

INTERNATIONAL JOURNAL OF RESEARCH INSTINCT

Srimad Andavan Arts and Science College



**(Autonomous),
Tiruchirapalli -05.**



EMERGING TRENDS IN MODERN MARKETING

Experts Invited:

Technical session I - Digital Marketing.

Dr.S.Sundar,

Associate Professor & Controller of
Examinations, Bharathidasan Institute of
Management, Trichy.

Technical session II - Modern Marketing Practices in India.

Dr.N.S.Shibu,

Head of the Department,
Management Studies,
Bharathidasan University Constituent College, Perambalur.

Organizer: Management Dept

Date: 25.09.2015

Venue: Auditorium

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Research Article

“Emerging Trends in Modern Marketing” State Level Seminar – Report

This Programme was organized by PG & Research Department of Management. Our Resource persons were **Dr.S.Sundar, Associate Professor & Controller of Examinations, Bharathidasan Institute of Management, Trichy.** for Technical Session I . He Explained about Digital Marketing & the recent trends in marketing.

And for Technical Session II **Dr.N.S.Shibu, Head of the Department, Management Studies, Bharathidasan University Constituent College, Perambalur .** He described about the modern marketing practices in India & he also explained about the strategies involved in it, Followed by Paper presentation from the external participants. The Evaluator for this session was **Dr.S.V.Devanathan, Academic Advisor, SAASC.** The subsequent session of paper presentation by the internal participants & the evaluators were **Mr.S.Raghavan & Ms.B.Vidhya. Soft skills Trainers, SAASC.**

Dr.S.Sekar Principal, Urumu Dhanalakshmi College, Trichy. Syndicate Member Bharathidasan University, gave the valedictory address & followed by best paper award & certificates distribution.

Total No. of Participants: 215 our college: 95 Outside Participants: 120



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GROWTH AND PROSPECTUS OF e - COMMERCE IN INDIAN ECONOMY

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ABSTRACT

In early days street vendors used to do their small business carrying goods in the boxes over their heads moving from one place to another place. Trade & Business was on a small scale level need and wants of the people were limited and therefore demand was also very limited. After industrial revolution place and method of production have changed and techniques of selling the goods and services have also changed. The entire business pattern has changed from box to supermarkets, business mall and now it available in the web forms. At present condition a survey, India's e-commerce market, which stood at \$2.5 billion in 2009, reached \$8.5 billion in 2012 and rose 88 per cent to touch \$16 billion in 2013. The survey estimates the country's e-commerce market to reach \$56 billion by 2023. The situation explores the economic impact of e-commerce. According to IAMAI, current E-Commerce market in India is around \$ 10 billion in 2013, out of which the travel industry alone contributes \$8.4 billion. In the days of globalization of business traditional methods of business are replaced by online or internet business which we call e-commerce. The main objective of this study is to analyze importance of

e-commerce in economic growth process. Therefore in this paper an attempt is made to examine the economic implications of e-commerce in India. The article explores the economic impact of E-commerce. Indian's E-Commerce market is at early stage, but it is growing faster and expected to see huge growth over the next four to five years.

Key words: E-commerce, India, Economy, internet, online

1. Introduction

“It is true that the Internet will change everything. It is not true that everything will change.” By Useem (2000), Electronic commerce is presently an unavoidable tool of India's trade facilitation policy. Undoubtedly, last few years have witnessed a technological revolution accompanied by the wide spread use of the Internet, web technologies and their applications. Electronic commerce (e-commerce) as part of the information technology revolution became widely used in the world trade in general and Indian economy in particular. As a symbol of globalization, e-commerce represents the cutting edge of success in this digital age and it has changed and is still changing the way business is conducted around the world. The electronic commerce to become one of the most capable channels for inter-organizational business processes. Consequently, Internet growth has led to new developments, such as decreased margins for companies as consumers turn more and more to the internet to buy goods and demand the best prices. Internet has accurate and an effective instrument in changing the ways of business activities. Khan and Mahapatra (2009) remarked that technology plays a vital role in improving the quality of services provided by the business units. One of the technologies which really brought information revolution in the society is Internet Technology and is rightly regarded as the third wave of revolution after agricultural and industrial revolution. The cutting edge for business today is e-Commerce. The effects of e-commerce are already appearing in all areas of business. However, there is no standard definition for the term e commerce and it named differently by different organizations in different manner. It is clearly understood to mean the production, distribution, marketing, sale or delivery of goods and services by electronic means. The Asia Pacific Economic Co-operation (APEC) has adopted a comprehensive definition of e-commerce to include all business activity using a combination of electronic communications.

The United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) have also defined e-commerce as ‘the process of using electronic methods and procedures to conduct all forms of business activity.

1.2 Objectives

- ✓ To understand the evolution of e commerce and examine the growth of e-commerce in both physical and financial terms.
- ✓ To analyze the present trends of e commerce in India
- ✓ To examine the barriers and predict the features of e commerce in India

1.3 Methodology

This is purely secondary data based study. The data were collected from various journals, books, websites have been used for this study and proper reference also given wherever necessary.

2. Review Of Literature

Survey of related studies which have been made so far indicates that many writers have dotted articles and written research papers on e-commerce. We have reviewed some of these articles and studies in this section.

Bhatnagar (2007) in his article “E-commerce- The Future Business Scenario” has explained the advantages of e-commerce and significance of e-commerce. He has stated in this article that e-commerce is not limited to shopping over the internet but it embodies the entire business process from advertising, marketing manufacturing, distribution, customer service, after sales service, after sales support and replenishment of inventory managing, the entire customer and product life cycle.

Ramakrisnaiah and Reddy (2009) “in their study “E-commerce – a potential marketing tool have discussed concept of e-commerce significance of e-commerce in Asia, USA and India. They have pointed out reasons also for minimal growth and progress of e commerce in India. They ultimately conclude that e-commerce is no longer a choice but a fundamental business need which acts as a potential marketing tool.

Badiyani (2010), in his article entitled “E-commerce The Commerce of 21st Century Special Focus on E-marketing in India”, has pointed out need of e-commerce, types of e-commerce, e-

commerce scenario, e-marketing etc. He concludes in his article that looking to the need of e-commerce is the commerce of 21st century.

Kapoor (2011), in his article “The Microeconomics of e-commerce” mentions that we are in the new era of fundamental breakthrough in technology forces to reorganize our business and calls for new methods of economic analysis .In the age of internet the objects are available free which were previously very expensive, For example encyclopedia is available free on line service. He states that advent of e-commerce cannot be understood accurately through conventional economic theory which remains tied to the presumption of the old order .He further states that throw out the old economics and bring in the new. As individuals and business organizations adapt their behaviour to the possibilities created by e-commerce. According to him a case is made for new microeconomics theory to describe their behaviour.

Waghmare (2012) pointed out in his study that many countries in Asia are taking advantage of Ecommerce through opening of economies, which is essential for promoting competition and diffusion of Internet technologies. Large enough to have a critical mass of 10 to 20 million users are able to make an impact on e-commerce and e-governance. In the next 3 to 5 years, India will have 30 to 70 million Internet users which will equal, if not surpass, many of the developed countries. Internet economy will then become more meaningful in India. With the rapid expansion of internet, Ecommerce is set to play a very important role in the 21st century.

Zia and Manish (2012) found that, currently, shoppers in metropolitan India are driving ecommerce and these consumers are primarily buying travel, consumer electronics, and books online. And although spending per online buyer remains low, some 59% of online consumers in metropolitan India already make purchases online at least monthly.

Economic times (2013) stated that the next billion users will come from emerging markets, with at least a fourth from “India”. Half of those without net access now live in just 5 countries i.e. India Indonesia, China, Pakistan & Bangladesh.

Times of India (2013) written that leading online stores such as India times Shopping, Jabong and Myntra say that almost half, and in some cases more than half, of their sales now come from tier-II and tier-III towns and cities. E-commerce in the country grew 128 per cent year-on-year last year, with 25 per cent traffic coming from places outside the top 20 cities.

3. Present Trends Of E- Commerce In India

India is developing rapidly and if development is to be measured, how can we ignore the role of ecommerce in it. The internet user base in India might still be a mere 151 million which is much less when compared to its penetration in the US or UK but it's surely expanding at an alarming rate. At 151 million total Internet users, the Internet penetration in India remains at 12.6% India now has the 3rd largest Internet population with 151 million in the world after China at 568 million and USA at 254 million (in 2013). Considering the annual rate of growth 41-43% India is expected to cross 375 million unique internet users by end of 2015. The number of new entrants in this sphere is escalating daily then the growth rate reaching its zenith and it can be presumed that in years to come, customary retailers will feel the need to switch to online business. Insights into increasing demand for broadband services, rising standards of living, availability of wider product ranges, reduced prices and busy life styles reveal this fact more prominently thereby giving way to online deals on gift vouchers. Going by the statistics, according to a study by the Internet & Mobile Association of India and KPMG, Indian ecommerce was projected to grow to \$12.6 billion by the end of this year. By 2020, it is expected to contribute around 4 per cent to GDP. Currently, the Internet penetration in India stands at 11 per cent of the population, a third of the world average.



4. Growth and Prospects of E-Commerce in India

E-commerce in India is still in budding stage but it offers extensive opportunity in developing countries like India. Highly intense urban areas with very high literacy rates, an enormous rural population with fast increasing literacy rate, a rapidly growing internet user base, technology advancement and adoption and such other factors make India a dream destination for e-commerce players. The online travel industry has some private players such as make my trip, clear trip and yatra as well as a strong government presence in terms of IRCTC, which is a successful Indian Railways initiative. The online classifieds segment is broadly divided into three sectors; Jobs, Matrimonial and Real Estate. Mobile Commerce is also growing rapidly and

proving to be a stable and secure supplement to e-commerce due to the record growth in mobile user base in India, in recent years. The current estimate of US\$ 6.79 billion for year 2010 is way ahead of the market size in the year 2007 at \$1.75 billion. The following table shows the growth of E-commerce in India in the last half decades.

TABLE – 1 GROWTH OF E COMMERCE IN INDIA DURING 2007-08 to 2012-13

Year	Total e-commerce transactions (in millions)
2007-2008	1750.00
2008-2009	3015.00
2009-2010	4230.00
2010-2011	6790.00
2011-2012	10000.00
2012-2-13	12134.76

Source: A report of Internet and Mobile Association of India

The table shows the e-commerce transactions during the year 2007-08 to 2012-2013. In 2007-08 the total transaction of e-commerce was 1750 and it was increased to 3015 in next year. After that it was gradually increased in thousands and continuously it increased up to 12 thousands in 2012-13. The entire table result shows the rapid growth of e-commerce in India. The reason is the usage of e-commerce and users of technology is increased in high level. It reveals the technology improvement and awareness among the people and society. In India more online users are willing to make purchases through the internet. Overall e-commerce industry is poised to experience a high growth in the next couple of years.

E-Tailing and digital downloads are expected to grow at a faster rate, while online travel will continue to rule the major proportion of market share. Due to increased e-commerce initiatives and awareness by brands, e-Tailing has experienced decent growth. According to the Indian Ecommerce Report released by Internet and Mobile Association of India (IAMAI) the total online transactions in India was Rs. 7080 crores (approx \$1.75 billion) in the year 2006-2007 and it was grown by 30% to touch Rs. 9210 crores (approx \$2.15 billion) by the year 2007-2008. The following table shows the market share of e-commerce in India during 2012-2013.

TABLE – 2 MARKET SHARE OF E-COMMERCE IN INDIA 2012-2013

E-commerce sectors	Market share in (%)
Online travel	84.00
E-tailing	7.48
Financial services	7.31
Other online services	6.09
Digital download	3.12

Source: A report of Internet and Mobile Association of India

According to a McKinsey-Nasscom report, the e-commerce transactions in India are expected to reach \$206.3 billion in 2013. On the other hand compared to the western countries, India is still in its initial stage of development and growing gradually.

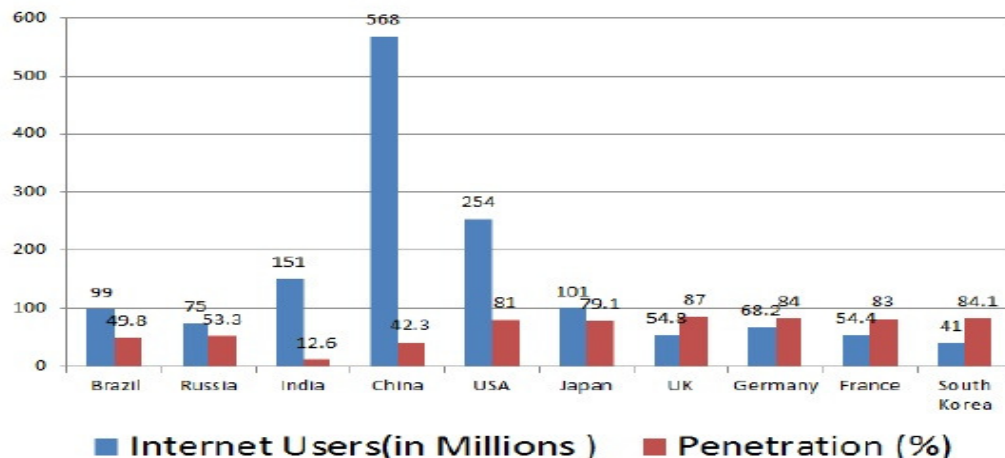


Figure: 1 Internet penetration in various countries
Source: Digitalinsights.com

The chart shows the entire e-commerce i.e. internet users and penetration percentage of sales countries in Asia pacific regions. Among these countries China headed in e-commerce sales followed by USA, South Korea, France, Russia, Brazil and finally by India. The other Asia pacific countries developed their e-commerce sales in better level during 2007 to 2013. According to Indian e-commerce scenario, it has been observed that India has over 3,471 e-commerce hubs consisting of the cities, towns, villages and smaller towns which cover the entire length and breadth of the country. Hence the sizes of the e-commerce are also increased in high

and appreciable level. Technology or technology related products dominate India's domestic e-commerce whereas, lifestyle product category dominates in the global trade. Technology, being India's favorite traded vertical category contributes 44% of totals e Commerce transactions according to the latest eBay Census.

5. Advantages Of E-Commerce To Businesses In India

There is a rising awareness among the business community in India about the opportunities offered by e-commerce. In India e-commerce provides a new venue for connecting with consumers and conducting transactions via global trade, virtual businesses, lower search costs and increased power of downstream players. Other benefits of e commerce are as follows:

- Easy reach to a fast growing online community
- Unlimited shelf place for products and services
- Helps to reach national and global markets at low operating costs.
- Collection of customer data

6. Barriers To E-Commerce In India:

- i). Payment Collection: Fraudulent charges, charge backs etc. all become merchant's responsibility and hence to be accounted for in the business model.
- ii). Taxation: Octroi, entry tax, VAT and lots of state specific forms which accompany them. This can be confusing at times with lots of exceptions and special rules.
- iii). Excessive pricing in e-commerce markets: Over the short term, excessive pricing is unlikely to be a major issue for e-commerce companies. Few e-commerce operations are currently making any profits, let alone excessive profits. Over the longer term, however, excessive pricing may become a serious concern for those e-commerce companies that develop dominant positions in their relevant markets.
- iv).Cybercrime in E-Commerce: Cybercrime is a key alarm that consumers have regarding e-commerce. No one wants to become a victim of cyber crime, which is a real hazard to e-commerce. Cyber crime is an e-crime. Cyber crime is a criminal act that involves computers and networks. Cyber crime includes criminal acts such as computer viruses, phishing, and denial of service attacks that cause e-commerce websites to lose revenues.

7. Economic Impacts

- ✓ Governments and especially businesses are confronted with an "adapt or die" scenario, particularly in developing countries, to fall behind in technology and innovation could increase the gap with wealthier, more advanced economies.
- ✓ E-commerce presents unique opportunities for less developed countries to greatly expand their markets, both internally and externally. Externally, the Internet and other technologies may allow for low-cost international trade, even for small, local businesses. Development of microfinance institutions to provide financial services to the semi urban and rural areas.
- ✓ E-learning and M-learning enhances the access of the educational institutions in remote areas.
- ✓ E-governance initiatives increase access to information and thereby reducing corruption.
- ✓ Micro, small and medium enterprises can leverage the technology to market their products globally.

8. Conclusion

The rapid pace of e-commerce development has generally left the legal system struggling to keep up and gasping for breath. In much the same way as companies doing e-commerce must invent new business procedures and rules the legal system is trying to adapt existing laws to fit new settings. In the midst of this legal turmoil, India is one of the few countries across the globe that has enacted e-commerce legislation. However, much more is needed to effectively regulate the tangled web. Effective risk management strategies coupled with adequate legal documentation will go a long way in protecting e-commerce companies. If it will expand further in all aspects definitely India will capture a primary place in technology and able to compete with other countries to increase the status.

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CHALLENGES AND PROSPECTS OF EMPOWERING RURAL WOMEN IN INDIA

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1. Introduction

Gender equality is an essential component of sustainable economic growth and poverty reduction. Equitable access to more and better jobs in rural areas enable rural women to become effective economic actors and engines of growth; as well as to produce or acquire the food, water, fuel and social services their families need. Indeed, the quality of the care mothers are able to give to their children and other household members contributes to the health and productivity of whole families and communities and improves prospects for future generations. The important gaps in data availability and analytical work in many key areas handicap policy makers' efforts to address these crucial issues adequately when designing poverty alleviation and growth strategies. With the aim of promoting gender equitable rural employment strategies, the Food and Agriculture Organization of the United Nations (FAO), the International Fund for Agricultural Development (IFAD) and the International Labour Office (ILO), partnered to carry out an assessment of the latest thinking on the gender dimension of rural and agricultural employment. The three organizations are committed to improving gender equality and women's empowerment in agriculture and rural areas, and to strengthening women's leadership and decision-making participation.

1.1 What is Empowerment?

Although the definition of empowerment is contested and the term is often used to cover any multitude of concepts, there are a few elements that are widely agreed upon. Most researchers agree that empowerment involves an element of control and choice in the context of power structures that exist in households, communities, nations and also globally. In the case of women's empowerment these power structures often refer to patriarchal systems of control that subordinate women. Most researchers also agree that empowerment is a process and therefore involves changes in existing power structures and a move from a state of disempowerment to empowerment. On the basis of the above, the World Bank (2002) defines empowerment as the "expansion of the assets and capabilities [of individuals]...to participate in, negotiate with, influence, control and hold accountable institutions that affect their lives." Kabeer's (2001) popular definition adds a layer of complexity to the simple component of control and states that empowerment is "the expansion in people's ability to make strategic life choices in a context where the ability was previously denied to them."

Kabeer's conceptualization of empowerment is particularly relevant because it contains both the element of process and the elements of human agency and choice, with empowerment implying "choices made from the vantage point of real alternatives". These choices must extend to the ability to choose NOT to do something without fearing the consequences (Basu & Koolwal, 2005).

A number of researchers have also expanded the concept of empowerment as a process to incorporate empowerment as a condition or as an outcome. In other words, empowerment is not just a process, but it is the state of being that results from the empowerment process. The World Bank (2002) description of empowerment nicely sums up this viewpoint: "empowerment is the expansion of assets and capabilities of poor people (*in these case women*) to participate in, negotiate with, influence, control, and hold accountable institutions that affect their lives". In this sense, empowerment is the process by which an individual or group overcomes their own ideas and the external barriers that oppress them (conscientization), and also the outcome of this process, being empowered (consciousness).

The literature on women's empowerment suggests that empowerment involves choice and control that it is a process and an outcome and that empowerment occurs across a number of

domains and dimensions. Therefore, when thinking about empowerment, we must think of where it occurs and the dimension in which it occurs, we must consider the context in which decisions are made and the power structures being challenged, and we must look at the characteristics of the women or communities involved in the process. We must also be aware that empowerment can occur in more than one domain and more than one dimension at a time. We must think of empowerment as a process, as the whole story, from the awareness of power structures that subordinate women, to the questioning of systems of control, to making active changes and asserting power, and to empowerment as an outcome, as a state of being.

2. Indicators of Empowerment

Empowerment Indicators Six indicators of women's empowerment covering a wide range of attributes are presented below.

1. Contribution to household income refers to the wife's contribution in terms of per cent involvement in subsistence productive activities that are not rewarded in cash or kind to household income. Fourteen activities were selected in this regard, which are as follows: 1) farm activities - land and seedbed preparation, sowing-planting-transplanting, intercultural activities, harvesting and threshing, winnowing-parboiling-drying-storage, drying and preservation of straws, homestead cultivation, livestock rearing, poultry rearing, fish culture and marketing related to agricultural production; and 2) non-farm activities - service, business and handicraft production.

2. Access to resources refers to the right, scope, power or permission to use and/or get benefits from ten selected resources that were divided into mainly two types. These are: 1) household resources - equal consumption of nutritious food, handling and spending of money, selling of minor agricultural products, interpersonal communication, hiring of helping hands and utilization of credit money if they receive; and 2) social resources - education/training, credit, rural cooperative and bank.

3. Ownership of assets refers to the ability of a woman to control her own current assets and enjoy benefits accruing from them. Two categories of assets comprising nine items were selected for the study. They include: 1) productive - land, cattle, goat, poultry and cash savings; and 2) non-productive - jewellery, television, radio and small vehicle.

4.Participation in household decision-making (PHDM) refers to the extent of women's ability to participate in formulating and executing decisions regarding domestic, financial, child-welfare, reproductive health, farming and socio-political matters in coordination with other family members.

5. Perception on gender awareness refers to a woman's ability to express her opinion with regard to existing gender inequality and discrimination against women in the society. Fifteen crucial gender issues were selected that include: under-value, education, economic opportunity, inheritance property rights, reproductive choice, early marriage, dowry, divorce rights, son preference, attitude towards female child, birth registration, feeding priority, wage differentiation, political awareness and violence against women.

6. Coping capacity to household shocks refers to a woman's ability to face sudden risks, crises and periodic stresses (threats to life or happiness) in the household. Nine major risk aspects related to household management including natural calamities, financial constraints due to crop failure, indebtedness, food unavailability, chronic illnesses, conflict, husbands' torture and unexpected death of children as well as husbands were analyzed.

3. Empowerment: Challenges and Prospects

It is disheartening to note that the phrase "empowerment of Women" is considered as a mere phase in the multistage process of giving women what they really deserve. The very mention about "empowerment" clearly indicates the upper hand men enjoy in the social structure.

But India has come a long way in empowering women. According to Upanishads, the primary duty of women is to be in the service of her husband. We now talk about one third seats for women in the highest decision making body in the country (parliament). India has come a long way.

The different phases India took in the women empowerment is here:

- ❑ Ancient India - Primary duty of women is "Husband Service"
- ❑ Medieval India- Don't let women out. Don't let her express. If her husband dies, she should die too.
- ❑ Modern India Pre Independence- Guys let's stop Sati. Let her stay inside the

house forever after her husband dies!

- ❑ 1950s- Lets send women children to schools and colleges!
- ❑ 1960-Dowry Prohibition Act
- ❑ 1990s-Women should occupy responsible positions in the social structure
- ❑ 2001- Women's Empowerment Year
- ❑ 2010- 1/3rd seats should be reserved for Women in parliament.

The chart above summarizes the position of women in Indian society at various points in time.

3.1 Some good Prospects

Let's talk about some of the good policy steps taken by our government in the area of women empowerment.

Firstly, the move to reserve one-third seats in the parliament for women could probably be the boldest and biggest step taken by Indian government in the area of women empowerment. The bill, if passed would result in more than 180 seats in the lower house occupied by women compared to less than 30 occupied currently. This might also produce a "Trickle down effect" where even the state governments would pass a similar bill to reserve 1/3rd seats for women in the State Legislatures.

Secondly, to provide integrated social empowerment of women, the government initiated a scheme called as "Swayamsidha" in 2001 which helps them in establishing self-reliant Women's self help groups (SHG's) The objective is to achieve all-round empowerment of women by ensuring direct access and control over resources. It helps in creating confidence and awareness among the members of SHGs regarding health, nutrition, education, hygiene and economic upliftment. A number of rural women have already been benefited through this scheme and this project is one of the long term strategic initiatives taken by the government in the area of women's empowerment.

Another initiative is a program called as STEP (Support to Training and Employment Program for Women). The objective of this program is to empower women by provide sustainable employment opportunities. The project helps in upgrading their skills(primarily in Agriculture, Dairy and Handlooms), forming viable groups, providing access to credit facilities and arranging for marketing linkages . This program has already made a significant impact in the

lives of a number of women in the traditional sectors.

3.2 Many Tough Challenges

As we see, government is taking some concrete steps in empowering women by helping women to help themselves and their families. But are these programs sufficient? Are they bringing about a change in the attitude of a patriarchic society? Here are some bitter answers:

- ❑ The maternal mortality rate in India is the second highest in the world. India accounts for more than 25% of all maternal deaths in the world.
- ❑ In a survey conducted by WHO, more than 80% of pregnant Indian women are found to be anemic. This results in exceptionally high rates of child malnutrition. Malnourished women give birth to malnourished children, perpetuating the cycle
- ❑ Only 39% of Indian women attend primary schools. Most families pull them out of school, either to help out at home or from fear of violence.
- ❑ While women are guaranteed equality under the constitution, legal protection has little effect in the face of prevailing patriarchal traditions. Women lack power to decide who they will marry, and are often married off before they reach the age of 18.

As we see, the challenges we face in empowering women are far away from the prospects of development programs initiated by our government. Though some of the recent steps taken by the government seem to indicate that these are the right steps to take, but what India really needs right now are sizable leaps! The move to reserve one-third seats in the parliament is definitely one such.

As we progress from a developing nation towards a developed nation, every care must be taken to compositely develop and empower women along the way to stand true to what our great Jawaharlal Nehru said "You can tell the condition of a nation by looking at the status of its women"!

4. Conclusion

No economy can sustain itself without participation of all those who are responsible and involved in its working, government has devised many programs to empower rural women in various avenues. Rural women can play an significant role by their effectual and competent involvement in entrepreneurial activities. They have basic indigenous knowledge, skill and potential and resources to establish and manage enterprise.

The paper discusses the challenges and prospects of empowering rural women in India. The paper advanced the fact that the quality of life of people is more important than national economic growth because economic success does not necessarily benefit all. Despite the transitions family life has been facing in India, some aspects of the traditional culture still exist and have to a large extent affected women empowerment.



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Research Article

“A STUDY ON RETAILERS’ PREFERENCE TOWARDS AQUA GUARD WATER PURIFIERS IN TIRUCHIRAPPALLI”.

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ABSTRACT

The study is about “A **SURVEY ON RETAILERS’ PREFERENCE TOWARDS AQUA GUARD WATER PURIFIERS IN TIRUCHIRAPPALLI**. The topic was chosen by the researcher. In this study an attempt is being made to know the retailers preference of **AQUA GUARD WATER PURIFIERS IN TIRUCHIRAPPALLI** Number of samples are 150. The primary source of data was collected through the questionnaire and the secondary source of data collected through websites and books.

1. Introduction

Retailer’s preference is the key for the companies’ growth in this competitive world. Keeping this in mind every company gathers information for finding retailers requirement and incorporating them their products.

1.1 Retailers Attitude:

Retailing is defined as’ the sale of goods in small quantities to ultimate consumer’. Retailer attitude means importance give by retailer towards the sales of that product. It includes demand

creation, arrange for display of goods, supply of necessary information for consumer, the retailer relives consumer of performing this information for him.

1.2 Retailers Satisfaction Level:

Satisfaction is level of person felt state resulting from campaigns, Products, Perceived performance in relation to the persons expectation.

Satisfaction is the function of the difference between perceived performance and the expectations. Company seeking to win in today's market must track their customers expectation perceived performance customers satisfaction.

While assigning the satisfaction level a company must not conclude that it can get a full picture of satisfaction and dissatisfaction by simply running a complaint and suggestion system

1.3 Retailer Relation:

A large manufacturer depends on retailer to sell their products. Therefore good relation became most important to them. Every manufacturer has wanted to motivate its distribution channels to sell more of its own products. Here the manufacturer must realize that the retailers are themselves businessman and must be viewed as customer and human beings rather than the mechanical entities for the flow of the products.

2. Objectives

2.1 Primary objective:

- To study in detail the retailers preference of Aqua guard water purifier
- To find out the satisfaction level of retailers
- To find out the feedback of retailers towards the complaint redressal procedure of the company

2.2 Secondary objective:

- To study the promotional policies of the company and its impact on sales.

- To help the company to formulate the strategies to increase sales of Aqua guard water purifier as well as to increase the satisfaction level of the retailers.

3. Scope of the Study

The study is done for Aqua guard water purifier. This study concentrates on the promotional techniques adopted by the Aqua guard water purifier towards the channel member i.e. only on the retailers

4. Limitations of the Study:

- The study has been conducted in Tiruchirappalli only and results cannot be generalized.
- The study was conducted within the limited period. Therefore, the respondents are less.
- Sometimes the wrong opinion expressed by the respondents may also affect the genuinity of the results.
- Some respondent didn't cooperate and just refused to give their views.

5. Review of Literature

The major source of consumer information is a shop in the trading areas at some distance from their residences. Majority of the bulk goods are purchased locally. However studies have found that consumers frequently shop out-of-area and they can be distinguished from non-out-shoppers by demographic and psychographic characteristics. The location of the shopping center is not nearly as important as other variables such as price, value, variety of products and stores, store quality and cleanliness, and friendly sales personnel (Louden and Della Bitta, 2002).

Reardon and McCorkle (2002) have found that consumer direct order buying is increasing at the faster rate. Direct order buying provides convenience and time saving against conventional retailing channels. Consumers are willing to trade their time and effort for value differentials. Some consumers seek pleasure in shopping. It generates psychic income for them. Consumers

may switch channels when they find utilities derived from one channel relative to the cost are more than the other one.

In a study conducted by Blommestein et al (1980) in the small Dutch town, both consumers and the entrepreneurs had to rate their preferences for attributes of both daily and non-daily goods. These attributes were: (i) the average relative price level at the shopping center as compared to the competing shopping centers; (ii) the varieties of the commodities at the shopping center, (iii) the quality of service, (iv) the accessibility of the shopping center; (v) the atmosphere and the attendance at the shopping center; (vi) the parking facilities; (vii) the quantity and quality of complimentary services (such as post office, banks, medical service etc.); and (viii) traffic safety for consumers. The data were collected on the ordinal scale: (good satisfactory, less good, unsatisfactory, and bad). The items (i), (ii) and (iii) have been classified as direct shopping center attributes; (iv), (v) and (vi) have been classified as spatial attractiveness of the shopping center; and items (vii) and (viii) reflect the indirect attractiveness of the shopping center. The consumers of non-daily goods attached very high priority to all items of direct shopping center attributes and items (iv) and (vi) of the spatial attractiveness items. Entrepreneurs gave high priority to items (ii), (iii), (v) and (vi); intermediate priority to (i) and (iv); and no importance to (vii) and (viii).

6. Research Methodology

6.1 Descriptive Research Design

The research design adopted for the paper is Descriptive Research.

6.2 Sampling Design

Population: Retailers who sell various brands of water purifier along with Aqua guard water purifier

Sample unit: Retail outlets

Extent: Tiruchirappalli city

6.3 Sampling Method: Non-probability convenience sampling technique

Sample Size: sample of 150 retailers .

Questionnaire: For the collection of primary data, structured and disguised questionnaire was framed for covering the various aspects of this study.

Pre-testing: pilot survey was first conducted on a group of 10 respondents..

Method of collection:

Data was collected in a systematic manner by meeting the retailers personally. The data which is adopted, including primary and secondary data

Data is collected through two types of sources

- Primary data
- Secondary data

7. Statistical Tools Used for Analysis

To analysis the collected data the following statistical tools were used

- Chi-square
- Weighted average

7.1 Chi-square analysis

Null hypothesis:

There exists an association between annual turnover and advertisement influences to increase the sales.

Alternative hypothesis:

There is no association between annual turnover and advertisement influences to increase the sales.

Annual turn over * Advertisement is necessary to increase sales

			Advertisement is necessary to increase sales		Total	
			Yes	No	Yes	
Annual turn over	Above 500 pieces	Count	52	0	52	
		Expected Count	49.2	2.8	52.0	
	301 to 500 pieces	Count	34	0	34	
		Expected Count	32.2	1.8	34.0	
	100 to 300 pieces	Count	50	0	50	
		Expected Count	47.3	2.7	50.0	
	Below 100 pieces	Count	6	8	14	
		Expected Count	13.3	.7	14.0	
	Total		Count	142	8	150
			Expected Count	142.0	8.0	150.0

Pearson chi-square value = 82.093

Significant value = .000

Inference:

We accept the null hypothesis and conclude that there exist an association between annual turnover and advertisement influences to increase the sales.

Weighted average analysis

Factors	Perceived level	Highly satisfied	Satisfied	Nor dissatisfied	dissatisfied	Highly dissatisfied	Total
	Weighted marks	2	1	0	-1	-2	
The distributor provide better service	Weighted score	168	44	0	0	0	141
	Respondents	84	44	22	0	0	150
The distributor inform on time scheme given by company	Weighted score	156	49	0	0	0	137
	Respondents	78	49	23	0	0	150
Lead time for the supply	Weighted score	162	51	0	0	0	142
	Respondents	81	51	18	0	0	150
Regarding the credit period	Weighted score	134	44	0	0	0	119
	Respondents	67	44	39	0	0	150
Regarding the profit period	Weighted score	176	42	0	0	0	145
	Respondents	88	42	20	0	0	150
Maintaining good relation with the retailers	Weighted score	144	40	0	0	0	123
	Respondents	72	40	38	0	0	150

Factors	Rank
The distributor provide better service	3
The distributor inform on time scheme given by company	4
Lead time for the supply	2
Regarding the credit period	6
Regarding the profit period	1
Maintaining good relation with the retailers	5

Inference:

From the above table respondents have express their satisfaction in terms of rank and they gave 1st rank to Profit Margin, 2nd rank to Lead Time for Supply, 3rd rank to Providing Better Service, 4th rank to Information on time scheme given by company, 5th Maintaining Good Relation, and 6th rank to Credit Period.

8. Findings

There is exist an association between the necessity of advertisement and annual turnover of Aqua guard water purifiers. From the above table respondents have express their satisfaction in terms of rank and they gave 1st rank to Profit Margin, 2nd rank to Lead Time for Supply, 3rd rank to Providing Better Service, 4th rank to Information on time scheme given by company, 5th Maintaining Good Relation, and 6th rank to Credit Period.

9. Sugession and Recommendations

The quality of the product is very good so the customers are not bothered about the price. Company needs more advertising to bring more awareness among the customers, so that product can be reach the customer and sales can be increased. Company has to get back the damaged product from the retailers. The information about the scheme and the other detail should be informed to the to the retailers in time Retailer should know very well about the product for that sales executive should explain about the product to the retailer. After sales service is to improve

so that the customer will not move to other brands. Company should provide racks, glow sign board, posters in order to increase the sales of the products. Profit margin to the retailer should increase the credit period should also be increase.

10. Conclusion

Company has options variety of trade promotional activities for the retailer and still they need to be implemented effectively to have a positive impact on sales. It is concluded that Aqua guard water Purifiers Company has to increase promotional activities and encourage sales in selling the products. The sales executive should visit the retailer's outlets once in a week and solve the queries that the retailer outlets overcome. Aqua guard water purifiers Company should concentrate on after sales service customers are changing to the other brand. if Aqua guard water purifiers has to solve that problem it has to increase sales force. It should also concentrate on new markets and retailers and provide some offers, discounts in order to overcome the competition.

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Research Article

EMERGING TRENDS IN INDIAN RURAL MARKET

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1. Introduction

Marketing can be defined as the process of identifying, anticipating and knowing customer needs, and organizing all the resources of the company to satisfy them. Satisfying the customer's need is primary condition of marketing and essential for existence of any organization. In order to achieve marketing goals, knowledge of consumer behavior is must. The consumer's behavior comprises the acts, processes and social relationships exhibited by individuals, groups and organizations in searching, obtainment, use of, and consequent experience with products and services. An understanding and knowledge of the motives underlying consumer behavior helps a firm in seeking better and more effective ways to satisfy its customers. It helps to select appropriate sales and advertising strategies, and to plan marketing program in a more efficient manner.

2. Rural Market In India

The rural market of India started showing its potential in the 1960s. The 70s and 80s witnessed its steady development. And, there are clear indications that the 21st century is going to see its full blossoming. In our country, where research on consumer behavior has been nominal, not much systematized information is available about the rural consumers. Only a few enlightened companies, known for their marketing orientation, viz., Hindustan Lever, Philips India, Asian Paints, Singer and Larsen and Toubro have made concrete efforts in this direction.

But, by and large, we have still to understand the rural buyer, his habits, attitudes and behavior, particularly from the marketing point of view.

“Rural marketing can be seen as a function which manages all those activities involved in assessing, stimulating and converting the purchasing power into an effective demand for specific products and services, and moving them to the people in rural area to create satisfaction and a standard of living for them and thereby achieves the goals of the organization”

Many companies go to rural markets, still to make money, not to guide or help or develop rural consumers. The rural marketers must think rural for long-term success instead of short-term profit.

3. Rural Marketing Potential In India

While we all accept that the heart of India lives in its villages and the Indian rural market with its vast size and demand base offers great opportunities to marketers, we tend to conclude that the purse does not stay with them.

Rural marketing involves addressing over 700 million potential consumers and over 40 per cent of the Indian middle income. No wonder, the rural markets have been a vital source of growth for most companies. For a number of PMCG companies in the country, more than half their annual sales come from the rural market.

Among various media of communication, television and radio have played prominent roles in the rural India to-day. In the South, the penetration of satellite television is very high. Due to Globalization, Economic Liberalization, IT revolution, female power, and improving infrastructure, middle and rural India today has more disposable income than urban India.

Rural marketing is getting new heights in addition to rural advertising. Rural marketing gives challenge to ensure availability of product or service in India's 6, 27000 villages spread over 3.2 million square kilometers. Marketers have to locate over 700 million rural Indian and finding them is not easy.

The size of the rural market is one that companies cannot afford to ignore, particular, as the number of simple lining in non-metro areas increased by 10 percent over the past decade. Thus, looking at the challenges and opportunities, which rural markets offer to the marketers, it

can be said that the future is very promising for these who can understand the dynamics of rural markets and export them to their best advantage.

Manage an extension management institution may provide extension services to rural public into information, price information, insurance, and credit information by using various media. “It is often said that markets are made not found. This is especially true for the rural market like India. Rural market is a market for a truly creative marketer. Civilization always begins with the development of villages, therefore, it needs high concentration — Mahatma Gandhi.

Rural marketing is currently growing at about 20% every year and companies are spending amount Rs. 600 crore per years for promotional budget.

4. GROWING IMPORTANCE OF RURAL MARKETS

In India, there is a huge gap between the urban and rural markets. This gap consists of differences in terms of education, standard of living, disposable incomes, culture, faith and beliefs, occupation, infrastructure facilities and many other factors.

Despite of all these differences, Marketers are taking key interest in marketing their products in rural markets and the reasons are:

- Urban markets are matured and competition level is very high.
- Urban population has clear knowledge about products and rarely any product is new for them.
- Presence of advertisement clutter in different advertising media.
- Product life cycle is short.
- Urban population consist of great variety of people with different Views, Beliefs, Culture, Social Classes, Preferences ,Personalities etc., which makes it difficult for marketers to market their product

The Urban markets are maturing and high level of competition ruining the profit margins, customer base. The urban consumers being too much advanced expect new products in small intervals thereby reducing life span of the products. Therefore It becomes difficult for the marketers to survive in such markets and hence they seek for alternative markets

Rural markets therefore carry a great potential for expansion available to these companies because of the following factors:

- In India, more than 60% of the total population resides in Rural sectors.
- High agricultural incomes.
- Rising awareness due to exposure to Urban markets as children studying in urban areas, relatives in urban areas and other such factors.
- Rising educational and literacy levels due to government and private educational initiatives.
- High disposable incomes as daily life expenses are low.
- Similar choices and less variety seeking.

Hence it is clear that Rural Markets have a great potential for marketing products and thereby increasing the overall market share.

Rural markets do have a great potential but new entrants of rural markets have to face many challenges in capturing these markets.

These challenges are:

- Seasonal incomes because of agricultural occupation.
- Rural markets are huge and scattered hence distribution is a great challenge.
- Lack of Infrastructure facilities such as Communication, Electricity, Banking etc.
- Traditional way of life with low acceptability of new products
- Lack of media for promotion

Though challenges exist in rural markets but the presence of high potential makes these markets attractive and development of an effective marketing strategy considering all the elements of marketing mix and designing them according to the requirements of the market will surely lead to the success in rural market. The product needs to be tailored according to the needs of the market at the affordable price and should be easily available to the consumer and should be accessible by consumers and with effective communication will lead to great success in these markets.

Some of the noted examples of companies enjoying great success due to effective marketing in rural markets are Coca Cola, Colgate, Eveready batteries, Parle, Micromax, etc

5. Marketing Mix For Rural Markets

- Identifying and selecting target markets: the criteria for rural-urban differentiation should be analyzed to have a clear perception on the dominant factors that influence rural consumer behavior.
- The Product Mix: product mix are needed to suit the per capita income, the product utility values, habits and attitude of rural people. Basically the product should be made available in small packets and should be cheap to suit their budget.
- The Price Mix: price strategy should suit the quantum and frequency of income receipt of rural people. Low price should not be anyway affecting quality of products.
- The Distribution Channel: rural marketing problem is essentially a distribution problem. Producers may have a tie-up arrangement with the cooperative institutions which are deep rooted in the villages to ensure regular supply of products. More and more companies turn to the local hats to sell the products.
- The Promotion Mix: the technological advancement in the field of T.V has made it a powerful medium to expose products to rural people. Radio continues to be the common medium to reach them. Low literacy level does not warrant heavy advertisement in the print media. Publicity through special shows, films, mobile vans painted walls and participation in village hats and melas are good means of promotion.

6. Recent Trends In Rural Marketing

- Project Shakti by Hindustan Lever-"The objectives of Project Shakti are to create income-generating capabilities for underprivileged rural women by providing a small-scale enterprise opportunity, and to improve rural living standards with greater awareness of health and hygiene,"
- In addition to the distribution network, the Shakti project includes Shakti Vani (or voice), a social awareness program, and iShakti, a community portal.
- ITC's e Choupal Initiative
- Integrated Marketing
- APANAMANDI / KISAN MANDI /
- RYTHUBAZAAR

- RURAL AGRI- EXPORT
- ONLINE RURAL MARKET (INTERNET, NICNET)

7. The Future of Rural Marketing

Increased telecom broadband penetration, clean energy investments, Foreign Direct Investment (FDI) in rural development, PURA (Providing Urban Facilities in Rural Areas), growth in food processing industry and several new initiatives are set to transform India rural and make it an even bigger market place for the global corporate to pounce upon. Several management studies have proven the strength of rural markets over urban. —Rural market potential in India is so huge that a mere one percent increase in India's rural income translates to Rs 100,000 million of buying power.

Rural market is already big for FMCG (53%) and durables (59%). Rural markets represent a distinct dynamic in how they come into being and make unique demands on how the product is designed and how the brand is positioned and promoted. Greater the strategic attention to these unique demands, assure greater the chances of product's success in the rural market. rural marketing needs collaboration. The traditional command/military structure of corporations operating in urban markets must change at strategic, executive and operational decision-making levels.

8. Strategies for Rural Marketing

Strategies that may be helpful in improving marketing in rural areas are listed below

- Product Strategies
- Pricing Strategies
- Distribution Strategies
- Promotion Strategies
- Marketing Strategies
- Sales Strategies

Strategies May Adopt By Companies For Rural Markets For Their Products And Services

- Best Promotion and Quality Perception
- Easy-Way Communication especially for Rural Market

- Changing Pattern of Rural Customers
- Focus on Customer Requirement
- Patriotism with Products and Services
- Promoting Indian Sports Team
- Developing Specific Products for Specific Segment
- Effective Media Modes of communication
- Adopting Best localized way of Distributing Channels

9. Why this Shift in Marketing Focus to Rural India?

•Market conditions:

Today marketers look at rural market by compulsion and by choice. It is compulsory because urban markets almost reached saturation point and there is no other go.

It is also a choice because they are attractive and potential. Marketers start moving into the rural markets and find that there is a big fortune at the Bottom of the Pyramid.

•Competition:

Competition is becoming tough in urban markets compelling many firms to incur heavy costs in promotional expenditure. Most of the companies spending heavily on promotion which will become burden on existing consumers. Marketers find rural markets are more attractive where there is less competition.

•Awareness Level:

The awareness level of urban consumers is high hence they always look for new product or new features in existing product. This process needs a huge investment which will have a negative impact on profitability. Thus, perhaps for easy reach the urban markets have become extremely difficult. Since the awareness level of rural consumers is low they easily accept existing products.

•Interdependency between urban and rural market:

Urban markets invariably depend on rural markets for agri produces such as food grains, fruits and vegetables, milk and meat, agri based raw materials for sugar, cotton industries and so on. Similarly rural markets depend on urban products such as agri inputs and other goods

and services. Today this dependency has been increasing due to change in life style of rural consumers.

10.What Makes Rural Marketing Attractive

Rural market has following attributes and facts:

- About 833 million people reside in rural area as compared to 377 million people in urban area.
- 53% of all FMCGs and 59% of all consumer durables are sold in the rural market.
- Estimated annual size of rural market.
- FMCG Rs. 65,000 crores
- Durables Rs. 5,000 crores
- Agri-inputs and Tractors Rs. 45,000 crores
- 2/4 wheelers Rs. 8,000 crores
- 42 million rural households availing banking services in comparison to urban households. Indian rural market is almost twice as compared to the entire market of USA and Russia.
- 46% of soft drinks sales come from Rural Areas.
- 49% of motorcycles sales come from Rural Areas.
- Rural India accounts for 59% of Cigarettes Sales.
- In 10 years, rural Indian market will be larger than the total consumer markets in countries such as South Korea and Canada and almost 4 times of the size of today's urban market.
- Close to 10% of Maruti Suzuki's sale come from rural market

11. Opportunities

The rural market has been growing gradually over the past few years and is now even bigger than the urban market. The saving to income percentage in rural area is 30% higher than urban area. At present 53% of all FMCGs and 59% of consumers durables are being sold in rural area. Major opportunities available in rural market are as follow:

- Increase in Literacy Rate
- Increasing In Disposable Income And Purchasing Power
- Infrastructure Improving Rapidly
- Increase Population and Hence Increase In Demand
- IT Penetration In Rural India
- Reduction Of Risk During Recession

12.Challenges

- Transportation Problems
- Warehousing Problems
- Underdeveloped People and Underdeveloped Markets
- Inadequate Media Coverage
- Many Languages
- Low Level of Literacy
- Seasonal Demand

13.Emerging Trends

•The Change in Consumption Pattern:

The consumption pattern and life style among rural consumers is changing due to exposure to media. Media particularly TV has been a great leveler. Even in small villages, people who have seen the urban lifestyle on television seem to want similar goods and services.

On the consumption front, 33% of rural consumers are eating biscuits and bread for breakfast. Instant noodle sales are double in rural India compared to urban. Seemingly ‘urbane’ brands in categories like deodorant and fabric softener are growing much faster in rural India than urban and 17% of rural buyers of hair dye now use colors other than black to indulge in the trend of externalized beauty that is picking up fast in rural areas. Companies have realized this and are going all out to tap this latent demand.

•Increased level of education and employability of rural youth:

Villagers realized their children education is the first priority. Most of the rural youth especially teenagers are well aware of products due to their school education and media exposure. Significant progress on literacy levels – 90% of the villages have a primary school within a 1 km walk. Private school enrolment in rural India has enhanced by 5.5% points over past six years. The literacy rate has also gone up by 68.91% in rural India. This enhanced the employability of rural youth they are not sitting idle in villages they are motivated to go to nearby towns to find the jobs.

•Huge in Size:

Indian rural market is huge in size because rural population accounts for almost 70% of Indian population as the recent Census 2011, 833 million live in rural India, 33% of rural population includes youth, number of households increased from 25 to 33 crore. The rural market is currently worth approximately USD\$ 10 billion in consumer spending in the FMCG market annually. Food categories are currently driving the bulk of the additional USD\$ 90 billion into the marketplace by 2025.

•Increased Purchasing Power:

Rural purchasing power has grown faster than urban in the recent years. Rural Indian economy is highly supported by increasing disposable income, Government initiatives and schemes and favorable demographics. As a result, the rural segment of the Indian economy is growing at a pace of 8-10% per annum. Government spending in rural India has tripled over the last four years and is now translating into higher consumer spending. Therefore, rural consumers are consuming more premium and convenience oriented categories that are typical of their urban counterparts. "Policy measures like the waiver of agricultural loans around US\$ 13.9 billion and the National Rural Employment Guarantee Scheme, which guarantees 100 days of employment to one member of every rural household (NREGS), the Bharat Nirman program with an outlay of US\$ 34.84 billion for improving rural infrastructure etc helped the rural economy.

•**The Rural Youth:**

The Rural youth will look for a piece of “premium” at an affordable price but the products must not appear “cheap”. The classic example is TATA Nano Car; one reason Tata-Nano hasn’t taken-off is because it was seen as a cheap car. It indicates that rural consumers seeking a premium, in the sense that they are seeking an upgrade and not value for money. Value has to fall into place but it is one of the drivers, not the only driver. Brands, in the rural space, need to add a bit of imagery to themselves. Those consumers are reaching out to brands that are giving them that sense of premium. Rural India is seeking a sense of moving up in life, a sense of pride. If brand managers believe that rural consumers will buy everything / anything cheap it is absolutely wrong.

•**Migration of Rural Youth:**

Rural youth come to cities in search of better jobs. When they travel back home, they carry with them stories of urban lifestyles. Awareness is thus created in the potential markets. Increased contact of rural people with their urban counterparts due to development of transport and wide communication network has influence on rural consumers’ life style. Transportation and telecommunication tools are seen as status symbol for the rural youth.

14.Conclusion

The vital role rural marketing have to play in the economic development of a developing country, is beyond doubt at present. An intensive effort in order to provide the basic facilities to rural consumers is the need of the hour. Indian rural marketing system should be made much more competitive by infusing competition within the country and preventing the external system equation from interfering with the local markets in the larger interests of the nation.

India's rural market could have been stronger than the present position, if Indian policymakers have made adequate infrastructure for rural India. Unless the proper infrastructure developed in rural market with sufficient power, water, communication etc at a nominal cost, this demand may not be sustainable for long. The corporate people should think beyond their products and initiate innovative corporate efforts to replace government intervention for providing basic facilities to capture the rural market and stay long over there. Corporate sector

needs to realize that to be successful in the rural market; they must go in with clear Long Term Strategy. Marketer must have willingness to invest in rural market with equal importance as they give urban market. Short Term Promotional efforts may not deliver the desired results in the rural market.

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Research Article

PSYCHOLOGICAL FACTORS AND MOODS – INFLUENCE ON CONSUMER BEHAVIOUR.

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ABSTRACT

Marketing is the process of transition from an art which is practiced to a profession with strong theoretical foundations. Marketing starts with the market and the consumer. Consumer behaviour is the process by which an individual decides whether, what, when, who and from whom to purchase goods and services. Consumer involves in buying behavior due to factors like social, economical, cultural, personal, psychological and emotional.

The present paper focuses on the interaction of psychological factors and moods and emotions of consumer behaviour. The paper evaluates the various dimensions of consumer behaviour, its psychological influences and moods and emotions that motivates buying behavior. The paper also has an overview on importance of understanding psychological and mood related factors that help to come up with strategies for marketers.

1. INTRODUCTION

Marketing is the process of transition from an art which is practiced to a profession with strong theoretical foundations. Marketing starts with the market and the consumer. Marketing orientation starts and ends with consumers and requires one to make what one can sell rather than struggle to sell what one can make. In this age of transition from one order to another in terms of personal aspirations, many people are growing out of materialism and in Maslow's terminology, to "self-actualize" or do their own thing. As a consequence we are moving towards a post industrial, post mass consumption society which is concerned with quality not quantity and the individual rather than the mass.

Producers are entitled to profits and the more value they add and the greater the satisfaction they deliver, the more the customer will be prepared to pay for this mutually satisfying exchange relationships for which the catalyst is the producers attempt to define and satisfy the customers need better.

2. CONSUMER AND CONSUMER BEHAVIOUR

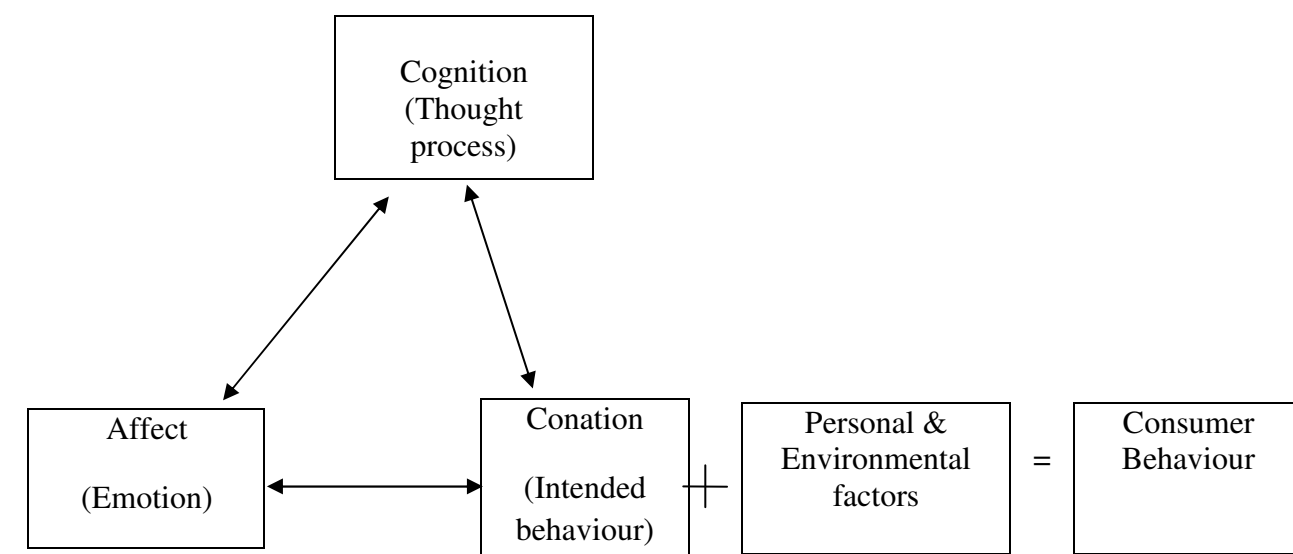
The customers are consumers, thus consumer behaviour is the process by which an individual decides whether, what, when, who and from whom to purchase goods and services. Consumer behaviour can be defined as “all psychological, social and physical behaviour of potential customers as they become aware to evaluate, purchase consume and tell others about product and services. Consumer behaviour is the activities people undertake when obtaining, consuming and disposing of products and services (Blackwell.et.al.2001)

Another definition of consumer behaviour is “The dynamic interaction of affect and cognition, behaviour and environmental events by which human beings conduct the exchange aspect of their lives. (Bennett 1995)

As per this definition, consumer behaviour is dynamic and emphasizes the interaction of many different elements in determining consumer behaviour. There are various factors influencing consumer behaviour like, social, cultural, economical, psychological, personal etc.

As all the above factors interact to influence consumer behaviour, the marketing strategy needs constant review. A strategy that worked well in the past may not work nearly as well in the future because the forces that shape behaviour may have changed. Marketers cannot control these factors but they should take them into account while formulating marketing strategy.

MODEL OF CONSUMER BEHAVIOUR DYNAMICS



The above model of consumer dynamics shows that basic attitudes (formed of thoughts, emotion and intended behaviour) are influenced by personal and environmental factors to create actual behaviour. Marketers are able to influence this process at several points – they can influence thought processes by providing relevant information at the right time, they can influence emotion by using appealing communication. In the past the study of consumer behaviour has mainly focused on why people buy, more recently, the focus has moved to include how and why people consume.

As the fundamental basis for marketing thinking is that customers are key concern so understanding how and why people make purchasing decision is crucial to formulating a marketing plan. In order to understand the how and why of consumer behaviour, a deeper understanding of psychological factors, emotions and mood can lead to insights in marketing strategy.

PSYCHOLOGICAL FACTORS INFLUENCING CONSUMER BEHAVIOUR

An individual consumer's buying choice is influenced by major psychological factors: - like motivation, perception, learning, beliefs and attitudes.

- 1) **MOTIVATION:** A motive/drive is a need that is sufficiently pressing to direct the person to seek satisfaction. Two most popular theories are theories of Sigmund Freud and Abraham Maslow. They have different meanings for consumer analysis and marketing.

Freud suggested that a person does not fully understand his/her motivation. Motivation researchers collect in depth information from small samples of consumers to uncover the deeper motives for their product choices.

According to Maslow, human needs are arranged in a hierarchy, they include physiological needs, safety needs, social needs, esteem needs, self-actualization needs. A person tries to satisfy the most important need first when that need is satisfied, it will stop being a motivator and the person will then try to satisfy next most important need.

2. **PERCEPTION:** A motivated person is ready to act the extent to which the person acts is influenced by his/her own perception of the situation. Perception is the process by which people select, organize and interpret information to form a meaningful picture of the world. Each individual receives organizes and interprets this sensory information in an individual way consumers can form different perceptions of the same stimulus because of three perceptual processes – (1) selective attention (2) selective distortion (3) selective retention.

- (1) Selective attention: - It is the tendency for people to screen out most of the information to which they are exposed which means that marketers have to work hard to attract consumers' attention.
- (2) Selective distortion: - It describes the tendency of people to interpret information in a way that will support what they already believe. Each person fits incoming information in an existing mind set. So marketers must try to understand the mind sets of consumers and how these will affect interpretation of advertising and sales information.
- (3) Selective retention: - In this individuals tend to retain information that supports their attitudes and beliefs. Marketers work hard to get their messages through with much drama and repetition in sending messages to their market, because of selective retention, selective exposure distortion and retention.

3. LEARNING - People learn when they act. Learning describes changes in an individual's behaviour arising from experience. According to learning theorists most human behaviours are learned. Learning occurs through the interplay of drives, stimuli, cues, responses and reinforcement. A drive is a strong internal stimulus that calls for action, cues are minor stimuli that determines when, where and how the person responds. Marketers can practically use learning theory to build up demand for a product by associating it with strong drives, using motivating cues and providing positive reinforcement.

4. BELIEF AND ATTITUDES

Through doing and learning, people acquire beliefs and attitudes that influence their buying behaviour. Belief is a descriptive thought that a person has about something marketers are interested in the beliefs that people formulate about specific products and services because these beliefs affect buying behaviour. If some of the beliefs are wrong and prevent purchase, the marketers have to launch a campaign to correct them. Attitudes describe a consumer's relatively consistent evaluations, feelings and tendencies towards an object.

5. PERSONALITY

Personality is the dynamic organization within those psychophysical systems that determine his unique adjustment to environment.

Marketers consider four main theories of personality as more relevant to their purpose and include (a) self concept theory (b) Psychoanalytic theory (c) socio-cultural theory (d) Trait theory.

Most marketers consider self-concept theory as most relevant as it focuses on how the self image/self concepts of individuals influence their purchase behaviour. We see ourselves as individuals possessing certain attributes and qualities and value them.

Individuals develop and alter their self-concept based on interaction of psychological and social dimensions. Research studies confirm that consumer purchases in many product categories are significantly influenced by their self-concept.

According to psychoanalytic theory, personality is the result of childhood conflicts between three fundamental components of personality – Id, ego and superego. The “Id” is entirely unconscious and works on “pleasure principle”. The “Ego” world and works on “reality principle”. The superego constitutes the moral part of personality and works on “moral Principle”.

Marketers use many themes in advertising based on psychoanalytic understanding of personality such as fantasy, wish fulfillment, aggression and escape from life’s pressures.

According to socio-cultural theory, social and cultural variables are more important than biological drives in the development of individual personality. Their view is that individuals strive to win over feelings of inferiority and search for ways to gain love, security and relationships.

Accordingly marketers show typical characters in advertisement from particular culture. Eg. Caring mother, devoted housewife.

Malarmathi.K, Saraswathi.C (2012) found from their research that distinct personality influences his or her own buying behaviour and self decision attitude plays a major role.

6. EMOTIONS AND MOODS

Significant research finding of consumer behaviour indicates that feelings oriented factors play a major role in consumer attitude formation and brand selection (Park, Gardner and Thutral 1984, Gardner 1985). Mood states are important set of affective factors of all marketing situations and may influence consumer behaviour.

When emotions pertain to a company, its brand, its marketing strategy and or the component of its marketing mix, it is referred to as consumer emotions. Consumer emotions towards product or service offerings can be positive or negative, they can bring pleasure or discomfort, they can last for short or a long period of time, they are referred to as moods.

Moods are subcategory of feeling states. Moods are distinguished from emotions, which are usually more intense, attention getting. A person is always aware of one’s emotions and their effects but may not be aware of one’s mood and its effects which may influence ongoing behaviour mood can be distinguished as positive (cheeriness, peacefulness and sexual warmth) and negative moods (anxiety, guilt, depression). Knowledge of consumer’s mood in marketing may provide marketers with a full understanding of consumers and their reactions, marketing strategy and tactics.

7. EMOTIONS AND MOODS INFLUENCE ON CONSUMER BEHAVIOUR

Associations between mood states and behaviour are found to be direct and indirect. Positive moods appear to enhance the likelihood that makes one kinder both to oneself and others (Underwood, Moore & Rosenhan 1973). Some positive mood increases the likelihood of performance of behaviour with expected positive associations and decrease the likelihood of performance of behaviour that lead to negative outcomes. (Forest et. al. 1979, Isen & Simmons 1978).

Abideen Ul Jain (2011) concluded from his study that marketers emotionally motivate consumer to buy the product through advertisements that create positive attitude and so leading to decisions where consumer purchases product on the spot. Another component is positive attitude towards the advertisement which leads to buying behaviour.

Gardner found based on the study that people with good moods may choose to perform or avoid consumption related behaviour depending on their assessment of the likelihood of activities being associated with positive or negative outcomes. Consumers in bad moods may choose to shop, perhaps to cheer themselves Langer (1983) has suggested that difficult economic conditions may increase consumer's needs for products to serve as treats and emotional charges. These are important factors which influence consumers that should be center of focus for marketers and develop strategies that induce positive moods in the customer thus increasing buying behaviour. A good understanding of these psychological states of the consumer can help a marketer design a stimulus that leads to positive moods.

8. IMPLICATIONS FOR MARKETERS

The study of emotions can be useful for a marketer in the following ways:-

1. An understanding of the subject can help the marketer in triggering positive emotional states and pleasant receptive moods amongst consumers.
2. The design of the 4 Ps can also include positive states. Eg. Aesthetics, attractive design, good looks, colour etc.
3. A strategy that tails directly with the need or motive can make a consumer more receptive to a product or service.
4. The store layout, the display of products, service encounters, and the attitude of the salesman in the store leads to good or bad mood states.
5. The promotion strategy also leads to emotional or mood states.

9. REASONS FOR TRIGGERING PSYCHOLOGICAL STATES

1. Arousal of Psychological states moves a person towards action or consumption behaviour.
2. Triggering positive emotional states benefits marketers during post purchase evaluation, which is supported by research.

10. CONCLUSTION

Marketers should build strategy that influences the personality, motivation, drive, learning attitude and moods of consumers. Along with the other psychological factors emotions and moods impact product evaluation and resultant customer satisfaction and dissatisfaction. Marketers have several opportunities to induce positive moods of consumers in service counters, transaction mechanics, service personnel, marketing communication, media placement and also through musical mood induction.

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Research Article

EMERGING TRENDS IN MODERN MARKETING IMPACT OF GREEN MARKETING ON CONSUMER'S BEHAVIOR

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Abstract

The world is moving to the high risk of environmental pollution and it's highly affected by the global warming. Green marketing is the marketing of products. The green marketing includes a broad range of activities. It includes product modification, new idea to the production process, sustainable packaging, as well as advertising. Green marketing develops marketing of such products which are safe for the environment and the consumer. There has been a change in consumer behavior towards lifestyle. Green marketing and eco – marketing are a new part of marketing approaches. It is currently practiced and the ecological and social realities of the wider marketing environment. A majority of consumer indicates favor for green products. They are willing to pay high-price for the green products and always struggle for market share. Today most of the consumer have become environment conscious. It is a main challenge is to find a way for a better standard of living. The aim of the study is to know the impact of green marketing on consumer behavior.

Keywords: *Global Warming, Green Marketing, Green Products, Eco-Marketing, Consumer Behavior.*

1. Introduction

Green marketing refers to the process of selling goods and services based on their environment. Such a goods or services may be environment pleasant in itself. The aim of the scheme is to encourage the consumer to buy the goods or services which have less bad effect on environment impact. While green marketing growth is increase, the consumer awareness

in respect of green products. The public tends to have doubt about green claims to begins with and can seriously damage. **Now-a-days a goods or services are green when it is not a `green washing`**. Green cleaning is using goods or services that are safety and healthy for the consumer and the environment. Green **marketing** prevent water, air and land pollution. For green marketing to be effective in three things be genuine, educate the potential consumers and give opportunity to the participants.

2. Need for Green Marketing

Most of the marketers choose the green marketing because of the following reasons.

2.1 Opportunity In India:

Around 25% of the consumers prefer environmental pleasant products. 28% may be considered health conscious. We also have green marketing which are efficient in their use of energy, water and construction materials and which reduce the impact on human health.

2.2 Social Responsibility:

Many companies have started aware of that they must behave in an environment pleasant fashion. They have achieved environmental objectives as well as profit. For example coca cola has invested in various recycling activities.

2.3 Government Pressure:

The Government of India has framed various rules and regulations to protect the consumers and the environment. For example, the ban of plastics bags in India, prohibition of smoking in public areas etc.

3. Competition Pressure:

Many companies take up green marketing to maintain their competitive edge. The green marketing is an important act by specific area of marketing such as baby shop; nilgris have prompted many mainline competitors.

3.1 COST REDUCTION

Reduction of harmful waste may lead to large amount of cost savings. Sometimes many firms develop that things exist together is a way that benefits them all whereby the waste generated by one company is used by another as a cost-effective raw material.

4. BENEFITS OF GREEN MARKETING:

Today`s consumers are become very conscious about the environment and social responsibility. Many companies are also responsible for environment and the consumer. Some of the advantages of green marketing are,

- It ensures long term growth along with profit.
- It reduces the cost in the long run.
- It helps the companies to introduce new markets.
- It satisfies the consumers
- Environment pleasant approaches

4.1 THE GREEN MARKETING MIX

A model green marketing mix contains four "P's":

- **Product:** A producer or manufacturer should offer the wasted products which not affect the environment. It should protect the environment and even existing environmental damages.
- **Price:** Prices for such products may be too higher than conventional used. But target groups are willing to pay more for green products.
- **Place:** A distribution logistics is of extremely importance in the main focus is on preserving the environment or natural resources. Marketing local and seasonal products e.g. vegetables from particular area is easier to be marketed "green" than products imported.
- **Promotion:** A processing system with the market should put stress on environmental aspects. This may be widely known to the public to improve a firm's image. Further, the company spend more expenses on environmental protection should be advertised.

5. ADDITIONAL SOCIAL MARKETING "P'S" THAT ARE USED IN THIS PROCESS ARE:

- **Publics:** Effective Social Marketing can appeal to multiple groups of people. "Public" is the external and internal groups involved in the program. Internal publics are who involved in the implementation of the program. External publics are target audience, policymakers, and secondary audiences, gatekeepers, etc.

- **Partnership:** Most social change including "green" statement is more complex for one person or group of person. An idea of associating progress with the future in the other groups and statements to team up strengthens the chance of efficiency.
- **Policy:** Green marketing programs can do well in motivating consumer behavior change, but that is complex to sustain unless the environment they are in supports. Policy change is needed, and media can made particular action program can be an effective complement to a social marketing program.

The level of greening—strategic, quasi-strategic, or tactical—dictates what activities should be undertaken by a company. Strategic greening in one area may or may not be leveraged effectively in others. A firm could make substantial changes in production processes but opt not to leverage them by positioning itself as an environmental leader. So although strategic greening is not necessarily strategically integrated into all marketing activities, it is nevertheless strategic in the product area.

6. CONCLUSION:

This paper is a study of various aspects related to green marketing and consumer behavior. Green marketing is a tool for protecting the environment. It is not easy to adopt in short term and in the long run it will have a positive impact of the firm. Green marketing is in initial stage, it protects our environment from global warming, earthquake, deforestation. This paper is a study of various aspects related to green marketing and consumer behavior.

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Research Article

A STUDY ON BRAND PREFERENCE TOWARDS DTH PROVIDERS IN CUDDALORE DISTRICT

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Abstract

DTH is an encrypted transmission that travels to the consumer directly through a satellite. DTH transmission is received directly by the consumer at his end through the small dish antenna. A set-top box, unlike the regular cable connection, decodes the encrypted transmission. DTH does away with the need for the local cable operator and puts the broadcaster directly in touch with the consumer. Only cable operators can receive satellite programs and they then distribute them to individual homes. A sample of 150 middle people was taken for the present study. This study highlights that the brand preference towards DTH providers in Cuddalore District. Mostly respondents are focusing on one particular (Airtel) DTH service. Many of the respondents are not aware of certain DTH services. Proper response is not given by the respondents. Some of the respondents have suggested improving the service quality in rural areas. Maximum of the respondents has suggested reducing the cost of DTH services. Finally, the study outcome that came out from this research work is that in Cuddalore district DTH services are used on wide scale in most of the households. Airtel is most admired brand then it is pure it mostly preferred by the consumers.

KEY WORDS: DTH Service, Customer Satisfaction, Customer Preference.

1. Introduction

DTH stands for Direct-To-Home television. DTH is defined as the reception of satellite programs with a personal dish in an individual home. DTH is an encrypted transmission that travels to the consumer directly through a satellite. DTH transmission is received directly by the consumer at his end through the small dish antenna. A set-top box, unlike the regular cable connection, decodes the encrypted transmission. DTH does away with the need for the local cable operator and puts the broadcaster directly in touch with the consumer. Only cable operators can receive satellite programs and they then distribute them to individual homes.

A DTH network consists of a broadcasting centre, satellites, encoders, multiplexers, modulators and DTH receivers. A DTH service provider has to lease Ku-band transponders from the satellite. The encoder converts the audio, video and data signals into the digital format and the multiplexer mixes these signals. At the user end, there will be a small dish antenna and set-top boxes to decode and view numerous channels. On the user's end, receiving dishes can be as small as 45 cm in diameter.

DTH services were first proposed in India in 1996. But they did not pass approval because there were concerns over national security and a cultural invasion. In 1997, the government even imposed a ban when the Rupert Murdoch-owned Indian Sky Broadcasting (ISkyB) was about to launch its DTH services in India.

Finally in 2000, DTH was allowed. The new policy required all operators to set up earth stations in India within 12 months of getting a license. DTH licenses in India will cost \$2.14 million and will be valid for 10 years. The companies offering DTH service will have to have an Indian chief and foreign equity has been capped at 49 per cent. There is no limit on the number of companies that can apply for the DTH license.

1.1 Differences between DTH and Cable

The way DTH reaches a consumer's home is different from the way cable TV does. In DTH, TV channels would be transmitted from the satellite to a small dish antenna mounted on the window or rooftop of the subscriber's home. So the broadcaster directly connects to the user. The middlemen like local cable operators are not there in the picture. DTH can also

reach the remotest of areas since it does away with the intermediate step of a cable operator and the wires (cables) that come from the cable operator to your house. As explained above, in DTH signals directly come from the satellite to your DTH dish. Also, with DTH, a user can scan nearly 700 channels.

DTH offers better quality picture than cable TV. This is because cable TV in India is analog. Despite digital transmission and reception, the cable transmission is still analog. DTH offers stereophonic sound effects. It can also reach remote areas where terrestrial transmission and cable to have failed to penetrate. Apart from enhanced picture quality, DTH has also allows for interactive TV services such as movie-on-demand, internet access, video conferencing and e-mail. But the thing that DTH has going for it is that the powerful broadcasting companies like star, zee, etc are pushing for it.

1.2 Advantages of DTH Service

DTH (Direct-To-Home) connection is a satellite service. With DTH service we can get direct television services to our home which can be situated anywhere of the country. There is no boundary of area within the country.DTH service is based on satellite and there is not requirement of wires signal like cable TV connection. With DTH service anybody can get high quality digital signal on the television. DTH is very useful in the remote locations where the poor quality signal of television.

DTH also give us best sound and clear picture quality. With DTH service we can select the channel programs as our choice. The traditional cable TV operator give us service with the choice of the own channels but with DTH service, subscriber can chooses own package or channel as choice.

The main benefit of DTH service, this work on single channel and subscriber do not require to buy new television with more channels. We can change channel through the set-top box of DTH service.We can pay the subscription fee online through net-banking, voucher recharge or credit card. In India there are many service providers like Tata Sky, Dish TV, Sun TV, Reliance Big-TV etc. Due to high quality picture and sound, we cannot get much strain on our eyes and ears.

2. Review of Literature

According to our research report "Indian DTH Market Forecast to 2012", the issue of price sensitivity with regard to DTH services has gripped the Indian DTH industry. People still prefer to have cable connection in their homes instead of investing money into DTH services. This fact can be understood from a wide difference in the number of DTH homes (11 Million at the end of 2008) and cable TV homes (72 Million at the end of 2008). Our report emphasizes that cost is the most critical factor for the success of DTH market in India as consumers are widely known for their price-sensitive nature (i.e. always looking for 'value for money' transactions). After analyzing the market potential, our team of industry experts has come up with certain marketing strategies and advice, which will serve as a benchmark for the anticipated future growth in the Indian DTH market in coming few years. The Direct-To-Home (DTH) TV sector in India continues to expand rapidly, attracting large investments from new and existing players over the past few months and is showing no signs of slowdown despite economic recession. As per our research report, with a penetration of around 14%-15% among total television homes, India offers immense potential for the future growth of DTH market. The number of DTH subscribers is forecasted to grow at a CAGR of around 28% during 2010-2012 to reach around 45 Million by 2012 end.(M2PressWIRE, 03/08/2010).

The direct to home (DTH) market in India has been growing steadily but continues to be a niche segment. Since its inception, DTH service has established its presence on a pan-India basis and is dominated by the northern and western regions. The growing middle-class and rising disposable income coupled with the rising number of television households over the years has assisted growth. Demand for enhanced viewing experience and various interactive services have been attracting investments in this market. (m2presswire, 04/28/2010)

DTH - India report covering a niche industry which is expected to grow in the future. Dominated by the northern and western regions, the market will attract investments due to the growing consumer perception to shift from cable to DTH due to superior picture quality and access to various interactive services. The report begins with an introduction to DTH and its

growth story. An overview of the DTH market has been given including figures for the market size, segmented pay television subscriber base and the distribution of DTH across television households. Major geographical regions have been marked. This section also highlights the revenue model adopted by players, the focus areas for players towards expanding revenues as well as the cost structure. (M2PressWIRE, 12/08/2009)

The DTH service market in India has emerged as one of the most lucrative markets which have successfully resisted the impacts of the current economic slowdown. The slowdown has certainly proved a boon for the Indian DTH industry as people have now started to cut on their entertainment expenditure and instead of viewing movies at theatres, they are preferring to stay at home with their television sets. The industry is anticipated to add nearly 5 Lakh subscribers per month during 2009 and the numbers are forecasted to surge further at a CAGR of around 30% through 2012, says our new report, "Indian DTH Market Forecast to 2012".(M2PressWIRE, 07/02/2009)

4. Objectives of the Study

- To find customers preference towards DTH (Direct-To-Home) providers in Cuddalore district
- To determine the consumers awareness on DTH service providers in Cuddalore district
- To find level of satisfaction of customers on DTH services

5. Limitations of the Study

- The study is limited to the Cuddalore district.
- The period of study is 30 days.
- Lack of information regarding DTH services.
- Lack of customer's cooperation.
- Since the customers are uneducated, few respondents have failed to give accurate satisfaction level of DTH services.

6. Scope of the Study

- This study helps us to understand the level of awareness on DTH services among customers.
- Through this study customer satisfaction towards DTH services can be determined.
- This study helps to know the customers preference towards DTH service providers.

7. Research Methodology

7.1 Research Design

In this study, a purposeful research design was used in to identify the factors influencing their brand preference of respondents towards DTH services. Since most of data is qualitative in nature, the descriptive research method has been used.

7.2 Questionnaire Design

The study is descriptive and mainly relies on the primary data. So with the objective of studying the brand preference towards water dth services, the respondents were contacted with the predefined questionnaire which consists of the questions sufficient enough to collect information for achieving the objectives.

7.3 Data Collection

7.3.1 Primary data

The primary data is collected from common people through schedule.

7.3.2 Secondary data

The secondary data were the details about various DTH services available in the market. It was collected from many DTH services' websites.

7.3.3 Sampling technique

The sampling technique used in this study is Quota sampling method.

7.3.4 Size of the sample

The sample of the study is 150.

7.3.5 Target respondents

The target respondents are common people, the citizen of Cuddalore

7.3.6 Research Tool

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100-percent) for better understanding of collected data.

8. Results of the Study

- Majority of the respondents (54%) are male.
- 59% of the customers came to about DTH services through advertising in TV, 9.3%through others.
- 59.7% of the respondents are using high definition and 49.3% of the respondents are using normal definition.
- 46% of the respondents are using Less than a year. 36.6% of the respondents are using more than 5 years.
- 76.7% of the respondents are aware of mobile recharge facilities, 23.3% of the respondents are not aware of mobile recharge.
- 36% of the respondents are aware of ATM recharge and 64% of the respondents are not aware of ATM recharge.
- 48% of the respondents agree for its brand image. 8% of the respondents strongly disagree.
- 50% of the respondents agree for its variety of channels. 2.7% of the respondents strongly disagree for variety of channels.
- 45.3% of the respondents agree its cost advantage. 6% of the respondents highly disagree for cost advantage.
- 44% of the respondents agree for viewing clarity. 2% of the respondents strongly disagree for viewing clarity.
- 48.7% of the respondents agree for services after sales service. 14% of the respondents strongly disagree for services after sales service.
- 52.7% of the respondents agree for offers. 8.7% of the respondents strongly disagree for giving offers.
- 14.7% of the respondents agree for brand ambassador.36.7% of the respondents strongly disagree for brand ambassador.

- 61.3% of the respondents are satisfied for service quality. 1.4% of the respondents are highly dissatisfied for service quality.
- 28.7% of the respondents disagree for coverage of channels. 9.3% of the respondents strongly agree for coverage of channels
- 72.7% of the respondents are satisfied with current DTH services. 2% of the respondents are highly dissatisfied with current DTH services.

9. Discussion and Conclusion

After the completion of project I have seen the different aspects of this mini project. Also I have gained some new experience about the consumer research. While surveying I have met a number of people, with different perceptions with different nature and as a result of this I have learnt a lot of things like how to talk with different people with different behavior. I am benefited a lot and this will definitely help me a lot in my summer training as well as in the future.

Also the outcome that came out from this research work in that in Cuddalore district DTH services are used on wide scale in most of the households. Airtel is most admired brand then it is pure it mostly preferred by the consumers.

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Research Article

THE IMPACT OF THE SOCIAL MEDIA MARKETING IN THE HEALTHCARE

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Abstract

Social marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviors that benefit individuals and communities for the greater social good. It seeks to integrate research, best practice, theory, audience and partnership insight, to inform the delivery of competition sensitive and segmented social change programs that are effective, efficient, equitable and sustainable. The use of the social media marketing helps the patients to identify the suitable physicians and also it has many improvised advantages such as cost ratio, description of the physician and interaction with other patients. The information can be made either locally or through clouding process which can be easily accessed by everyone from all over the world. The use of the social media marketing helps the patients to get easily accessed to the hospitals and physicians for their better treatment and less on cost wise. Therefore the use of the social media is a recommended and a needful strategy in the present situation.

Keywords: *Social media, Health care, Physician*

1. Introduction

Social media marketing is the process of gaining website traffic or attention through social media sites (Trattner and Kappe, 2013). Social media marketing programs usually center on efforts

to create content that attracts attention and encourages readers to share it across their social networks. The resulting electronic word of mouth (eWoM) refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service and brand or company (Kietzmann and Canhoto, 2013). When the underlying message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself, this form of marketing results in earned media rather than paid media (Schivinski and Dąbrowski, 2013).

Social media is hot. Social Media is now the trend. And for businesses it represents a marketing opportunity that transcends the traditional middleman and connects companies directly with customers. This is why nearly every business on the planet—from giants like Starbucks and IBM to the local ice cream shop—are exploring social media marketing initiatives. A year ago, businesses were uncertain about social media. Now it's here to stay and companies are rapidly adopting social media marketing (Neti, 2011). Much like email and websites first empowered businesses, social media is the next marketing wave.

Social media is engaging with consumers online. According to Wikipedia, social media is internet-based tools for sharing and discussing information among human beings. Social media is all about networking and networking in a way that espouses trust among parties and communities involved. Any website which allows user to share their content, opinions, views and encourages interaction and community building can be classified as a social media. Some popular social media sites are: Facebook, YouTube, Twitter, Digg, MySpace, StumbleUpon, Delicious, Scribd, Flickr etc. Social media represents low-cost tools that are used to combine technology and social interaction with the use of words. These tools are typically internet or mobile based like Twitter, Facebook, MySpace and YouTube (Patel et al., 2014).

There are two benefits of social media that are important to businesses, they include:

1. Cost reduction by decreasing staff time.
2. Increase of probability of revenue generation.

Social media enables companies to:

- Share their expertise and knowledge.
- Tap into the wisdom of their consumers.
- Enables customers helping customers.
- Engages prospects through customer evangelism.

Thus the benefits of social media include: brand reach and awareness, consumer interactions through transactions, referrals and reputation management.

2. Benefits of Social Media Marketing

Significantly different from conventional marketing strategies, Social Media Marketing (SMM) offers three distinct advantages. One, it provides a window to marketers to not only present products / services to customers but also to listen to customers' grievances and suggestions. Two, it makes it easy for marketers to identify various peer groups or influencers among various groups, who in turn can become brand evangelist and help in organic growth of a brand. And, three, all this is done at nearly zero cost (as compared to conventional customer outreach programmes) as most of the social networking sites are free (Pennock et al., 2011).

Social media marketing helps in:

- Generating exposure to businesses.
- Increasing traffic/subscribers.
- Building new business partnerships.
- Rise in search engine rankings.
- Generating qualified leads due to better lead generation efforts.
- Selling more products and services.
- Reduction in overall marketing expenses.

3. Role of social media in marketing

Social media is now increasingly becoming an ingrained aspect of political campaigns, national defense strategies, public policy, public relations, brand management and even intra company communication (Wind and Todi, 2008). Since the major task of marketing as tool used to inform consumers about the company's products, who they are and what they offer, social marketing plays an important role in marketing.

- Social media can be used to provide an identity about the companies and the products or services that they offer.
- Social media helps in creating relationships with people who might not otherwise know about the products or service or what the companies represent.
- Social media makes companies "real" to consumers. If they want people to follow them they need not just talk about the latest product news, but share their personality with them.
- Social media can be used to associate themselves with their peers that may be serving the same target market.
- Social media can be used to communicate and provide the interaction that consumers look for.

4. Role of social media in healthcare

During its early years, the web served as a platform for read-only information that users retrieved passively. However, it has now transcended its role as an information provider, and is facilitating interactive two-way information sharing. Further, the rate of online networking among global users has been constantly increasing, which in turn has expanded the reach of businesses across all industries. In the healthcare industry, face-to face interaction has traditionally been the primary medium for information exchange. The entire communication process has always revolved around a real-time physical setting in which patients met with physicians. However, newer technologies such as the internet and social media websites have enabled healthcare providers to reach their patients in a virtual environment, revolutionizing the way patient care is being provided. With the increased accessibility of social media globally, it is now being used as a tool to foster serious discussion on healthcare issues. Apart from being an always-on support platform for patients in need of advice and treatment, social media also offers significant advantages to healthcare service providers (Goel and Prokopec, 2009).

4.1 Benefits for provider organizations

Reduced costs – Social networking platforms offer huge cost benefits to healthcare providers, as the two-way online communication helps minimize the costs associated with paper, telephone calls and other overhead components (Andreas and Haenlein, 2010). Launch of new

services – Certain healthcare providers prefer using social media tools such as blogs to introduce new services. This helps the provider achieve better publicity than it can through a regular press release or other media channels. Users can easily comment and share their feedback on the new service.

4.2 Benefits for online patients

Reduced costs – Social media initiatives help patients get timely solutions to their problems at lower costs. Instead of paying huge amounts of money to visit a doctor, a patient can easily register with a healthcare portal and get on-demand healthcare services at a fraction of the cost of a physical visit. According to a US-based online healthcare service provider Teladoc, it provides 62 percent cost savings on visits to a regular primary care physician (PCP), 68 percent on visits to a specialist, 75 percent on visits to an urgent care unit and 95 percent on visits to an emergency room. Improved self-monitoring – Social media websites and healthcare portals such as WebMD provide a range of healthcare tools and applications that help the users to better understand their healthcare needs. WebMD tools like Fit-O-Meter, Food and Fitness Planner and Personal Diet Evaluator help the users conveniently monitor their daily healthcare and exercise requirements.

Interaction with other patients to make informed choices – Healthcare portals such as Patients LikeMe and iMedix help patients with similar medical conditions to connect with each other, discuss their conditions and make informed choices regarding doctors and medical treatments. According to a June 2010 survey of 1,323 Patients LikeMe members, 12 percent of patients changed their physicians as a result of interaction with other patients. The survey also highlighted that 22 percent of mood disorder patients required less in-patient care, subsequent to the regular interactions they had on the website. Readily available healthcare provider information – Several social media websites and healthcare portals help patients looking for a hospital or a healthcare facility in a particular locality. Websites such as ZocDoc and WebMD allow users to select doctors as per their specifications, and also help in booking appointments. At the same time, there are several other portals such as RateMyMD and DoctorScorecard that allow users to rate their doctors, based upon their experiences.

5. Summary

The healthcare in day to day life is found to be much important each and every persons. With newer technologies, such as the online databases, health care parameters and details of the doctors and physicians can be easily studied. This allows them to monitor and choose on their specificity. With the help of the social media, the patients can easily make a recommendations throughout. They can easily found out the information by other patients, improved self-monitoring, launch of new services and cost based benefit ration can be easily estimated. The social media's such as Facebook, YouTube, Twitter, Digg, MySpace, Scribd, Flickr etc and many online tools help the patients in the healthcare management process. The SMM provides information regarding the current products, easy for marketers to identify other groups and zero cost ratio (Pennock et al., 2011).

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Research Article

RECENT TRENDS IN TOURISM MARKETING

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1. Introduction: Tourism Marketing

With global international tourist arrivals reaching one billion each year, and growth only expected to increase, opportunities in the tourism industry are endless. Yet many destinations and tourism businesses fail to achieve success. Marketing is a major part of the problem, but it is also an integral part of the solution. Tourism is one of the largest industry serving millions of international and domestic tourist yearly. Tourist visits places to see natural wonders, cities, historic land marks and entertainment venues. Tourism competes in the global market, so it is important to understand the current trends in the travel industry. “Life is a Journey”. In ancient times, travel was motivated by the desire for exploration, discovery and enrichment and times have changed much. A longing to explore, to discover and to become enriched still drives people to travel today. The desire to travel has made travel and tourism the number one industry in many countries of the world.

India's tourism sector is relatively well established, attracting visitors from a diverse range of source markets due to its myriad attractions which cover winter sport activities in long mountain ranges, all inclusive beach holiday packages along the extensive coastline and a broad range of historical and cultural attractions in major, and well connected, cities across the country. As one of the most populated countries in the world, India also has a large

domestic travel market, and with household income increasing this creates potential for India to become one of the leading outbound travel markets globally.

Both inbound arrivals and outbound travel are expected to show healthy growth over 2015 and 2016, with outbound travel in particular expected to show robust growth of 8.6% (to 13.8mn tourism departures compared to 7.4mn tourism arrivals) due to our forecasts of healthy domestic economic growth. One factor which has held back development of the market is visa restrictions, both for inbound arrivals and for Indians looking to travel abroad, however this issue is gradually being resolved as the country rolls out a new online visa application system and as more countries globally reduce barriers to entry for visitors from India.

2. The Tourism Industry: Benefits

Potentially, tourism can offer great benefit both to the destination country and the traveler. Travel and Tourism are expected to account for 5 percent of all jobs in India, according to the World Travel and Tourism Council. Aside from economic impact, a healthy tourism industry can have far-reaching consequences affecting a nation's infrastructure and environment. There are a number of benefits of tourism for both the tourist and the host destination. On a large scale it offers a good alternative to some more destructive industries for generating income both on nationally and privately.

The tourism industry encompasses many different areas, so it also creates jobs in many different areas. With tourism come hotels, restaurants, car rental agencies, tour companies, service stations, souvenir shops, sports equipment rentals, and much more. All of this creates many different levels of employment for people in a given community.

In many places the introduction and development of tourism allows local people an opportunity for economic and educational growth that would not otherwise be available. In addition, it allows both the tourist and the local community a chance to experience other cultures, which broadens understanding.

If properly used, tourism generated income can be tremendously beneficial to the host country and its local communities. Tourism generated income can be used on a national and local level to better education, improve infrastructure, to fund conservation efforts, and to promote more responsible tourism.

2.1 Benefits to India: Economy

Travel and tourism play an important role in India's economy; compared with other nations, India ranks 14th in the world in terms of its tourism sector's contribution to the GDP. The World Travel and Tourism Council predicts India will sustain the fifth largest amount of growth in the tourism sector of any country. Tourism can offer direct and indirect aid to a nation's economy. Direct benefits include economic support for hotels, retail shops, transportation services, entertainment venues and attractions, while indirect benefits include government spending on related infrastructure, plus the domestic spending of Indians employed in the tourism sector.

2.2 Benefits to India: Environment

The impact of tourism on the environment can have either beneficial or extremely detrimental effects. When a lively tourism industry induces the government to invest in national parks and preserves, the environment may benefit. The movement toward eco-tourism, or tourism based on the appreciation and preservation of natural environments, improves the chances of benefit to the environment on a small and large scale. In India, we can find hotels, tour groups, resorts and organized expeditions designed for eco-tourism. Practices may include efficient use of water and electricity or the implementation of recycling programs. Indian eco-tourism groups include Eco-Tourism Pioneers in Kerala and Jungle Lodges and Resorts located in South India.

2.3 Benefits to Visitors: Health Tourism

A minority of visitors to India are not traveling to see the sights, but instead, come to India to undergo medical treatments or operations. The relatively high quality of medical treatment in India, in comparison with the country's low costs, makes it a destination for

many internationals who cannot afford the medical costs in their own countries. Procedures such as heart surgeries, orthopedic procedures, transplants, endoscopies, cosmetic surgeries and neuro surgeries are all common reasons for medical tourism.

3. Tourism Marketing Plan

Every marketing effort should begin with a plan, and tourism marketing is no different. The marketing plan is the road map and details the attractions in the area. It forces to set a budget on promotional spending. At the end of each tourism season, we can use our marketing plan to set goals and make changes for next year. For example, if revenue at one attraction did not meet expectations, perhaps it needs product development -- some upgrades to make it more appealing to visitors -- or better advertising.

Tourism marketing has distinct characteristics from other marketing plans. Because tourists are temporary, they are exposed to an area's goods and services for shorter periods. But tourists are counting on having a good time, so marketers should consider strategies that appeal to the emotions, such as treating kids to a memorable experience. Tourism-dependent businesses rely on other organizations: One example of leveraging this dependence would be a musical venue offering discount coupons for meals at a nearby restaurant.

Combining tourism with volunteer opportunities is another tourism marketing strategy that appeals to many tourists. Promoting sustainable tourism efforts also appeals to environmentally conscious travelers. Sustainable tourism emphasizes a balance on tourist activities and the effect it has on its surroundings, such as the environment. Practices include such things as energy-saving upgrades, environmentally friendly products and signs and even limiting the number of visitors to outdoor areas.

3.1 The Four Ps

Basic marketing addresses four pillars of creating and selling a product or service: product, price, place and promotion. In tourism marketing, the four Ps are often applied in the following ways:

3.1.1 Product

Tourism marketing includes determining the unique selling benefit or benefits one area has over its competition. A destination might offer people looking to combine business and pleasure ease of travel to and from the area, ample convention halls and hotels, interesting nightlife, and activities for adult partners and children.

3.1.2 Price

When trying to attract tourists, locales often use discounts, loss leaders and bundling to draw visitors. For example, a local chamber of commerce might solicit money from local businesses to hold a free concert, sporting event or festival that generates hotel stays, restaurant visits and other consumer spending. A hotel might offer discount coupons to a local restaurant. The restaurant gets free referral marketing, while the hotel offers a value-added service to its guests. Some hotels and resorts offer guests free shuttle service. Tourist centers carefully analyze tourism trends and raise and lower their prices based on a busy or “high” season and an off-season, and based on what their competitors are offering, to maximize occupancy rates.

3.1.3 Place

The “place” in the four Ps refers to where a business distributes its product or service, such as in a store, online, using catalogs or through wholesalers. In tourism sales, location and destination marketers sell through tour operators, travel agents, inside sales teams and by setting up websites and phone operators to handle incoming inquiries.

3.1.4 Promotion

Tourism marketing uses a wide variety of communications strategies and techniques to promote areas and destinations. A convention center might purchase advertisements in trade magazines for meeting planners and send direct mail materials to corporations that hold events. They might place ads in tennis or golf magazines to attract those consumers. Destinations build websites and place ads in consumer publications read by their target customers. Chambers of commerce is involved in promoting their areas generally and the

businesses within their areas specifically. This often includes offering potential visitors packets filled with brochures, discount coupons and other materials.

4. Conclusion

Evidence suggests that tourism as a global phenomenon shows no signs of substantially abating in the long term. It has been suggested that travel is necessary in order to maintain relationships, as social life is increasingly networked and conducted at a distance. For many people vacations and travel are increasingly being viewed as a necessity rather than a luxury, so the government should take measures to develop the Tourism Industry in the future.



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Research Article

“GREEN MARKETING” - A CONCEPTUAL STUDY

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Abstract

In this competitive edge companies are persistently trying to discover the best ways to get the attention of customers and reach them for increasing growth of business. Thus, they are becoming Environment friendly by implementing the concept of green marketing. Today's Customers are becoming more aware and demanding so that they have started to pay more attention to the environment also. Green marketing is a tool of protecting the environment for the future creation. It has a positive impact on environmental safety, because of the growing concern of environmental protection. Green marketing is a materialization of a new market. The customers are becoming more eco-responsible and customers are concerned about environmental issues in new market. For companies to survive in this new competitive market, they must find an opportunity to enhance product's performance and strengthen customer's loyalty to command a higher price. As such, green marketing is not just an environmental protection tool but also, a marketing strategy. The main objective of this paper is to explain the concept of green marketing.

Keywords: *Green marketing, Marketing strategy, Environmental safety, Eco-responsible.*

1. Introduction

Green marketing is a phenomenon which has developed particular important in the modern market. This concept has enabled for the re-marketing and packaging of existing products which already adhere to such guidelines. Additionally, the development of green marketing has opened the door of opportunity for companies to co-brand their products into separate line, lauding the green-friendliness of some while ignoring that of others. Such marketing techniques will be explained as a direct result of movement in the minds of the consumer market. According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are Environmental Marketing and Ecological Marketing. Thus "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. While the shift to "green" may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run. **Elkington (1994)** defines, green consumer as one who avoids products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal; consume a disproportionate amount of energy; cause unnecessary waste; use materials derived from threatened species or environments; involve unnecessary use of, or cruelty to animals; adversely affect other countries. **Pride and Ferrell (1993)** Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment.

Polonsky (1994) defines green marketing as .all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment

Therefore, it is important that the first paradigm shift is introduced gradually. **Peattie (1995)** developed the following table no.1, the potential evolution of the dominant socio-economic paradigm in reference to the environment.

Table No.1 Socio-economic paradigm

	Pre-industrial	Industrial	Environmental	Ecological
Nature	Goddess and guide, abundant but Threatening	For exploitation and to be subdued	For efficient use and conservation	The Earth as Gaia
Environment	Local, intrinsic to people's lifestyle, Sustained	An infinite free good, and an 'externality', gradually liquidated	A finite resource to be managed and shared, a man-made threat	Emphasis on the biosphere
Technology	Traditional, small and simple, low Energy	High capital and energy, large scale and complex	High-tech, clean-tech. often quick-fix	Small scale, low energy
Economics	Based on environment, Social relationships, and survival	Growth and profit, belief in 'trickledown', emphasis on ownership	Sustainable growth, new measures, concern for 'The Commons'	Sustainability, steady-state, post- Keynesian
Society	Traditional, feudal, religious, Local	Class structure focus, more nationalistic, shaped by marketing	New Age, professional and middle-class values, more international	Decentralised, democratic and global
Social Perspective	People as subjects, and social group members, belief in divine will and nature's Power	People as workers, consumers and individuals; belief in human power & industry	Liberal, post- consumer, humanist, people as citizens, belief in innovation/intervention	Eco-centric, post-humanist, return to socio-eco- symbiosis
Business	Trading of surpluses, Craftsmanship	Mass production, free enterprise, a social role model	A target for reform and constraint, also partners in eco-reforms	Closed loop, humane, value-driven
Marketing	Informal, face-to-face, Constrained by church and Society	Mass product marketing, increasingly formalised and widespread	Fragmented markets, responding to green consumerism	Constrained by society?, emphasis on needs

The sustainable marketing paradigm is more or less in line with what Peattie identified as the environmental paradigm. **Ottman (1998)** claims that, “a new paradigm is now in the making. The corporations that excel at green marketing are those that are pro-active in nature.” Ottman’s comparison to traditional marketing is outlined in the following table.

Table No.2 The New Green Marketing Paradigm

Issues	Conventional marketing	Green marketing
Consumers	Consumers with lifestyles	Human beings with lives
Products	Cradle-to-grave One-size-fit-all products	Cradle-to-cradle Flexible Services
Marketing and communication	Selling oriented End benefits	Education Values
Corporate	Reactive Independent departmentalised Short term oriented Profit maximising	Pro-active Interdependent Co-operative Holistic Long term oriented Double bottom line

Ottman’s definition of the new green marketing paradigm is also very much in line with the environmental paradigm described by Peattie. Radical environmentalists would most likely claim that taking steps towards an environmental or green marketing paradigm is not nearly enough. In a broad sense, green marketing is a pre- and post-production philosophy that aims to fulfil the demands and needs of customers and sustain in long term the company’s future in a social and environmental responsible manner.

The key elements of green marketing **Peattie (1995)** can therefore be summarised into the following ten points:

1. A balanced approach to the social, technological, economic and physical aspects of businesses and societies that allows companies to STEP forward.
2. An emphasis on long-term sustainable qualitative development rather than short-term unsustainable quantitative growth.

4. and practice A holistic approach aimed at reversing the reduction list and fragmented approaches of previous business theory.
5. A consideration of consumers as real human beings rather than as hypothetical 'rational economic' entities.
6. An emphasis on meeting the genuine needs of consumers, rather than on stimulating superficial desires.
7. A recognition that consumers and society have multiple and sometimes conflicting wants and needs.
8. A view of the company and all its activities as part of the 'product' that is consumed.
9. A recognition that the large-scale, long-distance nature of current economy is not sustainable, and that in the future small and local will be beautiful.
10. Embracing the concept of eco-performance which incorporates the non-market outputs of the company, the performance of the product during and after use and the environmental impact of companies which contribute to the creation and marketing of the products elsewhere in the supply chain.
11. The pursuit of added socio-environmental virtue as well as added techno-economic value.

Green marketing should not be confused with an attempt to exploit consumers' environmental concern to promote companies or sell products. **Ottman (1992)** makes the point that green marketing issues are 'real' issues. Instead of talking about consumer needs such as whether clothes are 'whiter than white', green marketing means tackling issues which affect the fundamentals of people's quality of life, and which may even prove life threatening **Peattie (1995)**.

2.Green marketing strategies

Ottman (1998) highlight seven green marketing strategies under the title “J. Ottman Consulting’s Seven Winning Strategies of Green Marketing”.

1. Do your homework. Understanding the full range of environmental, economic, political, and social issues that affect your consumer and your products and services now and over the long term.
2. Create new products and services that balance consumer’s desires for high quality, convenience, and affordable pricing with minimal environmental impact over the entire life of your product.
3. Empower consumers with solutions. Help them understand the issues that affect your business as well as the benefits of your environmentally preferable technology, materials, and designs.
4. Establish credibility for your marketing efforts.
5. Build coalitions with corporate environmental stakeholders.
6. Communicate your corporate commitment and project your values.
7. Do not quit. Continuously strive for ‘zero’ environmental impact of your products and processes; learn from your mistakes.

3.Implications for organisations :

For organisations, it is becoming increasingly important to incorporate green thinking into their processes and products, and organisations need to consider how much their activities impact the planet. Any improvement can potentially create net benefit for both the consumer and the environment. **(Ranchhod and Gurau 2007).**

Unfortunately, environmental benefits can be indirect, intangible, or insignificant to the consumer. Environmentalists also seek out those they perceive to be ‘greenwashers’, meaning organisations that embrace a green attitude at a superficial level and therefore are engaged in ‘greenwashing’ the public by clever advertising and public relations activity.

(Ranchhod and Gurau 2007).

The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development.

We can define green products by following measures:

- Products those are originally grown,
- Products those are recyclable, reusable and biodegradable,
- Products with natural ingredients,
- Products containing recycled contents, non-toxic chemical,
- Products contents under approved chemical,
- Products that do not harm or pollute the environment,
- Products that will not be tested on animals,
- Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

4.Conclusion

Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing. Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential. Now this is the right time to select “Green Marketing” globally. It will come with drastic change in the world of business if all nations will make strict roles because green marketing is essential to save world from pollution. From the business point of view because a clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It has to become the general norm to use energy-efficient lamps and other electrical goods. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment.

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Research Article

CHOICE OF CUSTOMERS WITH REFERENCE TO CHETTINAD CEMENT

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ABSTRACT

This project is done on the topic “**CHOICE OF CUSTOMERS WITH REFERENCE TO CHETTINAD CEMENT**”. A growing body of literature on psychology and marketing has examined customer choice of cement products. Other literature, much of its managerial in its orientation, has focused on one outcome of customer dissatisfaction: complaint behavior.

The research design used in this study is descriptive research design. This study has been complied with the help of primary data and secondary data. Primary data were collected from 50 respondents with the help of Schedule interview method. Since, the data were collected from the users of chettinad cement in trichy. The secondary sources of data were collected through company records, and through internet.

The collected data were analysed with the help of **Rank Correlation method**. The result that were obtained was useful to organization to concentrate on their sales.

1. INTRODUCTION

Owing to unprecedented competition in the market place today, the need to understand customer desires and cater to them has become the norm of existence and survival in business. Many successful companies are loosing the most satisfied customer, not because they were not able to sustain their customers. It is because customers prefer competitor product because the competitors focus towards the customer's preference. So, studying customer preference and their post purchase behavior has become important in the modern business era. Customer perception and awareness surveys are necessary to help the organization to decide whether to make any improvement in the existing products or on their services. It provides general level of awareness and perception among the customers.

2. RESEARCH METHODOLOGY

2.1 Research Design:

The type of research carried out for this project is descriptive in nature. Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of state of affairs, as it exists at present.

2.2 Data collection methods:

There are two methods of collection such as

- Primary Data Collection
- Secondary Data Collection

2.2.1 Primary data collection:

In Primary data collection, the data is collected for the first time: it is also known as fresh data, data which are original in character. In this research, interview schedules were

used to collect first hand information from the customers. Primary data sources for the study were the users of cements. The users were interviewed by personal interview method.

2.2.2 Research instrument:

Interview Schedule: The Interview Schedule is the most common instrument used in collection of primary data. Broadly speaking, it consists of set of questions asked to respondents for his/her answers. Keeping the objectives in mind, an Interview schedule was framed.

2.2.3 Sampling Unit:

It answers the questions, which is to be surveyed. For this study, the respondents are various cement users.

2.2.4 Sampling technique:

The sampling technique used for the study was Simple random sampling.

2.2.5 Sample size:

In this research, the sample size is 50 cement users.

2.2.6 Tools for Data analysis:

The statistical tool used for the analysis is Rank correlation method

2.2.7 Statement of the problem

Chettinad cement has been dominant only in deep areas of Southern India, the reason for this being variety of factors influencing consumer choice of the product. This study tries to find out the variables affecting customer choice.

be expanded to measure the choice of customers with reference to the features of cement. This study can also be useful to study the customer attitude and behavior. The study will also help to increase the customer satisfaction.

3 LIMITATIONS OF THE STUDY

The study is limited **3.2 OBJECTIVES OF THE STUDY**

- To find out the most essential feature which influenced customers to prefer Chettinad cement.

4.SCOPE OF THE STUDY

- 5 This study can only to Trichy zone. So, the result may not be applicable to other geographical regions.
- The study is conducted within a short span of time.
- The study includes very less sample so the conclusion drawn cannot be widely applied.

5. DATA ANALYSIS AND INTERPRETATIONS

5.1 Product attributes while deciding on buying a cement.

Aim:

To find out the customer preference to product attributes while deciding on buying cement.

Null Hypothesis (Ho):

There is correlation between the customer preference and the product attributes while deciding on buying cement.

Alternative Hypothesis (H₁):

There is no correlation between the customer preference and the product attributes while deciding on buying cement.

T able 4.1.1

Attributes\Ranks	1	2	3	4	5	6	7	Total
Quality	5	7	11	9	7	6	5	50
Durability	12	5	12	10	2	5	4	50
Color	6	14	5	8	11	4	2	50
Strength	17	13	7	2	6	2	3	50
Price	1	3	3	7	5	12	19	50
Package	2	3	7	5	12	9	12	50
Fast setting nature	6	5	5	9	8	12	5	50
Total	50	50	50	50	50	50	50	50

Table 4.1.2

$$\rho = 1 - \frac{6 \sum d_i^2}{n(n^2 - 1)}$$

$$= 1 - 6(18)/7(49-1) = 1 - 108/336 = 1 - 0.32 = 0.68$$

Result: Positively correlated

Conclusion

N=7, the table value of spearman rank correlation coefficient at 5% level of significance. Calculate

d value is less than the table value. Ho is accepted.

Decision:

There is a correlation between the customer preference and the product attributes while deciding on buying cement

5.2 Customer preference towards various factors while buying cement

Aim:

To find out the customer preference towards various factors while buying cement.

Null Hypothesis (H₀):

There is a correlation between the customer preference and various factors while buying cement

Alternative Hypothesis (H₁):

There is no correlation between the customer preference and various factors while buying cement.

Table 4.2.1

Factors\Rank	1	2	3	4	5	6	Total
Price	13	23	5	4	1	4	50
Quality	26	16	4	3	1	0	50
Brand	5	5	8	13	10	9	50
Durability	2	0	15	11	14	8	50
Availability	0	3	9	11	12	15	50
Variety	4	3	9	8	12	14	50
Total	50	50	50	50	50	50	50

Table 4.2.2

R1	R2	D= (R1-R2)	D2
2	1	1	1
1	2	-1	1
3	3	0	0
5	6	-1	1
6	4	2	4
4	5	-1	1

$$\rho = 1 - \frac{6 \sum d_i^2}{n(n^2 - 1)}$$

$$= 1 - 6(8)/6(36-1) = 1 - 48/210 = 1 - 0.23 = 0.77$$

Result: Positively correlated

Conclusion:

N=6, the table value of spearman rank correlation coefficient at 5% level of significance. Calculated value is less than the table value. Ho is accepted.

Decision:

There is a correlation between the customer preference and various factors while buying cement.

6. CONCLUSION

The present study is entitled as “Choice of customers with reference to chettinad cement”. At the end of the study, it is found that. From the research it is concluded that main reason for customer choice are strength, durability, fast setting nature and attributes such as price, quality and features of the product.

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Research Article

AN IMPACT OF MEDIA ON YOUNGER GENERATION WITH SPECIAL REFERENCE TO JUNK FOOD

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1.Introduction

Fast food refers to food that can be served ready to eat. The terms fast food and junk food are often used interchangeable. Most of the junk foods are fast foods as they are prepared and served fast, but not all fast foods are junk foods, especially when they are prepared with nutritious contents. Junk food culture is an emerging trend among the younger generation. The ready availability, taste, low cost, marketing strategies and peer pressure make them popular with children and adolescents. The menu is kept limited and standardized essentially to minimize the waiting time so that the customers eat quickly and leave. This perspective delineates the emerging junk food culture in India, its impact on younger generation and strategies to counter it.

2. Junk Food Promotion

Junk food sale is promoted among children and younger generations through sponsorship of sports or cultural competitions with attractive free gifts. The sponsors offer discounts on purchase of their brand of junk food. Film celebrities and sports stars are often involved for marketing their products. Junk foods are marketed to children through television advertisements.

Television advertisement has an important role in promoting unhealthy dietary practices among the younger generations, including diets which are high in fat, sodium or added sugar. Apart from advertising through television, other media like newspaper, magazines, billboards, radio and cinemas are also used for marketing.

Junk foods are defined as “Energy dense foods with high sugar/fat/salt content and low nutrient value in terms of protein, fiber, vitamin and mineral content”. For example, chips, chocolate, ice cream, soft drinks, burgers, pizzas etc.

3. Junk Food and Educational Institutions

Junk foods are widely available in schools and colleges through variety of outlets. Cafeterias at the college and schools offer sodas, cold drinks, chips and many other foods of low nutritional value. Sale of junk foods in schools and college cafeteria often competes with more nutritious lunch schemes. Most of the western countries and few schools and college in India have banned the sale of junk foods in the cafeteria.

Junk foods often contain colours that are inedible, carcinogenic and harmful to the body. Food colouring may result in hyperactivity and lapses of concentration in children. Poor nutritional habits can undermine these pre-requisites of learning, as well as decrease the strength that children need for making friends, interacting with family, participating in sports and games or simple feeling good about themselves.

4. Significance of the Study

This study of Youth of India and their awareness about the junk food its advantages and harmful effects on the health would help us to know future trends of the different types of foods like the latent need of organic food being available at an affordable price. The changing lifestyles and buying patterns and even modes and places of buying are changing. The study will also help

us to know the disposable income and the future spend on the different types of foods available in the market. The study is conducted at Ambattur Taluk , Thiruvallur district of Tamil Nadu.

4.1 Objectives of the Study

1. To evaluate the level of awareness among the youth consumer about the Junk Foods.
2. To evaluate the awareness level about the effects of Processed Food is higher among males or females.
3. To evaluate the marketing implications and media on youth consumer of this awareness.

5.Research Design

As per the topic we take 100 as our population.

5.1 Sampling Technique

5.1.1 Convenience Sampling

Convenience sampling is probably the most common of all sampling techniques. With convenience sampling, the samples are selected because they are accessible to the researcher. Subjects are chosen simply because they are easy to recruit. This technique is considered easiest, cheapest and least time consuming.

5.1.2 Sample Size

The sample size is 100 respondents. More than 50% of India's current population is below the age of 25 and over 65% below the age of 35. So we can say that India is a Young Nation with its majority of population being the Youth.

5.1.3 Data Collection Method

The study is based on primary and secondary data. Secondary data extracted from various books, magazines, news paper, journals, and websites. Unstructured personnel interviews were also conducted in order to check the reliability of primary and secondary data. There are various tools and a technique has been used for the examination of the data such as charts, tests etc.

Primary Data for this study is collected through a structured questionnaire which the respondents had to fill up as well as conversation with the respondents while filling up the questionnaire and also through informal unstructured personal interview with the dealers and distributors to know the demand and consumption of certain types of junk food in the market.

Secondary Data: The Secondary Data is been collected through the various different published Journals, magazines, newspaper, books and various different websites over the Internet.

5.1.4 Research Tools

- a) Structured Questionnaire
- b) Unstructured personnel interview

5.1.5 Hypothesis of the Study

The following are the hypothesis of the study:

1. There is a significant level of consumer awareness among the youth consumer.
2. There is a significant level of awareness among the female consumer.
3. There is no significant role played by the media on youth consumers.
4. There is no correlation between Income and Pocket money of the youth consumers.

5.1.6 Statistical Tools and Technique

Chi-square Test and Correlation is used for Testing the Hypothesis.

6 .Limitations of the Study

Despite of maximum efforts, there are several limitations of this study; they can be mentioned as under:

1. The study is conducted based on Primary data so there are chances of personal bias while getting the questionnaire filled up.
2. The study area is limited with in and around Avadi area which belongs to Ambattur Taluk.
3. The available time is limited to make an in depth study of the selected topic. Therefore the results obtained need not represent the whole population.
4. The study also has its own time and financial limitations of the researcher.

7. Results – Data Analysis and Interpretation

Majority of the respondents belongs to the age group of 18-25 which is known as teenage groups. The respondent of our study area are literate. That is 50% of the respondent are under-graduates and the remaining are below the under-graduate level and some are above the graduation level. Majority about 62% (Rs.50-100) of the pocket money by the young generation are spent on the purchase of junk foods. Most of the consumers consume junk food as it has taste as well as it is conveniently available to them. There is significant awareness among the youth consumers on junk foods.

8. Demographic profile of the consumers

Age Groups	No. of Respondents
13-17	27
18-25	29
26-30	24
31-35	20
Gender	
Male	51
Female	49
Total	100

9. Testing of Hypothesis

1. There is a significant level of consumer awareness among the youth consumer.

Age	13-17	18-25	26-30	31-35	Total
Yes	10	21	20	8	59
No	17	8	4	12	41
Total	27	29	24	20	100

Groups	Observed Frequency (OF)	Expected Frequency (EF)	OF-EF	(OF-EF) ² /EF
A	10	15.9	-5.9	2.1893
B	21	17.1	3.9	0.8894
C	20	14.2	5.8	2.3690
D	8	11.8	-3.8	1.2237

E	17	11.1	5.9	3.1360
F	8	11.9	-3.9	1.2781
G	4	9.8	-5.8	3.4326
H	12	8.2	3.8	1.7609
Total				16.279

Calculated Chi-Square = 16.279

Table Value is = 16.400. At 5% level of significance.

The calculated value is 16.279 which is less than the table value 16.400. Therefore we accept the hypothesis that there is a significant level of consumer awareness among the youth consumer.

2. There is significant level of awareness among the female consumer.

Gender	Male	Female	Total
Yes	30	29	59
No	21	20	41
Total	51	49	100

Groups	Observed Frequency (OF)	Expected Frequency (EF)	OF-EF	(OF-EF) ² /EF
A	30	30.1	-0.1	0.0003
B	29	28.9	0.1	0.0003
C	21	20.9	0.1	0.0004
D	20	20.1	-0.1	0.0004
Total				0.0014

Calculated Chi-Square = 0.0014

Table Value is = 0.001. At 5% level of significance.

The calculated value and table value are same. Therefore we accept the hypothesis that there is significant level of awareness among the female consumer.

1. There is no significant role played by the media on youth consumers.

Age	13-17 Years	18-25 Years	26-30 Years	31-35 Years	Total
Media	14	19	18	20	71
Friends	13	0	0	0	13
Star Attraction	0	10	6	0	16
Total	27	29	24	20	100

Groups	Observed Frequency (OF)	Expected Frequency (EF)	OF-EF	(OF-EF) ² /EF
A	14	19.2	-5.2	1.408
B	19	20.6	-1.6	0.124
C	18	17.0	1	0.058
D	20	14.2	5.8	2.369
E	13	3.5	9.5	25.785
F	0	3.8	-3.8	3.8
G	0	3.1	-3.1	3.1

H	0	2.6	-2.6	2.6
I	0	4.3	-4.3	4.3
J	10	4.6	5.4	6.339
K	6	3.8	2.2	1.273
L	0	3.2	-3.2	3.2
Total				54.356

Calculated Chi-Square = 54.356

Table Value is = 54.015. At 5% level of significance.

The calculated value is greater than the table value. Therefore we reject the hypothesis. Hence we came to understand that there is significant role played by the media in influencing among the youth consumer.

Irrespective of the age group majority of the respondents are influenced by the media in the study area.

1. There is no correlation between Income and Pocket money of the youth consumers.

Correlations

		Income	Pocket Money
Income	Pearson Correlation	1	.666**
	Sig. (1-tailed)		.000
	N	100	100
Pocket Money	Pearson Correlation	.666**	1
	Sig. (1-tailed)	.000	
	N	100	100

****.** Correlation is significant at the 0.01 level (1-tailed).

The correlation co-efficient between Income and Pocket money is 0.666 which indicates 66.6%. There is positive relationship between Income and Pocket money which is significant at 1% level of significance. Since P value is <0.01 the hypothesis is rejected.

10. Conclusion

The junk food culture which is supposed to be the urban trend, now it slowly spread to semi-urban and rural areas. Changing socio-cultural behaviour of Indian youth leads to change in food behaviour. There is a severe impact of media on changing the eating pattern of the younger generations. The study result also reveals the fact.

There has been an increase in Indian consumers' awareness of long-term health issues associated with an irregular diet and fast food consumption. Mealtime fragmentation is leading to irregular and smaller portion intake, although the importance of having a wholesome and home-cooked dinner is still apparent. Claims associated with health and wellness has a significant influence on consumers' product choices. Ensuring and communicating freshness, and offering more convenient product concepts should be the areas of focus for RTE manufacturers in India.

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Research Article

THE ROLE OF PRIVACY AND SECURITY IN ONLINE SHOPPING

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1.Introduction

The World Wide Web has grown incredibly since its inception in 1990 and by 1991 it was opened for commercial use. The Internet explosion has opened the doors to a new electronic world, which facilitated in taking business to another level. In the past, consumers are using Internet for research work for exploring new options and for doing various studies, for communicating or doing professional work but from past some time internet is also used for online banking, and even shopping. Online shopping is a form of electronic commerce whereby consumers directly buy goods and services from a seller over the internet without any intermediary services. Until recently, the consumers are mainly visiting online to reserve hotel rooms, buy air, rail or movie tickets, for buying books and electronic gadgets, but now more and more offline product like apparels for all segments, cosmetics, accessories, shoes and, consumer durables are now being purchased online. At present there are with so many online shopping websites such as ebay, yebhi.com, shopping.rediff, futurebazaar.com, flipkart.com, indiagifts portal, 20North, fashionandyou.com and 99labels.com EBay andAmazon.com both are US based Companies, they have taken online shopping to an entirely new level and they are the largest online retailing corporations.

In India Internet Shopping trend is still in its Evolutionary stage. But now a day's increasing numbers of people are inclining towards more serious use of the internet due to the accessibility of technology, the availability of information online, convince

of making order delivery of products on their door steps, various offers and discounted price offers and the ability to interact. Internet is making online shopping more popular among consumers. Better coverage of technology has enlarged the prospect of developing favorable attitudes of consumer towards this new shopping channel. With the help of internet, consumer found that they no longer need to accept the fixed prices for the products and services because with just a click on button, they can get goods and services at the lowest price with higher quality. Consumers can also do comparison between products with online as well as offline stores and after sale service facilities they will receive after purchasing the product from a particular store. They get different product specifications and features and easily analyze them. This will make them to compare the products very easily. From the buyer's perspective e-commerce offers a lot of tangible advantages. The most obvious advantage of online shopping which cannot be ignored is convenience. Online shops are available 24 hours a day and 365 days a year. Consumers who wish to shop at traditional stores have to visit the store during normal business hours. This can be a major inconvenience especially for the ones who work long hours or who work odd hours. Online shopping eliminates this concern because one can simply contact online stores from their computer at their convenience. Moreover the shopper has an advantage of ordering products from around the world. Hence, online shopping is more user friendly compared to purchases in store. To ensure the success of online business, it is important for the retailers to understand their targeted customers. Internet has become a key communication media between companies and their customers. Accordingly, various web services provide "support" for individuals' daily activities, e.g. online shopping, e-banking or for communication with the government, doctors or professors (using e-government-health or e-learning services). Hence, more and more data about individuals' online behaviour are being collected. This causes concerns over the security of the transaction (and collected data) as well as concerns over the privacy protection of the individuals. This article is focused on online security during their online shopping.

2. Objectives of the Study

- To understand the Privacy in online shopping
- To understand the Security in online shopping
- To understand the Security purpose, issue, threats and tools

2.1 Privacy

It is the willingness of consumers to share information over the Internet that allows purchases to be concluded. However, it is clear that consumer concern with privacy of information is having an impact on the consumer Internet market, and that for electronic commerce to reach its full potential, this concern still needs to be addressed. Privacy can also mean “the claim of individuals, groups, or institutions to determine for themselves when, how, and to what extent information about them is communicated to others” From a privacy standpoint, trust can be viewed as the customer’s expectation that an online business will treat the customer’s information fairly. There are four basic categories of privacy: **information privacy, bodily privacy, communications privacy, and territorial privacy.** Internet privacy is mostly information privacy. Information privacy means the ability of the individual to control information about one’s self. Invasions of privacy occur when individuals cannot maintain a substantial degree of control over their personal information and its use. People react differently to privacy problems. One reason for these differences might be a cultural viewpoint. It is also important to understand their views regarding privacy in general, their personal expertise in Internet technologies, and how they view the role of the government and the role of companies in protecting consumer privacy. An individual’s perceptions of such external conditions will also vary with personal characteristics and past experiences. Therefore, consumers often have different opinions about what is fair and what is not fair in collecting and using personal information. Privacy can be seen as a boundary control process where an individual defines with whom he will communicate and what type of communication (and how much) will occur. Boundary control enables the particular individual to achieve the desired level of contact with others, at a particular time and according to stated conditions. Two types of factors have an impact on the process of boundary control: **(1) situational factors and (2) personal factors.** Situational factors encompass social and physical elements. Social elements refer to the existence of others with whom the individual can communicate others’ characteristics, and willingness to

communicate. Physical elements refer to physical barriers, location and distance. Personal factors are related to individuals' characteristics, like their need for privacy.

2.1.1Online privacy

Online privacy is accordingly defined as an exchange of Internet users' personal information for some benefits. On the other hand, the term online privacy is usually connected with information privacy and therefore is described as Internet users' concerns regarding their ability to control the collection of their personal information, as well as to control the future usage of the collected information or the information that were generated based on their online activities. According to their concerns regarding information privacy individuals can be grouped in three groups **(1) privacy guardians, (2) information sellers and (3)convenience seekers**. Privacy guardians are individuals who are very concerned about their information privacy. Information sellers are individuals who will trade their personal information for a small award. Finally, convenience seekers are individuals who are primarily focused on benefits that can be gained from the disclosure of their personal information. The information about online users collected during their online activities can be arranged in three groups (1) anonymous information (e.g. information about IP address of the computer that has been used, type of web browser), (2) personally non-identifying information (e.g. information about age, gender, education, interests) and (3) personally identifying information (e.g. name, e-mail address, postal address, telephone number, credit card number). Online privacy data can be categorized according to operations performed on data (1) data collection and (2) data use. Data collection process can be divided in four categories: (1) volunteered data collection for public use, (2) volunteered data collection for private use, (3) un-volunteered but noticed data collection, and (4) un-volunteered but unnoticed data collection. In category volunteered data collection for public use following data can be distinguished: (1) online registration data, (2) online administrative data, and (3) online facilitation data. On the other hand, volunteered data collection for private use includes (1) online survey data (e.g. online market survey, opinion research) and (2) online purchaser data (e.g. age, gender, credit card number, e-mail address). Category un-volunteered but noticed data collection includes online transaction data collected via interactive online shopping or online mail catalogue. During un-volunteered but unnoticed data collection click-streams data

on Internet usage are collected. Data use process includes the following data operations: marketing, data disclosure to third parties and data sale to third parties.

2.2Security

Security is very important in online shopping sites. Now days, a huge amount is being purchased on the internet, because it's easier and more convenient. Almost anything can be bought such as music, toys clothing, cars, food and even porn. Even though some of these purchases are illegal we will be focusing on all the item's you can buy legally on the internet. First step of privacy related management is the identification and classification of data that need to be protected. When it is known what should be protected, the next question is how it should be protected. Information security can be defined as a discipline that uses the concepts of confidentiality, integrity, and availability to answer the question of how data should be protected. This CIA triad is enforced using various protective mechanisms like encryption, authentication, intrusion detection and etc. Questions that should be answered when dealing with the protection of information security are:

1. Are the data protected from being disclosed to individuals that should not access them?
2. Are the data protected from being created, changed or deleted by individuals that do Not have permission for these activities?
3. Are the data available to those who need them?

If a company cannot maintain the security of the data that it has collected from its customers through online channels, then it is evident that the company isn't meeting the demanded level of corporate responsibility. Online users are increasingly finding themselves exposed to security risks during their online activities. Security risks include the threats like manipulation with information and/or networks (e.g. destruction, selling or modification of data) or various types of fraud and misuse. Perceived online security is defined as online users' perception of how they are protected from risks related to security. Reference used the term Perceived Security Protection (PSP) to describe consumers' perception that the Internet vendor will fulfill security requirements (such as authentication, integrity, and encryption).

Two main factors concerning perceived security in e-commerce can be distinguished:

(1) Perceived operational factor and (2) perceived policy-related factor. Perceived operational factor includes actions that a website can take to ensure that the users feel secure during the online interaction. On one hand, perceived operational factor includes: the site's blocking of

unauthorized access; emphasis on login name and password authentication; funding and budget spent on security; monitoring of user compliance with security procedures; integration of state-of-the-art systems; distribution of security items within the site; website's encryption strategy; and consolidation with network security vendors. On the other hand, perceived Policy-related factor includes the following items: the website's emphasis on network security; top management commitment; effort to make users aware of security procedures; the website's keeping up-to-date with product standards; the website's emphasis on security in file transfers; and issues concerning the web browser.

2.3.Purpose of Security

1. Data Confidentiality – is provided by encryption /decryption.
2. Authentication and Identification – ensuring that someone is who he or she claims to be is implemented with digital signatures.
3. Access Control – governs what resources a user may access on the system. Uses valid IDs and passwords.
4. Data Integrity – ensures info has not been tampered withies implemented by message digest or hashing.
5. Non-repudiation – not to deny a sale or purchase Implemented with digital signatures.
 - ✓ Plaintext/Clear text – message humans can read.
 - ✓ Cipher text – unreadable to humans, uses encryption. Reverse process is call decryption.
 - ✓ A cryptographic algorithm is called a cipher. It is a mathematical function.
most attacks are focused on finding the —”key”.

2.4 Security Issues

- ☐ **Authentication:** Verifies who you say you are. It enforces that you are the only one allowed to logon to your Internet banking account.
- ☐ **Authorization:** Allows only you to manipulate your resources in specific ways.
This prevents you from increasing the balance of your account or deleting a bill.
- ☐ **Encryption:** Deals with information hiding. It ensures you cannot spy on others during Internet banking transactions.
- ☐ **Auditing:** Keeps a record of operations. Merchants use auditing to prove that you bought

a specific merchandise.

- **Integrity:** prevention against unauthorized data modification
- **Nonrepudiation:** prevention against any one party from reneging on an agreement

After the fact

- **Availability:** prevention against data delays or removal.

2.5 Security Threats

Three types of security threats

- Denial of service,
- Unauthorized access,
- Theft and Fraud

2.5.1 Denial of Service

- Spamming
- Viruses

•Spamming

- Sending unsolicited commercial emails to individuals
- E-mail bombing caused by a hacker targeting one computer or network, and sending thousands of email messages to it.
- Surfing involves hackers placing software agents onto a third-party system and setting it off to send requests to an intended target.
- DDOS (distributed denial of service attacks) involves hackers placing software agents onto a number of third-party systems and setting them off to simultaneously send requests to an intended target

•Viruses: self-replicating computer programs designed to perform unwanted events.

- **Worms:** special viruses that spread using direct Internet connections.
- **Trojan Horses:** disguised as legitimate software and trick users into running the program

2.5.2 Unauthorized access

Illegal access to systems, applications or data

- **Passive unauthorized access** –listening to communications channel for finding secrets. May use content for damaging purposes
- **Active unauthorized access**

- ✓ Modifying system or data
- ✓ Message stream modification
- ✓ Changes intent of messages, e.g., to abort or delay a negotiation on a contract
- ✓ Masquerading or spoofing –sending a message that appears to be from someone else
- ✓ Impersonating another user at the —namell(changing the —From field) or IP levels
(changing the source and/or destination IP address of packets in the network)
- ✓ Sniffers—software that illegally access data traversing across the network.
- ✓ Software and operating systems' security holes

2.5.3 Security (theft and fraud)

- ✓ Fraud occurs when the stolen data is used or modified.
- ✓ Theft of software via illegal copying from company's servers.
- ✓ Theft of hardware, specifically laptops.

2.6 Security Tools

- Firewalls – Software and Hardware
- Public Key infrastructure
- Encryption software
- Digital certificates
- Digital Signatures
- Biometrics – retinal scan, fingerprints, voice etc
- Passwords
- Locks and bars – network operations centers

4. Conclusion

Perception of privacy and perception of security are factors that affect costumers' trust in electronic commerce. Therefore companies that offer and sell their products or services online should put more efforts to positively influence costumers' privacy and security. Computer system security is a global problem that is affecting private as well as corporate users of information technology. Information technology users should be informed and should take responsibility for the security of resources that they are using. Accordingly, they should play an active role in protecting their privacy (in the use of computer or in the use of Internet From a practical standpoint, the results highlight several

issues that may guide the successful completion in electronic market. Specifically, we identified a significant relationship between security and privacy. If the online users are more convinced that a particular web site provides security of transaction and data they will be less concerned about their privacy protection. The relationship between security and privacy on one hand, and overall e-service quality (on the other hand) was confirmed. When online users are more satisfied with security protection they will be more satisfied with overall service quality. If online users are less concerned about their privacy protection, they will be more satisfied with overall service quality.

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Research Article

A STUDY ON IMPROVING SERVICE QUALITY USING SERVICE BLUE PRINTING AT ANBU TVS, RAMANATHAPURAM (dist).

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ABSTRACT

This project entitled “A study on improving service quality using service blueprinting“ was conducted for Anbu TVS at Ramanathapuram dist.The main objective is to study the existing service quality by mapping the service rendered. This study also highlights on analyzing customer satisfaction.The researcher also forecasted his views on exploring the various factors influencing the existing service quality.For this purpose 110 respondents were randomly selected and data was analyzed by framing a structured interview schedule. The various defective areas were analyzed and suggestive measures were given to overcome this entire problem.

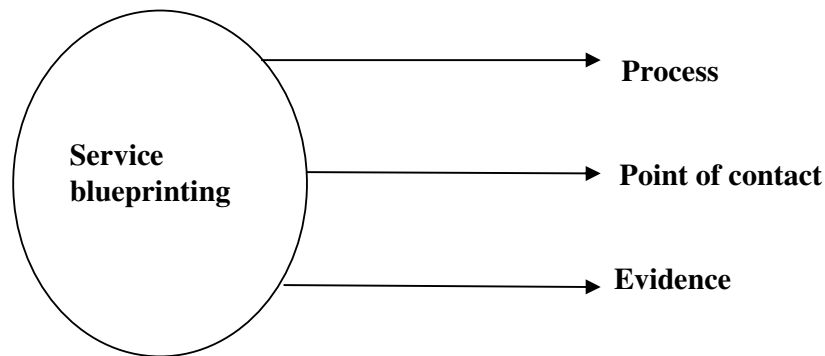
1.INTRODUCTION

Two wheelers have a special place on the Indian roads. They are extremely popular and versatile not only as passenger carriers but also as good carriers. Haven't we come across a harried pillion rider carrying varying things from pipes to bedding to water cans?It comes as no surprise when India is ranked as the second largest two-wheeler market in the world. The graphic above shows the breakup of production of automobile in India. In 2008-2009, more

than 76 million two wheelers were manufactured in India. Domestic sales of two-wheelers form a major chunk at 76% of total sales. Hero Honda and Bajaj Auto are the leaders in the two wheeler market in India. In India, the two wheeler segment was the first to secure export orders.

2. INTRODUCTION TO THE STUDY

2.1 SERVICE BLUEPRINTING



A picture map that visually portrays the service system- process of delivery, Role of customers and employees, visible elements of the service.Breaks down a service into logical components and easily definable tasks and steps.A tool for simultaneously depicting the service process, the points of customer contact, and the evidence of the service from the customers' points of view.Useful at design and redesign stages of service development.

Different from other “product” blueprints because here it includes customers and their views of the service process.

2.2 BLUEPRINTING KEY COMPONENTS

- Customer action – line of external interaction
- “Onstage” contact employee action – line of visibility
- “Backstage” contact employee action line of internal interaction
- Support processes

2.3 STEPS IN BUILDING BLUEPRINT

1. Identify the service process to be blueprinted
2. Map the service process from the customers point of view
3. Map contact employee actions.
4. Map internal support activities
5. Add evidence of service at each customer action step

2.4 BENEFITS OF BLUEPRINTING

1. Provides a customer orientation overview – employees can relate to- “ what I do” in the process
2. Identifies fail points
3. Basis for identifying costs, revenues, capital investment required
4. Facilitates top-down, bottom-up approach to quality improvements.

2.5 STAGES OF NEW SERVICE DEVELOPMENT

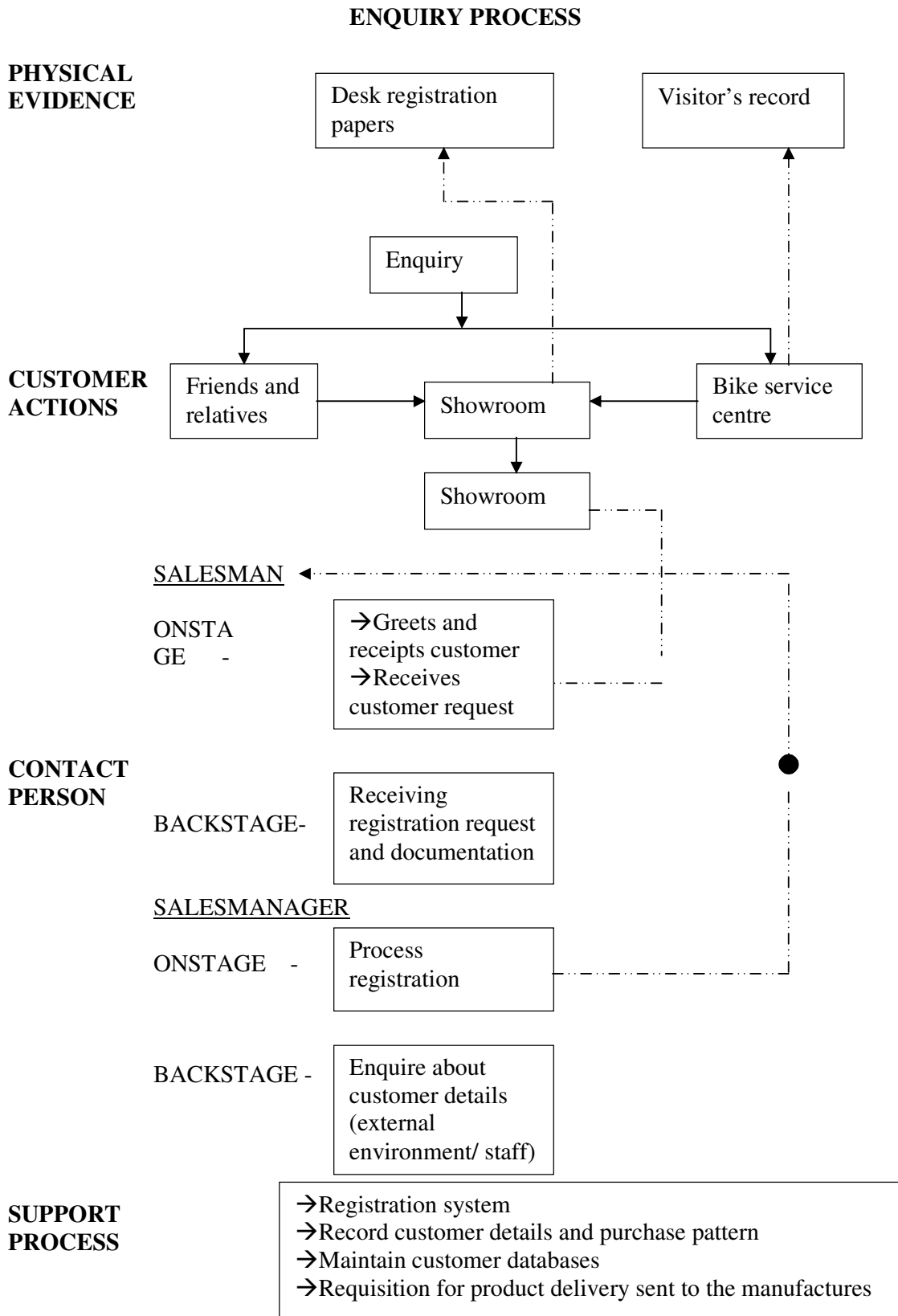
1. Idea generation and screening
2. Concept development and testing
3. Business analysis – profitability and feasibility
4. Service development and testing
5. Market testing

2.6 SERVICE DESIGN

Service design consists of four relates components-

1. Service product design
 2. Service facility design
 3. Service operation process design
1. Service product design- Refers to the design of the physical attributes of the service.
 2. Service facility design-Refers to the design of the physical layout of the facilities where the service delivered.
 3. Service operations process design- The activities that are needed to deliver or maintain a service.

2.7 SERVICE BLUEPRINTING MAP



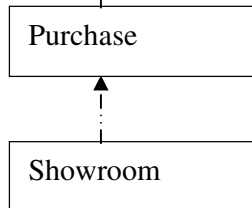
SERVICE BLUEPRINTING: (CONTIN.....1)

PURCHASE PROCESS / SALES PROCESS

PHYSICAL EVIDENCE

- Vechicle
- Purchase receipt
- Warranty cards
- Service cards

CUSTOMER ACTIONS



SALESMAN

ONSTAGE -

- Prepare documents and receipt for sales
- Delivers the product

CONTACT PERSON

BACKSTAGE-

- Documentation of form for further reference
- Forward a copy to the service

SALESMANAGER

BACKSTAGE -

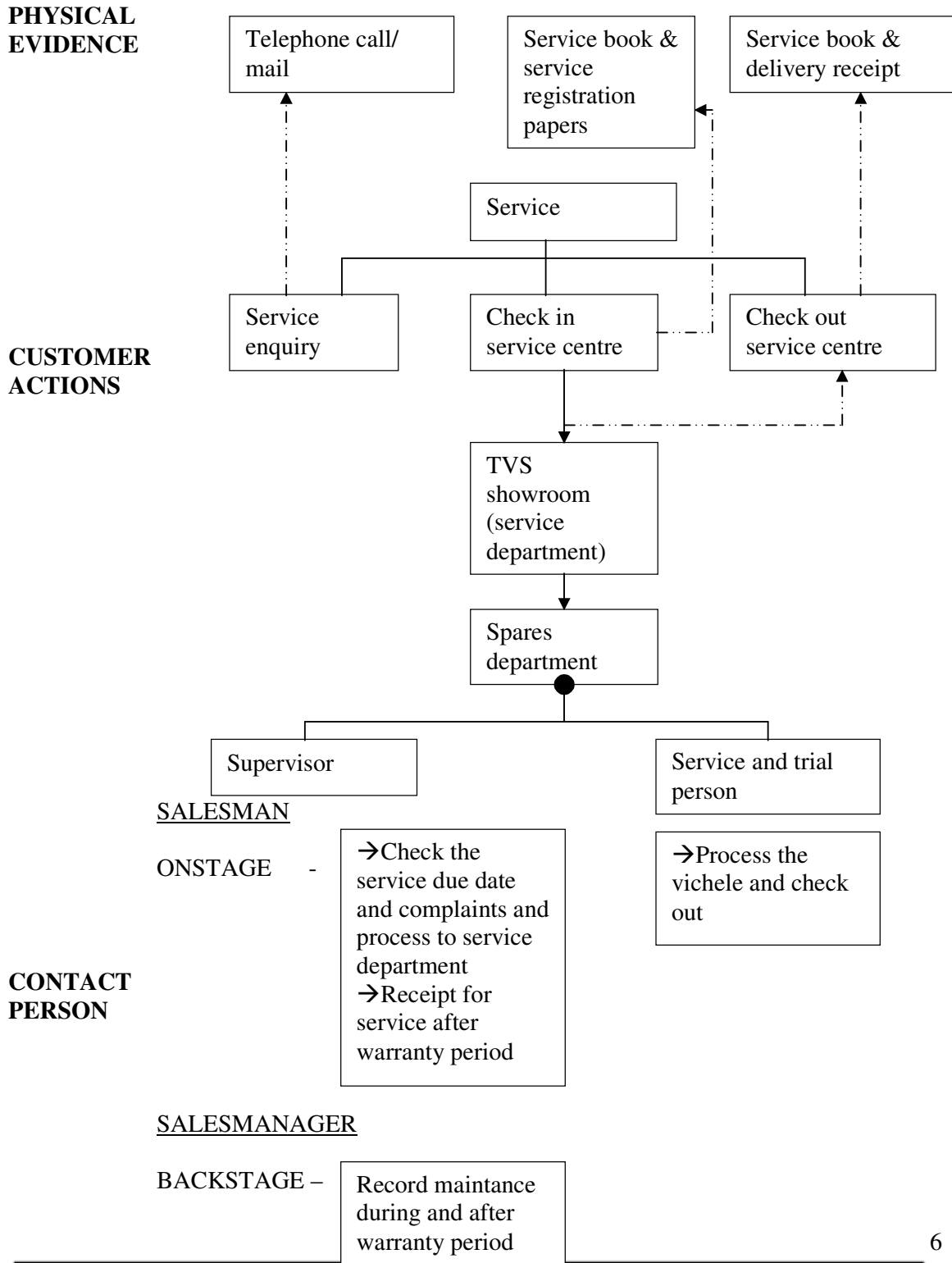
Process sales order

SUPPORT PROCESS

- Customer relationship system (CRM)
- Customer databases
- Sales receipt number
- Goods sales date
- Service due date
- Warranty period

SERVICE BLUEPRINTING: (CONTIN.....2)

POST PURCHASE PROCESS / SERVICE PERIOD



3.OBJECTIVES OF THE STUDY:

1. To study the existing service quality by mapping the service rendered
2. To identify employee action
3. To identify customer satisfaction towards service rendered by ANBU TVS.
4. To identify fail points during service and measures to overcome them
5. To study about existing relationship between the customer and company dealers.

4.SCOPE OF THE STUDY

The study on Improving in Service Quality primarily focused on the service process design and the possible improvements can be made on it. This study will help the organization on the following aspects in their service quality,

1. To improve the service quality of the organization
2. To know the satisfaction level of the existing system and the improvements can be made on it.
3. To reduce the pitfalls of the service provided by the organization.
4. To increase the customer segment and retain the existing customers.

5.LIMITATION OF THE STUDY

1. The answers that provided to certain questions were of the past memories of the respondents. So there may some possibility the answers may not be exact.
2. Since the data was collected using a questionnaire, the interviewer's inability to understand and record the responses correctly is possible.
3. The sample selected may not represent the exact characteristics of the population. So the suggestions given will not be applicable for entire population.
4. The respondent may guard some answer for crucial question.

6. RESEARCH METHODOLOGY

6.1 INTRODUCTION

The research methodology for the study is described in this chapter. The methodology includes objectives, sampling, and data collection, and data analysis, scope of the study, limitations and chapter scheme. It comprises defining and identifying problems formulating hypothesis and suggested solutions, collecting, organizing and evaluating data and reaching conclusions and at last testing the conclusions for formulating the hypothesis.

Researcher not only need to know to develop certain indices of test, how to calculate the mean, the mode, the median to the standard deviation or Chi- square, how to apply particular research techniques, researcher also need to know which of these methods or techniques are relevant and which are not.

6.2 RESEARCH DESIGN:

The type of research design is used for this study is descriptive research. It includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs, as it's existing at present.

6.2.1 Sampling technique:

The researcher applied convenient sampling techniques to get the required information from respondents.

6.2.2 Population:

In Ramanathapuram district lot of TVS customers having TVS bikes the researcher particularly selected this areas Ramanathapuram down, Rameshwaram and kilakarai.

6.2.3 Sample size:

Out of the available population 110 customers were selected for the study.

6.2.4 Data collection:

There are two types of data

1. Primary Data & 2. Secondary Data

1. Primary Data:

It consists of original information collected for specific research. Primary data for this research study was collected through a direct survey.

2. Secondary Data:

It consists of information that already exists somewhere else and has been collected for some specific purpose in the study.

6.2.5 Procedure for data collection:

The questionnaire is collected as filled by the Customers of Anbu TVS.

1. Instruments used to collect the data

- | | | |
|----------------|---|-----------------------|
| Primary data | : | Questionnaire |
| Secondary data | : | 1. Organisation files |
| | | 2. Web sites |

6.2.6 Statistical Analysis:

The following statistical tools are used for the analysis of data for present study.

- Percentage analysis
- Chi-square Study

CHI-SQUARE ANALYSIS:

Table

Relationship between Age and TVS company product.

The below table show the respondents according to their Age and TVS company product.

TVS company product Age	Highly satisfied	Satisfied	Neutral	Highly dissatisfied	Dissatisfied	Total
19-25	20	30	0	0	0	50
26-35	4	30	4	0	0	38
36-45	6	14	0	0	0	20
46 & above	2	0	0	0	0	2
Total	32	74	4	0	0	110

Table
 χ^2 calculation for Age and TVS company product.

O	E	O-E	(O-E) ²	(O-E) ² /E
20	14.5	5.5	30.25	2.09
30	33.6	-3.6	12.96	0.38
0	1.8	-1.8	3.24	1.8
0	0	0	0	0
0	0	0	0	0
4	11.05	-7.05	49.70	4.5
30	25.6	4.4	19.36	0.76
4	1.38	2.62	6.86	4.97
0	0	0	0	0
0	0	0	0	0
6	5.8	0.2	0.04	0.007
14	13.45	0.55	0.30	0.02
0	0.72	-0.72	0.52	0.72
0	0	0	0	0
0	0	0	0	0
2	0.58	1.42	2.02	3.48
0	1.35	-1.35	1.82	1.35
0	0.07	-0.07	0.005	0.07
0	0	0	0	0
0	0	0	0	0
Total				20.147

Given,

$$\text{Degree of Freedom (D.F)} = (C - 1) (R - 1)$$

$$= (5 - 1) (4 - 1)$$

$$= 12 \text{ at } 5\% \text{ level of significance}$$

$$\chi^2 \text{ Calculated value} = 20.147$$

$$\chi^2 \text{ Table value} = 21.03$$

$$\text{Calculated value } (20.147) < \text{Table value } (21.03)$$

So, Null hypothesis is accepted.

Table

Relationship between Occupation and servicing factors:

The below table show the respondents according to their Occupation and servicing factors.

Servicing factors Occupation	Service	Good relationship	Spares	Inform service date, scheme	Engineering	Total
Electrician	0	0	4	0	0	4
Job holders	4	0	10	0	0	14
Students	20	2	22	0	2	46
Business man	2	0	14	2	2	20
Drivers	2	0	2	0	0	4
Cooli	12	0	0	0	0	12
Whole seller	0	0	0	2	0	2
Finance	0	0	2	0	0	2
Retailer	0	0	2	0	0	2
Representative	0	0	2	0	0	2
Labour	0	0	2	0	0	2
Total	40	2	60	4	4	110

Table
 χ^2 calculation for Occupation and Servicing factor.

O	E	O-E	(O-E) ²	(O-E) ² /E
0	1.45	-1.45	2.10	1.45
0	0.07	-0.07	0.005	0.07
4	2.18	1.82	3.31	1.52
0	0.15	-0.15	0.02	0.13
0	0.15	-0.15	0.02	0.13
4	5.09	-1.09	1.19	0.23
0	0.25	-0.25	0.06	0.24
10	7.64	2.36	5.57	0.73
0	0.51	-0.51	0.26	0.51
0	0.51	-0.51	0.26	0.51
20	16.73	3.27	10.69	0.64
2	0.84	1.16	1.35	1.61
22	25.09	-3.09	9.55	0.38
0	1.67	-1.67	2.79	1.67
2	1.67	0.33	0.11	0.06
2	7.27	-5.27	27.8	3.82
0	0.36	-0.36	0.13	0.36
14	10.9	3.1	9.61	0.88
2	0.73	1.27	1.61	2.21
2	0.73	1.27	1.61	2.21
2	1.45	0.55	0.30	0.21
0	0.07	-0.07	0.005	0.07
2	2.18	-0.18	0.03	0.01
0	0.145	-0.145	0.02	0.14
0	0.145	-0.145	0.02	0.14
12	4.36	7.64	58.37	13.39
0	0.22	-0.22	0.05	0.23
0	6.55	-6.55	42.9	6.55
0	0.44	-0.44	0.19	0.43
0	0.44	-0.44	0.19	0.43
0	0.73	-0.73	0.53	0.73
0	0.04	-0.04	0.002	0.05
0	1.09	-1.09	1.19	1.09
2	0.07	1.93	3.72	5.3
0	0.07	-0.07	0.005	0.07
0	0.73	-0.73	0.53	0.73
0	0.04	-0.04	0.002	0.05
2	1.09	0.91	0.83	0.76

0	0.07	-0.07	0.005	0.07
0	0.07	-0.07	0.005	0.07
0	0.73	-0.73	0.53	0.73
0	0.04	-0.04	0.002	0.05
2	1.09	0.91	0.83	0.76
0	0.07	-0.07	0.005	0.07
0	0.07	-0.07	0.005	0.07
0	0.73	-0.73	0.53	0.73
0	0.04	-0.04	0.002	0.05
2	1.09	0.91	0.83	0.76
0	0.07	-0.07	0.005	0.07
0	0.07	-0.07	0.005	0.07
0	0.73	-0.73	0.53	0.73
0	0.04	-0.04	0.002	0.05
2	1.09	0.91	0.83	0.76
0	0.07	-0.07	0.005	0.07
0	0.07	-0.07	0.005	0.07
Total				54.92

Given,

$$\begin{aligned}
 \text{Degree of Freedom (D.F)} &= (C - 1) (R - 1) \\
 &= (5 - 1) (11 - 1) \\
 &= 40 \text{ at } 5\% \text{ level of significance}
 \end{aligned}$$

$$\chi^2 \text{ Calculated value} = 54.92$$

$$\chi^2 \text{ Table value} = 55.76$$

$$\text{Calculated value (54.92)} < \text{Table value (55.76)}$$

So, Null hypothesis is accepted.

Interpretation:

Hence it can be inferred that Occupation of the respondents' does not influence the Servicing factors.

6.2.7 FINDINGS

- ❖ Majority (100%) of the respondents are male.
- ❖ Majority (45%) of the respondents under the age group of 19-25.
- ❖ Majority (42%) of the respondents are students.
- ❖ Majority (67%) of the respondents satisfying our TVS company product.
- ❖ Majority (57%) of the respondents satisfying Anbu TVS service.
- ❖ Majority (49%) of the respondents satisfying employee interaction.
- ❖ Majority (47%) of the respondents satisfying product after service.
- ❖ Majority (53%) of the respondents satisfying company spares.
- ❖ Majority (54%) of the respondents like servicing factor spares.
- ❖ Majority (64%) of the respondents satisfying service time.
- ❖ Majority (51%) of the respondents satisfying employee query handling system.
- ❖ Majority (56%) of the respondents satisfying company accept customer request.
- ❖ Majority (42%) of the respondents satisfying service process registration.
- ❖ Majority (69%) of the respondents said yes for company accept customer complaints.
- ❖ Majority (84%) of the respondents still not under the warranty period.
- ❖ Majority (55%) of the respondents satisfying company remind customer service date after the warranty period.
- ❖ Majority (80%) of the respondents said medium of company process of complaint response.
- ❖ Majority (68%) of the respondents satisfying showroom service compare outside service.
- ❖ Majority (80%) of the respondents not like outside service.

6.2.8 SUGGESTIONS

- Inform the correct information about the service or scheme.
- Inform the correct service time.
- Reduce the service cost.
- Change the oil company.
- Reduce spares cost.
- Trial person more effective to do the job.
- Please accept customer complaints and request.
- Don't take extra time for service.

7.CONCLUSION

This study is an attempt to study about customer satisfaction and service quality measures by Anbu TVS agency. The various issues regard the aspect of the study has been made and effectively dealt with and suitable solutions were made to overcome the pit falls

The outcome of the study may help the company to differentiate the satisfying factors from dissatisfying, effective steps to improve the service quality and customer satisfaction provided will lead to increase their product effectively.



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Research Article

AN ANALYTICAL STUDY OF SOCIO-ECONOMIC INFLUENCE ON WOMEN ENTREPRENEURS WITH SPECIAL REFERENCE TO WESTERN SUBURB OF CHENNAI CITY, TIRUVALLUR DISTRICT.

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Abstract

Down the ages, the potentials of women were suppressed and they were treated as secondary citizens in all the cultures. Women today attempt erasing such mark through creating a significant achievement in the economic development of the country; giving a solution to the problems of unemployment and poverty. Though representing a substantial work force of the nation, women entrepreneurs in India lack access to and control over resources and are influenced by some fundamental and practical factors that either motivate or inhibit their survival in this field and a few of them result in lack of decision making power.. Based on the empirical data collected from 200 women entrepreneurs registered with MSMEs of Tiruvallur district of Tamil Nadu in India, the study tries to analyse the influence of social and economic factors on women entrepreneurs including motivational factors and other obstacles. The study evidentially proves the prevailing gender discrimination as the major constraint. Lack of external motivation, unfair attitude of officials, lack of confidence by others, lack of acceptance, social insecurity and also delay in the sanction of financial support are the de-motivating factors which create obstacles to women entrepreneurs in their way.

Keywords: *Women Entrepreneurship, Women Potentials, Decision making power, Socio economic influence, unaccounted contribution.*

1. Introduction:

“I measure the progress of the community by the degree of progress which women have achieved” says **Dr BR Ambedkar**. Accordingly, the status of women could be the best indicator of a nation's progress. Women's active role is regarded as an integral part of a progressive social system. Down the ages, the potentials of women were suppressed which are now being uplifted in the form of entrepreneurship development which has a very significant part in the national development. Through job creation, revenue generation, poverty reduction and wealth creation, entrepreneurship proceeds as an engine for the economic growth and became a central element in the theory of economic development.

Women Entrepreneurs are that section of female population who venture out into industrial activities. They initiate, organize and operate a business enterprise. **The Government of India (1988) defines women enterprise as an enterprise owned and controlled by a women entrepreneur within a minimum financial interest of 51% of the capital by her and giving at least 50% employment to women.** The question why women do intend to become entrepreneurs has many answers like women possess aspiration to explore and analyze their talent, they have enthusiasm to face new challenges and create opportunities for self fulfilment. They intend to prove themselves in innovative and creative jobs and finally, entrepreneurship is one of the economic activities where women can make significant contributions towards the society.

2. Women Entrepreneurship Development in India

In India from the year 1970, the development of women entrepreneurship has been prioritized as an important aspect of the nation's financial plans. Though India has great entrepreneurial potential, the entrepreneurial abilities of women have been untapped due to the lower status of women in the society. Entrepreneurship amongst women has been a recent concern in India and the development of women entrepreneurship here is very low. Indian women are striking a balance between traditional and progressive values of the society in transition through playing dual responsibility at home and at the work place. Though women have realized their existence and their rights and increased their involvement in economic activities, only women of upper classes in urban cities do reach their goal in this field and

women of middle class are not very much ready to alter their role in fright of social retaliation.

3. Industrial Sectors Where Indian Women Have Entered into...

Indian women have considerably entered into both traditional and non-traditional industries. Traditional industries include handicrafts, readymade garments, toy-making, nurseries, hotels and restaurants, crèches, dairy and poultry, education, canning, insurance, retail trade. Non-traditional industries include textile designing, fabrics and jewellers, engineering and electronics, printing, transport and repair services, leather and plastics products, chemicals, drugs and pharmacy, ceramics and many more.

4. Problems of Women Entrepreneurs in India

Women entrepreneurs in India face many problems to get ahead their life in business. The major problems faced by women entrepreneurs can be classified under social, financial, organizational, production, marketing and psychological etc. Social barriers to women entrepreneur include unjust social, economical and cultural system prevailing in the Indian society; discriminating treatment; lack of social acceptance; resistance and inhibition; inadequate encouragement and motivation; responsibility towards family; contribution remain unaccounted i.e., lack of recognition and traditional Indian culture/social attitudes do not appreciate independence for women particularly in rural areas etc.

The other problems faced by women entrepreneurs include compliance of formalities; delay in getting power connection ; delay in machinery supply; delay in getting loan amount; lack of adequate finance where large investments are required; discrimination against women in granting loans; lack of access to external funds because of lack of confidence shown by banks, suppliers and clients; biased assessment about their ability to repay loans; lower credit approvals having a question on the capabilities whether women can run the enterprise or not; shortage of working capital; shortage of funds for expansion; repayment of loan; non availability of raw materials; shortage of skilled man power; power shortage; labour unrest / strikes; marketing problems; lack of demand for the product; warehousing problems; transport problems; shortage of technology and management problems etc.

5. Need for the Study

Woman is adversely reflected in sex ratio, literacy and social status. In spite of this scenario, today's woman is emerging to take-off from the dependency syndrome. This change is being accelerated with the women entering into the business field. Though women entrepreneurs possess good leadership qualities they do face many obstacles influenced by social and financial factors. Hence, the present study gives an analysis of those barriers and gives suggestions how to overcome.

6. Review of Literature

Jeanne Halladay Coughlin with Andrew R Thomas talks about the self-employed women in developing countries and women-owned business enterprises in developing countries. The authors discuss the Economic, social and personal motivations for female entrepreneurs, the challenges faced by female entrepreneurs, the tools and processes helping female entrepreneurs and gives entry-strategy analysis, monitoring and evaluation of programmes in support of women entrepreneurs. The authors provide female entrepreneurs' resource guide. Their book also reviews some case studies of women entrepreneurs in the developing countries.

Bharti Kollan and Indira J Parikh focuses on the understanding of the history of Indian Women Entrepreneurs. They presented how transformation has occurred in the social roles of women in employment, entertainment and leadership. The author's paper also talks about the problems faced by them when they start their venture in the competitive world of business environment.

Bhowmik Krishna analyses the need for women to enter into employment, various opportunities for employment and the attitude of their life partners towards the women's employment. The author reveals the problems faced by women in their dual performance at home and outside home and analyses the marginalization of women by exploiting them and reviews the need for women empowerment and the related issues like ongoing approaches and strategies of the government and non-government organizations.

Shradha Shivani, S.K. Mukherjee and Raka Sharan presents the findings of an empirical study conducted in India to examine links between entrepreneurial success achieved by male and female entrepreneurs and socio-cultural variables like caste, religiosity,

family structure and family support and suggests the required structural interventions for ensuring growth of entrepreneurship in this context.

Anil Kumar concentrates on discussing the social and financial structure of enterprises owned by women entrepreneurs and the obstacles faced by women in business. The author also enumerates the perception of women towards various entrepreneurship related issues and asks a question that to what extent the expectations of women entrepreneurs were fulfilled by the supporting agencies.

M. Jan and N Shar made an attempt to explore the economic opportunities for women, empower them through cooperative sector of economy, develop entrepreneurship skills among them and thereby improve their socio-economic status.

7. Objectives

The specific objectives of the study are aimed at:

1. To understand the socio-economic factors influencing women entrepreneurs.
2. To realize the influence of socio-economic factors on entrepreneurial activity of women.

8. Research Methodology

The present analytical study is based on Random sampling method of Probability Sampling Technique. The respondents were contacted through District Industries Centers and MSMEs of the sample district. In the total number of 809 women entrepreneurs, the investigator could contact 640 respondents and received 200 responses in the form of filled in questionnaires. Thus, the sample size is 200.

9. Sources and Collection of Data

The source of primary data were women entrepreneurs of the sample districts and the sources of secondary data included various books, articles from various journals, magazines and various websites related to women entrepreneurship; brochures and reports of different organizations. The secondary data was collected through literature survey and the primary data was collected from the women entrepreneurs through a well structured questionnaire. The questionnaire consisted of the questions related to their social and economic profile, social and economic issues, institutional support and change in their status.

10. Analysis of the Data

Data analysis has been done with the help of statistical software (SPSS. 20 version) by using the techniques including frequencies and percentages.

11. Scope of the Study

Registered Women entrepreneurs of Tiruvallur district in Tamil Nadu are randomly selected for the study. The study provides a wide scope to understand the factual status of and treatment provided to women entrepreneurs in the present socioeconomic environment.

12. Limitations of the Study:

1. The study being the sample study will have the limitation of generalization.
2. Most of the women entrepreneurs were not found in the addresses mentioned at the time of registration and many did not respond for the survey.
3. The sample respondents may fail to articulate their feelings; hence the error of in-articulation may creep into the study.

13. Profile of the Study Area - TIRUVALLUR DISTRICT

Tiruvallur district (also known as Thiruvallur District) is an administrative district in the South Indian state of Tamil Nadu. The town of Tiruvallur is the district headquarters. The district has a mixture of urban and rural characteristics. The Eastern part of Tiruvallur district is dominated by urban characteristics while the Southern and Northern part of the district has influence of Andhra culture due to its position. As of 2011, the district had a population of 3,728,104 with a sex-ratio of 987 females for every 1,000 males

Tiruvallur district had a population of 3,728,104 with a sex-ratio of 987 females for every 1,000 males, much above the national average of 929. A total of 405,669 were under the age of six, constituting 208,449 males and 197,220 females. Scheduled Castes and Scheduled Tribes accounted for 22.04% and 1.27% of the population respectively. The average literacy of the district was 74.88%, compared to the national average of 72.99%. The district had a total of 946,949 households. There were a total of 1,538,054 workers, comprising 60,436 cultivators, 173,150 main agricultural labourers, 41,742 in house hold

industries, 972,590 other workers, 290,136 marginal workers, 13,008 marginal cultivators, 97,436 marginal agricultural labourers, 16,498 marginal workers in household industries and 163,194 other marginal workers.

14. Socio-Economic Environment and Its Influence on Women Entrepreneurs

The economic development of any country can be achieved with the planned and persevering business activities facilitated. Entrepreneurship grasps all the opportunities for commercial exploitation through creating employment on one hand and earning profits on the other. In every business enterprise, different environmental variables exist internally and externally. Thus the business environment consists of two sub-environments viz., internal (micro) environment and external (macro) environment including market environment. The business environment is the product of various dynamic factors, i.e., economic, social, political, geographical, religious and technological. Usually, business decisions are taken in the presence of these environmental factors and the business operations include the conditions, events, factors that influence the working of business. These environmental variables have either a positive or negative influence on the enterprise.

Despite the fact that women's contribution towards the economic growth of the nation is explicit, their association remained unnoticed and unaccounted. Till recently women were kept away from holding decision making positions. Even now, when majority of the industry is managed by women, they do face sarcasm from the male society. And our development policies and programs tend not to view women as integral to the economic development process. Indian women no longer remain satisfied as housewives and they have entered into both traditional and non-traditional industries. In spite of the increasing number of women entrepreneurs, their participation remains inconsiderable and their share in the growth of national economy is significantly low, reason being the influence of rigid social attitudes and discriminating treatment towards women. Low mobility, high cost of production, low rate of achievement, shortage of finance, insufficient marketing facilities, shortage of raw materials and majorly the fulfilment of dual role at home and work place.

15. Discussion on Findings of the Study

The findings of the study confirm the needs theory (Maslow¹⁵) which states that the entrepreneurial motivation is determined by the social and economic needs of an individual (Astin¹⁶). A few findings emphasized on individual, psychological or personality reasons, while some portray attention on social and economic constraints (Hughes¹⁷).

The rigidness of Indian society resulting in backwardness of many classes reflects false socialization. Entrepreneurship is not an exemption, even in the case with women entrepreneurship too.

Figure.1 reveals that for about 74 percent of the women entrepreneurs belong to the general category whereas the SC, ST and other backward classes were represented in too little numbers.

Appendix-I: Figures

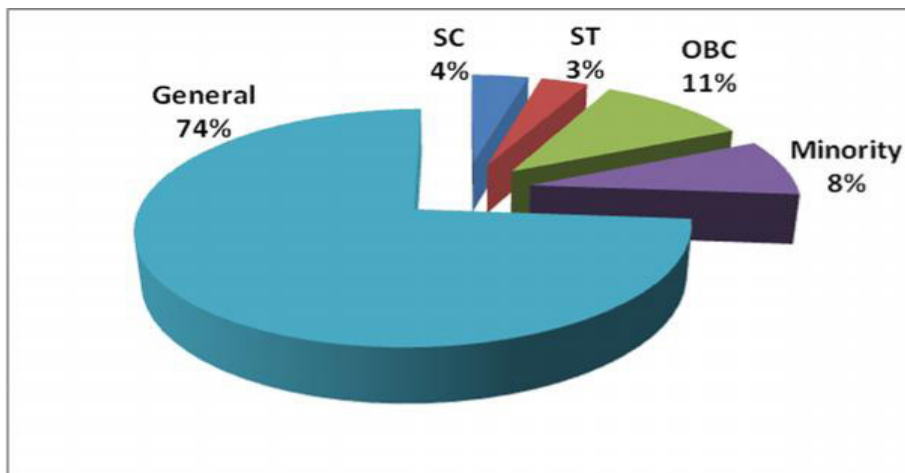


Fig.1 Women Entrepreneurs Representation by Social Category

(Source: Survey Analysis)

Only 1/3rd of the respondents manage their enterprising units by own, receive and spend income out of their businesses.

Figure.2 shows that most of the respondents' spouses are in the same field which confirms takeover of those women enterprising units by men.

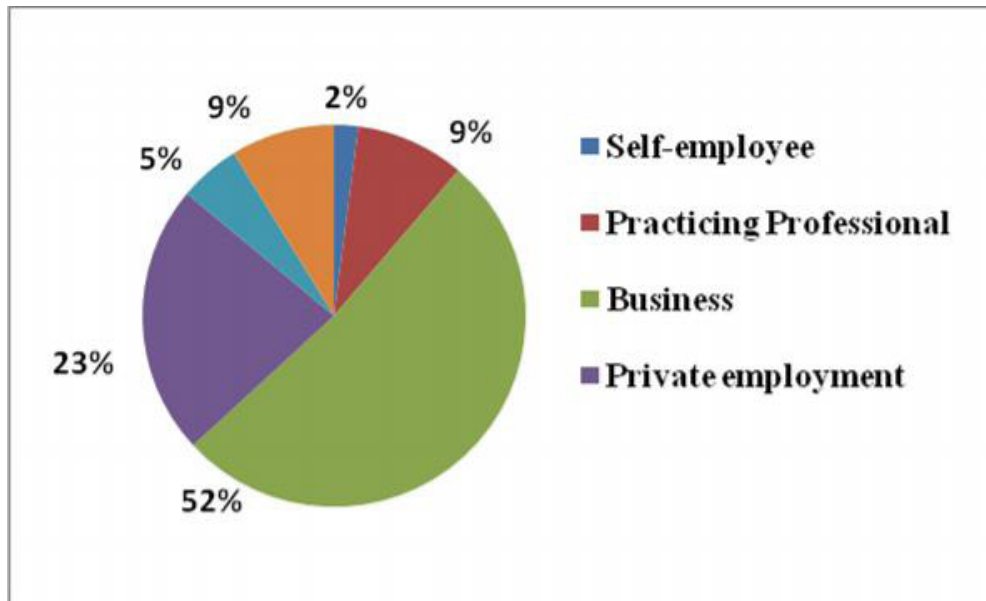


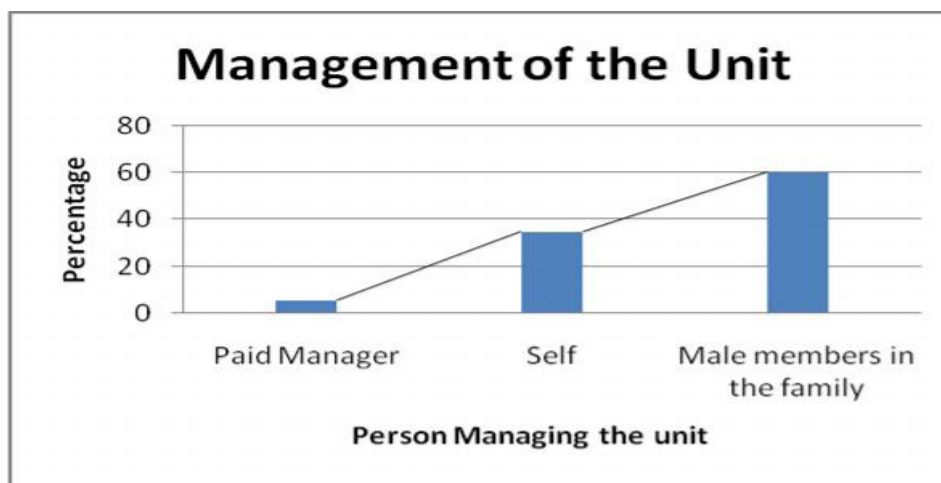
Figure 2 Spouse Occupation

(Source: Survey Analysis)

2/3rd of women entrepreneurs do not encompass control over the income out of the business(Fig.3). This implies the hijacked entrepreneurship of women raised out of the rigid attitude of male dominated society towards women's capabilities. This patriarchal society compels women to take up the entire burden of family responsibilities on their shoulders.

Fig.3 Management of the Units Owned by Women Entrepreneurs

(Source: Survey Analysis)



Motivational factors of women entrepreneurs append the challenges in the entrepreneurial activity. Those who entered into the field because of push factors mostly had a negative influence and do face more problems such as lack of confidence and acceptance over them by the officials resulting in lack of access to resources including finance. Procedural, operational and marketing complications are the major constraints reported by women entrepreneurs.

2/3rd of the respondents spend less time on business reflecting lack of their commitment towards business. For about thirty percent of the women entrepreneurs do not get any kind of help from their family members.

The meagre representation from agriculture reflects insufficient economic support for the class and second generation entrepreneurs do not have problem with pooling initial capital.

16. Conclusion

The conclusion is based on the analyses and assessment of the views of the respondents in the course of the study by applying various statistical tools and techniques. The present research study deliberated the personal background and business characteristics of sample respondents. The study also reviewed their intentions to start a business, family issues, access to capital and performance. The key findings of the study confirms the negative attitude of the rigid patriarchal character in the form of discrimination which is creating major impediments to women entrepreneurs in managing their units by exercising the control and authority over resources.

17. Recommendations

- 1) There should be a system to provide guidance for women throughout the activity of entrepreneurship, right from initiating the venture, getting finances, marketing the products etc.
- 2) Special Policies have to be formulated by the government for the scheduled and backward categories to take active participation in entrepreneurship.

- 3) Women Entrepreneurship development is to be made an exclusive part of curriculum at under graduate and professional education. Proper education, knowledge and exposure when imparted to women, their potentials will be proved to be the highest productive force.
- 4) Women could be motivated at a higher level to take up equal participation in manufacturing sectors also and they may be encouraged to enter into large scale industries in a great number.

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Research Article

A STUDY ON PERSONALITY AND ATTITUDE OF EMPLOYEES AND ITS IMPLICATION IN SERVICE QUALITY DELIVERY IN HOTEL INDUSTRY IN THANJAVUR.

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1. INTRODUCTION

Personality encompasses a person's relatively stable feelings, thoughts, and behavioral patterns. Each of us has a unique personality that differentiates us from other people, and understanding someone's personality gives us clues about how that person is likely to act and feel in a variety of situations. To manage effectively, it is helpful to understand the personalities of different employees. Having this knowledge is also useful for placing people into jobs and organizations.

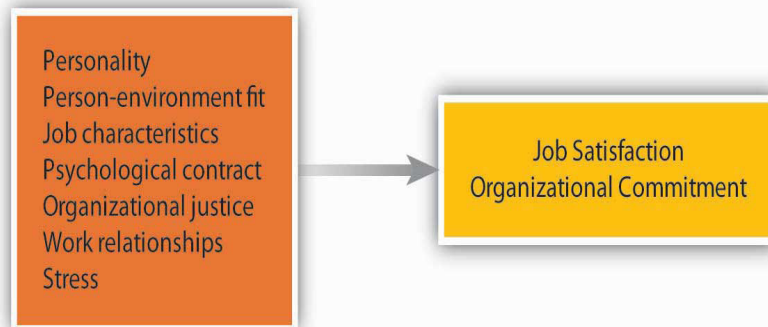
If personality is stable, does this mean that it does not change? You probably remember how you have changed and evolved as a result of your own life experiences, parenting style and attention you have received in early childhood, successes and failures you experienced over the course of your life, and other life events. In fact, personality does change over long periods of time. For example, we tend to become more socially dominant, more conscientious (organized and dependable), and more emotionally stable between the ages of 20 and 40, whereas openness to new experiences tends to decline as we age.

In other words, even though we treat personality as relatively stable, change occurs. Moreover, even in childhood, our personality matters, and it has lasting consequences for us. For example,

studies show that part of our career success and job satisfaction later in life can be explained by our childhood personality.

Is our behavior in organizations dependent on our personality? To some extent, yes, and to some extent, no. While we will discuss the effects of personality for employee behavior, you must remember that the relationships we describe are modest correlations. For example, having a sociable and outgoing personality may encourage people to seek friends and prefer social situations. This does not mean that their personality will immediately affect their work behavior. At work, we have a job to do and a role to perform. Therefore, our behavior may be more strongly affected by what is expected of us, as opposed to how we want to behave. Especially in jobs that involve a lot of autonomy, or freedom, personality tends to exert a strong influence on work behavior, something to consider when engaging in Organizing activities such as job design or enrichment.

2. FACTORS CONTRIBUTING TO JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT



2.1 Job Characteristics

Employees tend to be more satisfied and committed in jobs that involve certain characteristics. The ability to use a variety of skills, having autonomy at work, receiving feedback on the job, and performing a significant task are some job characteristics that are related to satisfaction and commitment.

However, the presence of these factors is not important for everyone. Some people have a high need for growth. These employees tend to be more satisfied when their jobs help them build new skills and improve.

2.2 Organizational Justice and the Psychological Contract

A strong influence over our satisfaction level is how fairly we are treated. People pay attention to the fairness of company policies and procedures, fair and kind treatment from supervisors, and fairness of their pay and other rewards they receive from the company. Organizational justice can be classified into three categories: (1) procedural (fairness in the way policies and processes are carried out), (2) distributive (the allocation of resources or compensation and benefits), and (3) interactional (the degree to which people are treated with dignity and respect). At the root of organizational justice is trust, something that is easier to break than to repair if broken.

2.3 Psychological contract

The unspoken, informal understanding that an employee will contribute certain things to the organization (e.g., work ability and a willing attitude) and will receive certain things in return (e.g., reasonable pay and benefits). Under the psychological contract, an employee may believe that if he or she works hard and receives favorable performance evaluations, he or she will receive an annual bonus, periodic raises and promotions, and will not be laid off. Since the “downsizing” trend of the past 20 years, many commentators have declared that the psychological contract is violated more often than not.

2.4 Relationships at Work

Two strong predictors of our happiness at work and commitment to the company are our relationships with coworkers and managers. The people we interact with, how friendly they are, whether we are socially accepted in our work group, whether we are treated with respect by them are important to our happiness at work. Research also shows that our relationship with our manager, how considerate the manager is, and whether we build a trust-based relationship with our manager are critically important to our job satisfaction and organizational commitment. When our manager and overall management listen to us, care about us, and value our opinions, we tend to feel good at work. When establishing effective relations with employees, little signals that you care about your employees go a long way.

For example, in 2004 San Francisco's Hotel Carlton was taken over and renovated by a new management group, Joie de Vivre Hospitality. One of the small things the new management did that created dramatic results was that, in response to an employee attitude survey, they replaced the old vacuum cleaners housekeepers were using and started replacing them every year. It did not cost the company much to replace old machinery, but this simple act of listening to employee problems and taking action went a long way to make employees feel better.

2.5 Stress

Not surprisingly, the amount of stress present in a job is related to employee satisfaction and commitment. Stressors range from environmental ones (noise, heat, inadequate ventilation) to interpersonal ones (organizational politics, conflicts with coworkers) to organizational ones (pressure to avoid and military fighter pilot, are inherently very stressful.

Another source of stress has to do with the roles people are expected to fulfill on and off the job. Role ambiguity is uncertainty about what our responsibilities are in the job. Role conflict involves contradictory demands at work; it can also involve conflict between fulfilling one's role as an employee and other roles in life, such as the role of parent, friend, or community volunteer. Generally speaking, the higher the stress level, the lower job satisfaction tends to be. But not all stress is bad, and some stressors actually make us happier! For example, working under time pressure and having a high degree of responsibility are stressful, but they are also perceived as challenges and tend to be related to high levels of satisfaction.

Assessing Work Attitudes in the Workplace Given that work attitudes may give us clues about who will leave or stay, who will perform better, and who will be more engaged, tracking satisfaction and commitment levels is a helpful step for companies.

If there are company wide issues that make employees unhappy and disengaged, these need to be resolved. There are at least two systematic ways in which companies can track work attitudes: through **attitude surveys** and exit interviews. Companies such as KFC and Long John Silver restaurants, the SAS Institute, Google, and others give periodic attitude surveys, which are used to track employee work attitudes. Companies can get more out of these surveys if responses are held confidential. If employees become concerned that their individual responses will be shared with their immediate manager, they are less likely to respond honestly. Moreover, success of these surveys depends on the credibility of management in the eye of employees. If management periodically collects these surveys but no action comes out of them, employees may adopt a

more cynical attitude and start ignoring these surveys, hampering the success of future efforts.

Exit interviews involve a meeting with the departing employee. This meeting is often conducted by a member of the human resource management department. If conducted well, this meeting may reveal what makes employees dissatisfied at work and give management clues about areas for improvement.

How strong is the attitude-behavior link? First of all, it depends on the attitude in question. Your attitudes toward your colleagues may influence whether you actually help them on a project, but they may not be a good predictor of whether you quit your job. Second, it is worth noting that attitudes are more strongly related to intentions to behave in a certain way, rather than actual behaviors. When you are dissatisfied with your job, you will have the intention to leave. Whether you actually leave will be a different story! Your leaving will depend on many factors, such as availability of alternative jobs in the market, your employability in a different company, and sacrifices you have to make while changing jobs. Thus, while the attitudes assessed through employee satisfaction surveys and exit interviews can provide some basis for predicting how a person might behave in a job, remember that behavior is also strongly influenced by situational constraints.

3. WORK BEHAVIORS

One of the important objectives of the field of organizational behavior is to understand why people behave the way they do. Which behaviors are we referring to here? We will focus on four key work behaviors: job performance, organizational citizenship behaviors, absenteeism, and turnover. Note that the first two behaviors are desirable ones, whereas the other two are often regarded as undesirable. While these four are not the only behaviors organizational behavior is concerned about, if you understand what we mean by these behaviors and the major influences over each type of behavior, you will gain more clarity about analyzing the behaviors of others in the workplace.

3.1Factors That Have the Strongest Influence over Work Behaviors

Job Performance	Organizational Citizenship	Absenteeism	Turnover
General mental abilities	Organizational justice and interpersonal relations	Health problems	Having low performance
Organizational justice and interpersonal relations	Personality	Work/life balance issues	Negative work attitudes
Stress (–)	Positive work attitudes	Negative work attitudes	Stress
Positive work attitudes	Older employee	Younger employee	Personality
Personality			Younger employee & shorter tenure

Job performance refers to the level to which an employee successfully fulfills the factors included in the job description. For each job, the content of job performance may differ. Measures of job performance include quality and quantity of work performed by the employee, the accuracy and speed with which the job is performed, and the overall effectiveness of the person on the job.

In many companies, job performance determines whether a person is promoted, rewarded with pay raises, given additional responsibilities, or fired from the job. Therefore, most employers observe and track job performance. This is done by keeping track of data on topics such as the number of sales the employee closes, the number of clients the employee visits, the number of defects found in the employee's output, or the number of customer complaints or compliments received about the person's work. In some jobs, objective performance data may not be available, and instead supervisor, coworker, customer, and subordinate assessments of the quality and quantity of work performed by the person become the indicators of job performance. Job performance is one of the main outcomes studied in organizational behavior and is an important variable managers must assess when they are engaged in the Controlling role.

4. THE CONCEPT OF SERVICE QUALITY

Parasuraman *et al.* (1988), defined perceived service quality as “global judgment or attitude relating to the superiority of the service”. The superiority of the service is confirmed by what the service delivers, which is the outcome and is evaluated after the performance, and how the service is delivered, which is the process and is evaluated during delivery.

According to Asubonteng *et al.* (1996), what a service delivers is difficult to evaluate for any service, so consumers or customers rely on other measures of quality attributes associated with service delivery, as evidenced in the five generic dimensions of service quality. A survey of service theory seems to indicate that, clients will judge that quality is low if performance does not meet their expectation and that quality is high if performance exceeds their expectations. So as Asubonteng *et al.* (1996) conclude, customers’ expectations serve as the foundation on which service quality will be evaluated.

Service quality is defined as, “an attitude formed by a long-term, overall evaluation of a firm’s performance” by Hoffman and Bateson (2006). This distinguishes the concept from customer satisfaction which is a short-term, transaction-specific measure (Hoffman and Bateson, 2006). The service quality process can be examined in terms of the gaps between management, employees’ and customers’ expectations and perceptions (Hoffman and Bateson, 2006).

According to Hoffman and Bateson (2006), service quality focuses on the customers’ cumulative attitude towards the firm which is the result of a number of successful or unsuccessful service experiences.

5. MEASURING SERVICE QUALITY: THE SERVQUAL MODEL

The SERVQUAL model developed by Parasuraman *et al.* (1988) is the most frequently used measure of service quality. It measures the gaps between expected service and perceived service in different industries. The difference in perceptions and expectations is what determines the nature or quality of the service. A negative gap score is indicative that the perception scores are lower than the expectation scores and, therefore, the service does not meet and exceed a customer’s expectations.

SERVQUAL is based on five dimensions of service quality, namely, reliability (ability to perform the promised service dependably and accurately), responsiveness (willingness to help customers and prompt service), assurance (knowledge and courtesy of employees and their ability to gain trust and confidence), empathy (providing individualized attention to the customers) and tangibles (physical facilities, equipment and personnel appearance), and is operationalised in the form of two 22-item sections to measure customer expectations and perceptions.

This measurement instrument is the most widely used tool for measuring service quality and its application continues to increase in different services settings, such as banks (Jabnoun and Al-Tamimi, 2003), hospitality (Saleh and Ryan, 1992), health (Arasli *et al.*, 2008), education (Tan and Kek, 2004), travel and tourism (Mwanza and Chingarande, 2013), and the call centre industry (Ramseook-Munhurrin *et al.*, 2009).

Despite its wide usage the SERVQUAL model has been criticised by a number of researchers (Carman, 1990; Babakus and Boller, 1992; Teas, 1994). Criticism was directed at the conceptual and operational aspects of the model, mostly its validity, reliability, operationalization of expectations, and dimensional structure. However, there is general agreement that SERVQUAL items are reliable predictors of overall service quality (Khan, 2003). Parasuraman *et al.* (1988) noted that even if it may be necessary to reword or modify some of the items, the

SERVQUAL scale is applicable in a wide range of business services. Through empirical research work on service quality Parasuraman *et al.* (1985) have identified five distinct gaps between what customers expect and what they perceive they receive. The five gaps are:

- (a) the knowledge gap or the difference between what customers expect of a service and what management perceives that consumers expect;
- (b) the standards gap or the difference between what management perceives that consumers expect and the quality and specifications set for service delivery;
- (c) the delivery gap or the difference between the quality specifications set for a service

delivery and the actual quality of service delivery;

(d) the communications gap or the difference between the actual quality of service delivered and the quality of service described in the firm's external communications such as brochures and mass media advertising; and

(e) the service gap which encapsulates all the other gaps and describes the difference between customers' expectations and their perceptions of the service they receive. This is the most significant gap and is the focus in this study

6. RESEARCH METHODOLOGY

6.1 Research methodology

Research methodology is the way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically.

Methodology is a comprehensive term, which includes various methods, and procedures, the random sampling methods are used for research analysis. It is way to solve the research problems systematically. This study attempts to find the personality and attitude of employees and its implication in service quality delivery in hotel industry from 100 respondents at **thanjavur** town. A descriptive design is carried out for this study. Since the objectives of the study are mainly concerned with employee personality and his/her attitude in service quality delivery, the necessary data for analysis are collected from primary and secondary data.

6.2 Primary data

The researcher has used questionnaire which was self developed so as to measure the service delivery quality. The questionnaire is considered as heart of the survey operation.

6.3 Secondary data

Secondary data are collected from the hotel records, journals, magazines and websites.

7. SAMPLING TYPE

Simple random sampling technique.

8. SCOPE OF THE STUDY

Taking into consideration of the entire theoretical concept the service deliver quality. An attempt is made here to analyse the characteristics of the sample population. This study expresses

only to

1. The Thanjavur town which consists of 1,50,000 of population approximately, as for the municipal records.
2. The most popular hotels SANGAM HOTEL, ORIENTAL HOTEL, PARISUTHAM HOTEL,HOTEL GNANAM,TEMPLE TOWER,ETC.,
3. The study attempts to bring out the pattern of service delivery quality of employees by identifying there personality and attitude.

9. HYPOTHESIS

- There is no significant relationship between age and Service quality
- There is a significant relationship between education and Service qualit
- There is a significant relationship between personality and Service delivery qualit
- There is a significant relationship between attitude and Service delivery quality
- There is a significant relationship between age and Service qualit
- There is no significant relationship between education and Service quality
- There is no significant relationship between personality and Service quality.
- There is no significant relationship between attitude and Service delivery quality

10 TEST USED FOR ANALYSIS

TEST	PURPOSE	RESULT
Chi-square	To find out whether there is any association between age , education with preference of mall & Occupation and amount of purchase in mall	Identification of relationship between age, education of respondent and responses they gave
Percentage analysis	To find out the number of responses responded by respondents for each question	Identify of majority responses/opinion to a question , the value is represented in a graphical way for better understanding

11 PERIOD OF THE STUDY

The data was collected in the month of March 2015 to July 2015.

12 AREA OF THE STUDY

Thanjavur district the East coast of Tamilnadu.

13 LIMITATIONS OF THE STUDY

- The time factors were the major constraints because of which the researcher could not collect more data in a short period.
- Few respondents took more times to answer the questionnaire.
- The researcher had difficult with more of the respondents who were not willing to co-operate with the study, as they were busy with their work.
- More over the study is restricted to thanjavur town only due to time and cost factors.

14 DATA ANALYSIS AND INTERPRETATION

14.1 CHI-SQUARE TEST

14.1.1 HYPOTHESIS I :

To calculate whether there is any relation between age of the respondents and the Service quality .

NULL HYPOTHESIS (H_0):

There is no significant relationship between Age and Service quality delivery

ALTERNATIVE HYPOTHESIS (H_1):

There is a significant relationship between Age and Service quality delivery

CROSS TABLE

Age of the Respondent * Service quality delivery

AGE	SERVICE QUALITY DELIVERY					TOTAL
	Reliability	Response	Assurance	Empathy	Tangibility	
BELOW 20	5	10	1	1	4	21
21 - 30	2	7	2	1	1	13
31 - 40	3	8	2	2	3	18
ABOVE 40	5	23	5	8	7	48
TOTAL	15	48	10	12	15	100

EXPECTED FREQUENCY

	A	B	C	D	E
1	3.15	10.1	2.10	2.52	3.15
2	1.95	6.24	1.30	1.56	1.95
3	2.70	8.64	1.80	2.16	2.70
4	7.20	23.0	4.80	5.76	7.20

CHI-SQUARE TEST :

$$X^2 = \sum (O_i - E_i)^2 / E_i$$

Where, E_i – EXPECTED FREQUENCY

$$E_i = RT \times CT / GT$$

Where, RT – ROW TOTAL

GT – GRAND TOTAL

CT - COLUMN TOTAL

CHI-SQUARE

Chi –square = 5.65

FORMULA = $\sum(OI - EI)^2 / EI = 5.65$

PROBABILITY = 0.933

DEGREES OF FREEDOM = 12

Calculated value of χ^2 at 5% level of significant = 5.65

The degrees of freedom is 12 ,at 5% level of significant calculated value of χ^2 = 5.65, the tabulated value of chi-square is 6.

Conculsion

Since the calculated value of χ^2 is less than the tabulated value, the Null is accepted.

It is observed that there is no associated between Age and Service quality delivery

14.1.2 HYPOTHESIS II :

To calculate whether there is any relation between Education of the respondents and Service quality delivery .

NULL HYPOTHESIS (H_0):

There is a significant relationship between Education of the respondents and Service quality delivery .

ALTERNATIVE HYPOTHESIS (H_1):

There is no significant relationship between age and service quality delivery

CROSS TABLE

Education of the Respondent * service Quality delivery

EDUCATION	SERVICE QUALITY DELIVERY					TOTAL
	Reliability	Response	Assurance	Empathy	Tangibility	
SSLC	2	3	1	1	1	08
HSC	6	10	2	3	5	26
U.G	1	7	1	2	3	14
P.G	4	15	2	4	5	30

DIPLOMA	2	13	4	2	1	22
TOTAL	15	48	10	12	15	100

EXPECTED FREQUENCY

	A	B	C	D	E
1	1.20	3.84	0.800	0.960	1.20
2	3.90	12.5	2.60	3.12	3.90
3	2.10	6.72	1.40	1.68	2.10
4	4.50	14.4	3.00	3.60	4.50
5	3.30	10.6	2.20	2.64	3.30

CHI-SQUARE TEST

$$X^2 = \sum (O_i - E_i)^2 / E_i$$

Where, E_i – EXPECTED FREQUENCY

$$E_i = RT \times CT / GT$$

Where, RT – ROW TOTAL

GT – GRAND TOTAL

CT - COLUMN TOTAL

CHI-SQUARE

$$\text{Chi-square} = 8.85$$

$$\text{FORMULA} = \sum (O_i - E_i)^2 / E_i = 8.85$$

$$\text{PROBABILITY} = 0.920$$

$$\text{DEGREES OF FREEDOM} = 16$$

Calculated value of x^2 at 5% level of significant = 8.85

The degrees of freedom is 12 ,at 5% level of significant calculated value of $x^2 = 8.85$, the tabulated value of chi-square is 8.

Conclusion

Since the calculated value of X^2 is less than the tabulated value ,the Null is accepted. It is observed that there is a association between Education and service delivery quality

14.1.3 HYPOTHESIS III :

To calculate whether there is any relation between Personality of the respondents and service delivery quality

NULL HYPOTHESIS (H_0):

There is a significant relationship between Personality and service delivery quality

ALTERNATIVE HYPOTHESIS (H_1):

There is no significant relationship between Personality and service delivery quality

CROSS TABLE

Personlity of the Respondent * service delivery quality

Personality	SERVICE QUALITY DELIVERY					TOTAL
	Reliability	Response	Assurance	Empathy	Tangibility	
Openness	5	30	7	8	10	60
Conscientious	6	10	1	4	4	25
Extravert	3	5	2	0	0	10
Neurotism	1	3	0	0	1	05
TOTAL	15	48	10	12	15	100

EXPECTED FREQUENCY

	A	B	C	D	E
1	9.00	28.8	6.00	7.20	9.00
2	3.75	12.0	2.50	3.00	3.75
3	1.50	4.80	1.00	1.20	1.50
4	0.750	2.40	0.500	0.60 0	0.750

CHI-SQUARE TEST :

$$X^2 = \sum (O_i - E_i)^2 / E_i$$

Where, E_i – EXPECTED FREQUENCY

$$E_i = R_i \times C_i / G$$

Where, R_i – ROW TOTAL

G – GRAND TOTAL

C_i - COLUMN TOTAL

CHI-SQUARE

Chi –square = 11.8

$$\text{FORMULA} = \sum (O_i - E_i)^2 / E_i = 11.8$$

PROBABILITY = 0.466

DEGREES OF FREEDOM = 12

Calculated value of X^2 at 5% level of significant = 11.8

The degrees of freedom is 3 ,at 5% level of significant calculated value of X^2 = 11.8, the tabulated value of chi-square is 3.

Conclusion

Since the calculated value of X^2 is more than the tabulated value ,the Null is rejected

It is observed that there is no associated between Personality and service delivery quality

14.1.4 HYPOTHESIS IV :

To calculate whether there is any relation between Attitude of the respondents and service delivery quality

NULL HYPOTHESIS (H_0):

There is a significant relationship between Attitude and service delivery quality

ALTERNATIVE HYPOTHESIS (H_1):

There is no significant relationship between attitude and service delivery quality

CROSS TABLE

Attitude of the Respondent * service delivery quality

ATTITUDE	SERVICE QUALITY DELIVERY					TOTAL
	Reliability	Response	Assurance	Empathy	Tangibility	
Positive	8	29	10	6	10	63
Negative	7	15	4	6	5	37
TOTAL	15	48	10	12	15	100

EXPECTED FREQUENCY

	A	B	C	D	E
1	9.45	30.2	6.30	7.56	9.45
2	5.55	17.8	3.70	4.44	5.55

CHI-SQUARE TEST :

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

Where, E_i – EXPECTED FREQUENCY

$$E_i = RT \times CT / GT$$

Where, RT – ROW TOTAL

GT – GRAND TOTAL

CT - COLUMN TOTAL

CHI-SQUARE

Chi –square = 7.57

$$\text{FORMULA} = \sum (O_i - E_i)^2 / E_i = 7.57$$

PROBABILITY = 0.109

DEGREES OF FREEDOM =4

Calculated value of χ^2 at 5% level of significant =7.57

The degrees of freedom is 3 ,at 5% level of significant calculated value of χ^2 = 7.57, the tabulated value of chi-square is 3.

Conclusion:

Since the calculated value of χ^2 is more than the tabulated value ,the Null is accepted. It is observed that there is a association between Attitude and service delivery quality

15 FINDINGS, SUGGESTIONS AND CONCLUSION

15.1 FINDINGS

15.1.1 Gender :

- Majority of the respondents (65%) are male and remaining (35%) are female.

15.1.2 Marital status

- Most of the respondents are (74%) unmarried and remaining (26%) are married.

15.1.3 Age group

- Majority of the respondents (48%) are belong to the age group of 21 to 30 years.
- 20% of the respondents are between 31 to 40 years.
- 19% of the respondents are Below 20 years.
- Above 40 years are 13%

15.1.4 Education Qualification

- Majority of respondents (30%) are P.G holder.
- 26% of respondents are with Hr.Sec qualification
- 22% of respondents hold diploma qualification
- 14% of respondent are U.G holder.

- Remaining (8%)are with S.S.L.C qualification.

15.1.5 Income

- Majority of the respondents (48%) are belong to the income group of Rs. 5001 to Rs. 10000.
- 34%of respondents are in income group of Below Rs.5000.
- Remaining (18%) are from above Rs.10000.

15.1.6 Family size

- Majority of the respondents (48%) are 2-5 family members.
- 28% of respondents belongs to above 5 members family.
- 24% of respondents belong to below 2 members family.

15.1.7 Sources Of Information Available To Join In A Hotel

- Majority of the respondents (47%) are selecting hotel through from Television.
- 23% of the respondents from news paper
- 20% of the respondents from salesman.
- Remaining (10%) from radio

15.1.8 Types of personality

- Majority of the respondents (60%) are openness.
- 25% of the respondents from conscientiousness
- 10% of the respondents from extraversion
- Remaining (5%) from Neurotism

15.1.9 Types of personality

- Majority of the respondents (63%) are posses positive attitude
- Remaining (37%) of the respondents are posses negative attitude

15.1.10 Customer satisfaction

- Majority of the respondents (65%) are satisfied

15.1.11 Recommendation to work

- Most of the respondents 75% will recommend their shopping mall to others.

15.1.12 FINDINGS FROM CHI-SQUARE TEST

- It is observed that there is no significant relationship between age and service quality delivery, since the calculated value of chi-square test(5.65) is less than the tabulated value with degree the freedom 12 and probability is 0.933
- It is observed that there is a significant relationship between education and service quality delivery, since the calculated value of chi-square test(10.9) is less than the tabulated value with degree the freedom 16 and with probability is 0.920
- It is observed that there is no significant relationship between personality and service quality delivery, since the calculated value of chi-square test(11.8) is more than the tabulated value with degree the freedom 12 and with probability is 0.466
- It is observed that there is a significant relationship between attitude and service quality delivery, since the calculated value of chi-square test(7.57) is more than the tabulated value with degree the freedom 4 and with probability is 0.109

15.2 SUGGESTIONS

- Owners of the hotel must concentrate on training to employees
- Improvement of quality should be considered but at the same time work load equilibrium should be maintained.
- Better and improved work environment can be established.
- Steps should be taken to make the employees available in different services.

- Sensible motivation should be made for better impression in the employees mind.
- Most of employees feels about salary is less for their work. So, it should be given at industrial average salary.

16 CONCLUSION

Wilson et al. (2008) mention that employees, especially customer contact employees represent the company to customers. What every individuals do or say can influence perceptions of the firm and service delivery. Therefore, the hotels should offer superior internal service quality to their employees and treat them as customers in order to enhancing the employees satisfaction. Because the employees satisfaction benefits to retain the best man and improve their productivity and quality to hence deliver good service. Consequently, Hotel recognize the importance of the employees in service delivery and to improve service delivery through using a series of human resource strategies to enhance the employee satisfaction, productivity, quality and retention. Especially in the Hotel, the corporation cultures of this hotel highlight the importance of employee and put them as the priority. They believe that satisfied employees will perform better and treat their customer better, resulting in great customer satisfaction. Therefore, they not only integrate service culture into internal marketing to develop the internal service quality, they also commit themselves to increase employee satisfaction and training employees to become more productive to improve quality that will influence their hotel service delivery.

At the same time, human resource strategies in the hotels that are aimed at satisfying and enabling employees to deliver service promises also can move toward service quality delivery. The theory of strategies for managing emotional labour and the theoretical framework provided by Wilson illustrate that the human resource strategies of Hotel believe that this framework could be applicable to other hotels , but these needs are used further research. In order to deliver service quality effectively, the human resource strategies should focus on hiring the right people firstly. Hotel pays more attention to the direct influence of the service quality delivery through hiring the right staff .Thereby, they have their own recruitment system to hire the suitable man in their hotels. What's more, they hire the right person not only requiring the professional skills but also judging from personality characteristic. After recruitment, the hotels will provide training programs to employees.



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Research Article

A STUDY ON DEALERS OPINION TOWARDS CEMENT PRODUCTS IN TRICHIRAPALLI DISTRICT WITH SPECIAL REFERENCE TO CHETTINAD CEMENT CORPORATION LIMITED.

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ABSTRACT

Man, since an ancient time has been consistently, striving to develop and use better and more durable building materials to construct the structure in which he lived. Cement plays a vital role to construct better and durable building, among the various building materials, presently more number of brands of cement available in the market and suggests the manufactures to take suitable marketing achievements.

The project titled “A study on Dealers opinion towards cement products in Trichy district with special reference to Chettinad Cement Corporation Limited is a research conducted on dealers in Trichy district. The objective of the research is to find out the attitude of the dealers about the cement products. The researcher conducted the survey among 60 respondents from the dealers with the help of a structured questionnaire. The data collected was tabulated and interpreted using statistical tools. Findings, suggestion and conclusions were drawn from the analyzed data.

In this present studies primary data have been used. For the primary data, the researcher going to convenient survey. The structure undisguised questionnaire is prepared with direct, open ended and closed ended questions to conduct personal interview. The dealer's attitude is studied using the descriptive research design. Based on the analysis suitable suggestion were given.

1. INTRODUCTION

Cement being the basic building materials, plays a vital part in country's planned development. It is one of the established major industries in our country. Besides providing direct employment to 70,000 workers, it accounts for an annual out put valued at Rs. 110 crores. The industry annually pays over Rs. 65 crores to the exchanges by way of direct taxes and around Rs. 25 crores to the railways towards freight charges. The industry plays an important role not only from the employment and national income point of view, but also it is an essential ingredient for the development process to be kept space. The process of economic growth will inevitably generate an increasing demand for cement although the actual level of consumption will be governed by the pattern of investment in the development program. The per capital consumption of cement has registered a steady growth after launching the development plans. The per capital consumption was 4.4 kg, in 1947, which has increased to 7.4 kg, in 1950 with the advent of planning. It went high up to 23 kg, in 1968 and at the end of 1972 it was 27 kg. it has come down to 23 kg, in 1979. Though the annual cement production has been rising at the rate of 7 percent, the demand for the product is growing at the rate of 8 percent. Even at this rate of growth of demand for cement, the per capital consumption of cement in our country is very low, when compared to the developed countries, where the per capital consumption is nearly 15 to 20 times to that of Chettinad.

The pricing and distribution of cement levy is governed by the cement control order of 1967 as amended from time to time, the powers under this order to regulate distribution of cement by issue of release orders for parties who are eligible to get allotment and levy are exercised by the cement controller who is the ex-office of the Ministry of Industry of government of India.

2. STATEMENT OF THE PROBLEM:

A study on Dealers opinion towards cement products in Trichy district with special reference to Chettinad Cement Corporation Limited the researcher has selected Trichy district because Chettinad Cement Ltd., wants to know the dealers attitude for their product in the near district of Karur , moreover it is interested in developing suitable strategy to change

the distribution net work after consulting with the dealers in the study area. So the researcher has conducted a survey among the dealers of cement in general in the study area.

3. Industry Profile

3.1 Introduction

Cement is a key infrastructure industry. It has been decontrolled from price and distribution on 1st March, 1989 and delicensed on 25th July, 1991. However, the performance of the industry and prices of cement are monitored regularly. The constraints faced by the industry are reviewed in the Infrastructure Coordination Committee meetings held in the Cabinet Secretariat under the Chairmanship of Secretary (Coordination). The Cabinet Committee on Infrastructure also reviews its performance.

3.2 Capacity And Production

The cement industry comprises of 125 large cement plants with an installed capacity of 148.28 million tones and more than 300 mini cement plants with an estimated capacity of 11.10 million tones per annum. The Cement Corporation of India, which is a Central Public Sector Undertaking, has 10 units. There are 10 large cement plants owned by various State Governments. The total installed capacity in the country as a whole is 159.38 million tones. Actual cement production in 2002-03 was 116.35 million tones as against a production of 106.90 million tones in 2001-02, registering a growth rate of 8.84%.

Keeping in view the trend of growth of the industry in previous years, a production target of 126 million tones has been fixed for the year 2003-04. During the period April-June 2003, a production (provisional) was 31.30 million tones. The industry has achieved a growth rate of 4.86 per cent during this period.

3.3 Exports

Apart from meeting the entire domestic demand, the industry is also exporting cement and clinker. The export of cement during 2001-02 and 2003-04 was 5.14 million tones and 6.92 million tones respectively. Export during April-May, 2003 was 1.35 million tones. Major exporters were Gujarat Ambuja Cements Ltd. and L&T Ltd.

4. Recommendations on Cement Industry

For the development of the cement industry 'Working Group on Cement Industry' was constituted by the Planning Commission for the formulation of X Five Year Plan. The Working Group has projected a growth rate of 10% for the cement industry during the plan period and has projected creation of additional capacity of 40-62 million tones mainly through expansion of existing plants.

The Working Group has identified following thrust areas for improving demand for cement;

- (i) Further push to housing development programmers;
- (ii) Promotion of concrete Highways and roads; and
- (iii) Use of ready-mix concrete in large infrastructure projects.

Further, in order to improve global competitiveness of the Indian Cement Industry, the Department of Industrial Policy & Promotion commissioned a study on the global competitiveness of the Indian Industry through an organization of international repute, viz. KPMG Consultancy Pvt. Ltd. The report submitted by the organization has made several recommendations for making the Indian Cement Industry more competitive in the international market. The recommendations are under consideration.

5. Technological Change

Cement industry has made tremendous strides in technological up gradation and assimilation of latest technology. At present ninety three per cent of the total capacity in the industry is based on modern and environment-friendly dry process technology and only seven per cent of the capacity is based on old wet and semi-dry process technology. There is tremendous scope for waste heat recovery in cement plants and thereby reduction in emission level. One project for co-generation of power utilizing waste heat in an Indian cement plant is being implemented with Japanese assistance under Green Aid Plan. The induction of advanced technology has helped the industry immensely to conserve energy and fuel and to save materials substantially. India is also producing different varieties of cement like Ordinary Portland Cement (OPC), Portland Pozzolana Cement (PPC), Portland Blast Furnace Slag Cement (PBFS), Oil Well Cement, Rapid Hardening Portland Cement, Sulphate Resisting Portland Cement, White Cement etc. Production of these varieties of cement conform to the

BIS Specifications. It is worth mentioning that some cement plants have set up dedicated jetties for promoting bulk transportation and export.

5.1 Company Profile

The history of the group "House of Chettinad" is linked with the 9 decades old saga. In 1912 took birth the House of Chettinad through a visionary, idealist, born entrepreneur Dr. Rajah Sir Annamalai Chettiar who believed in Social Transformation through business. The founder of the House of Chettinad envisioned, his companies providing the stimulus for Industrial Growth and conceived business as a means of improving the living standards of people.

The corporate credo of the House of Chettinad - "**STRIVE, SAVE and SERVE**" is the very thought of our founder. In order to continue fulfilling his dreams & aspirations, to reach greater heights the reins were taken over by equally visionary businessmen his son, Dr.Rajah Sir Muthiah Chettiar and grandson Dr. M.A.M. Ramaswamy. The House of Chettinad reached New Heights with generations of hard work, dedications and remains the stamp of **QUALITY, INTEGRITY and RELIABILITY** under the Versatile, Pragmatic and Visionary leaderships.

Today, a 8500 million business group has ventured & diversified in varying fields including Manufacturing (Cement, Silica, Quartz, Grits), Services (Construction, Transports, Steel Fabrication, Ship Management and Stevedoring, Clearing & Forwarding) Trading, Power Generation, Plantation, Farms, Logistics. Education, Sports Management, Literature, Art and Music fields have also been contributed vastly. It is a matter of great pride and satisfaction that the group finds worldwide patronage and earns precious foreign exchange for the country.

The group aims to broaden its Horizons and reach the zenith in this millennium under the young, dynamic, enthusiastic, able leadership of Mr. M.A.M.R. Muthiah. The future of the companies in the House of Chettinad is based on the time tested and proven guidelines of **TOTAL CUSTOMER ORIENTATION, TECHNOLOGY IN THE SERVICE OF MAN AND BUSINESS AS AN INSTRUMENT OF SOCIAL SERVICE. TO THESE TIMELESS TRUTHS, WE REMAIN STEADFAST FOREVER.**

Dr. Rajah Sir Muthiah Chettiar's urge to contribute to the nation building cause combined with his business acumen culminated in establishing the company "**M/s. Chettinad**"

Cement Corporation Limited" in 1962 to cater to growing demands of Cement in the country. The manufacturing unit located at Puliur, Karur an Industrially backward area in Tamil Nadu commenced production in April 1968. Further Green field plant at Karikkali, Dindigul District was commissioned in October 2001.

The Chettinad Cement Corporation Limited, which is having following strength of employees of different kinds of cadre.

Workers	231
Staff	60
Officers	96
Contract labors	205
Total	592

5.2 Product Profile

Pavithram - An unique cement manufactured at Puliur works having very high quality for special concrete applications

- **Chettinad Royal Grade 53-** Superior finely ground cement, suitable for plastering works, giving a silky finished look. For RCC applications Laser controlled manufacturing would yield best results.
- **Chettinad Grade 43-** Multipurpose cement, suitable for plastering and binding.
- **Chettinad PPC-** A finely blended cement, providing very fine result for plastering work, devoid of hair line cracks and giving excellent appearance to the building.
- **Sulphur Resistant Cement-** Finds applications in the construction activity in the coastal areas to save from corrosiveness due to salty environment.

5.3 Review Of Literature

G. MAHESH (1980) conducted a study on dealers satisfaction in Dalmia cement Ltd., He has done it in 60 dealers in Ariyalur district.

D. ILAMARAN (1984) conducting a study on Brand positioning of sankar cement in Sankar Cement Corporation Ltd., Through systematic sampling 60 respondents were selected out of 240 dealers in Trichy district.

K. PRABU (1994) conducted a study on Dealers opinion towards cement in Karur district with special reference for Chettinad cement corporation limited . The sample size was 50 and the objective of study was to find out the attitude of the various dealers.

S. VELMURUGAN (1996) conducting a study on brand image of Birla cement for 60 respondents. Census survey method was adopted for the current level of Birla cement and the study reveled that it has high brand image.

S. SHANMUGASUNDARAM (2003) conducted a study on dealers opinion towards cement products in Karur district. He was take 50 respondents from the various part of Karur district.

6. Research Methodology

6.1 Meaning Of Research

Research in common parlance refers to a search as a scientific and systematic search for pertinent information on a specific topic. The advanced learner's dictionary of current English lays down the meaning of research as "a careful investigation or enquiry specifically through search for new fact in any branch of knowledge".

According to Clifford Woody research is Defining and redefining problems, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data, and at last carefully testing the conclusion to determine whether they fit the formulating hypothesis.

In this research work the main purpose is to find out the Dealers opinion towards cement products in Trichy district.

AREA OF THE STUDY: The area of the study confined to TRICHY district.

6.2 Sample Design

The way of selecting a sample is known as the sample design. For the purpose of this thesis, 60 Dealers are selected from various places in Trichy district. Non- probability convenient sampling method was administered in this study.

7. Data Collection

7.1 Primary Data:

Primary data are original observations collected by the researcher for the first time for his own use. The work at collecting primary data is usually limited by time, money and manpower available for the study. Once the primary data have been used, it loses its original character and becomes secondary. For further study primary data become the main source of information.

7.2 Secondary Data:

According to W.A.Neiswanger, a secondary data, which has been, gathered by other authorities and for which others authorities and for which others are responsible.

Secondary data are more popular in modern surveys. Since, they are easily available, time saving and economical.

8. Tools for Data Collection:

Structured questionnaires were designed with the guidance of the organization for the workers. The respondents were filled through structured questionnaire method. The total number of questionnaire is 60.

9. Objectives of the Study

- To find out the fast movable cement brand in Trichy district.
- To find out the effective advertisement media for increase the sales.
- To find out the level of opinion with support and supply of cements.
- To know the effective promotional factor that affects the dealers
- To know the relationship that exists between the dealers and the Chettinad Cement Corporation Limited.
- To identify the brand positioning of Chettinad cement in the area of study.

10. Scope of the Study

- This will also help to the company to identify the fast moving brand of cement in the study area.

- The study will help to the company to find out the factors influencing the purchase of cement in Trichy district.
- This study will help to the company to find out the best and suitable advertisement media for cement products in the research area.

11. Limitations of The Study

In any study a research there will be some limitations associated with it for the proper understanding about the project.

- The study is restricted to only selected areas from Trichy district.
- Because of the cost and time factors the research is restricted to 60 samples only.
- On few occasions, Dealers are reluctant to give information because they were busy.

12. Tools for Analysis:

The following statistical tools were used in the study,

- Reliability analysis
- Percentage analysis
- Weighted average score analysis
- Chi-square analysis
- One sample t test
- One Way ANOVA
- Multi Dimensional Scaling

All the tests were carried out at 5% level of significance and the statistical calculations were done with the help of SPSS (Statistical Package for Social Science), 11.0 Version.

The data obtained as primary data are arranged and tabulated. The tabulated data were analyzed and interpreted. Some of the statistical tools had been used. In addition, charts and diagrams were also drawn to give clear picture.

13. Reliability Analysis – Scale (Alpha):

It is used to measuring consistency of the test items. Alpha can vary from 0 to 1, with indicating that the test is perfectly reliable. Furthermore, the computation of Cronbach's alpha when a particular item is removed from consideration is a good measure of that items contribution to the entire test's assessment performance.

14. Percentage Analysis

Percentages are often used in data presentation for they simplify numbers, reducing all of them to a 0 to 100 range. Through the use of percentages, the data are reduced in the standard form with base equal to 100 which fact facilities relative comparisons. Percentages should generally be worked out in the direction of the casual-factor in case of two-dimension tables and for this purpose we must select the more significant factor out of the two given factors as the casual factor.

15. Weighted Average Analysis

The method is simple and flexible enough to add more data because the entire calculations are not changed. In order to carry out, the importance among the various factors, the weighed average scores is even center point of the scores will lies between two factors.

Let $X_1, X_2, X_3 \dots X_n$ occurs with weights $W_1, W_2, W_3 \dots W_n$ then

$$\text{Weighted Average Method} = \frac{\sum W_i X_i}{\sum W_i}$$

Weighted score is calculated among the respondents and weighted marks.

16. Chi - Square Analysis:

Chi-square test, developed by Prof. Fisher is considered as an important test amongst several tests used in statistics for judging the significance of the sampling data. Chi-square test is one of the simplest methods and most widely used non-parametric tests in statistical work.

With the help of chi-square test we can find out whether two or more attributes are associated or not. The observed and expected frequencies completely coincide when the Chi-Square is Zero. It is calculated with the help of the following formula

Where O_i = Observed frequency

E_i = expected frequency

$$(O_i - E_i)^2$$

$$X^2 = \sum \frac{\quad}{E_i}$$

The following steps are involved in the analysis of variance.

1. Calculate variance between the samples
2. Calculate variance within the samples
3. Calculate variance F ratio by the following formula

$$F = \frac{\text{Variance between the samples}}{\text{Variance within samples}}$$

17. t- TEST

A Univariate hypothesis test using the t distribution, which is used when the Standard deviation is unknown and the sample size is small.

In marketing research the researcher is often interested in making statements about a single variable against a known or given standard.

$$t = \frac{(\bar{X} - \mu)}{S/\sqrt{n}}$$

18 . ANOVA

ANOVA is essentially a procedure for testing the difference among different groups of data for homogeneity. "The essence of ANOVA is that the total amount of variation in a set of data is broken down into two types, that amount which can be attributed to chance and that amount which can be attributed to specific causes". Thus through ANOVA technique one can, in general, investigate any number of factors which are hypothesized or said to influence the dependent variable. If we take only one factor and investigate the differences amongst its

various categories having numerous possible values, we are said to use one-way ANOVA and in case we investigate two factors at the same time, then we use two-way ANOVA.

19 .Multidimensional scaling For Brand Positioning

Multidimensional Scaling (MDS) addresses the general problem of positioning objects in a perceptual space. Much of marketing management is concerned with the question of positioning.

- With whom do we compete?
- How are we compared to our competitors?
- On what dimensions?
- What positioning strategy should be followed?

These and other questions are addressed by MDS.

MDS, basically involves two problems. First, the dimensions on which customers perceive or evaluate objects (Organization, Products, or brands) must be identified. For example, students must evaluate prospective colleges in terms of their quality, cost, distance from home, and it's standard. It would be convenient to work with only two dimensions, since the objects could then be portrayed graphically.

However, this is not always possible, because additional dimensions sometimes are needed to represent customer's perceptions and evaluations. Second, objects need to be positioned with respect to these dimensions. The output of MDS is the location of the object on the dimensions, and is termed a perceptual map.

20. BRAND POSITIONING

Brand position is the commercialization of a new product is how to differentiate it in the midst of an already over communicated society of ours, where an average consumer screens out most messages. The strategy to differentiate the brand or product is to place in an appropriate cell of the human mind so that whenever the customer recalls the product, the firm's brand is the first to be recalled. This strategy is called Brand Positioning.

Brand Positioning "Is the act of communicating company's offer so that it occupies a distinct and valued place in the customers mind".

The concept of Brand Positioning was first advocated by Al Ries and Jack Trout, two advertising executives in their article titled " The Positioning Era: A view 10 years later" in the

advertising age, in 1972 and later in their book “ Positioning: The battle for your mind” in 1982. According to them, “Positioning is not what you do to a product. But what you do the mind of prospect. That is, you position the product in the mind of prospect”.

Ries and Trout believe that marketing is like a war, which is fought in the mind of customers. They advocate that the marketer should perceive each customer to mentally have a product ladder. The customer often knows brands in the form of this ladder. There is a brand on the top of the ladder and there are others that occupy the second and third steps in the ladder. Sometimes the top slot may be vacant and at other times there may be two or three brands vying for this prestigious slot in the customer’s mind. The rush for the top slot is understandable as people remember number one. Firms, therefore, attempt to achieve this number one position along some valued attribute, not necessarily be size.

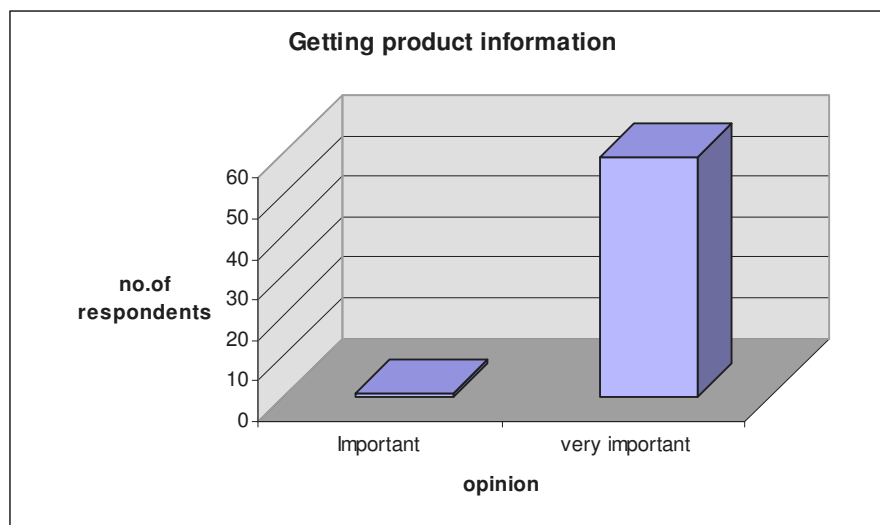
PERCENTAGE ANALYSIS

Table No: 4.1.1 Showing the importance of getting product information

Opinion	Frequency	Percent
Important	1	1.7
Very important	59	98.3
Total	60	100.0

Source: Primary Data

Figure No: 4.1.1 Showing the importance of getting product information



Inference:

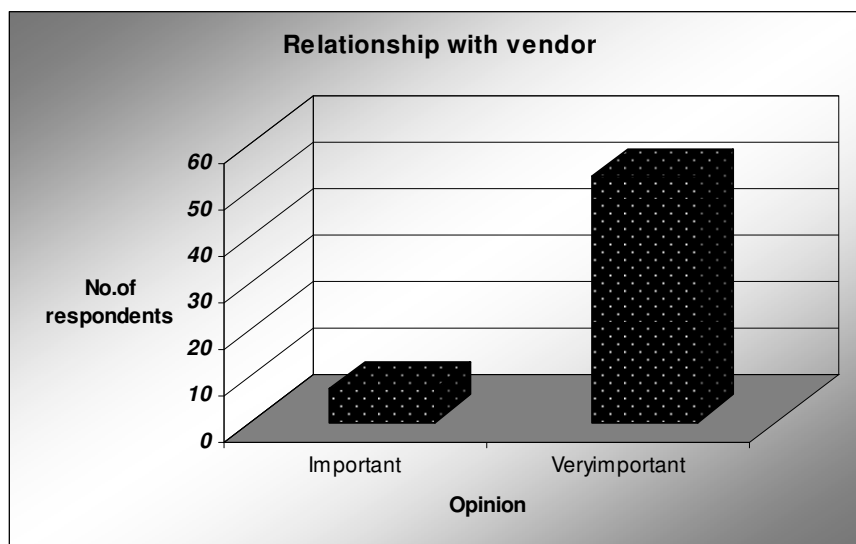
From the above table it is inferred that 98.3 % of respondents are giving more importance for getting product information.

Table No: 4.1.2 Showing the importance of developing a relationship with vendor.

Opinion	Frequency	Percent
Important	7	11.7
Very important	53	88.3
Total	60	100.0

Source: Primary Data

Figure No: 4.1.2 Showing the importance of developing a relationship with vendor.



Inference:

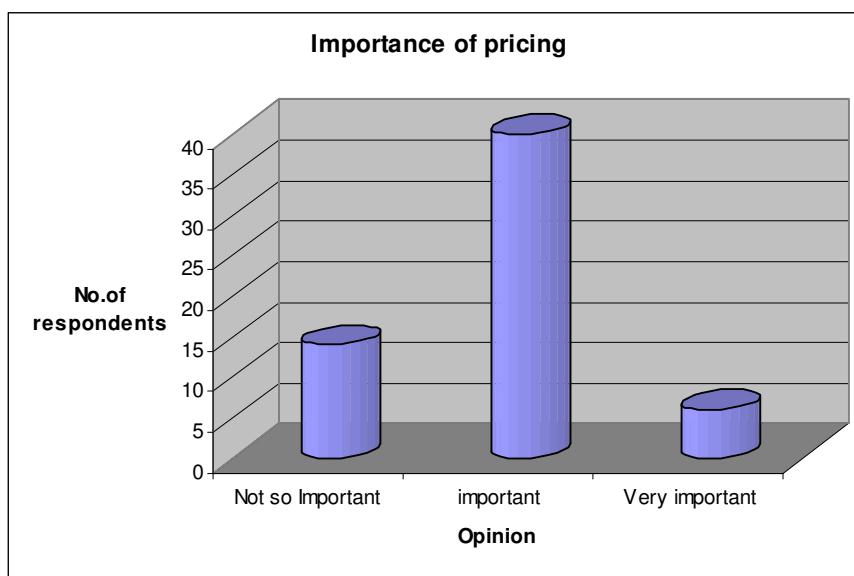
From the above table it is found that 88.3 % of respondents are giving more importance for keeping relationship with vendor.

Table No: 4.1.3 Showing the importance of Pricing.

Opinion	Frequency	Percent
Not so important	14	23.3
Important	40	66.7
Very important	6	10.0
Total	60	100.0

Source: Primary Data

Figure No: 4.1.3 Showing the importance of Pricing.



Inference:

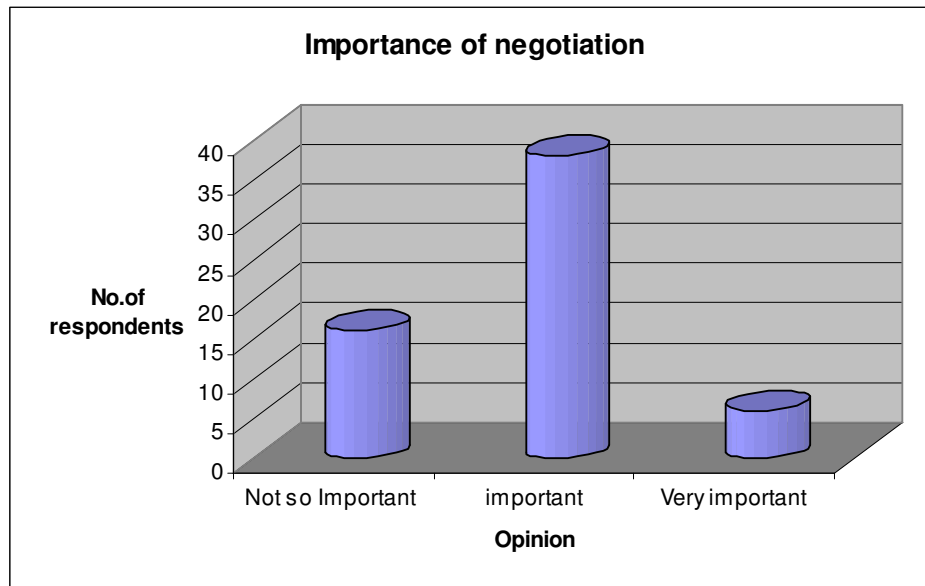
From the above table it is inferred that 66.7 % of respondents are giving importance for pricing.

Table No: 4.1.4 Showing the importance of Negotiation.

Opinion	Frequency	Percent
Not so important	16	26.7
Important	38	63.3
Very important	6	10.0
Total	60	100.0

Source: Primary Data

Figure No: 4.1.4 Showing the importance of Negotiation.



Inference:

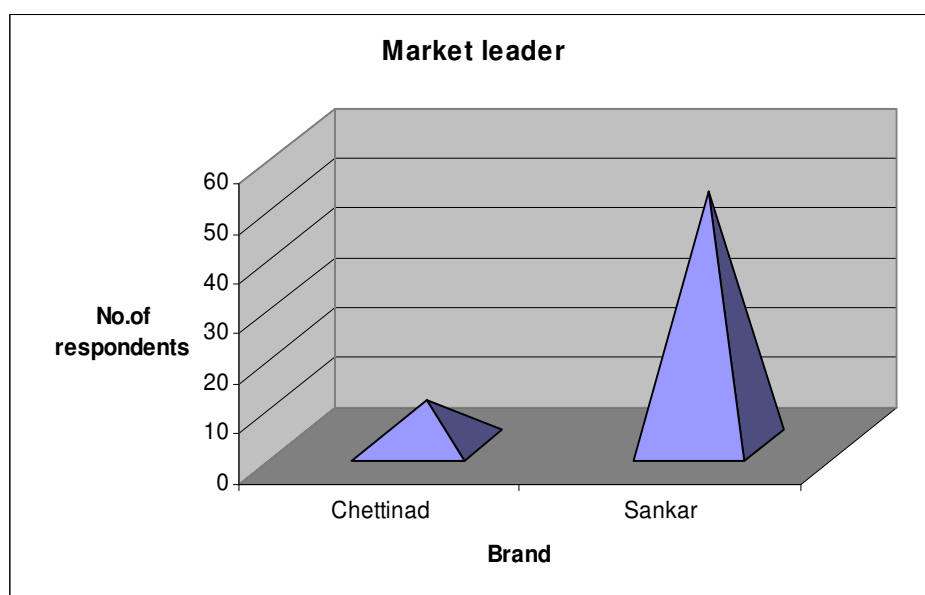
From the above table it is inferred that 63.3 % of respondents are giving importance for Negotiation.

Table No: 4.1.5 Showing the dealers opinion regarding market leader brand in cements

Opinion	Frequency	Percent
Chettinad	9	15.0
Sankar	51	85.0
Total	60	100.0

Source: Primary Data

Figure No: 4.1.5 Showing the dealers opinion regarding market leader brand in cements



Inference:

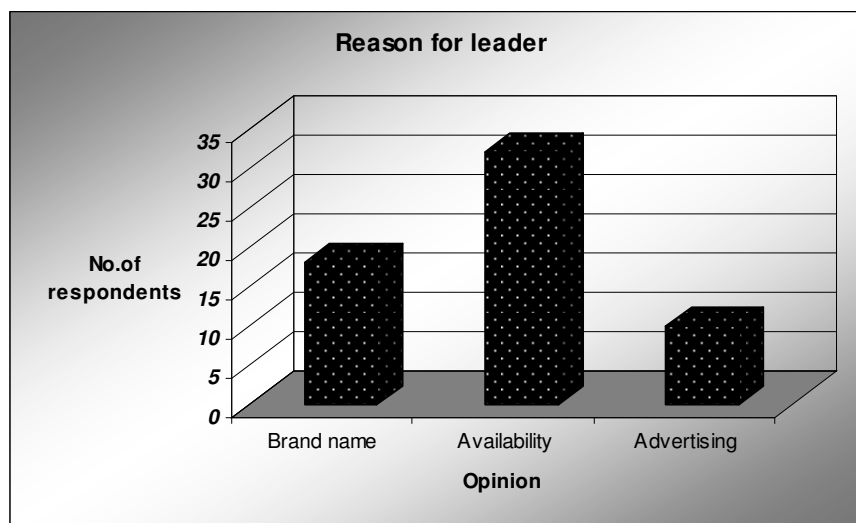
From the above table it is inferred that 85 % of respondents are regard SANKAR cement is the market leader and 15 % of respondents are regard CHETTINAD cement is the market leader.

Table No: 4.1.6 Showing the dealers opinion regarding reason for the market leader brand in cements.

Opinion	Frequency	Percent
Brand name	18	30.0
Availability	32	53.3
Advertising	10	16.7
Total	60	100.0

Source: Primary Data

Figure No: 4.1.6 Showing the dealers opinion regarding reason for the market leader brand in cements.



Inference:

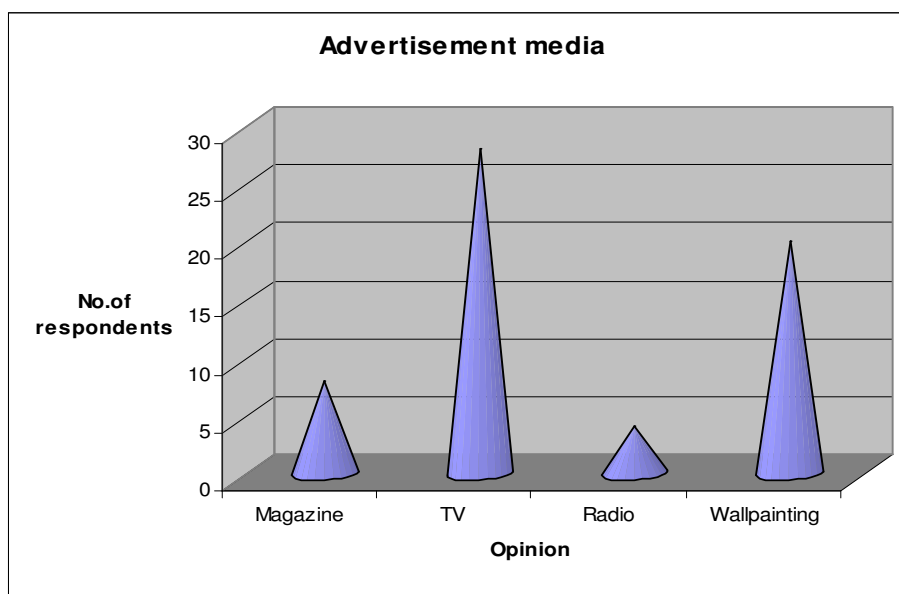
From the above table it is found that 53.3 % of respondents are giving Availability is the reason for market leader, and 30.0 % respondents are giving Brand Name is the reasons for market leader.

Table No: 4.1.7 Showing the effective advertisement media.

Opinion	Frequency	Percent
Magazine	8	13.3
TV	28	46.7
Radio	4	6.7
Wall painting	20	33.3
Total	60	100.0

Source: Primary Data

Figure No: 4.1.7 Showing the effective advertisement media.



Inference:

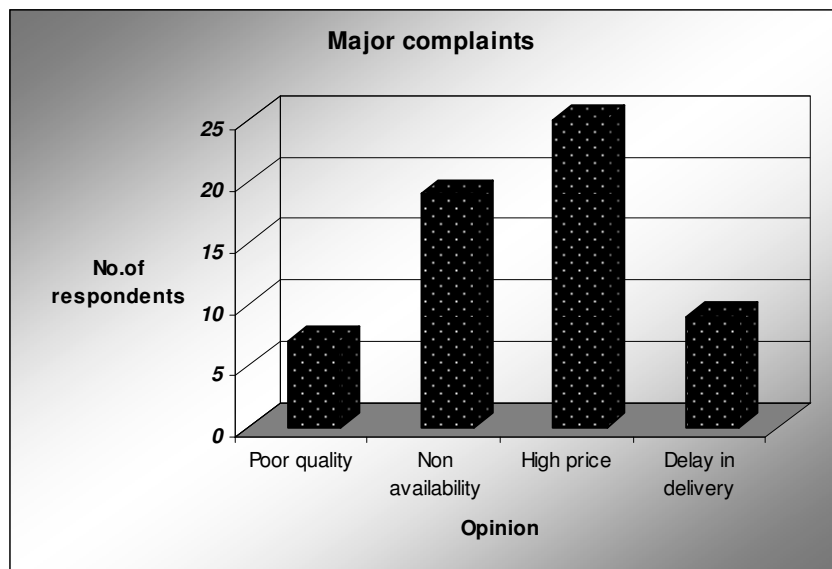
From the above table it is inferred that 46.7 % of respondents are giving TELEVISION is suitable advertisement media.

Table No: 4.1.8 Showing the major complaints from customers.

Opinion	Frequency	Percent
Poor quality	7	11.7
Non availability	19	31.7
High price	25	41.7
Delay in delivery	9	15.0
Total	60	100.0

Source: Primary Data

Figure No: 4.1.8 Showing the major complaints from customers.



Inference:

From the above table it is inferred that 41.7 % of respondents regards high price is the major complaints from customers, followed by non availability.

CHI-SQUARE TEST

Null hypothesis (H₀):

There is no significant association between Dealers experience and Advertisement.

Alternative hypothesis (H₁):

There is no significant association between Dealers experience and Advertisement.

Table No: 4.2.1 Association between Dealers Experience and Advertisement.

			Advertisement			Total
			Not importa	Neutral	Importa	
Dealers Experience	Below 5	Count	1	2	0	3
		Expected Count	.6	.9	1.5	3.0
	5- 15	Count	5	9	17	31
		Expected Count	6.2	9.3	15.5	31.0
	Above 15	Count	6	7	13	26
		Expected Count	5.2	7.8	13.0	26.0
Total		Count	12	18	30	60
		Expected Count	12.0	18.0	30.0	60.0

Source: Primary data

Pearson Chi-square value - 3.703

Significant Value - 0.448 (not significant)

Inference:

The null hypothesis is accepted and concluded that there is no significant association between Dealers experience and Advertisement

Null hypothesis (H₀):

There is no significant association between Dealers experience and Quality of cements.

Alternative hypothesis (H₁):

There is no significant association between Dealers experience and quality of cements.

Table No: 4.2.2 Association between the Dealers Experience and Quality.

			QUALITY OF CEMENT			Total
			Not importa	Neutra	Importa	
Dealers experience	Below 5	Count	1	1	1	3
		Expected Count	.3	1.4	1.3	3.0
	5- 15	Count	1	16	14	31
		Expected Count	3.1	14.5	13.4	31.0
	Above 15	Count	4	11	11	26
		Expected Count	2.6	12.1	11.3	26.0
Total		Count	6	28	26	60
		Expected Count	6.0	28.0	26.0	60.0

Source: Primary data

Pearson Chi-square value - 4.292

Significant Value - 0.368 (not significant)

Inference:

The null hypothesis is accepted and concluded that there is no significant association between Dealers experience and Quality of cements.

Null hypothesis (H₀):

There is no significant association between Area of Shoppe and Availability.

Alternative hypothesis (H₁):

There is no significant association between Area of Shoppe and Availability.

Table No: 4.2.3 Association between the Area of Shoppe and Availability.

			AVAILABILITY			Total
			Not import	Neutr	Importa	
Area Of Shoppe	Urban	Count	2	27	19	48
		Expected Count	1.6	26.4	20.0	48.0
	Semi urban	Count	0	6	6	12
		Expected Count	.4	6.6	5.0	12.0
Total		Count	2	33	25	60
		Expected Count	2.0	33.0	25.0	60.0

Source: Primary data

Pearson Chi-square value - 0.818

Significant Value - 0.664 (not significant)

Inference:

The null hypothesis is accepted and concluded that there is no significant association between Area of Shoppe and Availability.

Null hypothesis (H₀):

There is no significant association between Area of Shoppe and Advertisement.

Alternative hypothesis (H₁):

There is no significant association between Area of Shoppe and Advertisement.

Table No: 4.2.4 Association between Area of Shoppe and Advertisement.

			ADVERTISEMENT			Total
			Not importa	Neutra	Importa	
Area of Shoppe	Urban	Count	9	13	26	48
		Expected Count	9.6	14.4	24.0	48.0
	Semi urban	Count	3	5	4	12
		Expected Count	2.4	3.6	6.0	12.0
Total		Count	12	18	30	60
		Expected Count	12.0	18.0	30.0	60.0

Source: Primary data

Pearson Chi-square value - 1.701

Significant Value - 0.427 (not significant)

Inference:

The null hypothesis is accepted and concluded that there is no significant association between Area of Shoppe and Advertisement.

FACTORS	PERCEPTION LEVEL	HIGHLY DIS SATISFIED	DIS SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SATISFIED	HIGHLY SATISFIED	WEIGHTED AVERAGE SCORE ANALYSIS
	WEIGHTED MARKS	-2	-1	0	1	2	
CHETTINAD	Weighted Score	0	-14	0	2	24	Table No: 4.3.1 Level of opinion with Support & Supply of Cements.
	Respondents	0	14	32	2	12	
SANKAR	Weighted Score	-14	-2	0	25	46	
	Respondents	7	2	3	25	23	
DALMIA	Weighted Score	-26	-19	0	6	0	
	Respondents	13	19	22	6	0	
ULTRA TECH	Weighted Score	-2	-15	0	5	0	
	Respondents	1	15	39	5	0	
BIRLA	Weighted Score	-14	-25	0	1	0	Rank allocated for level of support and supply of cements.
	Respondents	7	25	27	1	0	
RAMCO	Weighted Score	-26	-28	0	1	0	
	Respondents	13	28	18	1	0	

- SANKAR - I
 CHETTINAD - II
 ULTRA TECH - III
 BIRLA - IV
 DALMIA - V
 RAMCO - VI

Inference:

From the above analysis, it is found that SANKAR cement (91.67 %) provides high level of support & supply of cements, and followed by CHETTINAD cement (20 %).

FACTORS	PERCEPTION LEVEL	NOT IMPORTANT	NEUTRAL	IMPORTANT	TOTAL	WEIGHTED AVERAGE (%)
	WEIGHTED MARKS	-1	0	1		
DEALERS MARGIN	Weighted Score	0	0	52	52	86.67
	Respondents	0	8	52	60	
ADVERTISEMENT	Weighted Score	-12	0	30	18	30
	Respondents	12	18	30	60	
AVAILABILITY	Weighted Score	-2	0	25	23	38.33
	Respondents	2	33	25	60	
PAYMENT TERMS	Weighted Score	0	0	32	32	53.33
	Respondents	0	28	32	60	
QUALITY OF CEMENT	Weighted Score	-6	0	26	20	33.33
	Respondents	6	28	26	60	

Table No: 4.3.2 DEALERS PROMOTIONAL FACTORS

Rank allocated for the dealers' promotional factors

- Dealers margin - I
 Payment terms - II
 Availability - III
 Quality of cement - IV
 Advertisement - V

Inference:

From the above analysis, it is found that Dealers Margin (86.67 %) is the most influencing factor regarding the Dealers promotion given by the Company.

t-TEST

Null hypothesis (H₀):

There is a significant difference in the means of factors influence in customer purchase decision.

Alternative hypothesis (H₁):

There is no significant difference in the means of factors influence in customer purchase decision.

Table No: 4.4 Factors influence in customer purchase decision.

	Test Value = 0.05		
	t- value	Significant value	
PRICE	25.462	.000	Significant
ADVERTISEMENTS	25.115	.000	Significant
PROMOTIONAL SCHEME	28.177	.000	Significant
SUGGESTION BY SALESMAN	23.614	.000	Significant
PAST EXPERIENCE	19.034	.000	Significant
AVAILABILITIES	23.855	.000	Significant
RECOMMENDATION BY ENGINEERS	19.800	.000	Significant

Inference:

Reject the Null hypothesis at 5 % level of significant and concluded that there are no significant difference in the means of factors influenced in customer purchase decision.

ANOVA

Null hypothesis (H₀):

Chettinad, Sankar, Dalmia, Ultra tech, Birla and Ramco are same for all categories of area of shoppe.

Alternative hypothesis (H₁):

Chettinad, Sankar, Dalmia, Ultra tech, Birla and Ramco are not same for all categories of area of shoppe.

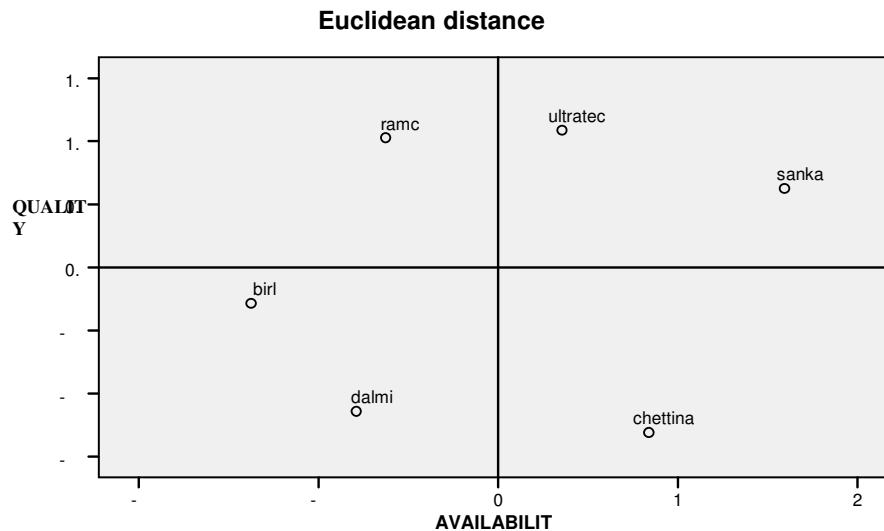
Table No : 4.5 Support & Supply of cements.

		F- Value	Significant Value.
Chettinad	Between Groups	8.291	.006 (Significant)
	Within Groups		
	Total		
Sankar	Between Groups	3.236	.077 (Not Significant)
	Within Groups		
	Total		
Dalmia	Between Groups	1.223	.273 (Not Significant)
	Within Groups		
	Total		
Ultratech	Between Groups	3.867	.054 (Not Significant)
	Within Groups		
	Total		
Birla	Between Groups	.398	.530 (Not Significant)
	Within Groups		
	Total		
Ramco	Between Groups	1.036	.313 (Not Significant)
	Within Groups		
	Total		

Inference:

From the above table I concluded that Chettinad cement is not same for all categories of area of Shoppe, and Sankar, Dalmia, Ultra tech, Birla and Ramco cements are same.

MULTI DIMENSIONAL SCALING



Inference:

Here the dealers perceived the Sankar cement as the premium product (High availability & High quality), for Chettinad when compare to the availability & quality, dealers perceived Quality of Chettinad is not par with its Availability. So, Chettinad is delivering low functional value to the dealers. Where as Ramco and Ultra tech delivering high Quality to the dealers against its Availability. Birla & Dalmia placed in quarter three both availability & quality are negative. So, its communicate that the Birla & Dalmia can not be compared with this brands.

Findings

- ◆ Majority of the respondents regards, getting product information from the company is very important.
- ◆ Majority of the respondents regards, developing the relationship with vendor is very important.
- ◆ Majority of the respondents regards, pricing is important.

- ◆ Majority of the respondents regards, getting product information from the company is important.
- ◆ Majority of respondents (85 %) are giving SANKAR cement is the fast movable cement brand in Trichy district.
- ◆ Majority of respondents (53.3 %) are giving Availability is the main reason for the market leader, and followed by Brand name.
- ◆ Majority of respondents (46.7 %) are regards Television is the suitable advertisement media to increase the sales.
- ◆ Majority of the respondents regards, high price is the major complaints from the customers.
- ◆ From the Chi- square analysis it is inferred that there is no significant association between Dealers experience and Advertisement.
- ◆ From the Chi- square analysis it is inferred that there is no significant association between Dealers experience and Quality of cements.
- ◆ From the Chi- square analysis it is inferred that there is no significant association between Area of Shoppe and Availability.
- ◆ From the Chi- square analysis it is inferred that there is no significant association between Area of Shoppe and Advertisement.
- ◆ From the Weighted average score analysis it is found that SANKAR cement provide high level of support and supply of cement.
- ◆ From the Weighted average score analysis it is found that Dealers margin is the most influencing promotional factor.
- ◆ From the t- test analysis it is inferred that there are no significant difference in the means of factors influenced in customer purchase decision.

- ◆ From the ANOVA analysis it is inferred that Chettinad cement is not same for all categories of area of Shoppe, and Sankar, Dalmia, Ultra tech, Birla and Ramco cements are same.
- ◆ From the Multidimensional scaling analysis it is inferred that SANKAR cement is the premium product which having High availability and high quality.

8. SUGGESTIONS

- The company should concentrate to develop the relationship with vendor.
- The company should concentrate to increase the availability of the product in Trichy district.
- The company should concentrate Television advertisement to increase the sales promotion of the product.

9. CONCLUSION

The cement manufacturing units are developed in large numbers around Tamil Nadu. The dealers attitude towards the quality of cement is important to know the leading cement products. The dealers opinion is based on various factors like product information, pricing, market leader in branded cements etc. The customers decision is an important factor to know the position of cements in the market.

Thus the cement industry to be an leader in market, it should concentrate on developing cordial relationship with vendor. The availability should be increased; the advertisement should also play a vital role in the development of cement industry.

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