out of GST touted as one of the biggest hurdle for the biscuit industry in India due to unjustified imposition of GST at a rate of 18% resulting in lower production and revenue of the companies. It is expected to have short-term implications on the market, wherein, either company will witness lower profits, or the consumers would take hit in terms of product price hike.

In order to sustain a short-term implication, a viable long-term solution should be adopted. With GST roll-out, biscuit market is expected to experience some turbulence which is inevitable. However, it would do no harm to brace the business with a long-term plan which will provide a cushion of absorb the impact. A long-term strategy formulation requires an extensive demand & supply forecasting. With a decade long experience and consistent monitoring of FMCG industry for domestic and international markets, TechSci Research has conducted robust forecasting studies for FMCG and other vertical majors which has helped them in planning and formulating a business strategy. It is important for biscuit manufacturers to understand the historic and current grounds realities of the market and get holistic forecasting studies done which will help them to stay ahead of the market and dodge these road blocks in an efficient manner.

#### **CONCLUSION**

Biscuit manufacture is now not taken into consideration a craft but a completely fledged technology, advanced after complete information of the numerous strategies concerned with the assist of basic precept of science and engineering. All over the arena, manufacturing gadget has been replaced via new and advanced automatic machines with excessive outputs. In some of the foreign international locations biscuit production has been computerized. In India all branded

biscuit like Britannia, Parley and Sun banquet and so on. Manufacture is being heavily supported by means of their franchise devices. There is a big call for of these biscuits. Irrespective of rural or urban vicinity, its miles the choice of client and subsequently the biscuit is the most important ate up processed product in India, governments also need to encourage by decreasing GST Slab rate for these industry.

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**E-TAILING IN INDIA****P. Madhan Kumar<sup>1</sup> and Dr. B. Balamurali<sup>2</sup>**<sup>1</sup>Research Scholar, Department of Business Administration, Annamalai University,  
Chidambaram<sup>2</sup>Associate Professor, Department of Business Administration, Annamalai University,  
Chidambaram**ABSTRACT**

*Internet these days have become a very colloquial criteria for everyone living in this technologically upgraded era. So the growth of online marketing like e-tailing and other concepts have become very obvious. All the consumers have become very much addicted to the comfort provided by e-commerce. Though e-tailing (electronic form of retailing) is in an inceptive form in developing countries like India, we cannot push aside the impact it is having on the heavy population. These populous countries have a great human potential which is a boon to the retailers but they should exactly tap on proper resources to convert their business to profit mode. Many factors like trust issues, security issues to avoid heists, online payment facilities and credit card availabilities etc., are affecting the penetration of e-tailing to a deeper perspective in our country where the prospective buyers are of a suspicious nature and resistant to change. In jammed countries like India customer satisfaction plays a heavy role for the success of any new business or any new entrepreneur. The retailers should concentrate simultaneously on customer feedback and also reverse logistics along with their sales. E-tailing has the capacity to serve both the rural and urban areas of our country and help in the easy access of different commodities for all people at the same time and in a cost effective way. This paper discusses vividly the opportunities, threats and challenges faced by E-tailers and e-tailing in the Indian scenario.*

**Keywords:** e-commerce, e-tailing, online heists

**INTRODUCTION**

The term E-Tailing has been derived from the roots of retailing. E-Tailing is nothing but electronic form of retailing. In leman language the business or buying and selling of goods and services using the internet is called as E-Tailing.

With the available electronic paraphernalia and also internet facilities E-Tailing have been occupying a very large space in the human lives. In E-Tailing a virtual shop is created where the customers can checkout various varieties of goods according to their tastes and needs and also their economic flexibility.

Goods ranging from kids nappies to the electronic gadgets are available through e-tailing in different websites with different price ranges. A customer has a simple task of just clicking through all the available options and select the particular good which suits all of his prerequisites.

The customer also have the comfort of making payments for the goods which he/she purchased or shopped through various methods like debit cards, credit cards, cash on delivery and also gift vouchers which are provided by that particular website to encourage the continuous purchase flow of consumers.

E-tailing have been a regular practice in many of the developed countries like US, UK, Japan, Australia etc., Webistes like Amazon, ebay, jabongg etc., have made their way into lives of the

customers making their shopping sprees easy and comfortable reducing the complexity of physical shopping and saving the most important and precious thing of mankind

—TIMEI.

## II. REVIEW OF LITERATURE:

—Online shopping has shown a handsome growth while brick-and-mortar malls are witnessing a slowdown. The growth in e-commerce looks impressive because of a low base and rising penetration of the Internet,|| Assocham Secretary General D S Rawat said.

According to ZHAO Qianqian and QIN Jin

—Reliability is an important aspect of service quality in the online retail environment.

However, research on e- tailing service reliability is limited.!

Lu-Lien Tan and Beatty (2004) in their study opined that phenomenal advancement of internet technology happened to be a beneficial alternative shopping spectrum for time constrained.

According to Lavie and Tractinsky (2004) the wide spread popularity of retailing over internet is chiefly contributed by the aesthetic value of website design which reflects uniqueness and innovative thoughts and this aesthetic web design finds importance specially when shopping for specialty goods because of their unique characteristics that emphasized the shopping experience. This aesthetic appeal of website design as per Zhang and von Dran (2000) motivates people to purchase online.

Tractinsky and Rao (2001) have found that computer savvy users seeking online substitutes to the physical shopping experience, would value aesthetic designs just like consumers of other commodities. Eroglu et al. (2001) have identified the two major online constraints of e-tailing that are screen resolution and the hardware that exists at the consumer end of the channel. The hedonic factors as per them in designing the web-site interface can be enhanced with symbolic, nonverbal elements, which can be created by images, colours, fonts, videos, and music.

## III. E-TAILING IN INDIA

E-Tailing in India is still in an immature stage but the retail marketing in India is witnessing a revolution. The growth of internet population has enabled such a drastic change in the fate of e-commerce. It is proved through recent surveys that internet and mobile phones are much more addictive in nature than drugs and alcohol.

In the battlefield of customer-savvy business, one of the most pioneering GDP boosting sectors of India, retail has started harnessing the power of ‘going digital’ through mobile and internet to materialize the twin mottos of ‘customer convenience’ and ‘user friendliness’ at their fingertips. Many online stores or websites like Flipkart.com, eBay.in, Futurebazaar.com, snapdeal.com, Timtara.com, 99labels.com, Beststylish.com, have made their mark in the Indian markets and due to the digitaholic shoppers, there is no doubt telling that traditional

‘brick & mortar’ types businesses and the people who own them are facing a greatest challenge of survival and competition in innovation.

Electronics	36 %
Fashion	25 %
Consumers durables	14 %
Home furnishing and furniture	10 %
Sports and accessories	7 %
Books	5 %

Food and grocery	1 %
Others	2 %

- Reverse logistics, the main point which is attracting most of the customers to the etailing phenomena is to be properly managed. Reverse logistics should include not only bringing the goods back but also cash for that good should be paid back to the consumer on the spot itself and again promptly replacing the good within stipulated time limit.
- Many special goods like medicines, jewellery, handi crafts etc., should be delivered to the customers

In populated countries like India there are many oppurtunities and also obstacles or roadblocks for success of new concepts like e-tailing. In a recent survey it have been studied that 370 million users are utilising internet which paves a way for rapid growth in usage of etailing.

#### IV. OPPURTUNITIES

**Demographic Structure:** Countries like India and China are a blessing in disguise for business firms due to their population. If the firms properly concentrate on the needs and necessities of even half the population of these countries they would have a great break through in their sales.

**Young domination:** It is recently surveyed that 35% of Indian population is youngsters below the age group of 30. This proves to be a great opportunity for the e- tailers to attract the youngsters with relevant advertisements of goods provided by them creating the need to purchase. Unlike elders the youth doesn't compromise on spending money to cater their needs.

**Internet usage:** Compared to the situation before 10 years in India there is a drastic change in usage of electronic gadgets today. Mostly three-fourths of the Indian population today is using internet which gives a chance for the e-tailers to present their products through various websites.

**Customers thought process:** Customers thought process have been changed. They are showing resentment of going physical shopping and spending most of their time. They are preferring to online purchases which would make them comfortably stay in a perfect form without any scratch on them which proves to be difficult with the prevailing infrastructural facilities which leads to dissatisfaction of consumers.

- Different tax structures in different areas of the country create an additional headache to the logistics management whereas the prices of goods change accordingly which clashes with original prices of the product shown online which results in consumer resentment towards the producer and website, where they are and simultaneously bring the goods to their door step.

**Time constraint:** This is the major factor which is giving life to online shopping units. In the present competitive world all the works are being stipulated to time. So the consumers instead of doing physical shopping and killing the valuable time are preferring to go for online shopping which helps them to save lot of their time and also give them scope for utilising the same time for some other productive things.



## V. CHALLENGES

Poor knowledge and awareness: Though internet is being used by many people still there is the problem of illiteracy lurking in Indian scenario. Many illiterate people even don't know what is internet and its usage in the rural areas. This is a major obstacle for e-tailing because India mostly comprises of rural background.

Online transactions security: Many educated people are also averse to online transactions due to their complexity and also mostly due to security reasons. People think that revealing their pin numbers and also credit and debit informations would cause to heists for which they don't know whom to consult in particular for their repayments.

Logistics and shipment: As mentioned before logistics management should be effective in order to maintain a smooth business. But many complaints regarding fraud, wrong products, quality of products, delivery of products and damage to the products have been registered which is making many of the consumers to rethink their decisions of shopping online.

Touch and feel factors: Mostly Indian consumers do not compromise on the quality of the product. They do not believe unless when they physically see, feel and touch the product with their own hands and conclude that the product is fit for usage and also upto their expectations.

Poor infrastructure: one more important roadblock to the e-tailing concept is infrastructural facilities are very poor in India when compared to western countries which hinders the effective delivery and also it is very difficult to stop goods from spoiling due to rugged roads and very poor transportation facilities.

## VI. RECOMMENDATIONS

- The e-tailers should provide full information regarding the product without hiding any of its disadvantages.
- Logistics should be greatly improved in order to maintain timely deliveries and qualitative deliveries to the consumers to win their trust.
- Consumers should be assured about the security of personal information they are going to reveal to the websites for payment purposes.
- Rural areas should concentrate more in creating internet awareness and also making internet operations less complex for their easy understanding and also payment options should be accessible to them.
- The pricing details should be clear and also precise including the shipping charges charged to the place of order to avoid the feeling of consumers that they are cheated in case of prices.

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**COLD CHAIN TO IMPROVE FARMERS INCOME****Joby Veliyan Antony<sup>1</sup> and Dr. P. Rajinikanth<sup>2</sup>**<sup>1</sup>Phd Research Scholar, Department of Business Administration, Annamalai University, Chidambaram<sup>2</sup>Assistant Professor, Department of Business Administration, Annamalai University, Annamalainagar, Chidambaram**ABSTRACT**

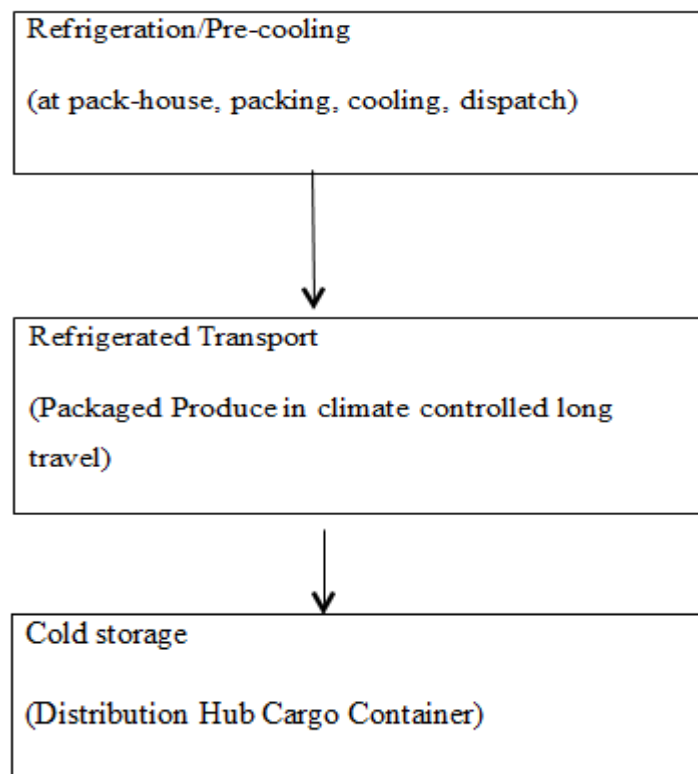
Farmers are on distress due to crop failures, droughts and other natural calamities. It's is very important to double farmers income in order to move our agrarian economy forward. Developing cold chain infrastructure will be of great help to avoid farm produce wastage and will increase farmers income. On the other side consumers will get enough fruits and vegetables at reasonable price even at off seasons.

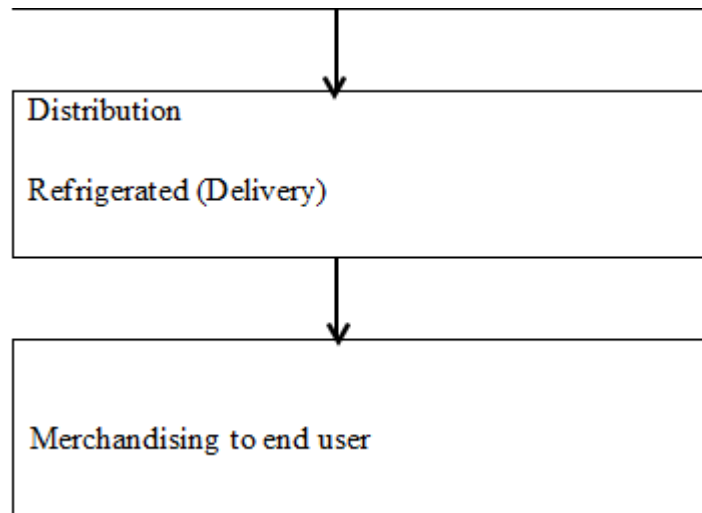
**Keywords:** Cold chain, farmers, infrastructure, shelf life, fruits and vegetables.

**INTRODUCTION**

Cold chain keeps the vegetables and fruits fresh for a long period of time. Shelf life of Fruits and Vegetables will be improved a lot with the help of maintaining the produce at right temperatures. This will make Fruits and Vegetables available to larger target market across the globe. In India at present 30% of farm produce is wasted due to poor storage and transportation.

Cold Chain is the supply chain from farm to fork by keeping the products in a temperature controlled atmosphere. This will improve the shelf life of the produce. The under mentioned diagram show the flow of farm to fork concept.





### **HOW COLD CHAIN WILL BENEFIT FARMERS?**

With 50% of the population is engaged in farming, Central Government is planning to double the farmers income . This will be possible with the development of cold chain infrastructure in India. A sizable amount of Farmer`s income is lost to middlemen. By avoiding middlemen and by increasing the longevity of produce and by enhancing storage facility, farmers can get better benefits at both season and off season for the produce and can sell the produce at long distance markets, this increasing the geographical foot print. Pricing of farmers produce could be brought under control while in season, since the produce can be stored in cold storages.

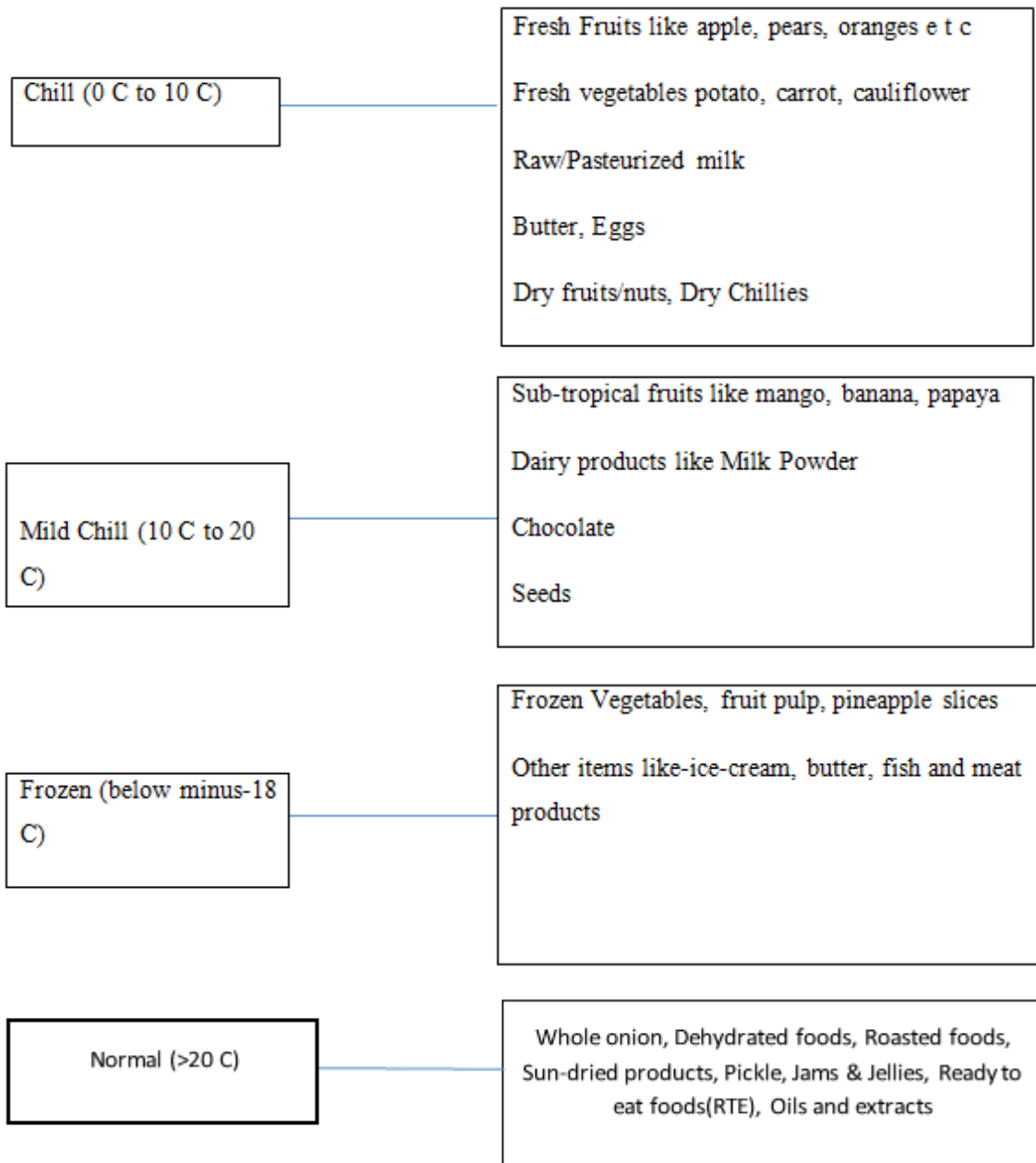
Lot of produce is wasted due to short life cycle of F & V at normal ambient temperature which can fluctuate in India up to 45C. Shelf life is increased by using temperature controlled storages and by temperature controlled transportation. Wastages of an Indian farmer which is up to 30%. Saving this wastage will increase the farmers profits by to a good level.

### **BENEFITS TO CONSUMERS**

Consumers will get the benefit of optimum price without too much of price hike due to storages for off seasons. The farm produce will be available at off season at a reasonable price. Since cold storages are holding the stocks there will be exact knowledge for Civil Supplies Department on the where about of stocks, so that hoarding of consumables and other items could be avoided.

### **COLD-CHAIN CATEGORIES BASED ON STORAGE TEMPERATURE**

Based on product storage temperature, the using commodities can be broadly classified into 4 categories.



**MAJOR COLD-CHAIN INFRASTRUCTURAL COMPONENTS**

The major cold-chain infrastructure components and their desirable set up locations are mentioned below. Based on primary survey of major consumption centres, production centres and available data on records with various departments/ministries, an assessment of current usage is listed as per Table below.

#	Infrastructure components	Desirable Set-up location	Current Usage
1	Modern Pack-house(PH)	At farm gate for fresh produce preconditioning	For exporters mostly
2	Long Haul Transport(T)	From pack-house to	Across the country

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		Mandi/wholesale buyer	
3	Cold Storage Hubs(CH)	Close to consumption/distribution centre	Across the country
4	Cold storage Bulk(CS)	At farm gate/food processing premises	At farm gate/food processing premises
5	Ripening Chamber(RC)	Close to consumption/distribution centre	Near to consumption centre
6	Last mile transport(t)	Within distribution city	Major Cities
7	Retail/Front-end(FE)	Last mile merchandising	Front end
8	Food Processing Unit(PU)	Factory dispatch of food product as source point	Cluster parks, Production zones

The above considered infrastructure components are assessed for need by developing a matrix as per volumetric flow of selected high value fresh farm produce. The volumetric flow of the selected produce estimated on the basis of per capita consumption at major consumption centers, linked to distance from identified producing districts for the purpose of developing the cold-chain infrastructure matrix.

**PRODUCT HOLDING LIFE**

Holding life of a product can be understood as the summation of the time spent by a product during preparatory cycle (pack-house, cold storage bulk), transport cycle (reefer vehicles), storage cycle (cold storage hub) and shelf cycle (retail point-of-sale). Accordingly, based on the holding life, two main categories are discussed:

1. Long-term Holding Life
2. Short-term Holding Life

**Long-term holding life**

<p>Long-term holding life (3 months to 10 months)</p>	<p>Short holding life (7 days to 6 weeks)</p>
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For products with “long-term” holding life, the focus is towards holding inventory so as to make available fresh supply in lean months of production and/or non-production months. This segment maintains a strategic buffer near farms or at production centres, pending dispatch to markets as demand fluctuates. The storage period for “long-term” is considered 3 to 10 months or longer. The long-term bulk storage must be discouraged from boarding activity.

<p>Apple , Pear, Orange, Kiwi Carrot, Cabbage, Potato Onion, Dry chillies Frozen Meats, Fish, Processed foods</p>	<p>Mango, Pineapple, Peach, Plum Grape, Banana, Cherry, Strawberry, Tomato, Brinjal, Cauliflower, All green leafy vegetables</p>
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**Short-term storage**

For products with “short-term” holding life, the focus is to develop fast connectivity and for transaction across geographical limitations. The connectivity is essentially seen to originate from farm-gate infrastructure (pack-houses, etc) to Wholesalers/Mandis (APMC) and retailers through reefer transport. The storage period for “short-term” is considered from 1 week to 4weeks. It is noted that the fresh produce requiring short-term storage is sold and consumed much before expiry of their full life cycle. This is where cold-chain finds meaningful application.

**FDI IN RETAIL**

With government opening up Retail sector for foreign direct investments, lot of retailers both Indian firms as well as foreign companies has opened up Retail Shops. Reliance Walmart, D-mart and a lot of retailers has entered the multi million business. This has opened up really great opportunity for farmers. Big retailers have efficient system of supply chain, which reduces wastages and proper cold chain infrastructures. Farm produce are collected from farms and transported by reefers to maintain proper temperatures and shelf life. Contract farming is getting more prominence with the help of farmer’s cooperative societies, self help groups.

Retailers avoid all intermediaries and train farmers the best practices available and technologies. This will help retailers to give the best price available to farmers as well for consumers. High quality fresh produce is made available with retailers with good packing and weights.

**INCENTIVES**

Government through its Nodal agencies like National Horticultural board, is giving credit linked back end subsidies for cold chain infrastructure, which varies between 35% in General areas and 50% in hilly areas and in North Eastern states.

**CONCLUSIONS**

In order to double farmers income, he needs to get good access to cold chain infra structure. There is a huge shortage of cold chain infrastructure in India. Both farmers and consumers will get the benefit of increased shelf life, with the help of refrigerated transport & cold storages. In this way the fruits and vegetables, which is damaged, could be avoided and can increase farmers income.

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**RECENT TRENDS IN HRM PRACTICES - AN OVERVIEW****A. Abimannan, Dr. V. Thamodaran<sup>2</sup> and Dr. A. Arockiaraj<sup>3</sup>**<sup>1</sup>Research Scholar, Department of Business Administration, Annamalai University, Chidambaram<sup>2</sup>Associate Professor, Department of Business Administration, Annamalai University, Chidambaram<sup>3</sup>Assistant Professor, Department of Business Administration, Jawahar Science College, Neyveli**ABSTRACT**

*This article is presenting the literatures of previous studies pertaining to find the recent trends in HRM practices. The authors have revealed the concepts of HRM globally persisted and prevailed are taken in to consider the context. The conclusion of the paper is “The HRM practices and its recent trends are emerged with talent management, intellectual capital, HR practiced with IT solutions, changing regulations as per the technological development, employees’ benefits by means of financial and non-financial motivations, training and development of employees with globalized resource, and revamping the structure of HRM towards the corporate social responsibility for the betterment of the nation as for the benefits to institutions, political, economic, and society.”*

**Keywords:** *Recent Trends of HRM, Talent Management and Training*

**INTRODUCTION**

The present review article is prescience the previous write-ups on the emerging trends on the human resource practices prevailed in global context. The innovative thoughts are provoked to ensuring the relevance and the need of the HRM practices to perform the organizational objectives to be accomplished. The role of employees and executives are to be constructed to get the best results by reflecting maximization of profit as well as wealth. The strategic management goals are developed and arrived from the innovative thoughts of experts in the field of HR establishments of certain corporate. In this juncture, researcher has revealed the HR practices and its recent trends to contribute for the academic research. The main aim of the article is to identify the most influenced trends of the HRM practices and its impact on the academic research.

**The following aspects of the HRM practices are emerged recently, such as:**

- |  |   |
|--|---|
| ➤ Globalization and its impacts        | ➤ Human Resource Development            |
| ➤ Knowledge management                 | ➤ Employee and Labour Relations         |
| ➤ Work-life balance                    | ➤ HR Technology                         |
| ➤ Flexible working hours               | ➤ Risk Management                       |
| ➤ Talent management                    | ➤ Socio-economic goals                  |
| ➤ Changes in compensation and benefits | ➤ Socio-political goals and environment |
| ➤ Workforce Planning and Environment   | ➤ Strategic Business Management         |

**REVIEW OF LITERATURE**

Most of the studies are concentrated on the above aspects, only few studies are coined the innovative and strategic trends on HRM practices. The authors have revealed the context about the recent trends of HRM practices by means of concluded points of the previous studies. The following table portrays the review of literature pertaining to HRM practices.

*Editor*

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*Dr. M.Ramesh, Dr. C. Kathiravan, Dr. Rincy V Mathew & Dr. A. Rajamohan*

Sl. No	Name of the Authors	Year	Recent trends in HRM Practices	Emerging Thrust Area
1	Mariana Dubravskaja and Emilia Solankova	2015	The global market is rapidly changing. As a part of an organization, HRM professionals must be prepared to deal with impacts of the changing global market. The most desired benefit wanted by the employees asked are training courses, followed by financial benefits	Training and financial benefits
2	Bilevičienė T et al	2015	Human resources business processes' automation and information management are becoming important organization efficiency factors. However, in reality, operating at a rapid pace on the environment, processes and work content change for ensuring the quality of the HR information, informative and user search capabilities due to wasteful organization of information management is still difficult.	Automation and Information Management
3	Lucia Morosan-Danila	2009	They are consequent to the vastly increased competition for many and likely in future, due to rapid development of technology, especially, the impact of IT, and internal necessities, and/or resulting from above stated causes. With technology up-gradations, much greater use of it and forthcoming e-commerce etc. new breed of 'knowledge workers' in 'learning organizations' will make the differentiation. This intellectual capital will demand much nurturing from the enterprise, in order to give back in the shape of superior results. The new technological change, downsizing, right sizing and privatization management can also play role for future developments /trends and accepts the challenges of the future.	rapid development of technology and impact of IT in HR
4	Rima Česnyienė	2005	Globally, the trend of HR is persisted to harmonizing seemingly opposing forces, changing regulation, compensation and high performance work systems to enhance productivity, corporate obligation to provide jobs, income and security and lack of qualified workers and the growing competition urge the managers to shift	Changing Regulation and enhancing productivity

			their attention to their employees as one of the key resources of the competitive advantage.	
5	Sarathkanna.D and Umesh Samuel	2014	HR practice is becoming more and more challenging day by day, they have to face lot of problems like retention, attraction of employee, dealing with different cultural people, managing work force diversity, technological and informational changes to overcome with these challenges training is necessary of HR people. To reduce mobility of professional personnel HR people have to motivate them from monetary and non monetary techniques. Proper performance evaluation system and proper career development plans should be used in the organisation to retain the professionals. Due to all these challenges it is very difficult for HR professionals to retain, attract and nurture talented employee. But it can be possible through motivational techniques, HR professionals cannot motivate employee from only financial techniques but they can motivate from non financial techniques.	Non-financial motivational techniques
6	SHRM	2016	Many organizations now have multicultural workforces whether inside the U.S. or spread around the globe. Leaders are struggling to balance their employees' societal cultures with the corporate culture. And the increased use of remote and temporary workers creates added management challenges.	Global Interdependence, working with Virtual Teams, Managing Talent Across Borders, Balancing Cultural Differences, and Corporate Social Responsibility
7	Sandeep Kaur	2017	Globalization is a force that increasingly touches the lives of people living in all countries of the world. Country borders are metamorphosing from barriers to bridges as a result of trade liberalization, increasing levels of education among women and workers in developing countries, and advancements in technology. Goods, services and labour talent are now flowing more freely across the globe than ever before. The opportunities are abundant, organizations to improved job opportunities and higher wages for	Advancements in technology and higher wages for skilled workers



			skilled workers. The challenges are equally copious. Organizations need to deal with an ageing workforce; they must attract, integrate and maintain multicultural employment pools. As a rule HRM has to venture into new trends in order to remain relevant corporate development partner.	
8	Umadevi S Muttagi	2016	The role of the HR manager must parallel the needs of the changing organization. Successful organizations are becoming more adaptable, resilient, quick to change directions, and customer-centered. Within this environment, the HR professional must learn how to manage effectively through planning, organizing, leading and controlling the human resource and be knowledgeable of emerging trends in training and employee development.	Training and employee development
9	Janarthanan Pillai	2015	The HR department should create competitive advantage by building strong organizations, strong leaders, managers, strong teams, & employees. HR department does this in a measurable way. If HR is to be perceived as an enabler of business strategies they need to be seen by measurable contributions to the bottom line through expense reduction or revenue generation, talent management and risk mitigation. HR people need to be a lot more creative in the way they do things. The “one size fits all” approach doesn’t work anymore. HR departments of today need to be talent of tomorrow.	Future Talent Management System

#### **FINDINGS FROM THE ABOVE LITERATURES**

1. There is a system of HRM practices followed by the organizations which rapidly changing with the global perspective of information technology and talent management system.
2. Training of employees and enhancing the productivity is the inherent factor associated with the talent management system. In order to upgrade the efficiency of the employees, organization who involved in the training they need to utilize globally available resources, i.e., Managing Talent across Borders.
3. Financial and non-financial motivations are highly required to satisfy the employee is the proved phenomenon of HR practices. Even though, higher wages for skilled workers concept will improve the unskilled to skilled.

4. Changing the regulation of HR practices in the well-established organization will enhance the productivity. There is a chance to reflect the negative results, the periodical research and development and survey report to be assessed frequently.
5. Compromising the needs of employees and rectifying the problems prevailed in the HRM, particularly, employees' attrition, economic recession and redeployment of employees by political enforcement.

### CONCLUSION

The HRM practices and its recent trends are emerged with talent management, intellectual capital, HR practiced with IT solutions, changing regulations as per the technological development, employees' benefits by means of financial and non-financial motivations, training and development of employees with globalised resource, and revamping the structure of HRM towards the corporate social responsibility for the betterment of the nation as for the benefits to institutions, political, economic, and society.

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**ISSUES AND CHALLENGES IN MARKETING OF OTC PRODUCTS IN INDIA****K. Kiran Kumar<sup>1</sup> and Arumugam Balamurugan<sup>2</sup>**<sup>1</sup>Research Scholar, Department of Business Administration, Annamalai University,  
Chidambaram<sup>2</sup>Assistant Professor, Department of Business Administration, Annamalai University,  
Chidambaram**ABSTRACT**

*India is one of the emerging markets for OTC drugs and offers significant growth potential for the industry. The market is growing in India due to the increasing healthcare expenditure, unhealthy dietary habits, expanding population, and growing healthcare awareness. The India OTC market was valued at USD 4611.88 million in 2018, and it is expected to reach USD 10229.99 million by 2024, with an anticipated CAGR of 14.20% during the forecast period, 2019-2024. The key factors propelling the growth of the Indian over-the-counter drugs market are the shift in consumer attitude toward self-medication, product innovations, and inclination of pharmaceutical companies toward OTC drugs from RX drugs. The increasing disposable income of people, along with a shift in the consumer attitude toward self-medication and increasing geriatric population are the two major factors driving the overall market in the region. Thus, the increasing awareness about the cost-effectiveness of self-medication and OTC medicines is also a crucial factor fueling the market growth. This paper focuses on the changing patterns of consumer attitudes and different marketing strategies adopted by several companies of Indian OTC market to face the competition in the global markets.*

**INTRODUCTION**

I. **OTC Drugs** means drugs legally allowed to be sold 'Over The Counter', i.e. without **OTC Drugs** means drugs legally allowed to be sold 'Over The Counter', i.e. without the **prescription of a Registered Medical Practitioner**. **Over-the-counter(OTC) drugs** are medicines that may be sold directly to a consumer without a prescription from a healthcare professional, as compared to prescription drugs, which may be sold only to consumers possessing a valid prescription. In many countries, OTC drugs are selected by a regulatory agency to ensure that they are ingredients that are safe and effective when used without a physician's care. OTC drugs are usually regulated by active pharmaceutical ingredients (APIs), not final products. By regulating APIs instead of specific drug formulations, governments allow manufacturers freedom to formulate ingredients, or combinations of ingredients, into proprietary mixtures.

**OBJECTIVES OF THE STUDY**

- This research study was undertaken by the author with the following objectives:
- To understand the present scenario of OTC drug market in India.
- To highlight the different opportunities and challenges of this drug marketing in India.

**II. OTC drug Market in India**

The key factors propelling the growth of the Indian over-the-counter drugs market are the shift in consumer attitude toward self-medication, product innovations, and inclination of pharmaceutical companies toward OTC drugs from RX drugs.

India is one of the emerging markets for OTC drugs and offers significant growth potential for the industry. The market is growing in India due to the increasing healthcare expenditure, unhealthy dietary habits, expanding population, and growing healthcare awareness.

The increasing disposable income of people, along with a shift in the consumer attitude toward self-medication and increasing geriatric population are the two major factors driving the overall market in the region. Thus, the increasing awareness about the cost-effectiveness of self-medication and OTC medicines is also a crucial factor fueling the market growth.

#### **Revenue in the OTC Pharmaceuticals market amounts to US\$3,936m in 2019.**

- **The market is expected to grow annually by 4.3% (CAGR 2019-2023).**
- In global comparison, most revenue is generated in United States (US\$26,023m in 2019).
- In relation to total population figures, per person revenues of US\$2.88 are generated in 2019.

#### **Top Companies Operating In India**

The Republic of India has got a number of O. T. C. players. To name some of the renowned O. T. C. players in this country are:

- Amrutanjan Health Care Limited
- Cipla Limited
- Dabur India Limited
- Emami
- Glaxo Smith Kline (G. S. K.)
- Heinz India Private Limited
- Himalaya Herbal Healthcare
- Kopran Limited
- Nicholas Piramal India Private Limited
- Novartis
- Paras Pharmaceuticals Limited
- Procter and Gamble
- Reckitt Benckiser Group Plc.
- Taj Phramaceuticals

### **III. Advantages and Disadvantages changing from Prescription to OTP**

#### **IV. \*Advantages to Customers**

- V. 1. The customers can have a increased a\ccess towards the medicines as they are easily availbale In the medical shops .
- VI. 2. There is no need for the customer to visit the physicians which will lead to lowering the healthcare costs
- VII. 3. The education levels towards medicines will be increased in the consumers.

- VIII. 4. Increased autonomy of patients
- IX. 5. Decreased cost to third party players
- X. **Disadvantages to Customers**
- XI. 1. The customers may face problems by using wrong medicines if diagnosis is inaccurate.
- XII. 2. There will be a chance of delay in obtaining needed therapy
- XIII. 3. Use of sub-optimal therapy
- XIV. 4. Drug resistance
- XV. 5. Increased costs to patients
- XVI. 6. Failure to follow label instructions (Adverse effects, Drug interactions)
- XVII. 7. Perceived loss of control by physicians

➤ **Marketing strategies for OTC products**

- Pharmaceutical industry are specially based on their novel research molecule and when these research molecule loses their market by patent expiry than these drug product switched out their prescription drug to OTC drug product by performing OTC drug marketing. To cover the potential market Pharma companies performed different strategies by creating hybrid models.
- **Divest strategy:** This strategy involves cutting all promotional and research expenses once the brand faces direct competition from Revital and redirecting the savings towards brands that are still enjoying patent protection. This strategy leads to the lowest levels of brand building as the brand is not supported and price Competition as the price advantage is not challenged. The success of this strategy depends on the inertia of doctors, patients and the other Stakeholders. When their motivation to switch to the newly-available generic is low, either because of low financial incentives or strong attachment to the brand or to the value of brand equity for funding research and development, such a strategy can deliver high profitability, at least over the short term. One of the major drawbacks of this strategy is that it encourages generic makers to challenge drug patents more aggressively, knowing that the market will be all theirs as soon as they have received the green light.
- **Value for the money:** Launching of new and improved flavors, packaging, or delivery systems in OTC product can lead to additional emotional or functional consumer benefits. The resulting differentiation enhances the awareness and image of the brand and hence increases its equity. Because these innovations typically do not extend patent life however, it is more difficult to pass the costs on to the consumer when facing generic competition and hence, this strategy's lead is one step ahead towards price competition. In addition, these improvements can be easily copied by generics and thus often have only a weak impact on sales, while reducing margins.
- **Invest in generics:** Pharmaceutical companies try to capture both ends of the market by introducing their own generic. This will reduce the profitability of generic makers and may discourage them from entering the category. The pharmaceutical companies have also realized that producing and marketing generics requires different skills to their traditional business and that it is difficult to be a strong player in both business models.

Finally it is inevitable that the competition from generics will erode the profitability of the original brand.

- **Research molecule strategy:** As pharmaceutical companies are science research based industry they can innovate by launching new forms and dosages or by demonstrating effectiveness for new indications. These researches help pharmaceuticals companies to provide better services for doctors and better communication on the illness and on the brand through higher promotion by the sales force. Although this strategy involves more time, money and resource utilization but it also create brand value for the organization that produce molecule after research and regulatory approval.
- **Promotional strategies for OTC drug marketing:** OTC drugs are promoted directly to consumers as well as physicians and other healthcare professionals and range from analgesics such as paracetamol to anti-histamines. What is categorized as OTC varies from country to country and is dependent on the local legislative framework – usually a national medicines regulatory authority. The various standards are maintain for advertising OTC drug product which are
  - 1. Advertising must be truthful and non-deceptive; not likely to mislead consumers acting reasonably under the circumstances.
  - 2. Advertisers must have evidence to back up their claims.
  - 3. Advertisements cannot be unfair. The sales force should have good knowledge of product and good rapport with doctors as well as with retailers. The successful positioning of OTC product can be done when Pharma company follow both regulatory as well as ethical promotional strategies. Beside this sales force follow PUSH strategies by ensuring product availability by convincing retailers, chemist and doctors with full product knowledge and offers.

#### **Push and pull strategies in OTC drug promotion:**

The —push strategy makes use by pharmaceutical company's sales force and trade promotions to create consumer demand for a product. This strategy is followed by OTC promotions by manufacturer to wholesalers, the wholesalers promote it to retailers, and, finally, retailers promote the drug to patients. In practice, companies may promote their products to pre-wholesalers, wholesalers or pharmacies together or focus on one of them.

A pull strategy is based around the manufacturer promoting their product amongst the target market to create demand. Consumers pull the product through the distribution channel forcing the wholesaler and retailer to stock it, hence the name pull strategy.

**Sales promotion:** This strategy commonly used to obtain an increase in sales short term. Could involve using money off coupons or special offers. OTC Marketing companies are seen more involved in sale promotion in the new formats of modern trade.

**Personal selling:** The process where businesses use people (the "sales force") to sell the product after meeting face-to-face with the customer. The concepts of direct selling in OTC marketing can be done very effectively as seen in many FMCG products.

**Direct to consumer advertisements:** The consumer-directed advertising has one principal purpose —to alert consumers to the availability of products for conditions suitable for self-medication. For changing consumer behavior pharmaceutical companies are performing direct to consumer advertisement for these companies invested 20% of total

marketing budget. Under the regulatory laws claims in advertisements, including over-the-counter (OTC) medicine advertisements, must be truthful and cannot be misleading or unfair.

Overall, consumer-directed nonprescription medicines advertising can achieve a number of purposes. It can

1. increase awareness among patients and consumers about their condition and about the availability of suitable medicines for self treatment;
2. alert consumers to new products and new indications and reinforces other forms of communication about a product and brand;
3. develop brand recognition to provide the consumer with confidence in the brand and the company;
4. facilitate product search and helps consumer make informed selections
5. stimulate competition in the areas of product quality, product improvement and product development;
6. help bring market forces into play, creating competitive product prices; — reinforce good medicines use (—always read the label ;|| —if symptoms persist, consult a healthcare professional).

### **CONCLUSION**

Over the years, the Over-The-Counter market in India has shown a significant growth. The expansion of this market gets reflected from the different industries involved in it. During the year 2005, the O. T. C. segment of India was at INR. 4, 500 crores and was considered to touch INR. 20, 000 crores post inclusion of the nutraceuticals and cosmeceuticals. By the end of 2007, it was projected to grow at the C. A. G. R. (Compounded Annual Growth Rate) of around 4.5 %. However, presently, this Indian market is believed to be growing at the C. A. G. R. of approximately 12 % to 15 %. Though the healthcare industry of this country has been one of the most noted beneficiaries of this market, but this segment has much more to go.

## A STUDY ON RECENT GOVERNAMENT SCHEMES TOWARDS SMALL AND MEDIUM SCALE ENTREPRENEURS IN INDIA

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### ABSTRACT

*India's vision of emerging as an economic power in the 21st century can be realized through the promotion and development of the small and medium enterprises. Small scale industrial environment in India suffers from a number of difficulties and constrains, which increases working risks, and resulting in uncertain business circumstance. These conditions lead the researcher to put his efforts to study such manufacturing systems in order to help investors within research environment to plan and design their businesses in a proper ways, to decrease risks, accommodate uncertain conditions, and increase success opportunities. Frameworks and approaches have been developed that guide people in making decisions about manufacturing system. This paper reviews all such study of small scale industries.*

**Keywords** - *small scale industries, Frameworks and Approaches, Problems and opportunities.*

### INTRODUCTION

With the introduction of reform measures in India considering that 1991, the Govt. has withdrawn many defensive regulations for the Micro, Small and Medium Enterprise (MSMEs) and brought promotional regulations to increase competitiveness of the world. Though globalization technique has multiplied the marketplace facilitating supply of advanced era, this has also compelled the MSMEs to face ruthless opposition from massive home firms and the MNCs. The zone has undergone several modifications regarding definition. The Small Scale Industries (SSI) has been renamed as Micro, Small and Medium Enterprises (MSMEs) with the advent of MSMED Act, 2006. The current paper is an attempt to analyze various schemes of MSME's that are providing by Government of India.

#### **What is a Micro, Small or Medium Enterprise?**

The earlier concept of 'Industries' has been changed to 'Enterprises' • Enterprises have been classified broadly into:

- (i) Enterprises engaged in the Manufacture / production of Goods pertaining to any industry; &
- (ii) Enterprises engaged in providing / rendering of services. • Manufacturing enterprises have been defined in terms of investment in plant and machinery (excluding land & buildings) and further classified into:
  - Micro Enterprises - investment up to Rs.25 lakh.
  - Small Enterprises - investment above Rs.25 lakh & up to Rs. 5 crore
  - Medium Enterprises - investment above Rs. 5 crore & up to Rs.10 crore.
  - Service enterprises have been defined in terms of their investment in equipment (excluding land & buildings) and further classified into:
    - Micro Enterprises – investment up to Rs.10 lakh.



- Small Enterprises – investment above Rs.10 lakh & up to Rs.2 crore.
- Medium Enterprises–investment above Rs. 2 crore & up to Rs. 5 crore.

#### **Benefits of MSME Registration**

1. Due to the MSME registration, the bank loans become cheaper as the interest rate is very low around ~ 1 to 1.5%. Much lower than interest on regular loans.
2. There is various tax rebates offered to MSME.
3. It also allowed credit for minimum alternate tax (MAT) to be carried forward for up to 15 years instead of 10 years
4. There are many government tenders which are only open to the MSME Industries.
5. They get easy access to credit.
6. Once registered the cost getting a patent done, or the cost of setting up the industry reduces as many rebates and concessions are available.
7. Business registered under MSME are given higher preference for government license and certification.
8. There is a One Time Settlement Fee for non-paid amounts of MSME

#### **Various Schemes offered by Government of India**

##### **Scheme of Fund for Regeneration of Traditional Industries (SFURTI)**

It is as a cluster-based scheme for development of khadi, village industries, and coir clusters by providing them with improved equipment, common facilities centres, business development services, training, capacity building and design, and marketing support, etc. The scheme invites applicants from non-government organisations (NGOs), institutions of the Central and State governments and semi-government institutions, field functionaries of State and Central government, Panchayati Raj institutions (PRIs), private sector bodies by forming cluster-specific special purpose vehicles/entities (SPVs), corporates, and corporate social responsibility (CSR) foundations with expertise to undertake cluster development.

##### **A Scheme for Promoting Innovation, Rural Industry & Entrepreneurship (ASPIRE)**

This scheme aims to create new jobs and reduce unemployment, promote entrepreneurship culture in India, boost grassroots economic development at the district level, facilitate innovative business solutions for unmet social needs, and promote innovation to further strengthen the competitiveness of the MSME sector.

It does this by implementing incubation and commercialisation of Business Ideas Programme through technical/research institutes, including those in the field of agro-based industry. These would be designated as Knowledge Partners and would incubate new/existing technologies for their commercialisation.

The Budget 2019 proposed that 80 livelihood business incubators and 20 technology business incubators will be set up in 2019-20 under this scheme. "The aim is to develop and train 75,000 skilled entrepreneurs in agro-rural industries," said Nirmala Sitharaman.

##### **Credit Linked Capital Subsidy Scheme (CLCSS)**

The scheme is a facilitator of technology upgradation of small scale industries, including khadi, village and coir industrial units, by providing 15 percent upfront capital subsidy (limited to a maximum of Rs 15 lakh).

The major objective is to upgrade the plant and machinery of small enterprises with state-of-the-art technology, with or without expansion, and also for new MSMEs, which have set up their facilities with appropriate, eligible and proven technology duly approved under scheme guidelines.

Since inception of the scheme in 2000-01 till date, a total of 62,827 MSME units have been assisted, utilising subsidy of Rs 3888.13 crore, Gadkari had said earlier.

#### **Prime Minister's Employment Generation Programme (PMEGP)**

Started in 2008, the scheme is a credit-linked subsidy programme which aims to generate self-employment opportunities through establishment of micro-enterprises in the non-farm sector by helping traditional artisans and unemployed youth.

The scheme is implemented by Khadi and Village Industries Commission (KVIC) functioning as the nodal agency at the national level. At the State level, the scheme is implemented through State KVIC Directorates, State Khadi and Village Industries Boards (KVIBs), District Industries Centres (DICs) and banks.

According to Gadkari, a total of 5.45 lakh micro enterprises have been assisted with a margin money subsidy of Rs 12,074.04 crore, providing employment opportunities to an estimated 45.22 lakh persons since PMEGP's inception and till March 31, 2019.

#### **Credit Guarantee Scheme for Micro and Small Enterprises (CGTMSE)**

The Credit Guarantee Scheme for Micro and Small Enterprises (CGTMSE) facilitates credit to MSME units through collateral-free credit facility (term loan and/or working capital) extended by eligible lending institutions to new and existing micro and small enterprises.

The MSME Ministry and Small Industries Development Bank of India (SIDBI) jointly established a Trust named Credit Guarantee Fund Trust for Micro and Small Enterprises in order to implement Credit Guarantee Scheme for Micro and Small Enterprises.

The corpus of CGTMSE is contributed by Government of India and SIDBI. Seventy-five percent of the loan amount to the bank is guaranteed by the Trust Fund. The scheme provides collateral-free loan up to a limit of Rs 100 lakh for individual MSMEs on payment of a guarantee fee to the bank by the MSME.

#### **Development of Khadi, Village and Coir Industries**

- The main objectives of the scheme are to.
- To organize the traditional industries and artisans into clusters in order to make them, competitive and provide support for their long term sustainability.
- To provide sustained employment for traditional industry artisans and rural entrepreneurs.
- To enhance marketability of products of such clusters by providing support for new products, design intervention and improved packaging and also the improvement of marketing Infrastructure.
- To equip traditional artisans of the associated clusters with the improved skills and capabilities through training and exposure visits.
- To make provision for common facilities and improved tools and equipments for artisans.
- To strengthen the cluster governance systems with the active participation of the stakeholders, so that they are able to gauge the emerging challenges and opportunities and respond to them in a coherent manner.

- To build up innovative and traditional skills, improved technologies, advanced processes, market intelligence and new models of public-private partnerships, so as to gradually replicate similar models of cluster- based regenerated traditional industries.

### **Export Market Promotion (EMP)**

Coir Board is implementing Export Market Promotion with a view to improve the export performance of Indian Coir Sector through various export market promotion activities such as sponsoring delegations; participation in seminars and conferences; organising participation in international fairs; undertaking generic publicity abroad; extending financial assistance to Micro, Small and Medium Enterprises and Exporters; presenting Coir Industry Awards on an annual basis to recognize the outstanding performance in the areas of export; domestic trade; R&D and functioning of units and societies.

### **Domestic Market Promotion (DMP)**

In pursuance of Section 10(1) of Coir Industry Act 1953, Coir Board has been taking various measures for popularizing coir and coir products and expanding the domestic market. Establishment and maintenance of Showroom and Sales depots, participation in fairs / exhibitions organized by other agencies and organizing exclusive fairs for Coir and coir goods within the country, providing Market Development Assistance to State supported organizations for enlarging marketing network, organizing generic publicity through press, television, website and radio and erection of hoardings, fixing of quality standards, inspection and a certification of quality of coir goods are some of the measures taken by Coir Board towards achieving the objective. The activities undertaken by the Board for the purpose are publicity, participation in domestic exhibitions, Extension of performance linked Market Development Assistance, construction/renovation/interior decoration of new and existing showrooms/market development centres of the Board and field demonstration/displays.

The component proposes to provide financial assistance to the Apex Co-operative Societies, Central Co-op. Societies, Primary Co-operative Societies, Public Sector Enterprises, franchisees appointed by Coir Board in the coir industry and the Showroom and Sales Depots / Hindustan Coir of the Coir Board. The MDA is granted at the rate of 10% of their average annual sales turnover of coir products including coir fibre, coir pith, coir pith block, coir pith products, coir pith organic manure, coir yarn, mats, matting, rubberized coir goods, coir geotextile, garden articles, coir bags, coir umbrella, coir chapel, coir ornaments, coir handicrafts, coir wood and other innovative products during the preceding three financial years, subject to the condition that 5% increase should have been achieved over the immediate previous year. This Assistance will be shared on 1:1 basis between the Central Government and the concerned State/Union Territory Government. The disbursement of Central share of MDA will be subject to the budgetary outlay available with the Coir Board under the relevant schemes.

### **Trade and Industry Related Functional Support Services (TIRFSS)**

Collection of statistical data pertaining to various aspects like production, productivity, labour infrastructure, raw material, marketing etc. is required for providing feedback to the trade and industry and for evolving appropriate policy for the overall organized and systematic development of the coir industry. Introduction and maintenance of an updated and effective IT related management information system is an in escapable requirement for the development of this highly competitive sector.

The component provides accessible export data such as name of importing countries, value and quantum of export to each country. Survey & Study reports of various sectors are available for the Coir Industry. HRD Program can be utilised by coir workers for the betterment of their knowledge in tune with modern technology.

**CONCLUSION**

The MSMEs in India face a tough scenario due to severe competition from big industries due to withdrawal of subsidy, loss of infrastructure, anti dumping coverage, demanding situations on product standardization, total first-rate control and so forth. Though Globalization has expanded competitiveness in Indian MSMEs to positive volume, nevertheless Indian MSMEs aren't competently prepared to compete with the worldwide gamers. There has been a particular exchange in mindset of the Govt. From safety to advertising of the MSMEs. The Govt. Has taken numerous policy initiatives but wishes to make certain right co-ordination and implementation of such schemes. The MSMEs must convert the threats of globalization into possibilities via accelerated productivity, product diversification, supply chain control, Research and Development sports.

**DIGITAL MARKETING AND ITS GROWTH IN INDIA****M. Sundarrajan<sup>1</sup> and Dr. V. Sithartha Sankar<sup>2</sup>**<sup>1</sup>Research Scholar, Department of Business Administration, Annamalai University,  
Chidambaram<sup>2</sup>Assistant Professor, Department of Business Administration, Annamalai University,  
Chidambaram**ABSTRACT**

*The Paper focused on current business trend on customer satisfaction, educating the customer, interacting very closely with customer and identifying the customer needs and wants very specifically and reaching the customer as they desired mode like Applications, Facebook, Youtube, Instagram, Twitter and Email. The communication should always relevant to the consumers age, Economic, geographic, trends and its necessity at last taste and preference this all done by digital marketing at very precisely.*

**Keyword:** Digital Marketing, Online Advertising, Social Media, Smartphone

**INTRODUCTION****What is Digital Marketing?**

Digital marketing is tool used in modern era to reach mass consumers in global level. The communication would reach the customer directly through Social websites like Facebook, Whatsapp, Twitter, chat and email. The traditional marketing communication would reach with in a group of people.

**Review of literature**

The converting role of customers as co-manufacturers of fee is turning into more and more crucial (Pralhad and Ramaswamy, 2004). Khan and Mahapatra (2009) remarked that generation performs a vital function in improving the best of services supplied by means of enterprise gadgets. Reinartz and Kumar (2003) located that the quantity of mailing efforts by the corporation is definitely related to company profitability over the years. According to Chaffey (2011), social media advertising and marketing involves "encouraging client communications on company's very own internet site or via its social presence" According to Gurau (2008), on-line advertising and marketing surroundings raises a chain of possibilities and additionally challenges for social media marketing practitioners. Overview

Chaffey et al. (2000) "the application of the internet and related virtual technologies to attain advertising objectives". According to (Kotler & Armstrong, 2012 Kotler et al., 2010: 493) Online advertising includes measures and sports to sell services and products and build relationships with customers over the Internet. Burrett (2008) is aware of online advertising and marketing as carefully concentrated on customers and getting them to have interaction with you even as they're engaged with the most personal, intimate medium ever invented.

Chaffey (2007), explain digital advertising and marketing as "Applying Digital technology which form online channels (Web, email, databases, plus cellular/wireless & virtual TV) to make a contribution to advertising sports geared toward reaching worthwhile acquisition and retention of customers (within a multi-channel shopping for procedure and customer lifecycle) through improving our purchaser expertise (of their profiles, behavior, price and loyalty drivers), then handing over included focused communications and online offerings that suit their person needs".

Traditional marketing and digital marketing comparison

*Editor*

*Dr. M.Ramesh, Dr. C. Kathiravan, Dr. Rincy V Mathew & Dr. A. Rajamohan*

Traditional Marketing	Digital Marketing
It includes Text media, Television, Radio, Mail, Telephone	Online marketing includes , Web advertising, Email marketing, Social Websites, Text Messaging, SEO, Pay per click.
Interaction is not possible with public	Interaction can be done
Results can be measure	Its easy and more accurate to measure and to do analysis.
Advertising campaigns takes long time to execute	Its planned in very short period.
It consumes more time and it would be expensive	Affordable price and have different ways to market the products.
Limited access and only in office hours	You can access any time 24 x 7
There is no viral market	Have capability to do Viral Marketing

**Digital Market growth in India**

India is swiftly growing in digital marketing as a result that it has 560 mn internet subscribers, 354 million smartphone users, 294 million people are active users of social media in 2018.

Indian users spend 8.3 GB of data each month on average , next china followed by 5.5 GB and south korea stands with 8.0 to 8.5 GB. Indians have 1.2 billion smartphone users had downloaded 12 billion application in the year 2018.

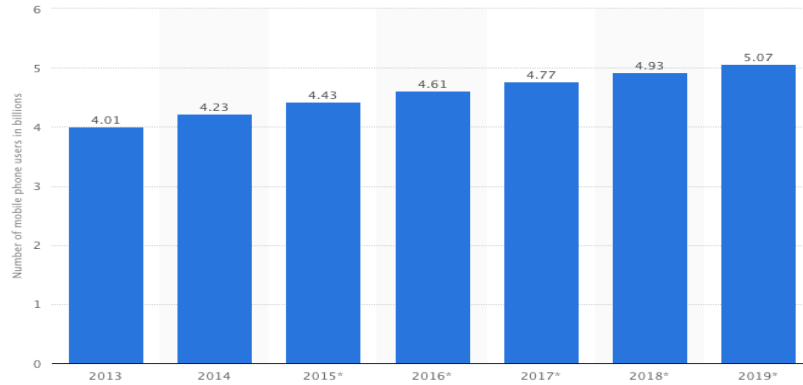


Mobile phone and smart phone are essential and basic need for everyone. Whatever we need we use Google and YouTube to learn new things thorough Video and Websites. If it's in business everyone trying Digital Marketing to reach more consumers. While compare to traditional marketing, Digital marketing is the affordable The progress trends shows that India will grow by 40 % in internet users between 750 mn to 800 mn and increase twice as 650mn to 700mn smartphone users in 2023.

**Digital growth in Lower Income state**

Developing states are showing swift growth in digital infrastructure , mobile phone tower stations and the access of internet services to new customers. In 2013 the developing states has initiated with full fledge to build the infrastructure for digital marketing 43% of base tower stations in 2013.

Editor

**Mobilephone users in worldwide****Comparison of World Smartphone users Vs India**

Indians are gradually growing in using smart phone and adopting the digital world in their daily life , It has started from connecting account with ATM card (Automatic teller machine) now its get transformation in the mode of DIGITAL Marketing, Online shopping, Online payment, Online Education etc. In 2019 its expected that 374 million people own a smartphone and 442 million smartphone users in 2022.

- Worldwide most of the users today use mobile phones for communication. As per a report 4.77 billion mobiles phone users globally, which will increase to 5.07 billion by 2019. This Era most of the consumers are connected through Smartphones.

2018 Ranking				
Rank	Country	Total population	Smartphone penetration	Smartphone users
1	United Kingdom	66,574,000	82.20%	54,713,000
2	Netherlands	17,084,000	79.30%	13,547,000
3	Sweden	9,983,000	78.80%	7,864,000
4	Germany	82,293,000	78.80%	64,830,000
5	United States	326,767,000	77.00%	251,688,000
<b>40</b>	<b>India</b>	<b>1,354,052,000</b>	<b>27.70%</b>	<b>373,893,000</b>
19	China	1,415,046,000	55.30%	782,848,000

2017 Ranking				
Rank	Country	Total population	Smartphone penetration	Smartphone users
1	United Arab Emirates	9,398,000	80.60%	7,573,000
2	Sweden	9,921,000	72.20%	7,167,000
3	Switzerland	8,454,000	71.70%	6,061,000
4	South Korea	50,705,000	71.50%	36,262,000
5	Taiwan	23,564,000	70.40%	16,596,000
10	United Kingdom	65,511,000	68.60%	44,953,000
45	India	1,342,513,000	22.30%	300,124,000

**Mobilephone ,Internet and Social Media Usage in INDIA 2019 Data**

Total Population of india 1.361 BN,

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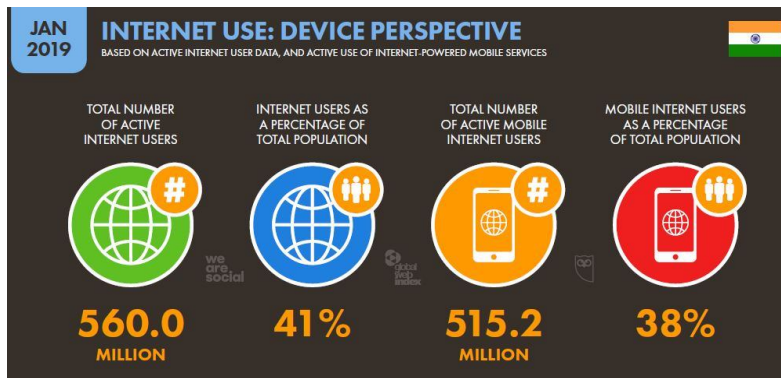
Mobile Subscriptions(Basic to Smartphone) 1.190 BN,

515 MN Smartphone users.

310 MN Active social Media Users.

**560 MN Internet Users 515 MN Mobile Internet Users**

**Mobilephone ,Internet and Social Media Usage in INDIA 2019 Data**



**Internet Usage and Digital Marketing Channel through Smart Phone.**



**Social Media, Messenger, Whatsapp among Different Ages**

Age	Female %	Male %
13-17	1.7	7
18-24	8	27

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25-34	8	29
35-44	2.5	9
45-54	1	3.5
55-64	0.5	1.5
65 Above	0.3	0.9

### Initiatives and its consideration in Digital Marketing

The digital economy opening up the employment in Indian digital marketing could create 60mn to 65 mn employments by 2025, most of them require internet skills. Essential and proper training on online marketing could displace and redeploy up to 40mn to 45 mn employees. 89 percent of Indian marketing have adopted their email marketing and websites to accommodate the smart mobile knowledge consumer.

### CONCLUSION

The world smartphone users is estimated as 5.17 BN as compare to last 5 years its getting growth as high as estimated. The digital marketing channel has been increased in various ways like YouTube, Application, webpage, Social Websites etc. The business development has been laid foundation on Digital marketing. It is the most measurable way of advertising. Its focus on our ideal customers. Its helps you to reach your customer through social media and Google search engine. Digital marketing has been used in all industry such as Health care, Education, Business, Tourism etc. The future is Digital marketing especially in Large populated country like India and China. Merely seeing the statistics will not help us. Indian has to concentrate more on digital marketing and Government has to train the citizens towards digitalized world to procure more job opportunities and reduce traditional advertisement and to increase digital marketing.

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## A STUDY ON CONSUMER'S ATTITUDE TOWARDS PURCHASE OF BRANDED SHIRTS

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### ABSTRACT

*An attitude is a hypothetical construct that represents an individual's degree of like or dislike for an item. Attitudes are generally positive or negative views of a person, place, thing, or event- this is often referred to as the attitude object. People can also be conflicted or ambivalent toward an object, meaning that they simultaneously possess both positive and negative attitudes toward the item in question. This report was designed to study consumer's attitude towards purchase of Branded shirts. There are many interesting factors to consider. This report focused on major factors which influence consumers towards purchasing of Branded shirts. The most important component in the model predicting behavioral intention was attitude, special offers also being a significant factor. Based on the results obtained, it seems that consumers have clear beliefs about store brands, but probably at the Exclusive show room they will behave in ways that do not necessarily correspond with their beliefs. Here we have used secondary data to measure consumer's Attitude*

**Keywords:** *Consumer Preference, influence, Satisfaction*

### 1.1 INTRODUCTION

Attitudes are generally positive or negative views of a person, place, thing, or event—this is often referred to as the attitude object. People can also be conflicted or ambivalent toward an object, meaning that they simultaneously possess both positive and negative attitudes toward the item in question. Emotion is a common component in persuasion, social influence, and attitude change. Much of attitude research emphasized the importance of affective or emotion components. Emotion works hand-in-hand with the cognitive process, or the way we think, about an issue or situation. Attitudes and attitude objects are functions of cognitive, affective and conative components. Attitudes are part of the brain's associative networks, the spider-like structures residing in long term memory that consist of affective and cognitive nodes. Attitudes to the way footwear is being produced have an impact not only on consumer demand for these products, but may also result in local environments being hostile or friendly with regard to particular forms of different industry, which in turn can have an impact on the competitiveness of local sectors.

### 1.2 CUSTOMER SATISFACTION

Customer satisfaction is an abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other factors the customer, such as other products against which the customer can compare the organization's products. Increasing competition (whether for-profit or nonprofit) is forcing businesses to pay much more attention to satisfying customers. There exists an interaction between the desired results and customer satisfaction, customer loyalty and customer retention. They may go by other names such as patients, clients, buyers, etc. Without

the customer it is impossible for any business to sustain itself. Achieving the desired results is frequently a result of customer actions. Any business without a focus on customer satisfaction is at the mercy of the market. Without loyal customers eventually a competitor will satisfy those desires and your customer retention rate will decrease.

### 1.3 REVIEW OF LITERATURE

In this literature, there are number of operational and theoretical framework studies which introduce various methodologies to measure customer's satisfaction. Abdel Rahman Gad conducts a research regarding customer's attitude. Results showed that females and adult Egyptian consumers are more likely to buy organic food and those who are members of family are the ones that purchase organic food. Higher quality, Freshness and packaging are some of the consumers' reasons for their purchase of organic products. Moreover, Egyptian consumers have high level of awareness regarding the benefits of the organic food. Heikki Karjaluo and Terhi Alatalo study investigates factors that affect consumer attitudes towards mobile marketing by developing a conceptual model that is tested with a sample of 4,062 consumers. The results show that context, credibility and subjective norm are positively related to intention to participate in mobile marketing whereas perceived behavioural control and financial rewards were not associated with intention. The results give insights into consumer perceptions of mobile marketing and open several avenues for further research in this emerging topic.

Fernandez, P. (2009), in his study hypothesized that youth are brand conscious. He suggested that to create an image and identity, brand consciousness is the right choice. Peer influence plays a major role in choosing a brand while, advertisement plays a variable role. Branded clothes are highly impacted by celebrity endorsement as it promotes image, status and quality. In this study, it was recommended that to maintain brand loyalty, brand managers should built emotional attachment and advertisement should be used to create brand preference and brand image. Pandian, Varathani, Keerthivasan (2012), in their study uncovered that Raymond, Peter England, and John player remained the best three brands favored by the respondents. Plainly the vast majority of the customers of men's marked shirts were profoundly impacted by the variables, for example, strength, reference gatherings, a more extensive decision of design and colour, engaging quality, value range and VIP endorser. The vast majority of the customers are expecting lessened cost and more extensive decision of shading and plan. Rajput, N., Kesharwani, S. and Khanna, A. (2012), this article characterizes that the modern period gives high-quality materials and variety in Indian piece of clothing business sector to fulfil the want of consumers. The result of the study showed that Indian individuals have become brand conscious and brand image is not the only factor. Quality, solace, desires and statistic attributes are some factors which additionally impact and overwhelm the buying choice of consumers. Mittal, P. and Aggarwal, S. (2012), this study is based on consumer perception towards branded garments and develops a relationship between demographic and psychographic profiles. According to this study, success of marketing can be understood by the behaviour of the consumer which includes mental, physical and emotional processes at every purchase of good and service.

### 1.4 OBJECTIVES OF THE STUDY

1. To identify the brand preference of consumers
2. To find out the most influencing factor of purchasing Branded shirts
3. To measure the influence of friends/family/relatives in purchasing decision
4. To find out consumers opinion about price of Van Hussein shirts

### 1.5 FINDINGS OF RESEARCH

Majority of the consumers are normally purchase Branded shirts in the range of 900 to 1500

Television is the best channel to know about new branded shirt in the market.

Advertisements have 50% influences in the purchasing decision of Branded shirts

Majority of the consumers are satisfied with the price of Branded shirts

Most of the consumers are normally using Formal branded shirts for their status

Most of the consumers are satisfied with Show room of branded shirts.

The preference of consumers for readymade outfits even for branded apparels is fast changing caused by the

## 1.6 CONCLUSION

With growing awareness and entrance of new comers, consumers are becoming brand conscious every day. The objective of this study was to study the influence of various factors affecting buying decision and the impact of promotional activities on buying decision and the findings of this study provide us with interesting conclusions. International branded apparels. Branded apparels are preferred more than non-branded apparels. Result also show that buyers prefer visiting malls in comparison to showrooms and multi-branded shops for the purpose of shopping. As usage period increases, satisfaction level from a brand also increases. The main influencing factors for buying branded apparels are its aesthetics, family, peer pressure culture, social media and celebrity endorsement. The study also concludes that there is no relationship between the buyers' family size and choosing of promotional offer. Furthermore, buyers of all categories prefer discount more than any other promotional offer.

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**ENSURING STOCK TRADING RETURNS – A NORMATIVE APPROACH****Ganesh B<sup>1</sup>, Velmurugan V<sup>2</sup> and Arun B K<sup>3</sup>**<sup>1</sup>Research Scholar, Department of Business Administration, Annamalai University,  
Chidambaram<sup>2</sup>Associate Professor, Department of Business Administration, Annamalai University,  
Chidambaram<sup>3</sup>Professor, MATS Institute of Management and Entrepreneurship, Bangalore**ABSTRACT**

*The term “stock” means collection of different shares. It has been observed during the course of the study that the volume of money traded in Indian Stock Exchanges has gone up 40 folds since 1980. This indicates the fact that more money is being pumped into the trading of stocks. Further, it was observed that around 90-percent of the individual traders, especially the novice ones, are significantly losing their hard-earned money while engaging in stock-trading. Against this background, the present study was undertaken. The study is propelled by the research question ‘how to minimize the loses while trading stocks?’. In order to arrive at the hidden patterns with respect to this research question, objectives of the study were derived. With a view to get a better picture of the reality, both quantitative and qualitative methods were adopted for collecting data. In addition, the study critically employs the principles of applied technical analysis and price-volume relationship. Following the analysis of results, the study arrives at a set of prescriptions customized separately for four categories of traders viz., novice; novice with analytical approach; expert traders and expert traders with analytical approach. Based on the study, scope for further research were highlighted.*

**Keyword:** *Stock Trading, Technical Analysis, Price-Volume Relationship.*

**INTRODUCTION**

Large Scale business organizations started dominating the world scene significantly during the colonial era. The colonizing countries of Europe such as Britain, France, Spain, Portugal and Netherlands started conquering more territories of Asia, Africa and America. Because of expanding geographical boundaries of colonies, the governments of colonizing countries were stressed for funds on account of mounting expenses of governing, wars and sustaining the newly acquired colonies. These colonies provided an opportunity for business organizations expand their trading activities. Because of their increased activities these large business organizations were brought under an act and were termed as companies. The requirements of expansion of these companies were much higher than the investing capabilities of individual merchants. This necessitated the need to involve common citizens of the colonizing countries in rising the funds necessary for long-term and short-term requirements of the company. In the light of this necessity the concept of “Share” was born. “Share” is basically a certificate issued at a price that provide an authority to an individual to share the risk and returns for which the individual’s willingness is implicitly expressed through his/her paying the price. Thus, share may be defined as an indivisible unit of capital of a large company that allows public participation. Thus, a share represents the unit of ownership of an individual in a large company. A person having large number shares have higher levels of ownership when compared to an individual having less number of shares (Andreassaen, 1998; Brennan, and Avaniidhar 1996; Campbelland John,1999; Popina, 2018 and Wikipedia Inc, 2019).

The term “stock”, which was evolved subsequently, means collection of different shares. Since the number of “shares” issued by the company(s) were limited in number when compared to the

willingness levels of the public to buy them, the practice of an individual selling his/her share to another person willing to buy it. As the trading of stocks increased, a legally empowered authority called “stock exchange” was set up to facilitate the smooth trading of stocks and to arbitrate the likely disputes in this process. In Indian context, the Bombay Stock Exchange is the oldest stock exchange in Asia.<sup>1</sup> Its history dates back to 1855, when 22 stockbrokers would gather under banyan trees in front of Mumbai's Town Hall. On August 31, 1957, the BSE became the first stock exchange to be recognized by the Indian Government under the Securities Contracts Regulation Act.

It has been observed during the course of the study that the volume of money traded in Indian Stock Exchanges has gone up 40 folds since 1980. This indicates the fact that more money is being pumped into the trading of stocks. Further, it was observed that around 90-percent of the individual traders, especially the novice ones, are significantly losing their hard-earned money while engaging in stock-trading (Bajaj and Taparia, 2019; .

## 2. RATIONALE OF THE STUDY

**The following were the reasons for undertaking the present study:**

- The average contribution of listed companies to the National Income is around 26.75 percent. On the other hand, the annual volume of money involved in the trading of shares is estimated to be ₹ 160 lakh crores which when compared to the National Income of ₹ 210 lakh crores constitute 75-percent. In view of this relevance, the present study was undertaken.
- Further, the researchers were curious to know the methods to reduce the losses to most of the individual investors. In view of the curiosity on the part of the researchers, the present study was undertaken.

## 3. RESEARCH QUESTION AND OBJECTIVES

The present study is based on the research question “Why many of the share traders lose money in trading?”. From before said research question the following objectives were derived:

- (i) To categorize the traders
- (ii) To gather and categorize the information regarding the movement of stock
- (iii) To arrive at a pattern wherein the losses to the traders are the minimum
- (iv) Based on the study to list suggestions & conclusions

## 4. RESEARCH METHODOLOGY

Since the study aims at finding the hidden patterns with respect to losses suffered by the share traders, it employs both quantitative and qualitative methods. In order to arrive at a pattern of losses suffered, 50 representative stocks were selected in consultation with 10 share consultants. The criteria for selection were the movement of share prices, volume of shares traded per week and the number of share traders involved.

Further, the 100 share traders who were randomly selected were observed at random and were categorized into four groups. After grouping the selected 100 share traders a total of 450 observations were recorded and out of these, 100 observations were selected at random. In addition, details about mean holding period for each of the group of traders were recorded.

In addition, secondary literature was collated to get a picture about the situation prevailing in the context of Indian share market.

## 5. RESULTS AND DISCUSSION

Based on the study, four scenarios were identified. These scenarios are primarily based on dynamics of share price and share volume movements. Based on these four scenarios the recommendations were provided accordingly (Table 1).

**Table 1: Guide to Utilize Price-Volume Relationships By Traders**

Sl. No.	Scenario	Price-Volume Relationships			
		Price of Shares	Volume of Shares	Outlook	Recommendation
1	One	Increasing	Increasing	Bullish*	Buy within the time span
2	Two	Increasing	Decreasing	Bearish**	Sell within the time span
3	Three	Decreasing	Increasing	Bearish**	Sell within the time span
4	Four	Decreasing	Decreasing	Bullish*	Buy within the time span

\* Price expected to go up further in the time span

\*\* Price expected to go down further in the time span

Table 2 is presented based on the study of the behaviour of sample share traders. As it is clear that the share traders fall into four categories with each category having its mean tolerance period (which is also termed as “holding period” in share trading circles). With respect to the holding period and probability of losing money. Fresher category have longer time span when compared with the experienced category. Further, experienced group have lower probability of losing money. This may be attributable to the level of understanding about the rapid changes taking place all around, and the experienced group scores high on this aspect of situational awareness.

**Table 2: Categories of Traders (N = 100)**

Sl. No.	Category	Mean Tolerance Time Span	Mean Probability of losing money	
			No. of Observations	Probability of Losing Money
1	Fresher	90 Days	100	95
2	Fresher with Analytical Approach	30 Days	100	45
3	Experienced	15 Days	100	90
4	Experienced with Analytical Approach	10 Days	100	40

The study further the characteristics of each group of investors and their trading practices. The table depicts that awareness of share price/share volume (i.e., number of shares traded), presence of price targets and mean waiting or holding or tolerating period as the three main characters that differentiate the three groups of share traders (Chen et al, 2001; Mani, 2019).

**Table 3: Characteristics of Different Categories of Traders (N = 100)**

Sl. No.	Category	Characteristics Observed
1	Fresher	Not Aware of Price-Volume Relationships: Absence of Price Targets; Waits up to 90 Days
2	Fresher with Analytical Approach	Intuitively Aware of Price-Volume Relationships: Rough of Price Targets; Waits up to 30 Days



3	Experienced	Not Aware of Price-Volume Relationships: Have Stop Loss Price Targets; Waits up to 15 Days
4	Experienced with Analytical Approach	Aware of Price-Volume Relationships: Have Stop Loss Price Targets; Waits up to 10 Days

## 6. CONCLUSIONS

The conclusions of the study were listed with respect to the objectives of the study:

### *(i) To categorize the traders*

Based on the awareness level and application of share price/share volume relationships, and the general holding period, the share traders were categorized into four categories viz., fresher, fresher with analytical approach; experienced and experienced with analytical approach.

### *(ii) To select the representative stocks*

The study is based on 50 representative stocks which were selected based primarily on the mean volume of shares traded per week.

### *(iii) To gather and categorize the information regarding the movement of stock*

The study is based on the typically traded 50 shares and almost all of the traded shares either increase and decrease with respect to the present day price and it should be used to make a decision.

### *(iv) To arrive at a pattern wherein the losses to the traders are the minimum*

The study has arrived at a pattern wherein a share trader can minimize his/her losses and these patterns were presented in the tabular form as depicted in the results and discussion portion.

## 7. SUGGESTIONS, RECOMMENDATIONS AND SCOPE FOR FURTHER Research

Based on the study, the following were listed as suggestions, recommendations and scope for further study:

### **(a) Suggestions**

The following are the suggestions listed to improve the quality of findings of the present study:

- The same study may be replicated for a larger sample i.e., ideally a sample size of 400 with traders spread across all the six major metros of India.
- The number of total observations were limited to 100 during the present study, however the same may be increased to 250.

### **(b) Recommendations**

The following were listed as the recommendations:

- The share traders need to be aware of the relationships that exist between the share price changes and corresponding changes in the number of shares traded. Their trading decisions need to be based on changes in the share price and corresponding changes in the number shares traded.
- Because rapidity of changes happening, it is advised for the share traders to adopt as less waiting span as possible.

### **(c) Scope for Further Research**

The following were listed as the scope for further research:

- Waiting time span of traders is dependent on several factors and a separate research on this aspect may be undertaken.

- The term “Analytical Approach” as referred to in the present work pertains only to the application of share price / share volume relationships. However, the term in reality have several other factors and a separate research study may be undertaken on this aspect.

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**IMPORTANCE OF INSURANCE AND PRODUCT KNOWLEDGE****Shibu Thankachan<sup>1</sup> and Dr. V Balaji<sup>2</sup>**<sup>1</sup>Research Scholar, Department of Business Administration, Annamalai University,  
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Chidambaram**INTRODUCTION**

Insurance industry is one of the major contributing sectors to the economic development of the country and it's a straight forward concept that offers compensation to the dependants even in the absence of an individual. So void stage makes two type of loses and that are financial as well as emotional. So life insurance provides a sense of peace to the family in your absence by getting a lump sum amount that take care about your financial commitments.

In the competitive market environment there has been a great demand for the insurance products and the customers are well aware about the life insurance products and their benefits. So before making a purchase decision or repurchase of insurance products, knowledge and information of insurance products play a vital role. The insurance industry of India consists of 53 insurance companies of which 24 are in life insurance business and 29 are non-life insurers. Among the life insurers, Life Insurance Corporation (LIC) is the sole public sector company and they were the monopoly in the insurance industry until 2000 where the sector was opened up to the private sector. After the entry of these private players the insurance market become more competitive and the whole 24 companies introduced varieties of products into the market.

For the last one decade after liberalization life insurance industry has been witnessed a tremendous change with private players having rational growth rate and market share. However, LIC is still dominant even in this scenario of Indian insurance and getting new heights by surpassing its own past records. But when we look into the data regarding Market share based on 1<sup>st</sup> year premium and total premium, for the period 2001-2009 (compiled from IRDA report), LIC shows a gradual decline and private player's shows gradual incline. But situations are entirely different when we move through the period 2009 -2017. Here (refer the table below) for both LIC and private shows a fluctuating trend.

Year	Based on 1 <sup>st</sup> yr. Premium		Based on Total Premium	
	LIC	Private	LIC	Private
2009-10	65.08	34.92	70.09	29.90
2010-11	68.83	31.16	69.77	30.23
2011-12	71.83	28.16	70.67	29.31
2012-13	71.35	28.64	72.70	27.29
2013-14	75.46	24.53	75.38	24.61
2014-15	69.27	30.72	73.05	26.95
2015-16	70.54	29.45	72.61	27.38
2016-17	71.10	28.68	71.80	28.19

This may due to various factors, affecting the company that influence on the decision to purchase life insurance policy. Hence industry is come out with diversified product categories; it leads to change the buying behavior of life insurance customers' .So in this juncture this research plays an important role to analyze the product specialties and its effect on purchase decision. So the researcher is planning to initiate a comparative study on two product categories

(Child plan & Pension plan) of leading insurance

(Table 1) (Source: From IRDA report at [www.irdaindia.com](http://www.irdaindia.com)) players; the one and only public life insurance entity

LIC and the top five private players. Insurers have to build trust and loyalty among the customers as well as agents and brokers who sell the products. Skillful resources are needed in technology and processes, which leads the customer to get the products they deserve. This help the insurers to be more transparent among their clients, improve sales, advanced processes and reduced cost. Leveraging the technologies help the customer to be directly engaged to know the products that satisfy their needs and wants. This improves the loyalty of the customers through their real engagement with the insurer. For achieving this status, an insurance company needs a technology platform and tools that enable the customer to get in deep about the company and their product. In return the company got insight about the information regarding the customer history, which is the base of CRM (customer relationship management). This effective CRM leads the companies to withstand in the competitive market and rapidly evolving world.

Life insurance is a medium that protects the future of every Indian. It safeguards the future of every family if the bread winner passes away. But in fact of wrong selling or unethical interference of mediators, people are getting unsuitable products. This will reversely affect the valuation of the company's especially private companies. Business world (2006) reports that from five years after the life insurance industry were opened up to the private sector, the two major distress sales have already rocked the industry. a) Inappropriate selling b) private companies have incurred substantial loss.

Contributions of various service sectors to the Indian economy, insurance contribute the major portion of financial services in India. It acts as an important catalyst to achieve the economic goal of the society and welfare. It contributes at large towards infrastructure, FDI, employment and economic growth of the country.

As per the data of IRDA life insurance market grew from 10.5 billion USD in FY02 to 54.58 billion USD in FY16. During the first half of FY 2016-17 life insurance industry reported a 20% growth in overall Annualized Premium Equivalent (APE) (Source : IRDA report -2016).

### **NEED OF THE STUDY**

Hence the above mentioned circumstances are the facts; this booming industry is introducing verity of products according to the market trends, competitive strategies, product innovations, government regulations etc. But the reality is, most of the customers are availing the insurance product without knowing the features and suitability of that particular product. So the customer who want child plan will get annuity and vice versa. This wrong selling inversely affects the customer satisfaction that needs to satisfy his wants. So making a thorough knowledge about the products and its features are essential to purchase the right product at the right time.

In this regard the insurer must be well aware about the consumer perception towards the products of various companies which leads the customer towards buying decision. What are the strategies adopted by the insurance companies regarding the products or plans. Now a day's especially post liberalization era, companies are giving high importance to the customer behavior and perception. So there is a great scope for a research in each and every part of this subject. Apart from that, only a few studies are initiated by the researchers so far. So a detail study in this area is mostly helpful to the companies and also to the customers, which helps them to get into the details about the perception of the customer towards the insurance products and the detailed product features simultaneously. So this study is focused on a comparison between two selected products – child plan and pension plan – of both LIC and top five private

players in this industry on post liberalized economic scenario. So here we took two selected products child plan and pension plan for comparison.

### **OBJECTIVES OF THE STUDY**

- To conduct a comparative study of two selected products – child plan and pension plan of both LIC and private companies on consumers’ perspective.
- To study various features affecting consumers’ preference to buy life insurance product.
- To understand the product strategies adopted by the public and private sector insurance companies regarding child and pension plan.
- To understand the level of satisfaction of the policy holders which leads the customer to think about the recommendation or repurchase.

### **COMPARISON ON COMMON FEATURES OF CHILD AND PENSION PLAN**

When we go through the brochures of all plans, we will get a clear idea about the basic features of the insurance, and how it differs on various plans for various companies. Even though they basically same but the entire individual plan are having its own distinct features and specialties. When we take an immediate annuity plan of LIC and SBI for example, from the entry age to death benefit criteria it shows heterogeneity in its nature. But for the last two criteria Partial withdrawal and tax exemption are almost similar for all the products and companies. So a customer must be well aware about the eligibility criteria about the products, whether it is apt for him under various circumstances like age, vesting period, premium paying capacity, income etc. According to the study done by life happens and LIMRA(a worldwide research organization that initiates consulting and professional development for insurance and financial services companies) 40 % of the people who brought life insurance are not sure about how much or what type of product to buy. So that has been the motive behind the origin of September as life insurance awareness month in American insurance industry. The wide campaigns during the period aimed at educating Americans about the importance of insurance and make them aware about how much coverage they need. Similarly we have to initiate such kind of programs to create an awareness and necessity among the Indian customers. When it comes to the consumers’ perception the customer must be well aware about the parameters that have to be considered for purchasing life insurance products. There is lot of factors such as family suggestions, agents and brokers, reputed insurers, existing relationship with insurers, claim settlement ratio, customer service etc that influencing life insurance purchases. So the consumers must be well aware about the parameters to be considered.

### **PARAMETERS TO BE CONSIDERED FOR PURCHASING LIFE INSURANCE PRODUCTS**

1. **Know the product:** As we came across, the detailed study about the product is essential for making a purchase decision. As Alen H Meyer said “the best ad is a good product, so before we decided to purchase an insurance plan, one must go through the details of the product, whether it’s apt for you or not.
2. **Need Analysis:** This helps to realize the policy holder to know about the certainty about the right amount of life insurance coverage. This has to be estimated on the basis of monetary needs like financial expenditure, mortgage and debts, liquid fund, education fund etc. Besides with this we have to assess the future income needs like standard of living, dependants’ needs in your absence etc. Also one must be conscious about their current savings and investment, insurance and retirement savings. So all these elements have to be acknowledged before making a purchase decision of insurance product.

3. **Reliability of the Company:** This parameter is having a vital role in the buying process, because it is essential for making a due research on the capability of the insurance provider to meet our timely requirement. For this purpose we can check for the details of establishment, claim settlement ratio, market performance, effectiveness of grievance redressal department, service provided etc. Checking all these factors is a good index to ascertain the reliability of the company.
4. **Emphasis to service:** Hence industry is a service sector and the stability of the companies or insurers is about the retention of the customer through quality service, the customers must be perceived about the quality of service provided by the insurance companies. The customer can avail the benefit of cutthroat competition among the insurance players. So one can go through the track record on account of claim settlement ratio, number of branches across the country, agent's quality, professional excellence etc. So the customer must ascertain the level of service meet the perception.
5. **Protection Aspect:** The ultimate aim of life insurance is to provide a financial protection even at the death or survival of the policy holder. When we go through the brochure it is clear that all the insurance products may not provide the coverage at all the time. They might have some conditions and options to avail the benefit of that particular plan. So prior to the purchase, a policy holder must ensure whether the plan will satisfy your need in the aspect of protection.
6. **Payout options:** According to the type of the product, the payout options also vary for different products. Regarding the title of the research we have selected two products for comparison i.e., child plan and pension plan. The payout options for the child plan consist of maturity value, waiver of premium, money back option, surrender options etc. But for the pension plan annuity purchase, annuity frequency, vesting benefit, death benefit and guaranteed additions are some of the payout options. Thus before purchase an insurance plan, make sure the payout options offered by the policy, and pick the plan that suits your need.
7. **Investment option:** While we consider child plan and pension plan, apart from the protection and coverage, insurance policies are having an intention of investment space also. But the liquidity and easiness of the fund varies according to the type of the policy. Some policies empower the customer to withdraw the plan only after a fixed lock in period but others may not have that option. So as per the need of the fund, one can choose the product for investment.

After considering the features and parameters, the next step is to search what are the benefits that insurance plans are offering through various companies.

### **BENEFITS OF LIFE INSURANCE PRODUCTS**

There are generally two types of benefits that we can avail from the life insurance products. These are the common benefits that they can offer as per the guidelines of Insurance Regulatory and Development Authority (IRDA).

1. **Death Benefit**
2. **Living Benefit**

#### **Death Benefits**

It is the amount that your dependents can receive in your unfortunate absence. It is a lump sum amount that the insurer is assured to the policy holder as annuity, pension or life coverage upon

that death. Thus apart from the lump sum amount there are some other payment option at the event of death. They are;

1. **Interest option:** Here the principal amount will be hold by the insurer and the interest will be paid to the beneficiary on a regular basis.
2. **Waiver of premium:** This is very much advantageous for the parents who are highly concerned about their children's future. The beneficiary will get a lump sum at the time of death and the rest premium will be waive off by the insurer and at the end of the policy term the policy holder can avail equal lump sum. So that means the customer will get double sum assured.
3. **Annuity:** It's purely pension plan that collect a corpus fund and return back the amount as pension during the retirement age. If it's a joint life plan, and the partner of the annuitant passes away, the other one can avail the annuity for the rest of the life.

### Living Benefits

Living benefits are the benefits that a policy holder can acknowledged when he / she is alive. So even if the basic principle behind the insurance is life protection, the companies are offering various benefits to the policy holders that help them to create a cash reserve which grows over the time. They are called maturity benefits, but it varies according to the type of the plan i.e. term plan, endowment plan or unit linked plan. Those benefits are;

1. **Guaranteed Additions:** This are the extra amount that are accumulated to the sum assured which is offered by the insurer according to the performance of the company. It includes fixed bonus, reversionary bonus, vesting bonus etc.
2. **Loans:** Some of the companies are providing loan from the policy amount under certain conditions. It completely depends on the premium paid by the policy holder but he can continue the coverage up to the policy payment term or maturity. Also one can use this policy as a collateral security for loans and other financial payments from any financial institution.
3. **Dividend payments:** If the policy is a participating policy (entitled to share the surplus of the life insurance company), the company will announce the percentage of dividend every single year. This amount of dividend which is not guaranteed will be accumulated or paid out at a determined rate to the customer as per the cash value of the policy. Other than some exemptions whole life policies are eligible for dividend and term plans are not.
4. **Retirement benefits:** One of the most impressive highlight of insurance is the annuity option. It provides a corpus for the future of the annuitants. At the same time it's an investment and insurance coverage plan. It ensures a stable flow of monthly pension once retired. So it s better to start earlier hence it has two phases a) accumulation phase and b) annuity phase.
5. **Savings:** As always insurance is a long term saving that provides cash at the time of urgency. A small portion comprises to get a large pool of fund which helps to draw income from it.
6. **Legacy space:** It s an option for an individual to leave a legacy through life insurance to the heirs or loved ones. Some of them are offering insurance as a legacy gift to the individuals or organizations in the form of charity. Life insurance provides a legacy space to transfer wealth to the next generation, so that they are financially secure. It not only protects their financial future, but also makes sure they have enough to leave a legacy for their own.

7. **Tax benefit:** It's one of the best benefits that the people used to consider insurance as a necessity of life. Insurance are availed by the people because of the exemption that they can claim on the premium they paid under various insurance plans. So it provides tax deductions under 80 C; 80 CC and section 10(10 D) of income tax act. For single premiums one can claim only once that is at the year of payment of premium. It has to be noted that annual premium up to maximum of 10% of sum assured is tax deductible.
8. **Rider Benefits:** These are the additional benefits which the policy holder can opt along with their insurance policy with some nominal rates. It includes critical illness, accidental death, permanent and temporary disability, health insurance etc. It's also a tool that helps the insured for expanding his life insurance coverage. Some of the companies are giving health insurance type policy as a rider along with pure insurance plans.

### **Types of Insurance products**

Life insurance is broadly classified into two i.e. pure risk coverage or purely insurance plan and the second one is a combination of both insurance and investment elements. Under this principal category it includes seven different types of plan based upon the benefits they are offering to the policy holder. It seems like verity of fish in the vast see and we have to choose one that we want to satisfy our need is a tedious and careful process. So before going to opt a plan one must thoroughly know the different types of policies available in the market to make a wise choice. They are;

1. **Term life Insurance:** It is the simplest form of life insurance plan. It is a pure risk coverage plan that means will get a payout only if the insured passes away during the policy period. But this policy offers high coverage with low premiums. This plan comprehensively takes care of your liabilities and responsibilities in your absence. Say for example an individual having 25 yrs can opt a plan for 1 crore have to pay a premium of only 800 – 1000 rupees per month. But it does not have a cash value that means the premium that you are paying simply goes to the insurance company.
2. **Endowment life Insurance:** This type of plan is a combination of both insurance and saving component. A portion of the premium paid by the policy holder is kept for insurance coverage and the rest is invested by the insurance company, which means it has a cash value. If the life assured passes away nominee will get the death benefit and when he outlives the policy term, the company provides the maturity benefits to the policy holder. Besides it offers periodical bonus to the policy holder for the cash value. When this cash value reaches certain amount the policy holder can take a policy loan, Use this cash value to pay premiums or surrender the policy and withdraw the cash. The amount of annual premium is comparatively high with term insurance plans.
3. **Whole life Insurance:** As the name indicates its covers the life assured for whole of the life time. It is also called as permanent life plan. Unlike term plan which are for specified term it may covers one life up to 100 years. At the time of death the nominee will get the death benefit and if the insured person outlives the term he will get the maturity benefit. It includes participating, non - participating and ULIP whole life plan. One can purchase any type of plan according to the age and purpose of purchasing the insurance. The amount of annual premium is comparatively high that of endowment and term insurance plans.
4. **Money back Life Insurance:** It is an exclusive type of insurance plan that offers periodical withdrawal of the total sum assured and at end of the term the insured will get the balance of sum assured and the bonus offered by the insurer time to time till date, while



he is alive. If the policy holder dies he will get the sum assured without considering the paid out amount. It helps the policy holder to meet his short term financial goals.

5. **Child Insurance Plan:** It is a unique plan that has been developed to meet the children's education or marriage purpose. This policy will admit the payout option only after the policy holder that is the child become mature. If any unfortunate event happens in the life of the insured that are parents, the company will give the sum assured at the time of the death and they will waive off the premium and let the policy in force. And at the end the policy term the policy holder will get the assured value as money back as installments or lump sum. So in effect one will get double the sum assured.
6. **Retirement Plan:** This plan helps the annuitant to build a corpus for their retirement. If the life assured survives they can avail the vesting benefit, and if there is any unfortunate event happens the nominee will get the immediate payment in the form of annuity. In any of the case the payment has to be utilized only for buying an annuity. It is a best long term saving and retirement option. As we said earlier it has two phases that are accumulation phase and annuity phase. The policy holder have the right to purchase the annuity from any company if it is not clearly restricted in the policy document. So start the retirement planning from today itself to create a good wealth for the retirement life.
7. **Unit linked Insurance Plan (ULIP):** The unit linked is a complete blend of insurance and investment which the second one is having more preference. According to the acceptance towards the risk the policy holder can opt different funds that are available for different plans. This risk appetite will decide the proportion of allocation of premium towards the risk cover and investment part in various funds like debt, equity, income fund, balanced fund, cash funds etc. Its having a great flexibility and scope for high returns but the risk factor is high compare to other plan. But the companies are providing switching option to make the fund secure. One who is using the switches properly at right time can protect their fund from heavy risk. The fund value will be calculated on the basis of net asset value (NAV).

#### **Cost Involved in life Insurance policies**

It has been the charges allocated to each and every stages of an insurance policy. Traditional plans are not disclosing those additional charges but ULIP plans have to disclose all these hidden charges hence it is a pure investment plan. So before buying life insurance policies, be sure about the charges levied by the insurance companies. Here we are mentioned some common charges that the insurers levied as per the direction of IRDA.

1. **Premium load / allocation Charges:** These are charges introduced by the companies to meet the expenses like sales, state and local taxes. Those charges will be deducted from the premium before it's applied to the policy. For ULIP plan, a percentage of first year premiums, before investing or allocating the units, will be deducted. It's a higher value in the initial years, but comes down gradually
2. **Policy Administration Charges:** These are the charges levied by the company for maintaining the policy administration like accounting, book keeping and other administration process. It will be deducted throughout the policy term.
3. **Mortality Charges:** It is the charge assigned towards the death benefit provided by the company to the insured person. At the time of purchase insurer assumes that the policy holder will alive for a fixed period of time based on his age, gender and health conditions. This is applicable to the customers those who are opting insurance coverage along with the plan.

4. **Surrender charges:** It is the charge levied by the insurance company while terminating the policy on or before a particular period of time. This is solely happened due to the discontinuance of the policy or due to some urgency for fund. Hence it is a violation of contract they have to pay a charge for the surrender. So the customer will be sure about the length of the surrender charge period.
5. **Rider Charges:** These are the charges incurred to the customer through deduction from the premium amount for the addition of supplementary benefits along with base plan. They are critical illness, accidental death, permanent and temporary disability, health insurance etc. It may vary from one company to another according to the features of the plan provided. It's applicable for both traditional and ULIP Plans.
6. **Switching Charges:** There is a huge risk factor associated with the unit linked insurance plan, hence it deals with share market and its fluctuations. So there is an option for the customers to switch over the fund to various low risk funds like debt, bonds, balanced fund etc. Initial switches are free which 5 or 6 switches per year there are after they will charge Rs50 -300 per switch.

## CONCLUSION

Even though there are a lot of advanced features and benefits for insurance, the customer may not be aware about the same, because of lack of communication or the busy schedule of their daily routine. So it's the responsibility of the mediator to convey the details of the product and convince their customers by selling the right product. As per the research conducted by Lexis Nexis Risk Solutions India about the attitudes to the insurance and the reasons why insurance penetration is low level in India (3.3% of population and one third of the developed market of the world), the result shows that 76% depend agents to know the product, only 42% are satisfied with the right product, 51% respond that insurance policies are difficult to understand. The results show that the agents are not able to create a trust advancing among the customer. A gradual change over to the technological advancement is essential to the insurance industry also. With the increase in income and exponential growth of purchasing power as well as household savings, the insurance sector in India would introduce emerging trends like product innovation, multi-distribution, better claims management and regulatory trends in the Indian market. With certain regulatory changes and the introduction of innovative technologies like AI, Data Analytics, Telematics, Social media etc plays a vital role in providing product information to the customer. All these determine insurance industry's future looks pretty awesome and promising.

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## EVALUATION OF SAVING AND INVESTMENT CULTURE OF SALARIED PEOPLE IN HYDERABAD- TELANGANA STATE

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### ABSTRACT

*Investment is a type of activity that is engaged in by the people who have to do savings i.e. investments are made from their savings. A variety of different investments options are bank, Gold, Real estate, Postal services, mutual funds & so on. Investors are always investing their money with the different types of purpose and objectives profit, security, appreciation. Reseachar has here in his paper studied the different types of investments as well as the factors that are required while selecting the investments with the sample size of 30 salaried employees by conducting the survey through questionnaire in Hyderabad. The present study identifies about the preferred investment among individual investors using own self assessment test. The researcher has analyzed and found that salaried employees consider the safety as well as good returns on investment. Respondents are much more aware of the different avenues available in India.*

### 1. INTRODUCTION

The developing countries in world, like India face as seen the enormous task of finding sufficient capital to utilize in their development efforts. Today, a number of investment avenues in the form of various financial products are available to an individual. An individual, after doing thorough market study and according to his needs and circumstances, has to decide which investment avenue has to be chosen.

The major features that is seen in an investment are safety of principal amount, liquidity, income and its stability , appreciation .A different variety of investments such as shares , banks, companies, gold and silver, real estate, life insurance, postal savings. All the investors wish to invest their surplus money in the above mentioned avenues that are available based on their risk taking attitude and capacity bearing.

### REVIEW OF LITERATURE

For long researchers have researched on demographic factors that influence the investment decisions of an individuals .The focus has mostly on age , gender ,income ,marital status , profession and financial knowledge. A research study has been under taken in India, Hyderabad to identify the investment behaviour of investors and households.

Mr. Yasim Y. Al-Ajmi (2008) presented new evidence on determinants of risk tolerance of individual in Delhi analyzing to 100 respondents. The study indicates that as investors men have high propensity towards risk tolerance than women. Wealthier and more educated investors are more likely to see risk than less wealthy and educated investors.

Karthikeyan(2001) has conducted research on small investors perception on Post office Saving Schemes and found that there was significant difference among the four age groups, in the level of awareness for kisan vikas patra, National Savings scheme, and deposit schemes for Retired employees and the overall scores confirmed that the level is awareness among the investors in the old age group was higher than those of young age group.

**OBJECTIVES**

- To study the investment preference among the salaried people working in different sectors in Hyderabad city.
- To know the factors that are influencing investment behaviour of the peoples
- To analyzed the pattern of investment and saving among the salaried investors
- To know the mode of investments of salaried respondents in various investments avenues.

**SCOPE OF THE STUDY**

This study is focusing on the preference of Investments by salaried class people in Hyderabad city only and it will be helpful to identify the different and better investment options that are available in the market.

**NEED OF THE STUDY**

Salaried employees in general have fix flow of income and their investments patterns are different. In connection with this Researcher has tried to find out investment behaviour of salaried investors in Hyderabad region. It will be helpful to understand the investment preferences of investors. The Research paper will become the helping hand to the research scholars as well as students for their further studies in their respective area.

**RESEARCH DESIGN**

This project is based on exploratory study as well as descriptive study. The Descriptive research is here carried out to describe about the phenomenon. The

- To know the mode of investments of the salaried respondents in various investment avenues

**ANGER MANAGEMENT IN TIMES OF RECESSION**

With mounting work pressure and layoffs during time of recession, anger among the employees is on the rise. Anger is an extremely destructive emotion that affects the professional as well as personal lives of employees. In such a situation, employees need to learn how to control their anger. The management also needs to tackle it and show sympathy towards such employees who are buckling under work pressure, supporting and motivating them for better performance and help dispel their anger feelings.

**ANGER REACTION IN NATURE**

It is constantly joined by both organic and mental changes. Natural changes incorporates increment heartbeat, expanded breath rate, raised circulatory strain, increment the vitality level because of expanded blood stream in the muscles, hormonal exercises (adrenaline and nor-adrenaline), expanded muscles pressure or compression (skeletal muscles) and expanded body temperature. So it influences in all the essential frameworks of individual. Correspondingly, there different mental changes happen amid anger response. A portion of these progressions are loss of fixation, diminished capacity of resistance, tolerance, expanded anxiety or pacing development, elevated strain feeling and disability in the basic leadership capacity. On the off chance that anger response endures longer time, it can prompt changes in different physiological working and mental exercises of our wellbeing.

**ANGER DUE TO UNCONTROLLABLE FACTORS**

The examination additionally revealed a portion of the wild factors adding to the anger of the representatives in the work environment, Uneasy encompassing causing disappointment and stress. Sometime Terrorizing and unfairness by the management, In the work put Abuse and mortification by bosses. In the workplace Occupation uncertainty and constantly changing

nature of employment, Terrible reactions and strife between representatives, Double-crossing of representatives' trust and disregarding their bona fide needs, Irrational assault on workers and their thoughts, Aggravating circumstances like maltreatment disturbance and injustice, Absence of outside help.

### **STRESS AT WORK**

Stress had turned into an integral part of human life influencing the strength of both, the representative and the association. Despite the fact that it is a negative outcome of present day living, it isn't really awful and of itself. There is additionally a positive side to pressure, called eu-push creating solid and helpful reactions to stretch.

### **SINGS OF EMPLOYEE BURNOUT**

Unreasonable Non-attendance When a restrained worker abruptly begins taking overabundance leaves or begins detailing late for work; this could point either to his expert or individual issues. Absence of Value and Amount in Work When a worker feels discouraged or disappointed with this work; the nature of his work diminishes. Absence of intrigue When a committed worker levels the workplace on time without completing his work, it unmistakably demonstrates his/her carelessness towards the activity. Mischief: Here and there, disappointed and discouraged partners begin acting up with individual representatives. Gripes by Representatives Disappointed representatives set forward numerous dissensions to the HR Division with respect to compensation, working conditions, worker benefits, working hours, and so forth.

### **REASONS FOR EMPLOYEES BURNOUT**

Abundance outstanding task at hand is the principle reason of representative burnout. A Representative performs numerous duties in the meantime which abandons him/her completely depleted. An expert needs to meet customers and board them, lead trails and, at times, needs to direct the relatives of the parent. Workplace the representatives need to work in tight workplace, which is intense. The representatives work in move plans and the changing movements incur significant damage on a worker's wellbeing. Passionate Inclusion: The activity includes a great deal of enthusiastic contribution from the specialists' side. Amid a preliminary procedure for the most part the representatives get sincerely connected to the work. Such sort of passionate association leaves workers focused. High Presentation to articulation: Representatives work in a situation where they are constantly presented to numerous sorts of issues. Customers accompany diverse kinds of maladies and in some cases they implant these issues to the staff.

Word related Hypersensitivities In any calling, different word related sensitivities are included. These sensitivities make workers focused and on the off chance that they continue getting hypersensitivities at standard interims, it makes them pushed and discouraged. Viciousness towards Medicinal services Laborers: Brutality towards workers is another reason of pressure. The experts are engaged with incomprehensibly important issues. Work Association and Wellbeing: The manner by which work is sorted out in associations significantly affects the soundness of representatives. Bolt of Remunerations and Acknowledgments: Lac of remunerations and acknowledgment for good work is additionally a reason of worker burnout, when the best management of the association does not perceive and compensate the great work of representatives, they may feel that they are not doing anything useful for the association.

### **IMPACT OF EMPLOYEES BURNOUT**

Low profitability when a worker is discouraged disappointed, normally his efficiency disintegrates and the nature of the work endures. He won't have the capacity to give the correct sort of administration to customers. Poor worker Resolve Representative burnout prompts poor representative spirit, which at last affects worker execution. High Worker Turnover Cost A discouraged representative stops sooner than a fulfilled worker. The burnout is a central point in

high worker turnover cost. Generally, medical caretakers and other junior level representatives quit sooner in light of gloom and abundance remaining task at hand.

### **STRATEGIES TO CONTROL ANGER IN WORK PLACE**

***Commitment of Employees to Health promotion and disease management programs:*** Committing employees to healthcare and disease management programs will make them more conscious about their health and fitness. Employees will keep themselves fit to perform well on their respective jobs

***Free Acupuncture:*** Providing free facility of acupuncture services in the hospital will help the employees to become stress free, as well as increase their productivity and accuracy in crucial operations.

***Timely Team Meetings:*** Calling timely team meetings of employees and discussing various work related issues with the professions helps the employees in distressing, as well as giving an indication to the employees that the higher authorities are caring for them. These meetings also serve as an instrument of feedback to the management.

***Flexible Working Hours:*** To reduce the stress of employees, the organization also gives flexible working hours. However, the flexibility cannot be given to everybody. So, the employees who have some problems working at regular hours can be given working hours of their choice. Flexible working hour are particularly helpful for staff and junior level staff.

***Identify Gaps across Organizational Levels and Functions:*** it will be every useful for hospitals to identify that gaps at various organizational levels and functions. This information will help management fill the gap between various organizational levels. It will also reduce the work pressure and stress of overloaded employees. Further, this exercise will increase the overall efficiency of employees and will lead to providing better service to clients.

***Conduct Yoga, Naturopathy:*** Frequent yoga and naturopathy camps help employees distress. Yoga is an effective way of exercising as well as it helps a person to calm down. In naturopathy camps, various natural herbs are used to relax and calm down a person.

***Recognizing and Reworking the Good Work of employees:*** Recognizing the good work of employees is a good way to improve their productivity and morale. Rewarding and recognizing the work of employees helps them distress and motivate other to work hard to get the same kind of rewards and recognition.

### **CONCLUSION**

Employee burnout and Anger is turning into a typical issue in associations around the world. Sorrow, high rates of damage and delayed nonappearance from work is getting to be highlight of work in the organizations. All expenses directly affect the workers capacities to convey effective and amazing administrations. Associations need to build up the correct sort of projects to deal with the burnout issue of their representatives. By taking compelling measures, associations can deal with the burnout issue of workers. For selecting and holding great ability for the organizations any part needs to make and keep up a solid work environment.

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**TOWARDS A SKILL INDIA: AN ENDEAVOUR TO ENHANCE EMPLOYABILITY****C. Kameswari<sup>1</sup> and Dr. J. Sivakumar<sup>2</sup>**<sup>1</sup>Research Scholar, Department of Business Administration, Annamalai University,  
Chidambaram<sup>2</sup>Assistant Professor, Department of Business Administration, Annamalai University,  
Chidambaram**ABSTRACT**

*Skill India, Skill development and employability skills. These days these terms have assumed greater significance than any other before. It is generally alleged that the youth of our country are lacking in employability skills. The Government of India has been endeavoring to offer various skill development programmes for the empowerment of the youth. If the young generation utilizes them effectively, they will prove their mettle in the Job market. They have to start their academic year with that view so that by the time they complete their course, they will be proficient in various skills that contribute to their employability. This article throws light on such skill development programmes which are available to them in present scenario.*

**Keywords:** *Employability, field level, entrepreneurship, Acquisition, SANKALP, apprenticeship, avenues, Industry – interaction, incentives, Public-private partnership, Job-exposure*

**INTRODUCTION**

Every year nearly two crore students are coming out of colleges and universities, after pursuing various courses like ITI, Polytechnic courses, academic courses like BA, B.com and BSC, and other P.G. Courses in sciences and humanities. But unfortunately, majority of them are remaining helplessly, being unable to compete in the Job market. They cannot get employment and are being subjected to severe discouragement. The main reason attributed to this catastrophe is their lacking in field level skills and practical knowledge. Hence the central government, after taking the advice of academicians into consideration, is embarking on bettering the employability skills, towards “Skill India” as the main target. To achieve this, several skill development programmes are being implemented for the benefit of the job seekers.

“Skill India” is a special skill development programme, launched five years ago, on national level, to enhance the field level talents of the youth. It is intended to offer skills to 40 crore people by the year 2022.

For this, training centres will be set up all over the country. The MSDE (Ministry of Skill development and entrepreneur ship) and the NSDC (National Skill development Corporation) will work together, to fulfill this herculean task. These centers will be established on Public Private Partnership. They impart short term and long term courses to the youth. Examinations will be conducted to the participants and certificates too will be issued to them, on the successful completion of the course. Though these training programmes are being implemented on a large scale, many students still don't have an understanding of them fully. Nearly 70% of the students are not aware of them, as per a survey taken up by “Young India – work India” under the joint auspices of observer Research foundation and world Economic Forum.

The National Skill Development Corporation stands as a uniform platform to impart training in various fields, right from 10th Standard to professional courses, with the name of sector skills councils. Training is available in nearly 30 departments. The NSDC has made agreement with various institutions, in various areas. The interested students have to complete their training, in the stipulated time limit, at the centres nearer to them.

The next is the PMKVY (Prime minister's Kausal Vikas Yojana). Which was launched in 2015? Its aim is to train one crore young people in the country, by 2020. This is the most important skill development Programme available in the country. All the divisions like MSDE, NSDC and DGET have been brought under one roof, to formulate the policies of the PMKVY. Practical training is imparted to various students, on 3 month, 6 month term basis. At the end of the training a test will be conducted to them. Those who qualify themselves in the test will be offered jobs in the industries related to the training received. The students can log in into the official website of

(PMKVY official. Org) and update their profiles. They can know the details of the training centres nearby.

Another important scheme intended to enhance employability among students is the National Apprentice promotion scheme whose objective is to impart apprenticeship training to 50 lakh people, by 2020. It is designed to cater to the needs of both the students and industry circles. With the advent of this scheme, companies should appoint apprentice trainees invariably. Such companies are given incentives by the government which bears 50% of the expenditure incurred for imparting training to the student. The incumbents have to log in into the website ([www.Apprenticeship.gov.in](http://www.Apprenticeship.gov.in)) and register their details. Considering their qualifications, the companies' short list their candidates on line. Later, after conducting the interviews, they confirm them as apprenticeship trainees. Mr.R.C.M. Reddy, honorable member of the National Skill Development authority aims that there are so many avenues for the youth to receive skills at the field level. Due to non-understanding of such schemes, they are deprived of many opportunities. Institutes should take the initiative to motivate them properly. Especially rural youth have to be apprised of such skill development programmes. As all these training Programmes are being held with the partnership of industry circles, there is every possibility for the incumbants for getting employment.

“SANKALP” is another scheme designed by MSDE recently. It is abbreviated as “Skills Acquisition and knowledge Awareness for livelihood Promotion”. It provides necessary funds to the institutes for imparting job oriented training to students. Through this scheme, the institutes establish training centres under public private partnership and train the students. Even industry circles take part in it. As a result, students get better employment opportunities in the industries concerned their website.

The AICTE (All India council of Technical Education supervises professional courses like B.Tech, M.Tech, M.B.A, at the national level. It to is implementing many skill development programmes for the unemployed youth. PMKVY – TI (Prime minister's kaushal vikas yojana for technical institutes') works under the AICTE. Its objective is to train nearly 10 lakh drop outs from polytechnical and engineering colleges, under the jurisdiction of AICTE. Technical skills are imparted to the drop outs and help is offered to them for getting employment. To achieve this, the AICTE has set up training centres at its affiliated colleges. Interested students can register their names at the centres nearby, receive training and certificates on the successful completion. The training will be held for 250 – 300 hrs. The details of the students will be registered on line so that the industry circles know about them.

EETP (Employability Enhancement Training Programme) is another skill development scheme introduced by the AICTE to implement this effectively, it made agreements with organization like ICT Academy, Monster.com, and Linked in etc. the EETP gives the details of those who completed the training to these institutions. Later, the profiles of the trainees are kept in the concerned websites, on the basis of their performance during the training period. Consequently employers can scrutinize the details of the trainees and appoint the deserved.

NEEM is another scheme launched by AICTE to provide employability skills to the students at Diploma level. It is abbreviated as National Employability Enhancement mission. The students who passed or who are pursuing diploma courses are the targets for this programme. On the basis of their branch, they are provided with necessary skills to be appointed in the related industries. Sixteen private Agencies called Neem facilitators are appointed at the national level by the AICTE, to carry out the training programmes.

Under the auspices of the university Grants Commission, several traditional degree courses, colleges and universities function in the country. The UGC provides necessary skills for the students of traditional courses, who can exploit them to get good jobs.

UGC Special Assistance Programme offers help to the institutes in teaching and research. It even provides financial incentives for this purpose. But the institutes have to adhere to certain stipulated standards. They have to register their details online so that the UGC selects the eligible ones.

“Deen Dayal Upadhyaya Koushal Kendras” is a scheme intended to enhance the skills of vocational students. In it, vocational courses are taught in the respective colleges, at an advanced stage, implementing on job training method. Consequently, students acquire field level skills, in their related fields and will be fore runners in the Job – market.

DDU – GKY (Deendayal upadhyaya Graameena Kaushal Yojana) is another scheme launched five years ago to improve employability SKILLS AMONG THE RURAL YOUTH. Under Public – Private Partnership, training centres are set up in various rural areas. After the successful completion of the training, even placement assistance is also available for the trainees. The interested candidates can log in to the website [ddugky.gov.in](http://ddugky.gov.in) to register their details, and to know about the training centres, in their vicinity.

The MHRD (Ministry for Human Resources Development) has proposed a new scheme called SREYAS (Scheme for Higher Education in Youth in apprenticeship and skills, to private professional skills to the students who pursued traditional degree courses. The main objective of the scheme is to offer on – job exposure to them. Apprenticeship opportunities will be made available to the degree students so that they will acquire professional skills, by the time they complete their graduation. This concept is nearer to the policy of “earn while you learn” in education. The MHRD is also planning to introduce professional courses even in BA/B.com/BSC courses. As per the directives of the sector skill councils and the national skill qualification framework, training is given in the apprenticeship courses like IT, retail, logistics, tourism, healthcare, BFSI, electronics, media, life sciences and management. Examinations will be conducted and certificates will be issued to the successful candidates who are likely to get employment in the same organisation in which they have received apprenticeship training.

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**A STUDY ON THE EFFECTIVENESS OF EMPLOYEE REFERRAL PROGRAM IN IT INDUSTRY****B. Sridevi<sup>1</sup> and Dr. K. Tamizhjyothi<sup>2</sup>**<sup>1</sup>Research Scholar, Department of Business Administration, Annamalai University, Chidambaram<sup>2</sup>Associate Professor, Department of Business Administration, Annamalai University, Chidambaram**ABSTRACT**

*A study aimed at finding “THE EFFECTIVENESS OF EMPLOYEE REFERRAL PROGRAM IN IT INDUSTRY”. The scope of the study is to analyze whether the company understands more on the effectiveness and drawbacks of the current employee referral program. A research methodology is the specification methods and procedures for acquiring the information needed to structure or solve problems. It is the overall operational patterns or framework of the project that stipulates what information is to be collected, from which sources, and with what procedure, a research design is a plan of the proposed research work. The study analysis the current situation of the available employees only, therefore the research design is followed is descriptive study. The research can be limited as descriptive design. Total of 150 samples has been randomly selected from the employees working in various IT industries located at OMR Chennai.*

**Keywords:** Referral Bonus, Job Satisfaction, Employee Recognition

**INTRODUCTION**

Employee Referral is the process of recruiting the candidates through reference given by the employee working in the same concern. Employee referral is an internal recruitment method employed by the organization to identify the potential candidates from the existing employees' social network. To help make the referral better, employees can broad their referral demands on Social network. This would increase their opportunity to be contacted by friends. The effectiveness of the recruitment process depends upon enhancing the post hire process. But the focus is more on the post hire process in comparison to the pre hire process outcomes . Many of the researches conducted in the past show those recruitments that take place through the employee referrals show a better level of job satisfaction, turnover and job performance without much investment required into the marketing strategies like publicity, advertising etc

**REVIEW OF LITERATURE**

Pougajendy(2015) “Employee Referral “is the process of recruiting the candidates through reference given by the employee working in the same concern. The process of recruiting through “Employee Referral “is: Giving the candidate the corresponding Employee Code or the Permanent Employee Number of the referral along with the name. The candidate while filling the application during the interview has to give the employee code and the name of the referral after which they will be recruited for the job. In software, the “Employee referral” refers to the same procedure, but it is compulsory for the candidate to clear the first round which is aptitude round and even if they didn't do the technical round they will be recruited because of referral. Employee referral is an internal recruitment method employed by organizations to identify potential candidates from their existing employees' social networks. An employee referral scheme encourages a company's existing employees to select and recruit the suitable candidates from their social networks.

- Sara Stockman and Greet Van Hove(2017) The purpose of this study is to examine the effects of potential applicants' awareness of employees being rewarded for referrals on organizational attractiveness, based on credibility theory and the multiple inference model. In a first study ( $N=450$ ), final-year students were less attracted to the organization when they knew employee referrals were rewarded, which was partially explained by lower credibility perceptions. Moreover, varying the specific characteristics of the referral bonus program (i.e. timing, size, type, recipient) did not improve potential applicants' perceptions of credibility and attractiveness. A second study ( $N=127$ ) replicated the negative effect of referral bonuses on organizational attractiveness and found that it could be explained by both potential applicants' inferences about the referrer's other-oriented motive and lower referrer credibility. Whether employees explicitly stated that their referral reason was bonus-driven or not did not affect these results.

#### **STATEMENT OF THE PROBLEM**

- Lack of awareness.
- Selection of unsuitable candidates against the recruitment without analyzing the actual recruitment.
- Some conditions or situations referred workers are not much effective as per the recruitment.
- Employee agency have their own database and resources of candidates where they can provide suitable candidates for the organization as for the recruitment, in compare to ERP. Because employee who all are working have their own limited access.

#### **SCOPE OF THE STUDY**

- The study mainly focused on the Effectiveness of Employee Referral Program in IT industry.
- This study is investigated the work behavior, motivation, determinants, motives behind employee referrals.
- Future study can be conducted which would further highlight the aspects of research behavior, motives and outcomes.

#### **OBJECTIVES**

- ❖ To find the awareness level of employee referral program.
- ❖ To analyze the employee loyalty towards the organization.
- ❖ To study the increase in employee referrals after the implementation of suggested measures.
- ❖ To analyze the relationship between the use of employment agency method and employee referral method.
- ❖ To ascertain the effectiveness of recruitment strategy of the IT industry.
- ❖ To find out the effectiveness and drawbacks of employee referral program.

#### **HYPOTHESIS**

- ✓ There is no significance difference between motivation level and reason for referring the candidates.
- ✓ There is no significance difference between effectiveness of employee referral program and satisfaction of monetary rewards.

**METHODOLOGY**

A research methodology is the specification methods and procedures for acquiring the information needed to structure or solve problems. It is the overall operational patterns or framework of the project that stipulates what information is to be collected, from which sources, and with what procedure, a research design is a plan of the proposed research work. The study analysis the current situation of the available employees only, therefore the research design is followed is descriptive study. The research can be limited as descriptive design. . Total of 150 samples has been randomly selected from the employees working in various IT industries located at OMR Chennai.

**ANALYSIS AND INTERPERTATION**

Data from the structured questionnaires was organized and analyzed using percentages and different testing tools. The collected data were checked for consistency and then frequencies and percentages were used to show responses of the distribution

**TABLE: 1 Awareness of Employee Referral Program**

Opinions	No of respondents	Percentage
Yes	135	87
No	20	13
Total	150	100

From the above table it is inferred that 87% of respondents said they know about Employee Referral Program and 13% said they are not aware of it.

**TABLE: 2 CHI-SQUARE TEST**

**AIM:** To find the significance difference between motivation level and reason for referring the candidates.

Motivation Level	Highly Effective	Effective	Average	Ineffective	Highly Ineffective	Total
<b>Reasons</b>						
<b>Referral Bonus</b>	10	28	13	2	1	54
<b>Work Environment</b>	11	27	6	2	1	47
<b>Employment Benefits</b>	1	8	5	1	1	16
<b>Job Satisfaction</b>	2	10	8	2	1	23
<b>Recognition</b>	1	7	2	0	0	10
<b>Total</b>	25	80	34	7	4	150

**EXPECTED VALUE = column total\*row total/ grand total**

O	E	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
10	8	2	4	0.5
15	16.8	-1.8	3.24	1.928
28	28.8	-0.8	0.64	0.222
27	33.56	0.80	0.6472	0.192
25	17.5	7.5	56.25	13.214

20	26.44	-6.44	41.47	9.568
14	7.41	6.59	43.42	9.859
7	6.92	0.08	0.0064	0.009
4	3.98	0.02	0.0004	0.001

CALCULATED VALUE == 35.493

### LIMITATIONS

- Time was the main constraint.
- Some information cannot be accessed due to its confidential nature.
- The majority of our candidates sample indicated being actual job seekers or at least planning to apply for a job.
- No reward scheme simultaneously satisfies both the recommender and the recipient.
- There is also a small chance that some of the respondents were not completely honest or chose answers randomly.

### FINDINGS

- ✓ The rewards awarded to the employee is the main key factor in the future employee referring, if the employee gets rewards according to the efficiency and quality of the new candidates and also if he is satisfied with the award then the employee will do his best for the organization in future.
- ✓ This study is in random with existing information in the literature the recruitment and selection criteria have significant effect on organization's performance.
- ✓ It will identify competent candidates and accuracy match them to the job.
- ✓ The proper selection criteria will increase the probability that the right person will be chosen.

### SUGGESTIONS

- ❖ Future research should look for more experienced and other types of job seekers (both familiar and non-familiar with referral bonus).
- ❖ To manipulate the referral bonus amount was best facilitated using scenario instead of surveying employees of a real-life company seeking referrals.
- ❖ Still other antecedents of the motivation to recruit were identified, which should be explored in a more systematic manner.
- ❖ Should provide a regular training to the current employees for the awareness of ERP.

### CONCLUSION

Employee referral is best source of finding the best candidates from our available resources that is own employee. The main key factor in employee referral is the award rewarded to the employee and the motivation to the employee to referring. The rewards awarded to the employee is the main key factor in the future employee referring, if the employee gets rewards according to the efficiency and quality of the new candidates and also if he is satisfied with the award then the employee will do his best for the organization in future.

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## IMPULSE DECISION MEDIATED BY SITUATIONAL FACTORS ON IMPULSIVE BUYING BEHAVIOUR OF MARKET SEGMENTATION APPROACH

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### ABSTRACT

*The understanding of situational effect on consumer's purchasing decision assists the manager of supermarket to prepare the plan and appropriate retail strategy to deal with such competition. The purpose of this review is (1) to determine the impact of situational factors on impulse buying decisions (2) to determine the impact of situational factors on impulse buying decisions through buying impulsiveness (3) to determine the impact of buying impulsiveness on impulse buying decisions. In the situational factors affect the impulsive buying to a greater extent. On the contrary, in impulsive buyers it is found that promotional activities, friendliness and skill of the sales staff, store location, and attractive aroma of food generally stimulate them to buy on impulse, while the persons accompanying them generally can influence their buying behaviour and choice but can only to some extent stimulate them to buy on impulse. The review study and to make a better exterior and interior so the customer can shop and do recreation at a same time, situational factors can to a larger extent affect the impulsive buying behaviour in consumers of a particular employment status, and that such behaviour is not significantly affected by gender, age, education, income.*

**Keywords:** *Situational Factors, Buying Impulsiveness, Impulse Buying Decisions.*

### INTRODUCTION

Shopping is presently defined as investigating goods and services from stores and collecting related information with or without the intention of buying. Today shopping is an activity which brings about both profitability and pleasure, and simultaneously includes both economical and recreational activities (George and Yaoyuneyong, 2010). Urge to buy impulsively as a sudden, compulsive, complicated and attractive purchasing behavior occurs in the decision-making process of an urge to buy impulsively (Sharma et al., 2010). Regarding with situational factor, Beatty & Ferrel (1998) found that time availability and money affected impulsive buying. Wu & Huan (2010); Foroughi, Buang, & Sadeghi (2012); and Srivastava & Kumar (2013) found that situational factor (time and money availability) significantly affected impulsive buying behavior, but research conducted by Maymand and Ahmadinejad (2011) found that situational factor (time and money availability) not significantly affected impulsive buying. Event shows that a few consumer stand easily when they see the words of sales promotion. But price reduction, coupon or discount given by the retailer and other promotional equipment like free sample, bonus pack and "buy one get one free" were found to be encourage customer buy extra than they think (Gilbert, 1999). A study of situational factors about the variable of physical environment or store atmosphere which was conducted by Stoltman et al. (1999) shows that physical environment is proven to influence consumer impulse purchasing decisions more strongly than the effect of the products offered

### 1.1 IMPULSE BUYING AND IMPULSIVE BUYING BEHAVIOR

Impulse buying can be defined as unplanned, sudden, and spontaneous impulse to buy, which lacks careful evaluation of product and purchase consequences. (Kollat and Willet, 1967; Cobb

& Hoyer, 1986; Rook, 1987; Piron, 1991; Beatty & Ferrel, 1998; Bayley & Nancarrow, 1998; Kacen & Lee, 2002; Vohs & Faber, 2003; Parboteeah, 2005) It is considered that the frequency of unplanned or impulsive purchasing is as high as 90% (Cobb & Hoyer 1986; Gutierrez, 2004). According to a number of studies (Rook & Fisher, 1995; Beatty & Ferrell, 1998; Verplanken & Herabadi, 2001; Virvilaite et al., 2009) the main characteristics of impulsive buying behavior are: inclination to impulse buying, spontaneity in buying, satisfaction felt after unplanned purchase, and lack of shopping list.

### **1.2 SITUATIONAL FACTORS AND IMPULSIVE BUYING**

Situational factors are the external factors coming from the shopping environment when buyer comes into contact with particular visual stimuli (product or promotion) that create the unplanned purchase. At that instant the shopper may feel a sudden need to purchase a particular product that has attracted his/her attention. (Youn, 2000) Some researchers attach more importance to the influence of individual characteristics of shoppers believing that individual behavior is consistent in particular situations. Thus Belk's taxonomy of situational factors includes five elements: (1) physical surrounding, (2) social surrounding, (3) time, (4) shopping task and (5) previous conditions with which the consumer enters the shopping surrounding or which result from the shopping surrounding (Belk, 1975). Internal factors of the shopping area or the *physical surrounding* include: (1) general interior design – color, lighting, aroma, music, equipment, etc.; (2) arrangement of equipment and merchandise within the store; (3) display of merchandise; (4) point of sale promotional materials (Mihic, 2002., p. 82.)

### **1.3 CUSTOMER SEGMENTATION IN TERMS OF IMPULSIVENESS**

Review is based on market segmentation and relation of situational factors and impulsive buyer behavior it will subsequently expound the relevant research on consumer typology in terms of their purchasing impulsiveness. The segments can also be distinguished in terms of different perceptions of the atmospheric variables (odors, music and decoration)

## **2. REVIEW OF LITERATURE**

Mowen & Minor in Sumarwan (2011: 326) suggests that consumer situation is temporary environmental factor that causes a situation where consumers behavior appears at specific time and place. Consumer situation consists of three factors: (1) place and time where the behavior occurs; (2) explanation of why the behavior occurs; (3) the effect on consumer behavior. Consumer situation occurs shortly, while other factors, such as personality and culture usually last a long time. Khare and Rakesh (2010) in their paper highlights that organized retailing in the form of malls is poised to develop exponentially in India. Malls are transforming the landscape of Indian retailing and consumers' attitudes towards shopping. The upsurge of mall activity poses a question of how much malls are responsible for generating sales and consequently generating profits. The research was directed at retailers with stores in the malls and deciphering their opinions about what generates consumer traffic and profits in malls. The retailers' selection of malls is driven by the business potential offered by malls.. The findings demonstrate that an assortment of factors is responsible for mall traffic. These may be categorised under entertainment facilities, services, ambience and mall management. According to (Blattberg and Neslin, 1990) Sales promotion has direct impact on the consumers buying behaviour, which is an action focus-promoting occasion. The word sales promotion denotes to numerous types of selling incentives and procedures which aim to yield the urgent sales effects according to Totten and Block (1994). Situational factors that can cause impulsive reactions are physical environment variable, social environment variable, time perspective variable, and past circumstances variable when shopping because they are related to consumer's emotions (Hausman, 2000; Park and Lennon, 2006). Sivakumaran and Marshall (2010) explain that, impulse buying can be identified to situations when the customer involves in shopping

activities, such as, shopping during lunch time and shopping with limited money. This study partly relies on the previous research of situational factors (Anić & Radas, 2006a), and their impact on impulsive buying behavior (Anić & Radas, 2006b; Belk, 1975), while it considers other and additional situational variables (such as skill and friendliness of sales staff, store location, promotional activities, special displays, etc.) associated with impulsive buying.

### **3. OBJECTIVES OF THE STUDY**

- To find situational factors influence the impulse Buying Behaviour
- To understand whether promotional factors motivate consumer to Buy Impulsively.
- To know the impulsive Reaction on Impulse Buying Decision

### **4. TIME PRESSURE HAS EFFECT ON IMPULSE BUYING**

#### **4.1 AVAILABLE MONEY**

Available money plays an important role in the process of impulse buying. It can function as a facilitator because it can increase consumers' purchasing power. If individuals do not have enough money, they will avoid shopping. Since many people are tended to impulse buying to reduce their negative emotions like depression, Money available can lead to impulse buying (Foroughi et al, 2012).

#### **4.2 VARIETY OF SELECTION HAS EFFECT ON IMPULSE BUYING**

##### **Variety of Selection**

Dealing with various choices while shopping makes the process more pleasant. This also provides the consumers with the possibility of comparing goods in order to choose the better choice (Roehm and Roehm, 2005). Changing social situations causes individuals to have various selections to adjust themselves to different conditions. For instance, while buying a cloth, the individual has different choices depending on whether he wants it for a formal ceremony or an informal party (Sharma et al, 2010).

### **5. THE STORE ENVIRONMENT HAS EFFECT ON IMPULSE BUYING**

#### **WORD OF MOUTH:**

One of the first researchers who studied the effects of WOM on consumers' behaviour was Arndt. He defined mouth advertisement as "an oral and face-to-face relationship between a presenter and a receiver, in which the receiver person receives a message of information about a product, brand or a service through a non-commercial channel (Stokes and Lamay, 2002). Word of mouth has a great influence on consumers' decision making for buying impulsively and plays an significant role in conveying the knowledge and awareness of new products and innovations of consumer.

### **6. SOCIAL NORM HAS EFFECT ON IMPULSE BUYING**

#### **SOCIAL NORM**

Although social norms are regarded as a broad concept in explaining human behaviour, few studied have been conducted to investigate their application. Human's social life is governed by social norms. However in human societies, Social norms are shaped in different levels and their feedback is reflected in people's behaviour (Nakamaru and Levin, 2004).

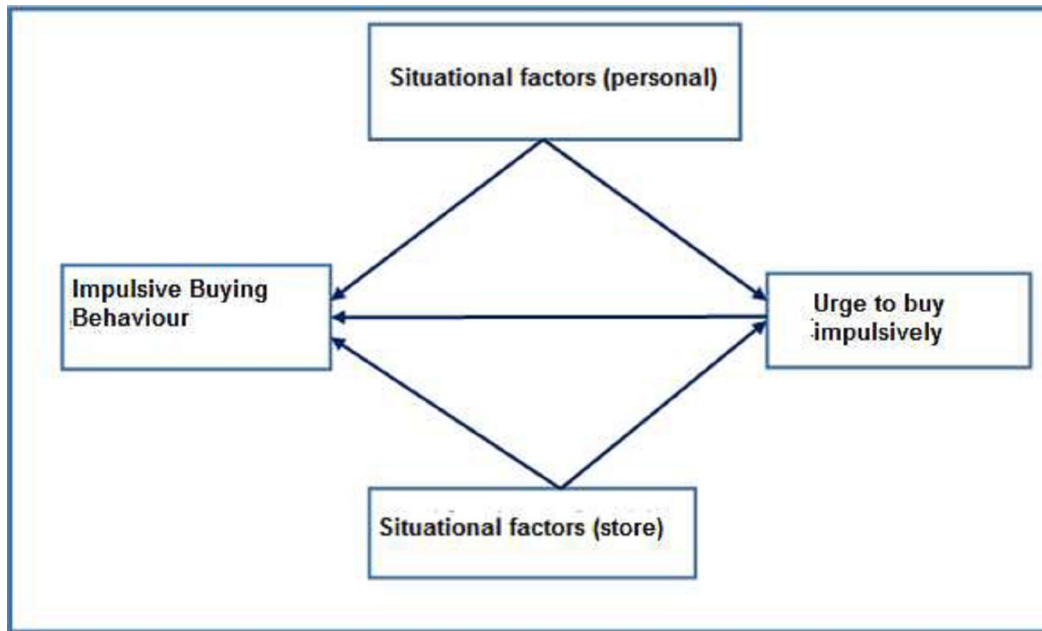
### **7. THE EFFECT OF SITUATIONAL FACTORS OF TIME PERSPECTIVE ON IMPULSE BUYING DECISION**

The longer the time spent by consumers in choosing the desired product, the impulse to buy the product is more likely to emerge. The results of a study which was conducted by Park et al. (1989) show that the longer time consumers spend shopping, the stronger the impulse to impulse consumers. The time when consumers arrive at Giant Supermarket is an indicator as

strong as the length of time spent in shopping in explaining time perspective with the average value of indicator, which is “quite agree”.

#### 8. THE EFFECT OF IMPULSIVE REACTION ON IMPULSE BUYING DECISION :

The test results show that impulsive reaction does not affect impulse buying decision. The results of this study are different from the opinion of Rook and Fisher (1995); Kacen and Lee (2002); and Han et al. (1991) in Park et al (2006) that consumers who have high impulsive reactions will typically purchase products impulsively



#### 9. CONCLUSION

Store management initiatives should therefore address this situational variable in order to induce longer visits of their patrons. One way of getting shoppers to shop longer is to promote major shopping trips and large-scale purchases. Retailers may attract and maintain loyal customers by implementing customer relationship programs. Despite limitations identified the results of this study offers useful insight into the situational factor impacts with some valuable managerial implications. Sales promotion is necessary for dealers and retailers in marketing programs. Sales promotion generates significant revenue and the use of sales promotion tools can be increased. Various techniques are used by marketers' promotions to offer customers an additional incentive to buy their products and then promote traditional means. This research support by the research from Cuizon (2009)

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**EFFECTS OF JUNK FOOD AND ADOLESCENT'S HEALTH****Dr. G. Ramachandran**Assistant Professor, Department of Business Administration, Annamalai University,  
Chidambaram**ABSTRACT**

*The present study aims to find out the effects of junk food and adolescent's health among Salem District of Tamilnadu. Junk foods are rich in calories, salt and fats. Excess consumption of junk foods leads rise to wide variety of health disorders. School canteens are offering foods high in fat and sugar which actually contributing to the youth weight gain along with other problems like infections, food poisonings and dental diseases. Consuming junk foods might stop the children from taking healthy meals either at school or at home. The practice of high consumption of junk foods like maggi noodles, burgers, pao-bhaji, sandwiches, hot dogs, patties, pastries, pop-corn, potato chips, carbonated drinks, biscuits, muffins, toast, kulcha-channa, samosa, chocolates etc have become common feature of adolescent's diet throughout the world.. The findings and observations are the result and outcome of the interpretations made during the study of analysis.*

**Keywords:** *Junk Food, Health, Consumption, Children, Nutrition, Adolescence*

**INTRODUCTION**

Junk food tastes good, but the effects on the health is detrimental. Junk foods have become a prominent feature of the diet of youngsters in the developing country. The junk food is also called fast food, because it is easy to prepare, cheap and tasty. But these foods have many harmful effects on health. Many youngsters have adapted to such changing fast-food trend culture. Such changes are accompanied by dramatic transformations in people's dietary patterns, most notably an increase in the consumption of processed foods such as hamburgers, cheeseburgers, deep-fried chicken, deep-fried potatoes/french fries, pizza and donuts. Fast-food consumption seems to be linked quite closely with soft-drink consumption. The majority of the foods are energy-dense foods, which have high fat levels and calorific value. Several studies have found adolescents staying away from home is associated with increased consumption of fast foods with high calorie intake, poorer diet quality which finally ends up in weight gain. However, in a recent ecological analysis, the density of Subway outlets, used as a marker of fast food penetration, was positively associated with the prevalence of obesity across 26 advanced economies. Some studies have mentioned that the rising consumption of unhealthy foods has been facilitated by trade liberalization and foreign investment in the food and beverage industries, which have resulted in the proliferation of large transnational food companies. Research has found that dietary patterns during young adulthood at fast-food restaurants occur at an average of two to three times per week. Another cross-national ecological analysis revealed an association between soft drink consumption and higher rates of overweight and obesity. However, most adolescents may not be acquainted of the high calorie content of such items because the information is often not easily accessible in fast-food shops. High salt content foods can be act as addictive substances that stimulate the dopamine receptors in the brain, leading to increase in craving and hunger. It leads to increased appetite, calorie consumption, overeating, obesity and related illnesses.

**RELATED REVIEW COLLECTION**

Dr. Naheed Vaida (2013), "Prevalence of Fast Food Intake among Urban Adolescent Students", Consumption of fast foods has become almost a global phenomenon, as more and more people

are lured by it day in and day out irrespective of demographic traits. But to know how students are attracted by fast foods has assumed importance in recent times. So the research subject of the study was to find out the “Prevalence of Fast Food Intake among Urban Adolescent Students”. For the collection of data a representative sample of 80 urban adolescent students were randomly selected in the target area. A structured questionnaire was administered and interviews were carried out on the students in different schools and colleges of the Srinagar city to gather the data related to the subject. Study showed interesting results. On one hand sex and economic status were found chief variable in fast food consumption as girls are leading in former and adolescent students reading in private schools are up in the latter. On the other hand, flavor, variety, brand, fast service and availability were found main driving force in fast food intake. Also exposure to advertisements, media influence and urbanization were found chief factors in fast food in take.

Geeta Arya, Sunita Mishra (2013), “Effects of Junk Food & Beverages on Adolescent’s Health – a Review Article”, Junk foods are rich in calories, salt and fats. Excess consumption of junk foods leads rise to wide variety of health disorders. School canteens are offering foods high in fat and sugar which actually contributing to the youth weight gain along with other problems like infections, food poisonings and dental diseases. Consuming junk foods might stop the children from taking healthy meals either at school or at home. The practice of high consumption of junk foods like maggi noodles, burgers, pao-bhaji, sandwiches, hot dogs, patties, pastries, pop-corn, potato chips, carbonated drinks, biscuits, muffins, toast, kulcha-channa, samosa, chocolates etc have become common feature of adolescent’s diet throughout the world.. They frequently over consume fast foods and under consume fruits, vegetables and dairy products. According to WHO, in India, more than 3 per cent of the population is in the obese category. Obesity is an emerging major public health problem throughout the world among adolescents. It is one of the most effective tool of changing the food habits without affecting their sentiments. Nutrition counseling regarding the importance of balanced diet, harmful effects of junk foods will help to curb the junk food addiction and improving their nutritional status. It should be suggested that there is a need to focus on nutrition counseling to facilitate the intake of healthy junk foods like fermented foods, wheat noodles by adding lots of vegetables, sprouted pulses, sprouted tikki, vegetable samosa & cutlets, wheat and multigrain bread.

### **STUDY OBJECTIVE**

1. To analyse the effects of junk food and adolescent’s health among Salem District.

### **METHODOLOGY DESIGN**

Research design choice reflects decisions about the priority been given to a range of dimensions of the research process. There are numerous choices to make when developing a research design, and many of these choices are quite closely related depending on the philosophical positions, and also awareness of this can at least ensure that different elements of a research design are consistent with each other. For the purpose of this research study, descriptive research design using structured questionnaires was adopted because it serves as a vital instrument for the researcher upon which statements can be deducted from respondents having a good understanding of effects of junk food and adolescent’s health among adolescent’s living permanently in Salem District. The adolescent grows up to become adult. The words adolescent and adult ultimately come from the same Latin word, *adolescere*, meaning "to grow up". The present participle of *adolescere*, *adolescens*, from which adolescent is derived, means "growing up", while the past participle *adultus*, the source of adult, means "growing up." Appropriately enough, adolescent is first recorded in English in a work written perhaps it seems to have come into the language before adult, first recorded in a work published in earlier. A young person,

usually between the ages of 13 and 19: the teens, teenagers, youth informal teenager. Then he/she grows into youth (age/maturity). Data collection methods are an integral part of research design. Data and information can be gathered through two main resources, which are primary and secondary data. It is believed that the best combination of information was obtained by combining both types of data. The primary data source is obtained from emailed questionnaire and the secondary data sources are from books, journals, e-journals, databanks and the internet. Sample size defined as number of elements to be included in the study. Within the time and other resources constraints of this study, researchers have collected sample sizes of 100 respondents based on convenient sampling method.

## DISCUSSION AND RESULTS

**Table 1: Showing Distributions of Respondents According to Demographic variables**

Demographic Variables	Sub Samples	Frequency	Percentage
Gender	Male	60	60.0
	Female	40	40.0
Age	Less than 20 yrs	37	37.0
	20 -30 yrs	33	33.0
	Above 30 yrs	30	30.0
Family Income	Less than 10,000	37	37.0
	10,001-20,000	23	23.0
	20,001-30,000	28	28.0
	Above 30,000	12	12.0

Source: Primary data

It is obvious from table 1 that 60.0% of the respondents are male and 40.0% of the respondents are female. It can be concluded that the majority of the respondents are male. The above table shows that 37.0% of the respondents are in the age group ranging less than 20 years, 33.0% of the respondents are in the age group ranging between 20 to 30 years, 30.0% of the respondents are in the age group ranging above 30 years. The above table shows that 37.0% of the respondents are belongs to income earned per month of less than 10,000, 23.0% of the respondents are belong to income earned per month of 10,001-20,000, 28.0% of the respondents are belong to income earned per month of 20,001-30,000 and remaining 12.0% of the respondents are belong to income earned per month of above 30,001.

**Table 2: Correlation between effects of junk food and adolescent's health and demographic variables**

Determination	Effects of junk food and adolescent's health	
	R-value	P-value
Gender	.505	.000
Age	.237	.000
Family Income	.327	.000

Source: Primary data \* Significance at 1% level

Table 2 shows significant correlation between effects of junk food and adolescent's health and demographic variables. Result shows that there is a positive and significant correlation between effects of junk food and adolescent's health and demographic variables.

## POLICY RECOMMENDATIONS AND CONCLUSION

About one fourth of the adolescents skipped breakfast on at least one day during the school week. A greater proportion of adolescents studying in the private schools skipped breakfast than



those studying in government schools. It most probably has to do with the early school timings of the private schools. Moreover students from private schools have to board their school buses at least an hour before the school starts. The percentage of adolescents who skipped breakfast in this study is in concordance to the studies done in the United States. Adolescents who go out for dinner have a two times higher chance of consuming junk food as compared to those who never dined out. Also adolescents who consume moderate amounts of vegetables and fruits daily were less likely to eat junk food compared to those who took low amounts of vegetables and fruits. These factors found to be significantly associated with junk food consumption had also been confirmed in other studies. Parental modelling of eating was found to be a significant factor associated with vegetable and fruit consumption. This has also been revealed in studies done in various European countries. The present study tries to understand some of the environmental and personal factors influencing adolescents' eating behaviour and food choices. Conclusions of this study are that early school timings act as a barrier to having regular breakfast that results in skipping of breakfast by the adolescents; vast majority of the adolescents consume junk foods of some kind or the other on a daily basis, government school adolescents consume more unhealthy junk items; majority of the adolescents feel that the benefits of eating more vegetables and fruits were not taught at school; place of lunch, family meal (dinner), eating dinner out and moderate consumption of vegetables and fruits are important factors influencing junk food consumption by adolescents; and last but certainly not the least, better economic status, bringing lunch to school, family meal (dinner), parental modelling of eating, availability and accessibility contribute to moderate consumption of vegetables and fruits by adolescents. Arguably what we have seen from this study may be just the tip of the ice-berg. It is likely that a greater proportion of adolescents consume junk food and even a lesser proportion eats moderate amounts of vegetables and fruits.

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**IMPORTANCE OF GROUP COHESIVENESS AMONG EMPLOYEES OF  
DIFFERENT SECTORS: A CONCEPTUAL STUDY****Dr. K. Saravanan**

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The propensity of the employees in an organization to work together as groups for the accomplishment of the common goals of the firm and to satisfy the emotional wants of the group members is called the cohesion. The significant elements of cohesiveness include its multi-dimensional facet, dynamic nature, emotional element and instrumental basis. The element of multi dimensionality refers to the way in which cohesion is related with many factors. The aspect of dynamic nature refers to the method through which cohesion changes its nature by utilizing its advantages from the time of forming a group to the time of removal of groups. The instrumental basis of cohesiveness means why the people come together to form groups and work united. The emotional aspect means how far is a group makes an appeal to its members.

The cohesive nature of groups refers to that bond among the people in a group which makes them to stay together with each other. It helps the members to work in unity and also makes them to feel positive about their work.

The term group cohesiveness is also coined as group cohesion or a social cohesion. It is said to arise when a bond links the members of the group to each other and also to the group. Cohesion can be viewed as a multi faceted procedure; but is fragments into four main elements; emotions, task relations, perceived unity and social relations. The group with strong cohesive members is very advantageous both to the firm and to the members too. A strongly cohesive employee is seen to take active part in the organizational activities and also stays within the group.

In the context of business, the concept of group cohesiveness refers to the level up to which the members of a group remain together and exhibit commitment towards others. It is the similarity among the members of a group which makes them to remain bounded with each other. It shows the level of interest and sincerity of the employees in the group. The employees show their willingness to continue in the group as members only if their goals and wishes are similar. An intact organization is the result of the similarity amidst the goals of the members and the attachment among the members.

The cohesiveness of the group gets shaky due to the differences in opinions and goals of the group members. If there is match between the group goals and the individual goals, then there are chances of bonds in the group becoming weak. In the same way, if any individual member puts forth his/her personal career as the foremost one in the group, it will also affect the group in a negative way.

**SALIENT FEATURES AFFECTING GROUP COHESIVENESS**

In the studies of business management, the personnel responsible for framing business strategies put forth the view that the cohesiveness among the employees in an organization enhances the organizational productivity and also the dynamic nature of the business. It also facilitates the employee retention. In the same way, by remaining in the group, the employee also gains much in the work when compared to doing on his own alone.

**1) Similarity in thoughts**

The groups in an organization should have individuals who have similarity in their thoughts up to a certain extent. This is the only way a group can achieve its goals which are common among the

members. The members for the group are selected on the basis of certain familiar feature among them. Employees who have a difference in opinion with the groups are not selected as its members.

## **2) Communication**

The groups and its employees should have constant communication among them. The feelings should be expressed orally in order to resolve any type of complex situation. The group and its member will land into trouble if there is any misrepresentation of words amidst them. For avoiding any miscommunication, the group members should feel free to put forward their opinions. The efficient and effective system of communication will in turn make the bond amidst the members stronger.

## **3) Previous experiences**

An important fact for a successful group is the exposure to the ideas of other groups and also the past experiences with those groups. The performance of the group gets enhances by bringing together all the past experiences with other groups. The group is also enabled to generate now and novel ideas and also facilitated to establish improved awareness and productivity within the group through this past experience. Fresh ideas can be extracted from the members by their experience with others which ultimately develops the group and its cohesiveness.

## **4) Trust**

One among the most essential aspect of cohesiveness in the group is the reliability and the trust. The members in a group should have the faith in the group where they are a member for bringing out a positive result. The members of a group establish a link among themselves with the help of this trust.

## **5) Common goals and objectives**

The basic foundation for an optimistic result in a group is the presence of a common goal and objective. These common goals are expressed by way of the activities perform in relation to the services of the society. This ultimately leads to creation of goodwill for the group as well as the organization in the society.

## **BENEFITS OF GROUP COHESIVENESS**

The advantages of cohesiveness in groups are large. it clears of all the negative attitudes surrounding it the following are some among them.

### **1. Augmentation of Communicative Skills**

The group works, in general, in unity under a single leader. As a result of this the levels of communication gets enriched among the members. This optimistic communication brings about positive changes in their lives too and creates the feeling of self confidence among the members.

### **2. Enhances Coordination**

If the aims and wishes of the team members are similar, the cohesiveness in groups helps to deliver a good outcome by way of enhanced productivity.

### **3. Source of inspiration**

The members of a group involve a differential background; hence they may possess diverse opinions which serve as a force of motivation. It also instincts a feeling of inspiration to put forward their ideas and ultimately help to improve the team effort.

### **4. Saves time and effort**

The work being done in group needs less time and effort. This work has to be put in double if the employee has to perform all alone. Further, it leads to effective results that too in less time.

## **DRAWBACKS OF GROUP COHESIVENESS**

Though there are benefits from group cohesiveness, the drawbacks are unavoidable. The following are some:

### **1. Decreased outcome**

The members of a team have their own visions of doing a work. This gradually brings down the creativity, innovation and hence the productivity.

### **2. Lofty goals**

The identity of the group gets broken down by the unrealistic ambitions and goals. This result in poor outcomes or the result so realized is not up to the expectation.

## **REVIEW OF LITERATURE**

Büşra Müceldili et al., (2015); the authors of this study had investigated the role played by the collective energy (affective and behavioral) for improving the cohesiveness in groups. the sample size of the study was 127 employees of a service sector. The findings of the study showed that both behavioral and affective energies are related with connectivity and subsequently these affective and behavioral energies have a positive relation with the group cohesiveness.

Adeleke O. Banwo (2015); the authors of this study had examines the effect of group cohesiveness on the performance of the organization. The questionnaires for group environment as proposed by Carron, Widmeyer were used. Further the scales of Brawley and Beauchamp, Bray and Carron (2002) for role perception and acceptance were also adopted in the study. The sample population of the study was 180 workers of 4 commercial bank branches in Nigeria. The findings of this study were not clear, as the group cohesiveness was found to be strongly related with both the groups with strong as well as weak performance.

Khalil Ahmad et al., (2017); the purpose of this study was to examine the role played by group cohesiveness and conflict in the work groups. Further, the contribution made by these factors towards the work performance and creative synergy was also examined. The target area for this research was the Pakistani software industry. According to the initial survey, it was found that a total of 15321 workers were in the software industry which was taken as the target of the study. Convenience sampling was adopted to select the respondents needed for the research and the sample size was determined to be 382. The responses of the targeted employees were collected through a questionnaire. Analysis of the data collected from te respondents were done by employing SPSS version 20, frequency distribution, regression and correlation. Findings of the study showed that, work performance is positively predicted by the group cohesiveness and conflict. Creative synergy was found to mediate the relationship between the study variables.

Eliyta Pramesda Valent et al., (2018); the authors had done this study to investigate the effect of group cohesiveness and organizational commitment on the employee's job satisfaction. Further, the impact of group cohesiveness, organizational commitment and job satisfaction on the performance of the employees was also investigated in the study. The data collecting tool was a questionnaire which was dispersed among the sewing operators of a garment company with a minimum of 5 years of experience. The sample size was 93. Regression analysis was used to interpret the data. The findings showed a positive relation between all the variables of te study. The study concluded that the job satisfaction can be improved by increasing the organizational commitment as well as the group cohesiveness. All these will subsequently increase the performance of the employees.

Tessla Arakal et al., (2017); the aim of this paper was to examine the effect of interpersonal trust on the group cohesion as well as on the team effectiveness. The study was done with the

mediatory role of group cohesion between the team effectiveness and the interpersonal trust. The study was done on the basis of primary data and the data was collected from 177 scientists of 3 organizations for nationalized research and development of central Kerala, South India. Analysis of the relationship between the study variables was done using the Partial Least Squares (PLS). The findings of the study showed that there was a positive relation between all the three study variables. Further, it was also exhibited that group cohesion partially mediated the relation between team effectiveness and interpersonal trust.

### SUMMARY AND RECOMMENDATIONS

To conclude, team cohesion or group cohesion refers to the strength and level of interpersonal connection that exists among the members in the group. This interpersonal relation and bond makes the members to take up the responsibility readily and are also motivated to achieve the pre-set goals. The members of a cohesive group have the feeling of oneness and contribute to the joint venture of accomplishing a common goal. The group performance of employees brings more laurels in a project that has been undertaken. Cohesiveness may be seen in a military group, sports group or even the group in a business unit.

Cohesion in a group is the level of closeness that the members experience inside the team. The factors that bring the members close may be optimistic or pessimistic. Some of the factors that make the members to stay united are; similarity in interest of members, size of the group, group size, joint successes and the threat from external competitors. Cohesiveness can be enhanced among the members by resolving the disputes amidst the members, group member's empowerment and giving acknowledgement to the contributions made by every employee.

On the whole, group cohesion brings about several benefits. The members of the group who work with high level of cohesion are prone to achieve their objectives easily and quickly in a very efficient way. Moreover, the employees of a cohesive group get a high degree of satisfaction in work. To be precise, the members of a cohesive group tend to remain positive in work and also in the society and hence face lesser social issues when compared to those working in non cohesive groups.

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**EMOTIONAL INTELLIGENCE AND ITS IMPACT ON TEAM EFFECTIVENESS****Dr. R. Anand**Associate Professor, Department of Business Administration, Annamalai University,  
Annamalainagar**ABSTRACT**

*The emotional intelligence of the individual is identified as the highly potential skill that helps the management to assign the programs and get implemented effectively. According to the Bar-On (1997), emotional intelligence is an emotional competencies, skills and facilitators that determine how well we understand and express ourselves, understand others and relate with them, and cope with daily demands, challenges, and pressures. The sample comprises of 256 executives who works in a public sector organization were completed self-report surveys containing items assessing the team effectiveness and emotional intelligence. The results reveals that executives with up to 2 dependents in their family have higher reality testing and flexibility skills than their counter parts. Further, results and implications are discussed in the paper.*

**Keywords:** *Emotional Intelligence, team effectiveness and Executives.*

**INTRODUCTION**

The emotional intelligence of the individual is identified as the highly potential skill that helps the management to assign the programs and get implemented effectively. Organizations need to create emotional intelligent leaders who can support communication, leadership, and decision-making. This ensures the success of the team. An emotionally competent leader who is skilled in creating good feelings can keep a high level of co-operation in the organization.

According to the Bar-On (1997) model, emotional intelligence is an emotional competencies, skills and facilitators that determine how well we understand and express ourselves, understand others and relate with them, and cope with daily demands, challenges, and pressures.

The Bar-On (1997) model describes emotional intelligence as an array of interrelated emotional and social competencies, skills, and facilitators that impact intelligent behavior. Identifying and logically clustering various emotional and social competencies, skills, and facilitators thought to impact human effectiveness and well-being; defining the individual clusters of competencies, skills, and facilitators that emerged.

**Self-Regard:** Self-regard is the ability to respect and accept ourselves as basically good, respecting ourselves like the way we are; and self-acceptance is the ability to accept our positive and negative aspects as well as our limitations and possibilities. This conceptual component of emotional-social intelligence is associated with general feelings of security, inner strength, self-assuredness, self-confidence, and feelings of self-adequacy. Feeling sure of ourselves is dependent upon self-respect and self-esteem, which are based on a fairly well-developed sense of identity. A person with good self-regard feels fulfilled and satisfied. At the opposite end of the continuum are feelings of personal inadequacy and inferiority.

**Assertiveness:** This is the ability to express feelings, beliefs, and thoughts and to defend our rights in a nondestructive manner. Assertiveness is thus composed of three basic components: (i) the ability to express our feelings; (ii) the ability to express beliefs and opinions; and (iii) the ability to stand up for our rights and not to allow others to bother or take advantage of us. Assertive people are not overly controlled or shy, and they are able to outwardly express their feelings (often directly) without being aggressive or abusive.

**Empathy:** It is being sensitive to what, how, and why people feel the way they do. Empathetic means being able to “emotionally read” other people. Empathetic people care about other people and show interest in and concern for them. Serious deficiencies in empathy are fundamental for diagnosing psychopaths.

**Interpersonal Relationship:** Mutual satisfaction describes meaningful social interactions that are potentially rewarding and enjoyable for those involved. Being adept in interpersonal relationship skills is characterized by giving and receiving warmth and affection and conveying intimacy.

This component of emotional-social intelligence is not only associated with the desirability of cultivating friendly relations with others, but with the ability to feel at ease and comfortable in such relationships and to possess positive expectations concerning social interaction. This social skill is based on sensitivity towards others, a desire to establish relations as well as feeling satisfied with relationships.

**Stress management:** This component of emotional intelligence relates primarily to emotional management and control and governs our ability to deal with emotions so that they work for us and not against us. People who are adept in this area are able to withstand and effectively cope with stress without losing control. They are typically calm, rarely impulsive, and work well under pressure. They can handle tasks that are stressful, anxiety-provoking, and even dangerous.

**Reality Testing:** This includes assessing the correspondence between what is experienced and what objectively exists. Testing the degree of correspondence between what we experience and what actually exists involves a search for objective evidence to confirm, justify, and support feelings, perceptions, and thoughts. Reality testing, essentially, involves “tuning in” to the immediate situation, attempting to keep things in correct perspective and experiencing things as they really are without excessive fantasizing or daydreaming about them.

The emphasis is on pragmatism, objectivity, the adequacy of our perception, and authenticating our ideas and thoughts. An important aspect of this adaptability sub-factor is the degree of perceptual clarity evident when trying to assess and cope with situations; and it involves the ability to focus when examining ways of coping with situations that arise. Reality testing is associated with a lack of withdrawal from the outside world, a tuning into the immediate situation, and lucidity and clarity in perception and thought processes. In simple terms, reality testing is the ability to accurately “size up” the immediate situation.

**Flexibility:** This entails adjusting our feelings, thoughts, and behavior to changing situations and conditions. This component of emotional intelligence refers to our overall ability to adapt to unfamiliar, unpredictable, and dynamic circumstances. Flexible people are agile, synergistic, and capable of reacting to change without rigidity. These people are able to change their minds when evidence suggests that they are mistaken. They are generally open to and tolerant of different ideas, orientations, ways, and practices.

**Problem solving:** Problem solving entails the ability to identify and define problems as well as to generate and implement potentially effective solutions. It is multi-phasic in nature and includes the ability to go through the following processes: (i) sensing a problem and feeling confident as well as motivated to deal with it effectively; (ii) defining and formulating the problem as clearly as possible which necessitates gathering relevant information; (iii) generating as many solutions as possible; and (iv) implementing one of the solutions after weighing the pros and cons of each possible solution and choosing the best course of action.

People who are adept at problem solving are often conscientious, disciplined, methodical and systematic in persevering and approaching challenging situations. This skill is also associated with a desire to do our best and to confront problems, rather than avoiding them.

### **TEAM EFFECTIVENESS**

Effective teams understand the value of working together instead of against each other. As a result, barriers begin to break down between teams within departments and between different departments. The entire organization functions more effectively.

**Team mission:** A team has to have a mission. Each person on the team should know exactly why the team exists and what it contributes to the department and to the company as a whole. It is easier for the team to do its job if it knows why it is doing the job. You may have a wonderful organizational mission statement, but a team that has no expressed mission of its own is unlikely to understand how its work contributes to the accomplishment of the organization's mission.

That is especially true for teams in support functions rather than line functions. A team mission statement can also affect the quality of service the team provides to customers. The mission statement should be customer focused, reminding everyone that the team exists to serve the customer. Without the customer, of course, the team ceases to exist.

**Goal achievement:** Team members should be committed to establishing team goals, measuring progress toward them, and attaining them. The goals should support the team's mission and the organization's mission. People feel motivated when they have agreed-upon goals that are clear, specific, measurable, realistic, and achievable. As they get periodic feedback on how they are doing in reaching those goals, they can keep track of their performance. Having goals also helps a team provide high-quality customer service - - it keeps the focus on the customer. The team knows exactly what its customers want and can track how well the team is doing in meeting or exceeding their expectations.

**Empowerment:** In an empowered environment, each person on the team has confidence in the team's ability to achieve its mission. When teams and individuals are empowered, people's hands are not tied behind their backs. They have the authority, the responsibility, and the accountability that they need to get their jobs doing - with a minimum of hassles and red tape. But empowerment also means providing every team member with the knowledge, skills, information, resources, and support that are needed for doing the job well.

**Positive roles and norms:** Effective teams assign work based on the strengths of each team member, even if that work is not in their job descriptions. Also, team members help each other work on their individual areas of weakness. Team morale increases when people understand the roles that contribute to an effective team, and when they see that cooperation rather than competition is the key to team success.

The team's norms are the rules of behavior that team members have agreed to follow. Norms may be enforced by sanctions that range from a look of disapproval to removal from the team. The norms of the team need to be positive and to contribute to the goals and missions of the team, the department, and the organization. Negative norms - or norms that are positive for the team but negative for the department or organization - only impede success.

### **REVIEW OF LITERATURE**

Fiori (2009) investigated the construct of emotional intelligence with a correlation approach. The findings revealed that individual differences in emotional intelligence may be best understood by considering the way individuals automatically process emotional stimuli.



Individual characteristics on training gains achieved in a leadership development program designed to enhance participants' emotional intelligence among 135 respondents were examined by McEnrue, Groves, and Shen (2009). The findings revealed that leadership development professionals are likely to derive differential emotional intelligence training gains depending upon participants' status across several variables.

Boyatzis (2008) examined the competencies needed for effective managers and leaders. The results revealed that emotional, social, and cognitive intelligence competencies predict effectiveness in professional, management, and leadership roles in many sectors of society.

Maria, Martinez. A.M.R, and Martinez. L.G (2008) analyzed the different variables of effectiveness for each type of team based on the review of organizational team researches. The findings of the study indicated that team effectiveness is multidimensional.

Salas et al. (2008) conducted a series of meta-analyses to assess the effectiveness of team cognitive, affective, process, and performance interventions. The results revealed that moderate, positive relationships exist between team training interventions and each of the outcome types. Moreover, results indicated that training content, team membership stability, and team size moderate the effectiveness of team training interventions.

Child and Shumate (2007) examined whether intranet-based repository use and perception of accurate team knowledge of who knows what were related to perceived team effectiveness. The results revealed that one's team had accurate when individual knows-what knowledge is positively related to perceived team effectiveness. Repository use is not positively related to perceived team effectiveness. Further, remote work and tenure are not significant moderators of these relationships.

Clevenger (2007) studied the team effectiveness considering on which day to retreat the team members to build team relationship and staff satisfaction. The results revealed that to improve the team relationships promotes staff satisfaction and retention holds the retreats on a Tuesday, Wednesday, or Thursday.

## **RESEARCH METHODOLOGY**

The sample comprises of 256 executives who works in a public sector organization were completed self-report surveys containing items assessing the variables described follows.

Hoevemeyer (1993) developed the team effectiveness. This tool is a self-report measure, which consists of 16 items. There are five response categories for each item such as “very dissatisfied,” “dissatisfied,” “neutral,” “satisfied,” and “very satisfied.” Hoevemeyer (1993) has established reliability of the tool based on the internal consistency coefficients of the team effectiveness inventory subscales. The average Cronbach’s Alpha coefficients were high for all the subscales, with an overall average internal consistency coefficient of 0.81. This tool possesses both content and constructs validity. The factorial validity of the tool is found to be 0.71. The predictive validity of this tool is 0.68. These values reveal that the tool is highly valid.

The emotional intelligence of the software engineers was measured by Bar-On (1997) Emotional Quotient Inventory in ten dimensions viz., empathy, assertiveness, flexibility, reality testing, stress management, problem solving, interpersonal relationship, impulse control, emotional self awareness and self-regard by sixty six items. There are five response categories for each item ranging from not true (zero point) to true (four point) for positive item and true (zero point) to not true (four point) for negative items. The average Cronbach’s alpha coefficients were high for all of the subscales, ranging from 0.69 to 0.89, with an overall average internal consistency coefficient of 0.76. Bar-On (1997) established the validity of the

tool by conducting studies in six different countries (India is one among the six countries). This tool possesses content and face validity. Moreover, the criterion group validity was established as 0.82.

### HYPOTHESIS

The following hypotheses are framed to study the relationship between emotional intelligence and team effectiveness of executives.

1. There is a significant difference in emotional intelligence and team effectiveness of executives on the basis of their age and number of dependents.
2. Emotional intelligence (and each of its ten components such as interpersonal relationship, problem solving, stress management, self regard, reality testing, flexibility, assertiveness, and empathy, impulse control and emotional self awareness) will positively relate to team effectiveness of executives.

### RESULTS AND DISCUSSION

The 't' test was used for testing the significant difference between the means of demographic variable viz. marital status. The 'F' test was used for testing the significant difference between the means of demographic variables viz. age, length of service, salary, and occupational level. To find out the relationship between the emotional intelligence and job satisfaction linear correlation analysis was used and the correlation values were calculated.

#### *“Age of executives has a significant influence on their emotional intelligence.”*

From Table - 1, it is found that the 't' values are significant for four components of emotional intelligence along with emotional intelligence total. Hence, the hypothesis is accepted. It is concluded that the age of executives has significant influence on their emotional intelligence.

The 't' values are significant for the emotional intelligence dimensions viz. interpersonal relationship, problem solving, reality testing, assertiveness, and emotional intelligence total. It is noticed that in all of these dimensions, executives with more than 45 years of age have shown significantly higher emotional resources than their counter parts. With growing age, executives have faced a variety of life situations which in turn made them to be emotionally more intelligent. Hence it is quite natural that the executives with more than 45 years of age have better interpersonal relationship, problem solving and assertiveness, than the younger ones.

**Table 1: EMOTIONAL INTELLIGENCE OF EXECUTIVES ON THE BASIS OF THEIR AGE**

Dimensions of Emotional Intelligence	Age Group				t-value
	Up to 45 Years		Above 45 Years		
	Mean	SD	Mean	SD	
Interpersonal Relationship	12.00	2.42	12.66	2.34	2.17*
Problem Solving	11.13	2.91	12.79	2.24	5.15*
Stress Management	10.98	2.87	11.27	2.24	0.90 <sup>NS</sup>
Self Regard	10.05	1.80	10.10	1.61	0.23 <sup>NS</sup>
Reality Testing	7.75	3.10	9.87	2.71	5.79*
Flexibility	10.17	1.94	10.65	2.55	1.61 <sup>NS</sup>
Assertiveness	8.54	3.36	10.38	2.71	4.83*
Empathy	12.64	2.71	12.49	1.87	0.51 <sup>NS</sup>
Emotional Intelligence total	85.27	10.82	90.12	10.63	3.57*

N<sub>1</sub>= 108

\* - Significant at 0.05 level

N<sub>2</sub>= 148<sup>NS</sup> - Not Significant

The good relationship with more experience makes the executives to express their thoughts and ideas clearly. It is observed from the table that the aged executives have higher score in reality testing. In general, the youth will be attracted more by reality testing, due to the urge to prove them as an asset to the organization. But it is contradictory here that the executives with higher age possess higher reality testing which may be due to the sound knowledge about the activities within the organization. It is concluded from the above table that the executives with more than 45 years of age have better emotional intelligence than their counter parts.

***“Executives differ in the emotional intelligence on the basis of number of dependents in the Family.”***

From Table - 2, it is observed that the ‘t’ values are not significant for emotional intelligence components and along with its total. Hence, the hypothesis is not accepted. It is concluded that the executives significantly differ in the reality testing and flexibility components of emotional intelligence on the basis of the number of dependents in the family.

**Table 2: EMOTIONAL INTELLIGENCE OF EXECUTIVES ON THE BASIS OF THEIR NUMBER OF DEPENDENTS**

Dimensions of Emotional Intelligence	Number of Dependents				t-value
	Up to 2		More than 2		
	Mean	SD	Mean	SD	
<b>Interpersonal Relationship</b>	12.49	2.62	12.34	2.27	0.48 <sup>NS</sup>
<b>Problem Solving</b>	12.27	2.62	11.98	2.74	0.78 <sup>NS</sup>
<b>Stress Management</b>	11.57	2.73	10.89	2.37	2.14 <sup>NS</sup>
<b>Self Regard</b>	9.85	1.78	10.27	1.64	1.97 <sup>NS</sup>
<b>Reality Testing</b>	10.04	3.21	8.27	2.77	4.74*
<b>Flexibility</b>	11.08	2.58	10.04	2.06	3.60*
<b>Assertiveness</b>	9.07	2.95	10.01	3.24	2.39 <sup>NS</sup>
<b>Empathy</b>	12.83	2.08	12.39	2.38	1.53 <sup>NS</sup>
<b>Emotional Intelligence total</b>	89.58	10.26	87.06	11.36	1.83 <sup>NS</sup>

N<sub>1</sub>= 105

\* - Significant at 0.05 level

N<sub>2</sub>= 151<sup>NS</sup> - Not Significant

It is observed from the table that executives with up to 2 dependents in their family have higher reality testing and flexibility skills than their counter parts. Traditionally, it is stated that if there are more number of dependents in the family better will be the emotional intelligence. But, here the results are contradictory. Even with less number of dependents, one can develop better emotional resources because emotional intelligence is the component which deals with the effective utilization of cognition in managing emotions. This is vividly observed from the data. It is concluded that executives differ significantly in the reality testing and flexibility components of emotional intelligence on the basis of the number of dependents in the family.

***“Executives differ in their team effectiveness on the basis of age.”***

From Table - 3, it is found that the ‘t’ values are not significant for the factors of team effectiveness and its total. Hence, the hypothesis is not accepted. It is concluded that executives do not differ in their team effectiveness on the basis of age.

**Table 3: TEAM EFFECTIVENESS OF THE EXECUTIVES ON THE BASIS OF THEIR AGE**

Dimensions of Team effectiveness	Age Group				t-value
	Up to 45 Years		Above 45 Years		
	Mean	SD	Mean	SD	
Team mission	15.79	2.70	16.16	2.22	1.20 <sup>NS</sup>
Goal achievement	16.08	2.04	16.37	1.75	1.21 <sup>NS</sup>
Empowerment	15.72	2.60	15.85	2.14	0.43 <sup>NS</sup>
Positive roles & norms	16.31	2.14	16.35	1.34	0.17 <sup>NS</sup>
Team effectiveness total	63.91	8.71	64.73	6.43	0.87 <sup>NS</sup>

N<sub>1</sub>= 108; N<sub>2</sub>= 148<sup>NS</sup> - Significant at 0.05 level

From the table it is found that there is no significant difference in the team effectiveness of executives on the basis of their age. It may be due to the strong and good interpersonal relationships held by the executives. Interpersonal relationships are the stronger base than the formal relationships to bring the team effectiveness. It is concluded that executives do not differ in their team effectiveness on the basis of age.

*“The number of dependents in the family of executives has a significant influence on their team effectiveness.”*

From Table - 4, it is observed that the ‘t’ values are not significant for the factors of team effectiveness and its total. Hence, the hypothesis is not accepted. It is concluded that the number of dependents in the family does not influence the team effectiveness of executives.

**Table 4: TEAM EFFECTIVENESS OF EXECUTIVES ON THE BASIS OF THEIR NUMBER OF DEPENDENTS**

Dimensions of Team effectiveness	Number of Dependents				t-value
	Up to 2		More than 2		
	Mean	SD	Mean	SD	
Team mission	16.22	1.62	15.85	2.87	1.20 <sup>NS</sup>
Goal achievement	16.35	1.97	16.18	1.83	0.72 <sup>NS</sup>
Empowerment	16.06	1.83	15.62	2.63	1.49 <sup>NS</sup>
Positive roles & norms	16.60	1.61	16.15	1.78	2.06 <sup>NS</sup>
Team effectiveness total	65.23	6.39	63.79	8.11	1.51 <sup>NS</sup>

N<sub>1</sub>= 105; N<sub>2</sub>= 151<sup>NS</sup> - Not Significant 0.05 level

Executives do not differ in their team effectiveness based on the number of dependents in their family. It may be due to the effectiveness of team members and understanding the value of working together. The effectiveness of the team depends mainly on the team members. Moreover, the executives belong to central government which ensures the maximum benefits out of the job. Hence, the number of dependents in the family does not have any impact on their team effectiveness. This is vividly observed here. It is concluded that the executives do not differ in their team effectiveness on the basis of the number of dependents in the family.

*“There is a significant relationship between emotional intelligence and team effectiveness of executives.”*

From Table - 5, it is observed that the correlation coefficients are significant for emotional intelligence components and its total. Hence, the hypothesis is accepted. It is concluded that emotional intelligence of executives has a significant positive relationship with their team effectiveness.

It is observed from the table that interpersonal relationship component of emotional intelligence has a positive relationship with team mission, goal achievement, and positive roles & norms factors of team effectiveness along with its total. It may be due to the capacity of the executives to discover the best and to implement the same in the future, in order to communicate the facts, and their motto is to collaborate with others in order to achieve the team goals.

**Table 5: EMOTIONAL INTELLIGENCE AND TEAM EFFECTIVENESS OF EXECUTIVES: CORRELATION ANALYSIS**

	TE-1	TE-2	TE-3	TE-4	TE-5
EI-1	0.228*	0.175*	0.132*	0.067	0.175*
EI-2	0.192*	0.214*	0.158*	0.269*	0.228*
EI-3	0.285*	0.259*	0.168*	0.369*	0.296*
EI-4	0.109	0.017	0.054	0.131*	0.087
EI-5	0.195*	0.143*	0.186*	0.158*	0.195*
EI-6	0.121	0.105	0.017	0.141*	0.104
EI-7	0.105	0.061	0.146*	0.086	0.115
EI-8	0.118	0.097	0.118	0.079	0.044
EI-9	0.294*	0.222*	0.160*	0.273*	0.265*

TE-1: Team Mission

TE-3: Empowerment

TE-2: Goal achievement

TE-4: Positive roles and norms

TE-5: Team Effectiveness total \* - Significant at 0.05 level

Self-regard and flexibility have a positive relationship with positive roles and norms. The executives who are able to recognize their strengths and feel good about themselves despite their weaknesses in turn relationship with the effectiveness of the team. It may be due to their ability to adjust their feelings, thoughts, and actions to the changing conditions in the organization.

Assertiveness has a positive relationship with empowerment. It may be due to the executives' abilities to express their feelings, beliefs, and thoughts and to defend their rights in a nondestructive manner, because of confidence levels about their team's ability to achieve its mission.

Finally, problem solving, stress management, reality testing and overall emotional intelligence have a positive relationship with all the factors of team effectiveness along with its total. It may be due to the capacity of the executives to see things as they are actually; able to define problems, generate implement effective and appropriate solutions to the problems identified, which occur easily because of their ability to tolerate stress and control impulses. It is concluded that emotional intelligence of executives has a positive relationship with their team effectiveness.

## FINDINGS AND CONCLUSION

1. The 't' values are significant for the emotional intelligence dimensions viz. interpersonal relationship, problem solving, reality testing, assertiveness, and emotional intelligence total. It is noticed that in all of these dimensions, executives with more than 45 years of age have shown significantly higher emotional resources than their counter parts.

2. It is observed from the table that executives with up to 2 dependents in their family have higher reality testing and flexibility skills than their counter parts.
3. Emotional intelligence versus Team effectiveness – Correlational analysis.
  - Interpersonal relationship has a significant positive relationship with “team mission”, “goal achievement,” and “empowerment” along with team effectiveness total.”
  - Self regard and flexibility have significant positive relationship with “positive roles and norms.”
  - Assertiveness has a significant positive relationship with empowerment.
  - Problem solving, stress management, and reality testing components of emotional intelligence, and overall emotional intelligence are having positive relationship with all the factors of team effectiveness.

Hence, most of the components of emotional intelligence have significant positive relationship with the team effectiveness of executives.

This may lead to improved emotional regulation during the stressful time as the individual’s attempt to modify or adjust their behavior. Moreover, emotional intelligence assists them to gain greater knowledge of their own emotions and thus contribute to their emotional knowledge.

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