

**DEPARTMENT OF COMMERCE (CA), COMMERCE (PA) AND
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*Theme: “Innovations on Applied Research in Commerce, Economics and
Management”*



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We are greatly indebted to all the authors of this journal for their contribution and valuable suggestions and they deserve special thanks for their co operation in bringing out this volume elegantly and in time.

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AN ANALYTICAL STUDY OF ASSET-LIABILITY MANAGEMENT OF LAKSHMI VILAS BANK IN INDIA

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ABSTRACT

This paper focus the Asset Liability Management has evolved as a vital activity of all financial institutions and to some extend other industries too. It has become the prime focus in the banking industry, with every bank trying to maximize yield and reduce their risk exposure. A sound and efficient banking system is a sine qua non for maintaining financial stability. The financial strength of individual banks, which are major participants in the financial system, is the first line of defense against financial risks. The banking industry in India is undergoing transformation since the beginning of liberalization. Banks in India are venturing into non-traditional areas and generating income through diversified activities other than the core banking activities. An effective ALM implementation makes the banker more alert in managing the assets and liabilities by considering their respective maturity profiles and to take necessary initiatives to speed up the recovery process.

Keywords- *Asset Liability Management(ALM), financial system, generating income*

INTRODUCTION

The commercial banking sector plays an important role in mobilization of deposits and disbursement of credit to various sectors of the economy. A sound and efficient banking system is a sine qua non for maintaining financial stability. The financial strength of individual banks, which are major participants in the financial system, is the first line of defense against financial risks. The banking industry in India is undergoing transformation since the beginning of liberalization. Banks in India are venturing into non-traditional areas and generating income through diversified activities other than the core banking activities. There have been new banks, new instruments, new windows, new opportunities and, along with all this, new challenges.

ALM is a technique available to the bankers to manage the bank's assets and liabilities in order to maintain both liquidity and spread as the basis of their respective maturity period. It is a selective approach of classifying the assets and liabilities of a bank into different maturity time segments and matching them with respective segments, in such a way as to strike the



balance between the liquidity and profitability. An effective ALM implementation makes the banker more alert in managing the assets and liabilities by considering their respective maturity profiles and to take necessary initiatives to speed up the recovery process.

OBJECTIVES OF THE STUDY

- To study the Asset Liability Management of Lakshmi Vilas Bank

RESEARCH METHODOLOGY

Collection of Data

The present study is mainly based on secondary sources of data. The data required for the purpose of the study were collected from the head office of the bank by consulting Personnel Department, Credit Department, Asset Management Department and Funds Management Department. The information is also collected from the annual reports, books, journals, magazines, and articles, published and unpublished official records of bank and from different websites.

Statistical Tools and Techniques

In order to analyze the data, statistical tools like mean, standard deviation, co-efficient of variation, annual growth rate, have been used.

Period of the Study

This study covers a period of ten accounting years from 2003-04 to 2012-13. This period has been selected because of increasing trend in interest rates on deposits and on advances of Lakshmi Vilas Bank.



ANALYSIS AND FINDINGS

TABLE NO. 1

(Rs. in crores)

Year	Operating profit ratio		Net profit ratio		Net profit to net worth ratio		Fixed assets to net worth ratio	
	Amount	Indices	Amount	Indices	Amount	Indices	Amount	Indices
2003-04	21.88	100.00	18.11	100.00	356.65	100.00	11.01	100.00
2004-05	32.94	150.55	1.45	107.32	29.02	8.14	0.99	8.14
2005-06	35.59	162.62	7.72	80.70	115.05	32.26	6.10	32.26
2006-07	30.79	140.71	4.44	64.86	36.77	10.31	3.62	10.31
2007-08	22.89	104.61	6.05	69.20	51.81	14.53	4.29	14.53
2008-09	20.08	91.76	11.09	86.09	103.12	28.91	6.58	28.91
2009-10	30.19	137.95	4.15	64.31	31.45	8.82	3.03	8.82
2010-11	23.70	108.29	11.33	145.25	103.70	29.08	8.42	29.08
2011-12	20.22	92.41	11.17	142.86	109.73	30.77	6.38	30.77
2012-13	17.26	78.88	9.03	135.42	93.88	26.32	4.68	26.32
Mean	25.55	116.78	8.45	99.60	103.12	28.91	5.51	28.91
SD	6.28	28.71	4.79	32.00	95.57	26.80	2.85	26.80
CV (%)	24.59		51.79		56.62		32.13	
AGR (%)	-4.50		4.23		6.41		4.95	
't' Value	-2.030		0.537		0.777		1.424	
'p' Value	0.077^{NS}		0.606^{NS}		0.460^{NS}		0.192^{NS}	

Note : ** - Sig. at 1% level; * - Sig. at 5% level; NS – Not Significant



TABLE NO. 2

(Rs. in crores)

Year	Net profit to share capital fund ratio		Fixed assets to long term fund		Cash to Current Asset ratio		Cash to Current Liability ratio	
	Amount	Amount	Amount	Amount	Indices	Indices	Indices	Indices
2003-04	13.82	0.95	9.94	7.62	100.00	100.00	100.00	100.00
2004-05	14.83	0.98	9.69	3.75	49.25	97.48	102.67	8.02
2005-06	11.15	0.75	5.86	37.76	495.41	58.96	78.77	42.62
2006-07	8.96	0.71	6.73	3.59	47.10	67.73	74.42	24.50
2007-08	9.56	0.71	8.61	7.30	95.78	86.69	74.80	33.40
2008-09	11.90	0.73	9.66	18.16	238.26	97.24	77.17	61.21
2009-10	8.89	0.72	10.56	2.25	29.50	106.27	76.16	22.91
2010-11	20.07	1.61	10.35	1.30	17.08	104.12	169.07	62.57
2011-12	19.74	1.34	7.34	1.40	18.32	73.88	141.07	61.65
2012-13	18.71	1.22	5.79	1.52	19.90	58.28	127.89	49.84
Mean	13.76	0.97	8.45	8.46	111.06	85.07	102.20	46.67
SD	4.42	0.32	1.86	11.49	150.76	18.75	33.37	26.43
CV (%)	92.68		32.65		22.05		135.75	
AGR (%)	-1.83		5.20		-1.60		-20.93	
't' Value	-0.203		1.67		-0.599		-2.268	
'p' Value	0.844^{NS}		0.133^{NS}		0.592^{NS}		0.053^{NS}	

Note : * - Sig. at 5% level; NS – Not Significant.

FINDINGS

- The mean value index of Operating Profit Ratio, Fixed Assets to Long term Fund Ratio and Cash to Current Liabilities Ratio shows a increasing trend throughout the study period.



- The mean value index of Net Profit Ratio, Net Profit to Net worth Ratio, Fixed Assets to Net worth Ratio, Net Profit to Share Capital Fund Ratio, Cash to Current Assets Ratio shows a decreasing trend throughout the study period.
- The Operating Profit Ratio, Net Profit to Net worth Ratio, Net Profit to Share Capital Fund Ratio is fluctuating throughout the study period.
- Operating Profit Ratio, Net Profit Ratio, Net Profit to Net worth Ratio, Fixed Assets to Net worth Ratio, Net Profit to Share Capital Fund Ratio, Fixed Assets to Long term Fund Ratio, Cash to Current Assets Ratio and Cash to Current Liabilities Ratio are insignificant throughout the study period.

CONCLUSION

Asset Liability Management has evolved as a vital activity of all financial institutions and to some extent other industries too. It has become the prime focus in the banking industry, with every bank trying to maximize yield and reduce their risk exposure. The bank has to work properly with regard to the ALM so as to increase their performance.

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PROFITABILITY OF TECHNICAL TRADING RULES IN INDIAN STOCK MARKETS

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ABSTRACT

Investment in stock market is the most popular one due to its high returns. The higher the expected rate of return, the greater is the risk. It involves a great deal of risk and calls for scientific knowledge as well as artistic skills. Today's traders and investment analysts require fast and efficient tools in the ruthless financial market. There are numerous stock prediction models to help investors to predict a stock direction. All stock market predictions are gaining momentum since stock investment is still a mystery and difficult to correctly predict.

INTRODUCTION

Technical analysis is a form of security analysis to predict future price movements based on historical price and volume trends in securities. In particular, technical trading rules as quantitative techniques have been widely tested in academic research.

Investment in stock market is the most popular one due to its high returns. The higher the expected rate of return, the greater is the risk. It involves a great deal of risk and calls for scientific knowledge as well as artistic skills. Today's traders and investment analysts require fast and efficient tools in the ruthless financial market. There are numerous stock prediction models to help investors to predict a stock direction. All stock market predictions are gaining momentum since stock investment is still a mystery and difficult to correctly predict. Battles in trading are now mainly waged on computer speed. The predictions based on security analysis is attaining more significance due to the reason that 'more the risk- more the reward'. The development of new software technology and appearance of new software environments provide the basis for solving difficult financial problems in real time.

INDIAN STOCK MARKETS

Stock markets in India have played a major role over the years in mobilizing and channelizing private capital for the economic development of the country. Capital formation



through savings and promotion of investments is part of organized financial system of any modern economy. The basic objective of an economic policy is to promote the well-being and standard of living of the people, which depends on the income generation and distribution of income in terms of real goods and services in the economy. Few investors end up in financial deficit while others ending up in financial surplus. The deficit generators are usually the units in the industrial commercial and government sectors. The surplus generators are mostly the units in the household sector. Such transfer of funds is possible and also necessary to sustain the development of the economy. The Indian stock markets help the most in providing a platform for the study. The investment made on securities in India is concentrated more on Bombay Stock Exchange and National Stock Exchange, since it is considered to be the barometer for investment research in India.

SECURITY ANALYSIS

Investments in securities involves buying and selling of securities. The securities available to an investor for investment are numerous and of various types. From the vast group of securities the investor has to choose the securities which are worthwhile to be included in the investment portfolio. Therefore a detailed analysis called as security analysis encompassing many activities aimed at optimizing, calls for its importance.

The stock market mirrors the general economic scenario. The growth in gross domestic product and inflation is reflected in stock prices. Recession in the economy results in a bear market. Stock prices may fluctuate in the short-run but in the long-run, they move in trends i.e., either upwards or downwards. The investor can fix his entry and exit points through technical analysis. Proper care is to be taken and analysis to be made before investing in securities. Industries that contribute to the output of major segments of the economy vary in their growth rates overall contribution to economic activity. Some industries grow faster than the GDP and are expected to continue in their growth. The purpose of company analysis is to help the investors make better decisions. The company's earnings, profitability, operating efficiency, capital structure and management have to be screened. The appreciation of stock value is a function of the performance of the company. A company with a high product market share is able to create wealth for investors in the form of capital appreciation.

TECHNICAL TRADING RULES

Technical analysis is a broad title that encompasses the use of a variety of trading strategies in global markets. The strategy that technical analysts exercise derives its strength



from the concept that future stock prices are predictable through the study of past stock prices. The analysis is based on common market structure trading rules. Historical price data is the basic source to work. Furthermore, detection on the ebb and flow of supply and demand from a specialized conception of stock charts and intraday market action is vital. These beliefs violate the random walk hypothesis – that market prices move independently of their past movements and trends. A related theory known as the efficient market hypothesis (EMH) states that investors cannot anticipate to generate abnormal profits by relying on information contained within past prices if the market is at least weak form efficient. Technical analysis is based on past prices of securities and searches for recognizable patterns i.e., trading rules that may have the ability to predict future price movements. The technical approach of investment is essentially a reflection of the idea that prices move in trends that are determined by the changing attitude of investors towards a variety of economic, monetary, political and psychological factors.¹

PROFITABILITY

The profitability of trading rules is determined by comparing the returns generated by the trading signals to the buy and hold strategy returns. Technical analysis aims at devising trading rules capable of exploiting short term fluctuation on the financial markets. This will aid the investor to select apt investment .technical analysis, although considered by some as purely conjecture, is still widely accepted as supplemental information to major brokerage firms.²There exist two explanations for the success of technical analysis and why its profitability is still debated:

- (1) Stock return predictability stems from prices wandering apart from their fundamental valuations, and
- (2) Stock return predictability forms from efficient markets that can be analyzed by time-varying equilibrium returns.

To observe excess market returns using trading strategies, analysis to ascertain the profitability by applying “buy-and-hold” strategy over the same time constraints is made in the study. These strategies will be evaluated solely on their ability to forecast future prices and to provide optimal entry and exit points

OBJECTIVES OF THE STUDY

- To study stock return to arrive at ideal holding period by applying ROI
- To study stock market volatility to find profitable filter rates using filter trading strategy.



RESEARCH METHODOLOGY

Period of study

The Indian stock market indices, a period of ten years from 2003- 2004 to 2012 - 2013 is taken for the study. The bench mark index of BSE the SENSEX and NSE nifty was taken from 01/07/2003 to 31/06/2013. The daily close price of both the indices is considered in the study. The relevant data in this period of ten years is used for the empirical part.

Sources of data

Secondary sources of data for bench mark of index of BSE and NSE and share prices were sourced from respective exchanges publications and websites. Other required data were sourced from various publications of RBI, SEBI, BSE, NSE and business journals.

Technical rules tested

These rules are classified in two broad categories viz;

➤ Time based trading rules

- Yearly trade
- Monthly trade
- Weekly trade
- Daily trade

➤ Price based trading rules

- Filter rules (10 filters from 0.2% to 0.9%)
- ROI (Return on Investment) in % are presented for simple understandings.

RESULTS

Time based trading rules with brokerage

- The average rate return of annual (yearly) trade on Sensex is 19.37% and in Nifty is 19.57% during the period of study from 2003-2004 to 2012-2013
- The average rate of return in case of monthly trade in Sensex -4.67% and in Nifty is -0.19%
- The mean ROI on average investment in case of weekly trade in Sensex -64.29% and in Nifty is -32.33%



- The mean rate of return on average investment for daily trade is -82.04% in Sensex and for Nifty is -38.77%

Proprietary trade

- The average rate return of annual trade on Sensex is 20.76% and in Nifty is 20.67% during the period of study from 2003-2004 to 2012-2013
- The average rate of return in case of monthly trade in Sensex 7.24% and in Nifty is 11.70%
- The mean ROI on average investment in case of weekly trade in Sensex -12.69% and in Nifty is 13.76%
- The mean rate of return on average investment for daily trade is -25.58% in Sensex and for Nifty is -1.62%

From the study, it may be concluded that the ideal holding period under the simple buy and hold policy is one year. Among various holding period returns, yearly trade reports higher returns than other trades in Sensex and Nifty. So simple buy and hold strategy may not work under monthly, weekly and daily trades. For risk adverse people, yearly trade is best in India.

PRICE BASED TRADING RULES

FILTER RULES

- The volatility in daily prices of SENSEX and NIFTY are studied to decide upon the range of filter rates to be tested during the study period. Intraday price changes are compared with the daily open price and percentage of changes over open price i.e. ups and downs are calculated. The year wise intraday changes and their average for ten years period are calculated. In SENSEX the daily average price is increase by 0.98% and decrease of -0.99%, with total average fluctuation of 1.97%
- The Average daily price changes in Nifty 2.03% in total with daily mean increase of 1.00% and mean decrease of -1.02%. Based on this, filter rates are determined and applied in the study.
- As part of mechanical trading strategy, Alexander's filter rules are applied on SENSEX and NIFTY. The filter rates are fixed considering volatility range and



transaction costs involved. Thus profitability of 10 filters from 0.2% to 0.9% was tested.

- The results for SENSEX are not encouraging one. Except 0.25% & 0.3% filter returns, all filter rates give negative returns. The filter applied on proprietary trade without brokerage give substantial returns with highest of 31.68 for 0.3%. The next is the 0.35% filter which gives 31.38. It is also observed that when filter rate is increased the return also getting increased, but after 0.5% filter, the trend gets reversed to negative side even in the absence of brokerage. The ideal rate of filter can be fixed as 0.2% to 0.5% for proprietary trade.
- The filter results of Nifty are better than SENSEX and reports maximum of 17.43 at 0.4% filter including brokerage cost. The ideal filter rate for proprietary trade is 0.5% in Nifty which gives 48.80. Filter trades are better than monthly and daily trades in terms of returns, but better than yearly trades only in case of proprietary trade.
- The volatility being observed throughout the study period in both exchanges. It is clear from the study that daily price series getting increased by 1.00 in nifty and 0.98% during 10 years period.
- From the comparative studies it may be concluded that filter test reports excess returns than the simple buy and hold strategy in case of proprietary trade at a range of 0.3% to 0.5% filter rates

CONCLUSION

Profitability of select technical rules on two major stock exchanges in India, the Sensex of Bombay Stock Exchange and Nifty of National Stock Exchange for the period of ten years from 2003 to 2013 has been analyzed. In accord with the results and empirical evidence of this research, Yearly investment plan gives more returns than other periods on both the exchanges. Filter rule gives excess return on proprietary trade. As substantial growth of developing countries potentially provides more profitability opportunities, effectiveness of technical trading rules has been questioned in these markets.



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AN ANALYTICAL STUDY OF WORKING CAPITAL MANAGEMENT OF RAYMOND

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ABSTRACT

Management of working capital is an integral part of overall corporate management. Working capital can be utilized for meeting day to day expenses and for maintaining fixed assets that are involved in everyday life of a business enterprise. The textile industry or apparel industry is primarily concerned with the design and production of yarn, cloth, clothing and their distribution. The raw material may be natural or synthetic using products of the chemical industry. The objective of the study is to analyze the working capital of RAYMOND. The research articles are analytical in nature. The data has been collected from the annual reports of RAYMOND for the period from 2011-2012 to 2015-2016.

INTRODUCTION

Working capital is a common measure of a company's liquidity, efficiency, and overall health. Because it includes cash, inventory, accounts receivable, accounts payable, the portion of debt due within one year, and other short term accounts, a company's working capital reflects the results of a host of company activities, including inventory management, debt management, revenue collection, and payments to suppliers. Positive working capital generally indicates that a company is able to pay off its short term liabilities almost immediately. The working capital formula assumes that a company really would liquidate its current assets to pay current liabilities, which is not always realistic considering some cash is always needed to meet payroll obligations and maintain operations.

CONCEPTS OF WORKING CAPITAL

There are two concepts of working capital:

1. Balance sheet concept
2. Operating cycle concept

There are two interpretations of working capital under balance sheet concept:

- A). Gross working capital
- B). Net working capital



IMPORTANCE OF WORKING CAPITAL

Proper management of working capital is essential to a company's fundamental financial health and operational success as a business. A hallmark of good business management is the ability to utilize working capital management to maintain a solid balance between growth, profitability and liquidity. Thus the working capital is needed for the following purposes:

- For the purchase of raw materials, components and spares.
- To pay wages and salaries.
- To incur day to day expenses and overhead costs such expenses and overhead costs such as fuel, power as fuel, power and office expenses etc.,
- To meet the selling costs as packing, advertising, etc.,
- To provide credit facilities to the customers.
- To maintain the inventories of raw materials, work in progress, stores and spares and finished stock.

ADVANTAGES OF ADEQUATE WORKING CAPITAL

Working capital is the life blood and nerve centre of a business. No business can run successfully without an adequate amount of working capital. The main advantages of maintaining adequate amount of working capital are as follows:

- **Solvency of business:**
 - Adequate working capital helps in maintaining solvency of the business by providing uninterrupted flow of production.
- **Goodwill:**
 - Sufficient working capital ensures a business concern to make prompt payments and hence in creating and maintaining goodwill.
- **Easy loans:**
 - A concern having adequate working capital, high solvency and good credit standing can arrange loans from banks and others on easy and favorable terms.
- **Cash discounts:**
 - Adequate working capital also enables a concern to avail cash discounts on the purchases and hence it reduces costs.



- **Regular supply of raw materials:**
 - Sufficient working capital ensures regular supply of raw materials and continuous production.
- **Regular payment of salaries, wages and other day to day commitments:**
 - A company which has ample working capital can make regular payment of salaries, wages and other day to day commitments which raises the moral of its employees, increases its efficiency, reduces wastages and costs and enhances production and profits.
- **Exploitation of favorable market conditions:**
 - Only concerns with adequate working capital can exploit favorable market conditions such as purchasing its requirements in bulk when the prices are lower and by holding its inventories for higher prices.
- **Ability to face crisis:**
 - Adequate working capita enables a concern to face crisis in emergencies such as depression because during such period, generally, there is much pressure on working capital.
- **Quick and Regular Return on Investments:**
 - Every investor wants a quick and regular return on his investments. Sufficiency of working capital enables a concern to pay quick and regular dividends to its investors as there may not be pressure to plough back profits. This gains the confidence of its investors and creates a favorable market to raise additional funds in the future.
- **High morale:**
 - Adequacy of working capital creates an environment of security, confidence, and high morale and creates overall efficiency in a business.

EXCESS OR INADEQUATE WORKING CAPITAL

Every business concern should have adequate working capital to run its business operation. It should have either redundant or excess working neither capital nor inadequate or shortage of working capital are both excess as well as short working capital positions bad for any business. However, out of the two, it is the inadequacy of working capital which is more dangerous from the point of view of the firm.



DISADVANTAGES OF REDUNDANT OF EXCESSIVE WORKING CAPITAL

- Excessive working capital means idle funds which earn no profits for the business and hence the business cannot earn a proper rate of return on its investments.
- When there is redundant working capital, it may lead to unnecessary purchasing and accumulation of inventories causing more chances of theft, waste and losses.
- Excessive working capital implies excessive debtors and defective credit policy which may cause higher incidents of bad debts.
- It may result into overall inefficiency in the organization.
- When there is excessive working capital, relations with banks and other financial institutions may not be maintained.
- Due to low rate of return on investment, the value of shares may also fall.
- The redundant working capital gives rise to speculative transactions.
- A concern which has inadequate working capital cannot pay its short-term liabilities in times. Thus, it will lose its reputation and shall not be able to get good credit facilities.
- It cannot buy its requirements in bulk and cannot avail of discounts, etc.,
- It becomes difficult for the firms to exploit favorable market conditions and undertake profitable projects due to lack of working capital.

OBJECTIVE OF THE STUDY

- To analyze the short term solvency position of the company.
- To assess the performance or activity position of the company.
- To analyze the long term solvency position of the company.

RESEARCH METHODOLOGY

➤ Research design:

Since the past and existing facts are used to analytical in nature, the researcher uses facts or information already available to analyze and evaluate the material.

➤ Data collection:

It is of secondary in nature as the annual reports of the company are already available in official websites.



➤ **Period of study:**

The study has been undergone for a period of 5 years starting from 2011-2012 to 2015-2016.

➤ **Tools for analysis:**

The following financial tools are used in study,

- Ratio analysis
- Statement of changes in working capital

ANALYSIS AND INTERPRETATION

YEAR	current ratio	liquid ratio	absolute liquid ratio	inventory turnover ratio	inventory conversion period	working capital turnover ratio	current assets to proprietors fund ratio	fixed assets to current assets ratio
2011-2012	1.43	0.94	0.06	4.14	88.16	4.72	1.19	0.75
2012-2013	1.18	0.76	0.06	3.98	91.71	9.41	1.37	0.69
2013-2014	1.69	1.09	0.11	3.89	93.83	3.41	1.37	0.54
2014-2015	1.47	0.96	0.14	4.52	80.75	4.92	1.42	0.47
2015-2016	1.46	0.94	0.10	4.20	86.90	4.73	1.50	0.42

FINDINGS AND SUGGESTIONS

- During the study period, the absolute liquid ratio is not at satisfactory level, whereas the current ratio and liquid ratio is satisfactory. Hence the company has to take proper steps to utilize the cash and bank balance efficiently.
- During the study period, the performance ratios such as inventory turnover ratio, inventory conversion period and working capital turnover ratio is at satisfactory level. Hence the company has to maintain the same progress for the upcoming years.
- During the study period, the long term solvency ratio such as current asset to proprietors fund ratio is not satisfactory while the proprietors fund ratio is satisfactory. Hence the company should take necessary steps to utilize the proprietors fund efficiently.



CONCLUSION

The working capital being the life blood and nerve centre of every business enterprise, no business can run efficiently without maintaining adequate working capital. It is an integral part of overall corporate management.

From the study it reveals that the solvency position of the business is not upto the level when compared to the long term solvency position which is quite satisfactory. This shows that the company has to improvise the funds to raise more current assets.

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FOREIGN DIRECT INVESTMENT IN AUTOMOBILE INDUSTRY IN INDIA

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ABSTRACT

The growth of the economy over the past few years has attracted global auto majors to the Indian market. Moreover, India provides trained manpower at competitive costs making India a favored global manufacturing hub. The attractiveness of the Indian markets on the one hand and the stagnation of the auto sector in markets such as Europe, US and Japan on the other, has resulted in shifting of capacities and flow of capital to the Indian automobile industry.

INTRODUCTION

The Indian automobile industry has the potential to emerge as one of the largest in the world. The country already ranks number two globally in the two-wheeler segment, next only to China. It ranks 11th in car production and 13th in commercial vehicle production. With the growing industrial production and increasing spending power of the Indian middle-class households, the country is expected to make it to the top five markets in cars and commercial vehicles by 2020. Unlike other developed markets, the Indian market is far from saturation. Also, the number of India's Heavy Trucks per capita is far below the levels of Developed countries, China and the World Average. The growth of the economy over the past few years has attracted global auto majors to the Indian market. Moreover, India provides trained manpower at competitive costs making India a favored global manufacturing hub. The attractiveness of the Indian markets on the one hand and the stagnation of the auto sector in markets such as Europe, US and Japan on the other, has resulted in shifting of capacities and flow of capital to the Indian automobile industry.

STRUCTURE OF AUTOMOBILE INDUSTRY

There are two distinct sets of players in the Indian automobile industry: the vehicle manufacturers and automobile component manufacturers. While the former is engaged in assembling of all these components into an automobile the latter set is engaged in manufacturing of parts, components, bodies and chassis involved in automobile



manufacturing. The automobile manufacturing sector, which involves production of the automobile components, comprises two-wheelers, three-wheelers, four-wheelers, passenger cars, light commercial vehicles (LCVs), heavy trucks and buses/coaches. The automobile industry is pyramidal in structure with the auto assemblers at the apex followed by a three-tier structure auto component firms down the structure. On the first rung are those manufacturers who supply directly to the automaker. The second rung comprises of component manufacturers who supply to the first tier and the third rung supplies to the second tier. The relationship between the automobile firms and component manufacturers in India is also significantly affected by the general changes in the global auto industry value chains.

CHARACTERISTICS OF THE INDIAN AUTOMOTIVE COMPONENTS INDUSTRY

Thrust sector of India

The Indian auto component industry is a thrust sector in India. The direct employment generated by the medium and large firms in the organized sector is 250,000 man-years.

Geographical spread of the industry

In terms of location, over 70 percent of the automotive components companies are situated in either the northern or western regions. NCR/ Delhi, Pune, and Chennai-Bangalore have traditionally been the most important clusters for the automotive components segment in India. With Tata setting up its manufacturing unit in Singur, West Bengal and its existing manufacturing base in Jharkhand, eastern regions is likely to emerge as an equally important cluster.

Low volume and fragmented industry

There are over 500 small, medium and large players in auto components in the organized sector along with 6,000 ancillary units. Most of these companies in India are family-owned businesses. The unorganized sector predominantly caters to the aftermarket. Manufacturers in this sector operate independently with little investment and on a small scale.

Low import dependence

Most components required by the Indian automobile industry are manufactured locally. Import dependence was estimated to the tune of 13.5 percent of the domestic demand for every year. Imported automotive components include special steels and materials or high precision engineering components, such as gearboxes.



FACTS ABOUT INDIAN AUTOMOBILE INDUSTRY

1. 2nd largest two wheeler manufacturer in the world.
2. 2nd largest tractor and three wheeler manufacturers in the world.
3. 4th largest Commercial vehicle market in the world.
4. Eleventh largest passenger car market in the world.
5. Contributes about 4 per cent in India's Gross Domestic Product (GDP).
6. 5 percent in India's industrial production.
7. Generated about 4.5 lakh of direct employment.
8. About one crore of indirect employment.
9. Establishment of competitive Auto Ancillary Industry, automobile testing and R&D centers.
10. First car ran on India's roads in 1897.
11. Till 1930s, cars were imported directly.
12. 9th largest automobile industry.
13. Annual production of over 2.3 million units.
14. Monthly sales of passenger cars in India exceed 100,000 units.
15. Mahindra is 3rd largest tractor manufacturer in the world.

DOMESTIC MARKET SHARE

India's automobile market has grown steadily over the last seven to eight years, with the exception of the previous two years where the effects of the global downturn were felt, primarily in sales of commercial vehicles. However, even during the downturn, the two-wheeler and three wheeler segments, which were until then experiencing low growth or losing volumes, bucked the trend. As Figure 5 shows, India's vehicle demand is quite different from other top automobile markets – with the exception of China – in that two-wheelers constitute a significant portion of vehicle demand (more than 3/4th of the Indian market is in two-wheelers).

INFLOW OF FOREIGN DIRECT INVESTMENT IN AUTOMOBILE IN INDIA

The Automobile Industry occupies a leading place in Indian economy contributing 7% of GDP. Foreign Direct Investment (FDI) impact on the growth of Automobile Industry



is visible across the spectrum of this sector – direct employment in manufacturing, auto component suppliers and auto service segments. The impact of the various government interventions in FDI in Automobile sector towards employment generation though not practical to quantify but attempt can be made to study and interpret the data available. This facilitates to estimate the employment generation and potential impact of these unique policy initiatives. The Indian Automobile industry being ‘industry of industries’ has profound forward and backward linkages with many segments with its multiplier effect contributing to GDP; leading to requirement of Human Resources at various levels from Research and Development to general employment, that is, education levels from PhD to ITI grades.

Table 1

Comparison of Foreign Direct Investment Inflow with Total FDI, Total Investment, Total Export and Total Sales in Automobile Sectors in India

Year	Inflow of FDI in Automobile	Foreign Direct Investment		Total Investment		Total Export		Total Sales	
		Total FDI	(%)	Value	(%)	Units	(%)	Value	(%)
2004-05	3310	69042	4.79	367054	0.90	463142	0.71	7897629	0.04
2005-06	4531	94981	4.77	413369	1.10	806222	0.56	8906428	0.05
2006-07	6612	135080	4.89	437857	1.51	1011529	0.65	10123988	0.07
2007-08	17228	249921	6.89	470362	3.66	1238333	1.39	9654435	0.18
2008-09	26914	110123	24.44	514781	5.23	1530660	1.76	9724243	0.28
2009-10	31469	332575	9.46	586263	5.37	1804426	1.74	12295397	0.26
2010-11	22520	281897	7.99	654174	3.44	2319956	0.97	15513156	0.15
2011-12	23140	301254	7.68	661781	3.50	2937905	0.79	16213524	0.14
2012-13	25350	312545	8.11	693515	3.66	2898907	0.87	17452121	0.15

Source: SIAM

Foreign Direct Investment

Table No. 1 and its graphical representation clear the facts that total foreign direct investment in India was Rs. 69042 crores in the year 2004-15 which reached to the gigantic amount of Rs. 312545 cores in the year 2012-13 showing an extraordinary increase during the period of study. In the same way total foreign direct investment in automobile sector of



the country was Rs. 3310 crores only in the year 2004-05 which increased to Rs. 25350 crores in the year 2012-13. It indicates the continuous increase of the interest and faith of foreign investors in the automobile sector of India during the period of study.

Percentage of FDI in automobile sector of India to total FDI inflow in the country was 4.79 % in the year 2004-05. It showed a fluctuating tendency during the entire period of study. For example it remained as low as 6.89% of total FDI inflow in the country in the year 2007-08 and as high as 24.44% in the year 2008-09. The reason of these unusual fluctuations is traced in the fact that inflow of organizational FDI in automobile sector of the country depends upon the collaboration of Indian automobile companies with global automobile firms which is not an activity of regular nature. Besides, several other factors also affect it directly.

Emerging Trends in Indian Automobile Sector

Globalization is pushing auto majors to consolidate, to upgrade technology, enlarge product range, access new markets and cut costs. They have resorted to common platforms, modular assemblies and systems integration of component suppliers and e-commerce. The component industry is undergoing vertical integration resulting into emergence of systems and assembly suppliers rather than individual component suppliers. Thus, while most component suppliers are integrating into tier 2 and tier 3 suppliers, larger manufacturers and multinational corporations (MNCs) are being transformed into tier 1 companies. Environmental and safety concerns are leading to higher safety and emission norms in the country.

As with conventional automobiles, the Indian industry has taken a path different from that of the global industry in the development of green vehicles. The development of cleaner vehicles in India began with a regulatory push for CNG buses and three-wheelers in New Delhi more than a decade ago. In all other segments of the automobile market, demand has grown largely based on customer awareness and a pull for products motivated largely by perceived economic benefits. For instance, LPG kits were available in the market more than a year before the first entrant in the field, Maruti Suzuki, introduced factory-fitted vehicles in 2004. In recent times, electric two wheelers have ridden on the back of customer demand for vehicles with lower running costs, as well as some incentives to users in the form of little or no duties on electric vehicles (and parts) in areas such as New Delhi.



CONCLUSION

To sum up, it can be said that large domestic market, cheap labour and human capital are the main determinants of FDI inflows to India, however, its stringent labour laws, poor quality infrastructure, centralized decision making processes and a very limited number of SEZs make India an unattractive investment location. On the other hand, the automobile industry is contributing significantly and playing an important role in the economic development of India. The sector has shown a tremendous growth after liberalization through attracting a huge amount of FDI. The inflow of FDI has affected the sector in all the areas of manufacturing, sales, personnel research and development and financing. FDI has helped to improve the financial position of the automobile sector in India. The automobile industry has a tremendous scope for growth in passenger cars and commercial vehicles. In order to meet the challenges posed by globalization, the Indian automobile manufacturers need to ensure technological advancement, appropriate marketing strategies and adequate customer care feedback system in their organizations.

Having studied the comparative analysis of inflow of foreign direct investment in the automobile industry of India and total sales and export of this sector, it may be said that an increase in FDI has a direct and positive impact on the overall progress of the automobile industry of the country. Significantly, during the last one decade, the sales and export in this sector have grown specifically in the segments of cars and two/three wheelers.



INDIAN BANKING: THE HISTORICAL PERSPECTIVE AND PROSPECTS

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ABSTRACT

An all round development of agriculture, industry and trade characterizes the economic life of the people in ancient India. This was due partly to private enterprise and partly to state control and management. The srenis or guilds were also trustees for pious and charitable endowments. In this capacity the guilds served as banks, accepting endowments and paying interest. There are served references in inscriptions to deposits made with guilds. The role of guilds as banks continued at least till the tenth century A.D. in northern India. Banking in India originated in the last decades of the 18th century. Around the turn of the 20th Century, the Indian economy was passing through a relative period of stability. Around five decades had elapsed since the Indian Mutiny, and the social, industrial and other infrastructure had improved. The period between 1906 and 1911, saw the establishment of banks inspired by the Swadeshi movement. After independence in 1947 and later on account of initiation of planning for development in 1950-51, banking in India has grown at a fast rate. Not only has there been a fast increase in number of bank offices, but also deposits and loans have gone up considerably. This paper highlights the growth and development of banks in India during the post-independence period particularly nationalization of banks, liberalization and the recent reforms and development of Indian banking.

Key words: *Guild, Banking, Development, Nationalisation, Liberalisation.*

'Development' involves not merely economic changes but also social and institutional in many underdeveloped countries it calls for new sets of values and new concepts of society and government. No path to development is likely to be smooth. Banking is the base for economic development.

Dr. N. Kumar

An all round development of agriculture, industry and trade characterizes the economic life of the people in ancient India. This was due partly to private enterprise and partly to state control and management. It appears that the private and public sectors, in modern terminology, contributed to the economic prosperity of the people and the growth of national wealth. The organization of professions into guilds or corporate bodies for safeguarding their interests and avoiding under competition forms an interesting study, the



guild being an institution with a long history in ancient India, which developed in the West only in the Middle Ages.

Ancient Indian economy thus provides an interesting study in all its aspects - land and agricultural economy, trade and commerce, professions and guilds, labour and wages, banking and interest, a regulated monetary system, etc. A good many of the professions were organized into unions or guilds popularly called *srenis*. The traditional number of such guilds was eighteen according to the Buddhist Jatakas and the Sanskrit Buddhist literature specifically mentions eighteen professions which were organized into guilds. Some inscriptions also mention a few of these guilds. They continued to exist for more than fifteen hundred years from circa sixth century B.C. to a period later than 1000 A.D.

The *srenis* or guilds were also trustees for pious and charitable endowments. In this capacity the guilds served as banks, accepting endowments and paying interest. There are served references in inscriptions to deposits made with guilds. The commentator on Manu (10th cent.), however, mentions guilds of artisans, tradesmen, money-lenders and coach-drivers who were economically and socially much better off. Banking as an institution in the modern sense with a large staff for the maintenance of accounts, is not mentioned anywhere, but we do find references to guilds and even temples accepting deposits and paying interest to the depositor. The role of guilds as banks continued at least till the tenth century A.D. in Northern India.

In south Indian inscriptions of the ninth and tenth centuries, we find village assemblies called *sabhas* and *urs* receiving deposits of money or gifts of land on trust for religious purposes. They undertook to provide for the objects stipulated by the donor out of the interest from these deposits. The village assemblies thus functioned as banks and public trusts. The invasions from the north-west brought political instability and this had a considerable effect on the economic conditions of the people. The political transition from the ancient to the medieval period is also associated with transition in the sector of socio-economic life and progress.

EARLY HISTORY OF BANKING

According to history, Babylonians had developed a Banking system. The great temples were powerful of the Greek Banking Industries. In ancient Greece and Rome, the practice of granting credit was widely prevalent. People used cheques and drafts to settle their accounts.



DEFINITION OF BANKS

In India the definition of the business of banking has been given in the Banking Regulation Act, (BR Act). According to Section 5(c) of the BR Act, ‘a banking company is a company which transacts the business of banking in India. ‘Further, Section 5(b) of the BR Act defines banking as, ‘accepting, for the purpose of lending or investment, of deposits of money from the public, repayable on demand or otherwise, and withdraw able, by cheque, draft, and order or otherwise’. This definition points to the three primary activities of a commercial bank which distinguish it from the other financial institutions. These are: (i) maintaining deposit accounts including current accounts, (ii) issue and pay cheques, and (iii) collect cheques for the bank’s customers.

ORIGIN OF THE WORD

The name bank derives from the Italian word banco “desk / bench”, used during the Renaissance era by Florentine bankers, who used to make their transactions above a desk covered by a green tablecloth. However, traces of banking activity can be found even in ancient times.

In fact, the word traces its origins bank to the Ancient Roman Empire, where moneylenders would set up their stalls in the middle of enclosed courtyards called macella on a long bench called abancu, from which the words banco and bank are derived. As a moneychanger, the merchant in the bancu did not so much invest money as merely convert the foreign currency into the only legal tender in Rome – that of the Imperial Mint.

A public bank was established in Barcelona in 1401. During 1407, the Bank of Genoa was established. The Bank of Amsterdam was established in 1609 to meet the needs of the merchants of the city. It accepted deposits which could be drawn on demand.

English Banking may correctly be attributed to the London gold smiths. They received their customer’s valuables and funds for safe custody and issued receipts. These notes, in course of time, became payable to bearer of demand and hence enjoyed considerable circulation. However, in the course of time, gold smiths were ruined. This led to the growth of private banking and establishment of “Banking of England” in 1694.

In India, banking existed even during Vedic period. The books of Manu contain references regarding deposits, pledges, policy of loans and rate of interest. Although, the business of banking is old, Banking Institutions have since changed in character and content.



HISTORY

Banking in India originated in the last decades of the 18th century. The first banks were The General Bank of India, which started in 1786, and Bank of Hindustan, which started in 1770; both are now defunct. The oldest bank in existence in India is the State Bank of India, which originated in the Bank of Calcutta in June 1806, which almost immediately became the Bank of Bengal. This was one of the three presidency banks, the other two being the Bank of Bombay and the Bank of Madras, all three of which were established under charters from the British East India Company. For many years the Presidency banks acted as quasi-central banks, as did their successors. The three banks merged in 1921 to form the Imperial Bank of India, which, upon India's independence, became the State of India in 1955.

Merchants in Calcutta established the Union Bank in 1839, but it failed in 1840 as a consequence of the economic crisis of 1848-49. The Allahabad Bank, established in 1865 and still functioning today, is the oldest Joint Stock bank in India. It was not the first though. That honor belongs to the Bank of Upper India, which was established in 1863, when it failed with some of its assets and liabilities being transferred to the Alliance Bank of Shimla.

Foreign banks too started to app, particularly in Calcutta, in the 1860's. The Comptoir' Escompte de Paris opened a branch in branch in Calcutta in 1860's, and another in Bombay in 1862; branches in Madras and Pondicherry, then a French colony, followed HSBC established itself in Bengal in 1869. Calcutta was the most active trading port in India, mainly due to the trade of the British Empire, and so became a banking centre.

The first entirely Indian joint stock bank waste Oudh Commercial Bank, established in 1881 in Faizabad. It failed in 1958. The next was the Punjab National Bank, established in Lahore in 1895, which has survived to the present and is now one of the largest banks in India.

Around the turn of the 20th Century, the Indian economy was passing through a relative period of stability. Around five decades had elapsed since the Indian Mutiny, and the social, industrial and other infrastructure had improved. Indian had established small banks, most of which served particular ethnic and religious communities.

The presidency banks dominated banking in India but there were also some exchange banks and a number of Indian joint stock banks. All these banks operated in different segments of the economy. The exchange banks, mostly owned by Europeans, concentrated on financing foreign trade. Indian joint stock banks were generally undercapitalized and lacked the experience and maturity to compete with the presidency and exchange banks. This segmentation let Lord Curzon to observe. *"In respect of banking it seems we are behind the*



times. We are like some old fashioned sailing ship, divided by solid wooden bulkheads into separate and cumbersome compartments”.

The period between 1906 and 1911, saw the establishment of banks inspired by the Swadeshi movement. The Swadeshi movement inspired local businessmen and political figures to found banks of and for the Indian community. A number of banks established then have survived to the present such as Bank of India, Corporation Bank, Indian Bank, Bank of Baroda, Canara Bank and Central Bank of India.

The fervor of Swadeshi movement lead to establishing of many private banks in Dakshina Kannada and Udupi district which were unified earlier and known by the name South Canara (South Kanara) district. Four nationalized banks started in this district and also a leading private sector bank. Hence undivided Dakshina Kannada district is known as “Cradle of Indian Banking”.

During the First World War (1914-1918) through the end of the Second World War (1939-1945), and two years thereafter until the independence of India were challenging for Indian banking. The years of the First World War were turbulent, and it took its toll with banks simply collapsing despite the Indian economy gaining indirect boost due to war-related economic activities. At least 94 banks in India failed between 1913 and 1918 in India.

During the British period the financing of foreign trade was mainly done by “Exchange Banks” or what are now called “Foreign Banks”.

After independence in 1947 and later on account of initiation of planning for development in 1950-51, banking in India has grown at a fast rate. Not only has there been a fast increase in number of bank offices, but also deposits and loans have gone up considerably.

POST-INDEPENDENCE

The partition of India in 1947 adversely impacted the economics of Punjab and West Bengal, paralyzing banking activities for months. India’s independence marked the end of a regime of the Laissez-faire for the Indian banking. The Government of India initiated measures to play an active role in the economic life of the nation, and the Industrial Policy Resolution adopted by the government in 1948 envisaged a mixed economy. This resulted into greater involvement of the state in different segments of the economy including banking and finance. The major steps to regulate banking included.



The Reserve Bank of India, India's central banking authority, was established in April, 1935, but was nationalized on January 1, 1949 under the terms of the Reserve Bank of India (Transfer to Public Ownership) Act, 1948 (RBI, 2005b)⁽¹⁾

In 1949, the Banking Regulation Act was enacted which empowered the Reserve Bank of India (RBI) "to regulate, control, and inspect the banks in India".

The Banking Regulation Act also provided that no new bank or branch of an existing bank could be opened without a license from the RBI, and no two banks could have common directors.

NATIONALISATION

In 1969 except the State Bank of India or SBI, continued to be owned and operated by private persons. By the 1960s, the Indian banking industry had become an important tool to facilitate the development of the Indian economy. At the same time, it had emerged as a large employer, and a debate had ensued about the nationalization of the banking industry. Indira Gandhi, then Prime Minister of India, expressed the intention of the Government of India in the annual conference of the All India Congress Meeting in a paper entitled "*Stray thoughts on Bank Nationalisation*". The meeting received the paper with enthusiasm. Thereafter, her move was swift and sudden. The Government of India issued an ordinance (Banking Companies (Acquisition and Transfer of Undertakings) Ordinance, 1969) and nationalized the 14 largest commercial banks with effect from the midnight of July 19, 1969. These banks contained 85 percent of bank deposits in the country. Jayaprakash Narayan, a national leader of India, described the step as a "*masterstroke of political sahacity*". Within two weeks of the issue of the ordinance, the Parliament passed the Banking Companies (Acquisition and Transfer of Undertaking) Bill, and it received the presidential approval on 9 August 1969.

A second dose of nationalization of 6 more commercial banks followed in 1980. The stated reason for the nationalization was to give the government more control of credit delivery. With the second dose of nationalization the Government of India controlled around 91% of the banking business of India. Later on, in the year 1993, the government merged New Bank of India with Punjab National Bank. It was the only merge between nationalized banks and resulted in the reduction of the number of nationalized banks from 20 to 19. After this, until the 1990s, the nationalized banks grew at a pace of around 4% closer to the average growth rate of the Indian economy.



LIBERALISATION

In the early 1990s, the then Narasimha Rao government embarked on a policy of liberalization, licensing a small number of private banks. These came to be known as New Generation tech-savvy banks, and included Global Trust Bank (the first of such new generation banks to be set up), which later amalgamated with Oriental Bank of Commerce, UTI Bank (since renamed Axis Bank), ICICI Bank and HDFC Bank. This move, along with the rapid growth in the economy of India, revitalized the banking sector in India, which has seen rapid growth with strong contribution from all the three sectors of banks, namely, government banks, private banks and foreign banks.

The Indian banking sector has witnessed wide ranging changes under the influence of the financial sector reforms initiated during the early 1990s. The approach to such reforms in India has been one of gradual and non-disruptive progress through a consultative process. The emphasis has been on deregulation and opening up the banking sector to market forces. The Reserve Bank has been consistently working towards the establishment of an enabling regulatory framework with prompt and effective supervision as well as the development of technological and institutional infrastructure.

In March 2006, the Reserve Bank of India allowed Warburg Pincus to increase its stake in Kotak Mahindra Bank (a private sector bank) to 10%. This is the first time an investor has been allowed to hold more than 5% in a private sector bank since the RBI announced norms in 2005 that any exceeding 5% in the private sector banks would need to be vetted by them.

In recent years critics have charged that the non-government owned banks are too aggressive in their loan recovery efforts in connection with housing, vehicle and personal loans. There are press reports that the banks' loan recovery efforts have driven defaulting borrowers to suicide.

Banks have played a critical role in the economic development of some developed countries emerging economies; banks are special for three important reasons. First, they take a leading role in developing other financial intermediaries and markets. Second, due to the absence of well-developed equity and bond markets, the corporate sector depends heavily on banks to meet its financing needs. Finally, in emerging markets such as India, banks cater to the needs of a vast number of servers from the household sector, which prefer assured income and liquidity and safety of funds, because of their inadequate capacity to manage financial risks.



Banking in India has undergone a sea change in the present Century, the change has been more perceptible since nationalization of major banks in 1969. The banking system has taken upon itself the role of most important development agency of the country. From the commercial wholesale banking, we have come down to retail social developmental banking. From large cities banks have moved to towns, villages and to unheard of hamlets, from large and medium industry to small scale units and to tiny one, from big agency houses to small business, from qualified professionals to barbers and watermen, to the tribals and to the physically handicapped; from the privileged to the altogether unprivileged. In fact, this is unprecedented in the history of banking anywhere in the world.

Manmohan Singh has been working on reforming the banking and financial sectors, as well as public sector companies. The Finance ministry has been working towards relieving farmers of their debt and has been working towards pro-industry policies. In 2005, Singh's government introduced the value added tax, replacing sales tax. In 2007 and early 2008, the global problem of inflation impacted India.

Prime Minister Narendra Modi, NDA government has initiated a series of banking reforms. The Prime Minister said the entire banking sector is undergoing major transformation with the advent of latest technology. The top 5 reforms initiated by PM Modi are:

1. Re-capitalisation of public sector (PSU) banks – Modi said the government would be infusing Rs 70,000 crore in the public sector banks in the next few years to help them deal with the distressed assets issue.
2. Change in rules for hiring top management – private sector professionals have been hired in PSU banks after nationalisation of banks in 1969
3. Paper-less transactions to curb the black money menace
4. India moving towards a situation where the currency printing cost will come down
Taking country in the direction currency-less business operations
5. Import duties have been hiked on certain items to help the sectors facing problems and account for distressed assets of the banking sector.



Banks play a positive role in economic development of a country as repositories of community's savings and as purveyors of credit. Indian banking has aided the economic development in an effective way. The Banking sector has shown remarkable responsiveness to the needs of planned economy. It has brought about a considerable progress in its efforts at deposit mobilization and has taken a number of measures in the recent past for accelerating the rate of growth of deposits. As a recourse to this, the commercial banks opened a number of branches in urban, semi-urban and rural areas and have introduced a number of attractive schemes and free services to the customers to attract more deposits.

Domestically, the Banks have made good progress in their Deposits and Advances as well as in their ancillary business activity, with the results. All in all, the Banks are today in a much stronger position, in terms of financial and organizational strength, to enable them to meet the emerging challenges that lie ahead.

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A STUDY ON CAPITAL STRUCTURE OF ULTRATECH CEMENTS LIMITED

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ABSTRACT

Capital Structure is the Ratio of different kinds of Securities raised by a firm as long-term finance which decides the size, and nature of the business concern..The objective of the study was to analyse the Capital Structure of the company. Data relating to the company has been collected through the Published Annual Reports. The study has been conducted with the help of various Ratios, Trend Analysis and Correlation. The requirement of finance is essential for the survival and growth of a firm. Right from the promotional stage up to end, finances play an important role in a company's life. If funds are inadequate, the business suffers and if the funds are not properly managed, the entire organization suffers. It is therefore necessary that correct estimate of the current and future needs of capital be made to have an Optimum Capital Structure.

The Analysis shows that the company is moving forward by taking effective measures for its further improvements and investment decisions. So the firm has to focus on generating profit in the coming years by taking care of internal and the external factors . And it is implied that the use of debt as a source of finance, helps the firm to save a considerable amount in payment of tax, reduce the cost of production and improve its performance in respect to capacity utilisation, profitability and solvency. Since the company has an Optimum Capital Structure it will have a positive effect in its future business.

INTRODUCTION

Finance is defined as the provision of money at the time, it is required. Finance is the art and science of managing money. There is no human being, without blood. Similarly, there is no organization that does not requires finance, irrespective of the activity, it is engaged in. The way blood is needed for a person to live, so is the requirement of finance to any firm for its survival and growth. Without adequate finance, no organization can possibly achieve its objectives. In order to run and manage a company, funds are needed. It is therefore necessary that correct estimate of the current and future needs of capital be made to have an optimum Capital Structure which shall help the organization to run its work smoothly and without any stress.



OBJECTIVES OF THE STUDY

1. To Study the Capital Structure of the company.
2. To study the Correlation between Net Profit and Sales of the company.

RESEARCH METHODOLOGY AND DATA ANALYSIS

PERIOD OF STUDY

The period of 2011-2012 to 2015-2016 is selected for this study. This 5 years period is chosen in order to have a fairly well balanced period, for which reasonable and up to date financial data would be available.

SOURCES OF DATA

Data relating to Ultra Tech Cements. Has been collected through

SECONDARY SOURCES

- Published Annual Reports of the company for the year 2011-16.

FINANCIAL AND STATISTICAL TOOLS USED FOR THE ANALYSIS

1. Ratio Analysis
2. Correlation analysis

ANALYSIS

RATIO ANALYSIS

S.NO	PARTICULARS	VALUE				
		2011-12	2012-13	2013-14	2014-15	2015-16
	RATIO ANALYSIS					
1	GROSS PROFIT	23.71	24.43	19.91	18.49	19.08
2	NET PROFIT	13.46	13.7	10.68	8.89	9.12
3	RETURN ON INVESTMENT	21.34	20.04	14.71	13.47	13.76
4	RETURN ON SHAREHOLDERS FUNDS	19.02	18	12.54	10.69	10.49
5	EARNINGS PER SHARE	89.24	96.83	78.19	73.43	79.25
6	PAY-OUT RATIO	10.43	10.54	13.48	14.74	14.44
7	CAPITAL TURNOVER	96.84	88.8	81.64	77.95	75.39
8	DEBT-EQUITY	0.52	0.47	0.49	0.58	0.56
9	RETURN ON EQUITY	19.02	18	12.54	10.69	10.49
10	CAPITAL GEARING	0.52	0.47	0.49	0.42	0.39



CORRELATION ANALYSIS

S.NO	PARTICULARS	VALUES
1	NET PROFIT AND SALES	0.59
2	EQUITY CAPITAL AND EBITD	0.46
3	EQUITY CAPITAL AND EAIT	0.45
4	DEBT AND EQUITY	0.81

FINDINGS AND CONCLUSION

Findings from Ratio Analysis

- The Profitability Ratios (Gross Profit and Net Profit) is not found to be satisfactory as it widely fluctuating due to the high Cost Of Goods Sold and low Return On Its Investments.
- The Overall Profitability Ratios (Return on Investment, Return on Shareholders' Fund, Earnings per share, Return On Equity) is not found to be satisfactory as it widely fluctuate due to the improper use of firms resources by the management of the company.
- The Overall Profitability Ratios (Dividend Pay-Out, Capital Turnover) is found to be satisfactory but it fluctuates due to the ploughing back of profits which enables the company to grow and pay more dividend in the future.
- The Capital Structure Ratios (Capital Gearing, Debt- Equity Ratio) is found to be satisfactory but it fluctuates due to the improper utilisation of the low- cost Outsiders Funds to magnify their earnings . But on the other hand it is better for the growth of the company to have a lesser reliance on the Outsiders Funds.

Findings from Correlation Analysis

- The Coefficient Correlation between Net Profit and Sales , Debt and Equity Capital indicates that there is a High Positive Correlation
- The Coefficient Correlation between Equity Capital and EBITD , Equity Capital and EAIT indicates that there is a Positive Correlation

CONCLUSION

The study has been conducted on the Capital Structure of Ultra Tech Cements Ltd with the help of various Ratios, Trend Analysis and Correlation. The Analysis shows that the company is moving forward by taking effective measures for its further improvements and investment decisions. So the firm has to focus on generating profit in the coming years by



taking care of internal and the external factors. And it is implied that the use of debt as a source of finance, helps the firm to save a considerable amount in payment of tax, reduce the cost of production and improve its performance in respect to capacity utilisation, profitability and solvency. Since the company has an Optimum Capital Structure it will have a positive effect in its future business.

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IMPACT OF MOBILE BANKING SERVICES

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ABSTRACT

Mobile banking is one of the innovations to give solution to the practical problems of banking services. Mobile banking is a service provided by a bank or other financial institution which helps the customers to conduct a range of financial transactions remotely using a mobile device such as a mobile phone and using software provided by the financial institution for the purpose. The introduction of mobile banking services to the customers was possible by the technology. The current study is an attempt to identify different mobile banking services, to analyze the favorable aspects of mobile banking and to analyze the unfavorable aspects of mobile banking. Secondary data was collected from websites, journals and books. It is concluded that customers are very eager to join new technologies or methods, but the customers are using mobile banking only for primary transactions because of risk and reliability.

INTRODUCTION

Banking today is undergoing a radical transformation. This transformation is taking place across all sectors of the banking industry. Technology is a major force in this radical transformation. With rapid advance of internet technologies and diffusion of mobile phones, mobile banking has gained attention as a viable option in delivering financial services. Mobile banking helps the Customer's to check out their account details, get their bank statements, perform transactions like transferring money to other accounts and pay their bills sitting in the comfort of their homes and offices. Since financial Services are complicated, it needs a lot of trust for the consumer to use technology. So most of them are using this innovation only for understanding their current account balance, payment of electricity bill, waterbill, school fees, EMI for vehicles etc. Mobile banking services or operations are still in their immaturity, leaving a great deal of room for development. There is a need, therefore, to understand different types of mobile banking services and to identify the positive impact and negative impact of mobile banking.



REVIEW OF LITERATURE

Rajesh Panda (2016), opines that, “ The Indian banking industry is getting competitive day by day due to entry of new foreign banks and new licenses released by RBI for domestic players. Retail banking in India has evolved from offering mere deposits to a range of products and services. At the same time, different banks are creating different avenues like mobile banking, online banking and so forth to enhance their respective customer experience.

Vikas chauhan (2016), points out that, “From 2010 – 2011 to 2013 – 2014 there was a huge increase in mobile banking users. The number of transaction performed through mobile banking also showed enormous growth. There were 6.85 million transactions in 2010 – 2011 which reached 94.6 million transactions in the year 2013 – 2014. Huge increase in the number of mobile banking users and high growth in terms of transactions performed show a very good trend and a very positive future for mobile banking in India.

OBJECTIVES OF THE STUDY

The current study is an attempt to ascertain the positive impact and negative impact of mobile banking. It further studies the different types of mobile banking services offered by the banks.

METHODOLOGY

Secondary data was collected from websites, journals and books.

POSITIVE IMPACT

Following are the positive impact of Mobile Banking,

- **Anytime Banking:** Mobile Banking gives the privilege of anytime and anywhere banking. One can do most of the banking transaction after banking hours from anywhere, irrespective of whether they are traveling in bus or auto. Whereas this ease will not be possible if we are connected to a PC or Lap top, especially when traveling.
- **Mobile Banking is Free:** The service provided by bank is free of charge, there is no limit for number of times you can access your account. Various banking services provided include Account Balance Inquiry , Credit/Debit Alerts, Bill Payment Alerts, Transaction History, Fund Transfer Facilities, Minimum Balance Alerts etc. can be accessed from your mobile. You can transfer money instantly to another account in the same bank using mobile banking.



- **Cost Reduction:** The biggest advantage of mobile banking offers to banks is that it drastically cuts down the costs of providing service to the customers. For service providers, Mobile banking offers the next surest way to achieve growth. Countries like India where mobile penetration is nearing saturation, mobile banking is helping service providers increase revenues from the now static subscriber base. Service providers are increasingly using the complexity of their supported mobile banking services to attract new customers and retain old ones.
- **To Control Fraud :** A very effective way of improving customer service could be to inform customers better. Credit card fraud is one such area. A bank could, through the use of mobile technology, inform owners each time purchases above a certain value have been made on their card. This way the owner is always informed when their card is used, and how much money was taken for each transaction.
- **Reminder Facility :** Similarly, the bank could remind customers of outstanding loan repayment dates, dates for the payment of monthly installments or simply tell them that a bill has been presented and is up for payment. The customers can then check their balance on the phone and authorize the required amounts for payment. The customers can also request for additional information. They can automatically view deposits and withdrawals as they occur and also pre- schedule payments to be made or cheques to be issued. Similarly, one could also request for services like stop cheque or issue of a cheque book over one's mobile phone.
- **Secure Banking:** Some banks assure that, by downloading the app directly from the server, the data won't be stored in your mobile as well as SIM card. The app comes with advanced encryption technologies making it safe and secure as Internet Banking.

NEGATIVE IMPACT

Following are the negative impact of Mobile Banking,

- **Security :** Security experts generally agree that mobile banking is safer than computer banking because very few viruses and Trojans exist for phones. That does not mean mobile banking is immune to security threats, however Mobile users are especially susceptible to a phishing-like scam called "smishing." It happens when a mobile banking user receives a fake text message asking for bank account details from a hacker posing as a financial institution. Many people have fallen for this trick and had money stolen through this scam.



- **Compatibility** : Mobile banking is not available on every device. Some banks do not provide mobile banking at all. Others require you to use a custom mobile banking application only available on the most popular smart phones, such as the Apple iPhone and RIM Blackberry. Third-party mobile banking software is not always supported. If you do not own a smart phone, the types of mobile banking you can do are usually limited. Checking bank account balances via text message is not a problem, but more advanced features such as account transfers are generally not available to users of "dumb phones."
- **Cost** : Network service charges quickly add up. The cost of mobile banking might not appear significant if you already have a compatible device, but you still need to pay data and text messaging fees. Some financial institutions charge an extra fee for mobile banking service, and you may need to pay a fee for software. These extra charges quickly add up, especially if you access mobile banking often.

DIFFERENT TYPES OF MOBILE BANKING SERVICES

The following services are available through mobile banking,

Account Details

- a) Mini-statements and checking of account history
- b) Alerts on account activity
- c) Monitoring of term deposits
- d) Access to loan statements/card statements
- e) Mutual funds / equity statements
- f) Pension plan management
- g) Insurance policy management

Transaction

- a) Funds transfer between customer's linked accounts
- b) Paying third parties, including bill payments and third party transfers
- c) Check remote deposit
- d) Commercial payment processing
- e) Bill payment processing

Investments

- a) Portfolio management services
- b) Real-time stock quotes



c) Personalized alerts and notifications on security prices

Support

- a) Status of requests for credit, including mortgage approval, and insurance coverage
- b) Check (cheque) book and card requests
- c) Exchange of data messages and email, including complaint submission and tracking
- d) ATM Location

Content Services

- a) Loyalty-related offers
- b) General information such as weather updates, news
- c) Location-based services

CONCLUSION

The aim of my paper is to analyse the positive impact and negative impact of mobile banking and to study about the different type of mobile banking services. Mobile banking is one among the innovations on applied research in commerce.

Mobile banking has some positive factors and also some negative factors. Awareness about the different type of mobile banking services is to be created through the awareness programmes. So that the mobile banking reaches the common man. To improve the acceptance of mobile banking among all the customers, banks should design the technology with security.

LIMITATIONS OF THE STUDY AND SCOPE FOR FUTHER RESEARCH

One of the limitations of the current study is that data was collected only from books, journals and magazines. Primary data was not used for the study.

Further studies can examine the effectiveness of mobile banking services. The research can also be further extended to study the impact of mobile banking services offered by individual banks.

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BEHAVIOURAL EFFECT OF INVESTORS' PREFERENCE TOWARDS MUTUAL FUND IN COMPARISON TO INVESTMENT AVENUES

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ABSTRACT

Behavioral finance is a relatively new field that seeks to combine behavioral and cognitive psychological theory with conventional economics and finance to provide explanations for, why people make irrational financial decisions. In today's competitive environment, different kinds of investment avenues are available to the investors. All investment modes have advantages & disadvantages. An investor tries to balance these benefits and shortcomings of different investment modes before investing in them. Among various investment modes, Mutual Fund is the most suitable investment mode for the common man. The researchers have tried to analyze the investors' preference towards investment in mutual funds when other investment avenues are also available in the market

Keywords: *Investment Avenues, Behavioral Finance, mutual fund, Investors psychology,*

INTRODUCTION

A mutual fund is a pooled fund that is divided into units of equal value that is sold to investing public. A Mutual Fund is a trust that pools the savings of a number of investors who share a common financial goal. The money thus collected is invested by the fund manager in different types of securities depending upon the objective of the scheme. Thus, a Mutual Fund is the most suitable investment for the common man as it offers an opportunity to invest in a diversified, professionally managed portfolio at a relatively low cost. Anybody with an investible surplus of as little as a few thousand rupees can invest in Mutual Funds. An attempt is made mainly to study the investment mode preferred by the investors and to check the preference given to investment in mutual funds amidst the availability of other traditional investment avenues.

REVIEW OF LITERATURE

- Sarish and Ajay Jain (2012) concluded that for the purpose of investment or saving, the investors are having options to invest money in mutual funds and other financial



instruments like equity shares, debentures, bonds, warrant, bank deposits. A common investor, who invests their savings into the different assets, is not very much aware about the mutual funds.

- V. Rathnamani (2013) concluded that many investors are preferred to invest in mutual fund in order to have high return at low level of risk, safety liquidity.

OBJECTIVES OF THE STUDY

- To find out the most preferred Investment Avenue of the investors.
- To find out the factors influencing the investors to choose the particular investment avenue.
- To analyze the modes of investment avenue which form the basis for selection criteria

RESEARCH METHODOLOGY

Sample Size: 50 Investors.

Sampling Unit: Small & Big Investors.

Sampling Time-frame: June 2016– September 2016.

Research Instrument: Structured Questionnaire.

ANALYSIS

Table1: Age Of The Respondents

AGE	NO OF RESPONDENTS	PERCENTAGE
18-30	8	16
31-45	12	24
ABOVE 45	30	60
TOTAL	50	100

Table2: Income of The Respondents

INCOME	NO OF RESPONDENTS	PERCENTAGE
UPTO Rs. 50000	16	32
Rs. 50000-Rs. 100000	24	48
ABOVE Rs. 100000	10	20
TOTAL	50	100



Table3: Qualification of The Respondents

QUALIFICATION	NO OF RESPONDENTS	PERCENTAGE
UNDER GRADUATE	23	46
POST GRADUATE	27	54
TOTAL	50	100

Table4: Profession of the Respondents

PROFESSION	NO OF RESPONDENTS	PERCENTAGE
SERVICES	15	30
BUSINESS	25	50
PROFESSION	10	20
TOTAL	50	100

Table5: Awareness of different investment avenues

AVENUES	NO OF RESPONDENTS	PERCENTAGE
BANKS	50	100
LIC	50	100
MUTUAL FUND	48	96
PPF	38	76
BONDS	34	68
REAL ESTATE	42	84
GOLD	39	78
NSC	32	64
OTHERS	23	46

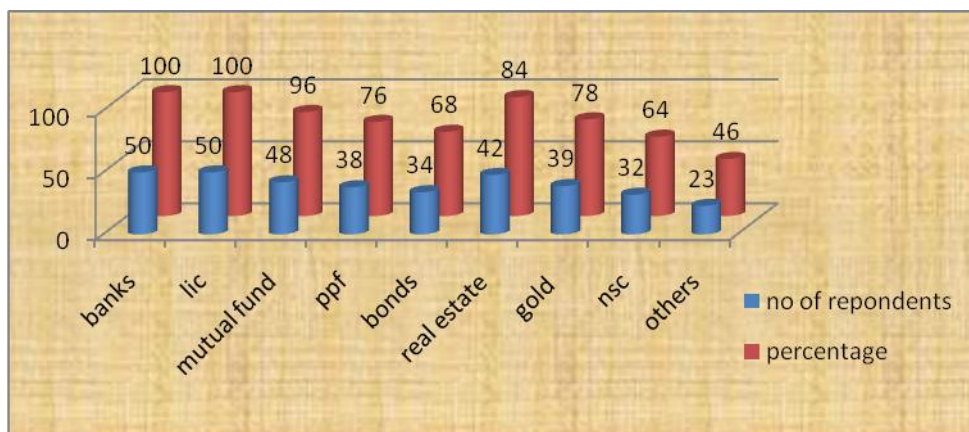




Table 6: Factors influencing the Investment Avenues

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
SAFETY	10	20
RETURN	20	40
LIQUIDITY	5	10
CONVENIENCE	3	6
TAX PLANNING	12	24
TOTAL	50	100

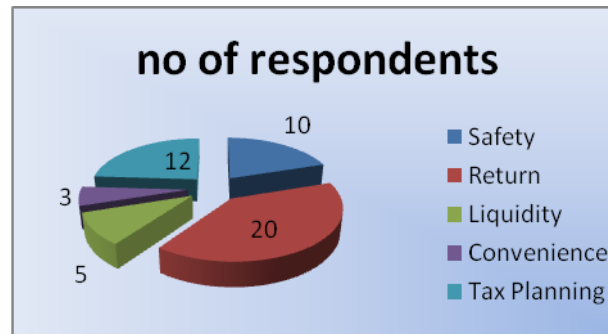


Table7: Modes of Investment avenue serving as base for Selection

MODE	PREFERENCES
BANKS	SAFETY
LIC	SAFETY
MUTUAL FUND	RETURN AND TAX PLANNING
PPF	SAFETY
BONDS	TAX PLANNING
REAL ESTATE	RETURN
GOLD	SAFETY
NSC	SAFETY

FINDINGS

- Majority (60%) of the respondents are of the age group of 45 and above.
- 48% of the respondents have income level between 50000 -100000 lakhs.
- Majority (54%) of the respondents are having qualification of post graduate level.
- Majority (50%) of the respondents run their own business.
- 100% investors are aware of Banks & LIC, while 96 % are aware of Mutual Funds followed by 84% for the Real Estate, 78% for Gold, 76 % for PPF, 68% for Bonds,64% for NSC,46% for Others, which clearly indicates that Banks, LIC, Mutual



Funds, Real Estate, Gold and PPF are the most popular investment avenues among the investors

- 40% of the investors' overall and main criterion for investment is Return followed by Tax Planning (24%), and Safety(20%). It implies that investors generally invest their money for the return.
- Taking Safety as the major consideration, Bank, LIC, PPF, Gold and NSC are the most preferred avenues of investment as it provides maximum safety. From Return and tax planning, Point of view Mutual Funds are the most preferred avenues of investment as it provides maximum return. Taking tax planning, into consideration bonds are the most preferred avenues of investment. Based on Return, Real Estate is the most preferred avenues of investment as it provides maximum return.

CONCLUSION

After analyzing the data received from the respondents, it may be concluded that maximum investors are aware of Banks, LIC, Mutual Funds and Real Estate investment avenues. More than 70% of the investors are aware of Gold and PPF investment avenues. Therefore, the preference is given to investment in Mutual Funds amidst availability of other traditional investment avenues in the market.

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GROWTH OF SMALL SCALE INDUSTRIES IN TAMIL NADU & INDIA

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ABSTRACT

Industries in India form an integral part of the economy. During the British period, the foreign rulers would not allow the Indian Entrepreneurship to flourish. But after independence India's economic plan gave a place of pride to small scale sector, especially with the objective of fostering entrepreneurship and promoting employment. In the Indian Economy, Small scale industries have emerged into a prominent sector in recent decades. The Growth has been consistently significant not only in terms of providing employment opportunities and also output. The significant factors of Small scale industries sector is that it accounts for about thirty five percent of the total value of exports from India. The development of Small scale industries is an integral part of the overall economic, social and industrial development of a country.

The small scale industry produce number of products, especially in light engineering, leather readymade garments, hosiery, automobile components, textile machinery and component, chemical, plastics, toys and so on. Since, small industry offers multiple benefits to an industrializing economy like India; it has increased the attention of the policy makers to be a great extent.

INTRODUCTION

Industries in India form an integral part of the economy. During the British period, the foreign rulers would not allow the Indian Entrepreneurship to flourish. But after independence India's economic plan gave a place of pride to small scale sector, especially with the objective of fostering entrepreneurship and promoting employment. In the Indian Economy, Small scale industries have emerged into a prominent sector in recent decades. The Growth has been consistently significant not only in terms of providing employment opportunities and also output. The significant factors of Small scale industries sector is that it accounts for about thirty five percent of the total value of exports from India. The development of Small scale industries is an integral part of the overall economic, social and industrial development of a country.



The small scale industry produce number of products, especially in light engineering, leather readymade garments, hosiery, automobile components, textile machinery and component, chemical, plastics, toys and so on. Since, small industry offers multiple benefits to an industrializing economy like India; it has increased the attention of the policy makers to be a great extent.

SCOPE OF THE STUDY

The study will help to highlight the role of Small scale industries, and its contribution to the growth of employment, income and production in Tamil Nadu and in All India. The study would help to examine the trends in growth and number of factories established, investment, employment and production. The study enables the planners, administrators, academics, entrepreneurs, industrialist for the promotion and development of Small scale industries would help the government to formulate policies in the country.

- To study the growth and trend of Small scale industries in India and Tamil Nadu by major industry group wise for the period from 2002 to 2011.
- To identify the growth of Indian small scale sector.
- To understand employment potentialities of Small Scale Industries.

REVIEW OF SELECT LITERATURE

A number of studies that have been conducted on various aspects of Small scale industries in India. But no serious study has been made on the productivity behavior of Small scale industries during the current period. A review of the important studies in the field is given below

Valasamma Antony (2002) in her article and the prospects and growth of Small scale industries in India, makes it clear that adequate and timely availability of working capital and marketing avenues of small scale industries products should be ensured for improving their competence strength in the domestic and global markets.

Sujata Dass (2002) in a case study on financial problem of small scale industries in Assam, focused on finance with a view to understand what ails the small scale sector from this essential prerequisite. The work is based on discussion with a sample group of entrepreneurs and bankers. The author comes out with the conclusion that the quantum of institutional finance to Assam is far from satisfactory. It is suggested that the financial agencies should play a role more in the nature for development agency than nearly being credit institution. Further entrepreneurs should be given sufficient information regarding



completion of loan formalities, managing their finances, knowledge about rate of interest on different types of loans and methods of replacement.

GROWTH OF SMALL SCALE INDUSTRIES

The number of small scale industries in India is high in food products followed by textiles, chemical and chemical products. The trend seems to increase from 23854 in 2002-2011 to 26220 in 2012-2016. The textile industries showed a mixed trend and the year 2012-2016 shows that there were 15034 industries which were declined to 12860 in 2007-2008. As far as the chemical and chemical products are concerned the number of industries shows a consistently increasing trend from 10598 in 2002-2011 to 11177 in 2012-2016. The industries of paper and paper products, rubber and plastic products, machinery equipments have all shown an increasing trend where as the office automation products shows a declining trend. The electrical machinery, electronic and communication products show a mixed trend.

Trend growth is very important for the decision makers to make decision. Interest rate Decisions made by the monetary policy committee need to be based on the best possible view of the economy's sustainable productive capacity. This will ensure that monetary policy is neither too tight nor too loose, consistent with the symmetric specification of the Government's inflation target. In effect, it allows policy-makers to aim for the highest level of growth and employment. Business people also need to take into account growth in the economy when making their long term investment decisions. The government's central economic objective is to high and stable levels of growth and employment. Even small changes in the rate of growth can have large effects if sustained over a number of years.

All the 11 models were fit into the data and the best fit model was judged by r value gives that goodness of fit of the model which varies between 0 and 1. The model which has highest r value was considered as best fit model and thus cubic model was found to have highest r value for all the principal character. For each item the model trend based on the Model and forecast using the model are given below and discussed.

The model equations are given below.

II Models

1. LINEAR $Y = b_0 + b_1t$
2. QUADRATIC $Y = b_0 + b_1t + b_2t^2$
3. CUBIC $Y = b_0 + b_1t + b_2t^2 + b_3t^3$
4. LOGARITHMIC $Y = b_0 + b_1 \cdot \log(t)$
5. INVERSE $Y = b_0 + b_1/t$



- | | |
|-----------------|-----------------------------------|
| 6. COMPOUND | $Y = b_0 \cdot b_1^t$ |
| 7. POWER | $Y = b_0 \cdot t^{b_1}$ |
| 8. S | $Y = e^{(b_0 + b_1 \cdot t)}$ |
| 9. GROWTH | $Y = e^{(b_0 + b_1/t)}$ |
| 10. EXPONENTIAL | $Y = b_0 \cdot e^{(b_1 \cdot t)}$ |
| 11. LOGISTIC | $Y = 1/(1 + b_0 \cdot b_1^t)$ |

NUMBER OF FACTORIES

The estimation of trend in number of factories is presented in Table 1.1. It is observed that from the cubic model with an r value of .927 which is significant at 1% level shows that the model fit and data well. The trend shows that there is an increase in the number of factories during the study period. The forecast figure show that in the next five years the number of factories on All India level will increase from 1,52,876 to 1,72,2326 during the year 2012-2016.

In Tamil Nadu The cubic model with an r^2 value of .581 which is significant at 1% level, shows that the model fit the data well. Trend shows that there is an increase in the number of factories during the study period. The forecast figure show that in the next five years the number of factories on Tamil Nadu level will increase from 21343 to 11085 to during the year 2012 to 2016.

VALUE OF OUTPUT

As per the trend estimation it was found that, the cubic model with an r value of .995 which is significant at 1% level shows that the model fit the data well. The trend shows that, there is an increase in the value of output during the study period. The forecast figure show that in the next five years the value of output on All India level will increase from 336621856 to 647342012 during the year 2012 to 2013.

In Tamil Nadu the cubic model with an r value .971 which is significant at 1% level, shows that the model fit the data well. The trend shows that there is an increase in the value of output during the study period. The forecast figure show that in the next five years the value of output on Tamil Nadu level will increase from 33225726 to 62950304 to during the year 2012 to 2016 during the study period.



NET INCOME

As per the present study the cubic model with an r value of .997 which is significant at 1% level shows that the model fit the data well. The trend shows that there is an increase in the net income during the study period. The forecast figure shows that in the next five years the net income on All India level will increase from 51502178 to 96734631 during the year 2012 to 2016 Tamil Nadu.

PROFIT

The present study gives the trend of profit. The cubic model with an r value of .996 which is significant at 1% level shows that the model fit the data well. The trend shows that there is an increase in the Profit during the study period. The forecast figure shows that in the next five years the profit on All India level will increase from 36218559 to 62049435 during the 2012 to 2016. In Tamil Nadu the cubic model with an r value of .955 which is significant at 1% level shows that the model fit the data well. The trend shows that there is an increase in the Profit during the study period. The forecast figure shows that in the next five years the profit on Tamil Nadu level will increase from 2247351 to 3472497 during the 2012 to 2016

CURVE ESTIMATION FOR ALL INDIA PARAMETERS

Dependent	Mth	Rsqr	d.f.	F.Sigf	b0	b1	b2	b3	
XI	CUB	.927	6	25.28	.001	137805	-5490.8	910.388	-26.060

	YEAR	1.Number of Factories	Trend & Forecast using Cubic Model
1.	2002	131706.00	133198.06294
2.	2003	131558.00	130256.03963
3.	2004	131268.00	128822.06876
4.	2005	128549.00	128739.78904
5.	2006	127957.00	129852.83916
6.	2007	136353.00	132004.85781
7.	2008	136353.00	135039.48368
8.	2009	140160.00	138800.35548
9.	2010	144710.00	143131.11189
10.	2011	146385.00	147875.39161
11.	2012		152876.83333
12.	2013		157979.07576
13.	2014		163025.75758
14.	2015		167860.51748
15.	2016		172326.99417



FINDINGS

The results indicate that fixed capital and number of factories positively influence the number of people who are employed. The results are also statistically significant and therefore it can be inferred that higher the capital and more number of factories in small scale sectors more will be the employment generation. It is surprising to note that the wages to workers has a negative influence as per the result of India is concerned. Since our economy is labour intensive, the abundance of labour has let to a negative influence in employment. The high value of R^2 implies that the influence of independent variables on the dependent variable has been explained as 98 percent.

SUGGESTIONS

The following measures are suggested

- Continuation of stimulation packages to small scale industries.
- Ensure strict adherence to the stipulated targets by the commercial banks for the small scale industries.
- Financial infrastructure need to be broadened and adequate inflow of credit to the sector should be insured.
- The District Industries Centres (DIC) should be strengthened.
- Support by central government to set up Rehabilitation Funds.

CONCLUSION

The results reveal that Small Scale Industries are slow to adopt technology and hence the productivity is diminished. Advice to the firms on this matter should be provided by the authorities. Thus, the study concluded that the small scale industries need to have a more educated work force, and provide formal structured training to their workers. This is an step to improve it to a quality and quantity of small scale industrial products.

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A STUDY ON FINANCIAL ANALYSIS OF DABUR INDIA LIMITED

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ABSTRACT

The term “FINANCE”, to a lay man means money and money only. But in the economic and commercial literature the term has a wider connotation. Finance is the human economic activity. Fast-moving consumer goods (FMCG) or consumer packaged goods (CPG) are products that are sold quickly and at relatively low cost. Nowadays consumer goods play a very important role in the market. Consumer goods are those goods which we use regularly in our day to day life. As India has majority of young population we consume more of consumer goods, so there is an increased need and usage for the consumer goods in our country. There are many FMCG companies in India and Dabur is one of the leading companies. The growth of these FMCG companies affect not only the company’s financial position but also the economy of the country and also the consumers. If one FMCG company leaves the market due to its financial problems then the consumers have to depend on the competitor’s goods and this will create a monopoly in the market.

INTRODUCTION

Finance is nothing but an exchange of available resources. Finance is not restricted only to the exchange and/or management of money. Finance is the life blood of a business enterprise. It is the master key which provides access to the entire source for being employed in manufacturing and merchandising activities. It has rightly been said that business needs money to make more money. Efficient management of every business enterprise is closely linked with efficient management of its finance. A barter trading system is also a type of finance. Thus, Finance is an art of managing various available resources like money, assets, investments, securities, etc.

Finance plays a vital role in the functioning of all business units. Hence, Finance has now become an organic function and inseparable part of our day-to-day lives.

FAST-MOVING CONSUMER GOODS (FMCG)

Fast-moving consumer goods (FMCG) or consumer packaged goods (CPG) are products that are sold quickly and at relatively low cost. Examples include non-durable goods such as soft



drinks, toiletries, over-the-counter drugs, processed foods and many other consumables. In contrast, durable goods or major appliances such as kitchen appliances are generally replaced over a period of several years. FMCG have a short shelf life, either as a result of high consumer demand or because the product deteriorates rapidly.

OBJECTIVES OF THE STUDY

- To analyse the profitability of Dabur India limited during the study period.
- To evaluate the solvency and liquidity of Dabur India limited during the study period.

METHODOLOGY OF STUDY

Consumer goods are those goods which we use in our day to day life. And hence the FMCG goods play a very important role in our life. The study is based on both the primary and secondary source of data. This study covers a period of fourteen years i.e., from 2001-02 to 2014-15.

TOOLS USED

The data collected were moderated for the study. The major tool applied for the analysis of the data is financial tool like ratio analysis.

ANALYSIS AND INTERPRETATION

PROFITABILITY RATIO OF DABUR INDIA LIMITED

GROSS PROFIT RATIO OF DABUR INDIA LIMITED

(Value in Percentage)

Years	Value in Percentage	Index	Y-O-Y Change Of Gross Profit Ratio
2001-02	9.15	100	-
2002-03	10.48	116	1.33
2003-04	12.06	132	1.58
2004-05	14.78	162	2.72
2005-06	17.74	194	2.96
2006-07	17.49	191	-0.25
2007-08	17.37	189	-0.12
2008-09	17.19	188	-0.18
2009-10	18.06	197	0.87
2010-11	17.91	196	-0.15
2011-12	15.72	172	-2.19
2012-13	15.66	171	-0.06
2013-14	15.84	173	0.18
2014-15	16.06	176	0.22



Mean	15.39
SD	2.85
CV	18.52
CGR	3.98

Source: Dabur India Limited

NET PROFIT RATIO OF DABUR INDIA LIMITED

(Amount in Percentage)

Years	Value in Percentage	Index	Y-O-Y Change in Net Profit Ratio
2001-02	5.79	100	–
2002-03	7.27	126	1.48
2003-04	9.26	160	1.99
2004-05	11.99	207	2.73
2005-06	14.04	242	2.05
2006-07	14.41	249	0.37
2007-08	15.06	260	0.65
2008-09	15.44	267	0.38
2009-10	15.03	260	-0.41
2010-11	14.39	249	-0.64
2011-12	12.32	213	-2.07
2012-13	13.58	235	1.26
2013-14	13.8	238	0.22
2014-15	14.04	243	0.24
Mean	12.6		
SD	3.03		
CV	24.05		
CGR	7		

Source: Dabur India Limited

Note: Y-o-Y (Year on Year)



FINDINGS

- The Turnover of Dabur India Limited shows a positive growth during the study period.
- During the study period the Gross Profit of Dabur India Limited shows a positive growth.
- The Net Profit of Dabur India Limited shows a positive growth throughout the study period.
- The Gross Profit Ratio of Dabur India Limited shows a fluctuating trend during the study period.
- The Net Profit Ratio of Dabur India Limited shows a fluctuating trend during the study period.
- The Operating Profit Ratio of Dabur India Limited shows a increase during the study period on a slow pace.
- The Return on Assets of Dabur India Limited shows a fluctuating trend with CGR showing a negative growth.
- During the study period the Return on capital Employed of Dabur India Limited shows a positive growth.
- The Return on Net worth of Dabur India Limited had a positive growth throughout the study period.
- The Earnings Per Share of Dabur India Limited shows a fluctuation trend reflecting a slow increase by the end of the study period.
- The Interest Coverage Ratio of Dabur India Limited had a upward Trend throughout the study period.
- The Dividend per share of Dabur India limited was fluctuating throughout the study period.
- The Current Ratio of Dabur India Limited shows a declining trend during the study period, wherein the company's current assets aren't in proportion to their current liabilities considering the standard norm.
- The Quick Ratio of Dabur India Limited had a fluctuating trend which indicates the short term liquidity, is a cause of concern during the study period.
- The study observed that overall Debt-Equity ratio of Dabur India limited has registered variations during the study period with the considerable decline at the end.



- The Inventory Turnover ratio of Dabur India Limited was satisfactory throughout the study period which indicates that the inventory has quick liquidity.
- The Debtor Turnover ratio of Dabur India Limited had an upward trend throughout the study period which is a clear indicator of better liquidity of debtors.
- The Investment Turnover ratio of Dabur India Limited had a sustainable growth throughout the study period which shows that it has a considerable amount invested in short term investments.
- The Fixed Assets Turnover ratio of Dabur India Limited was rising throughout the study period.
- The Total Asset Turnover ratio of Dabur India Limited shows a fluctuating trend during the study period.

CONCLUSION

Finance is very important for the long and continued sustenance of the company. So an effort has been made to analyse the financial analysis of Dabur India Limited for the period 2001-02 to 2014-15. During the study period it has been observed that the Sales growth, Net profit and EPS position of Dabur India Limited has consistently increased since 2001-02. However the profitability of the company tends to have fluctuations during the fourteen years of study period. Similarly, the liquidity and solvency ratios have also registered a declining trend between the year 2001-02 to 2014-15. This may be due to bad monsoons and consequent high inflation rates during the years. In order to face the challenges in the competitive era posed by the competitors, Government policies and change in the consumer tastes and preferences, the Dabur India Limited should invest more in Research and Development, reduce the operating cost and must take advantage of opportunities available in the global market.



A STUDY ON NON-PERFORMING ASSETS OF INDIAN BANKS

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INTRODUCTION

The banking system is central to a nation's economy. Banks are special as they not only accept and deploy large amounts of uncollateralized public funds in a fiduciary capacity, but also leverage such funds through credit creation. In general, the banking system performs four basic functions essential to economic development and growth: mobilization of savings, allocation of resources to productive uses, facilitating transactions and risk management and exerting corporate control.

Lending is one of the principal functions of banks. Lending always carries a risk, usually known as credit risk, arises out of the inability of the borrower to satisfy their obligations to the financial institutions. According to Reserve Bank of India, an asset, including a leased asset, becomes non-performing when it ceases to generate income for the bank. In other words, NPA refers to a debt obligation where the borrower has not paid any previously agreed upon interest and principal repayments to the designated lender for an extended period of time. A 'non-performing asset' (NPA) is defined as a credit facility in respect of which the interest and/ or installment of principal has remained 'past due' for a specified period of time. With a view to move towards international best practices and to ensure greater transparency, it has been decided to adopt the '90 days' overdue' norm for identification of NPA, from the year ending March 31, 2004. Accordingly, with effect from March 31, 2004, a non-performing asset (NPA) is a loan or an advance where;

- i) Interest and/ or installment of principal remain overdue for a period of more than 90 days in respect of a term loan,
- ii) The account remains 'out of order', for a period of more than 90 days in respect of an Overdraft/Cash Credit (OD/CC),
- iii) The bill remains overdue for a period of more than 90 days in the case of bills purchased and discounted,
- iv) Interest and/or installment of principal remains overdue for two harvest seasons but for a period not exceeding two half years in the case of an advance granted for agricultural purposes, and



v) Any amount to be received remains overdue for a period of more than 90 days in respect of other accounts.

(Source: RBI/2012-13/64 UBD.BPD.(PCB) MC No.3 /09.14.000/2012-13)

Movement of NPA variables

The movement of NPA variables is explained by comparing the changes during 2000-01, 2007-08 and 2011-12. The percentage of share of individual bank groups in total NPA is calculated. A percentage rate of change comparing the time periods selected is also made. The percentage rate of change is calculated using the equation

Percentage Rate of Change = $((V \text{ present} - V \text{ past}) \div V \text{ past}) \times 100$

Net Non-Performing Assets (NNPA)

Net NPA is calculated by using the equation; *GNPA – (Balance in Interest Suspense account + DICGC/ECGC claims received and held pending adjustment + Part payment received and kept in suspense account + Total Provision held)*

OBJECTIVES OF THE STUDY

- i. To know the movement of NPA variable through percentage rate of change.
- ii. To compare the NNPA of banks.

LIMITATIONS OF THE STUDY

- i. The study is conducted only for five years.
- ii. The study deals with only NNPA

SCOPE OF THE STUDY

This research primarily focused on NPA even though for comparative purpose all bank groups are considered. Studies on NPA based on bank groups hence may be further explored by the new researchers. In a globalized banking environment, the results of the study may be further tested in an international context. Another area of potential research is on mediating and moderating role of various bank specific and economy specific variables.

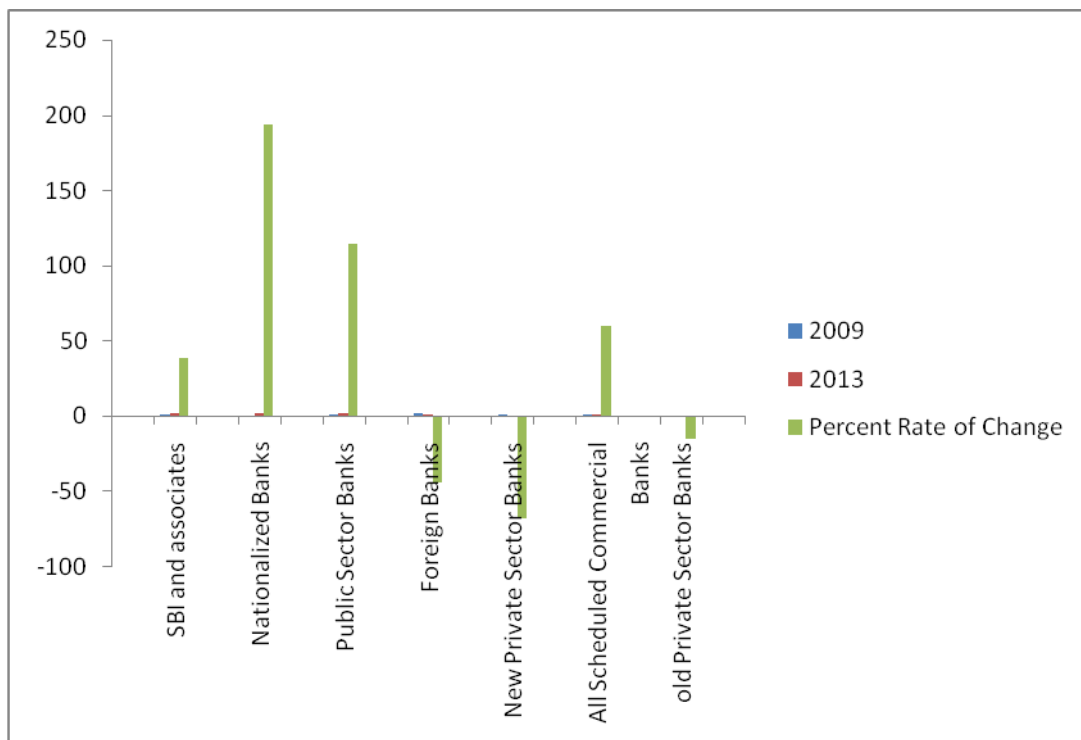


Net Non-Performing Assets (NNPA)

Bank Group	2009	2013	Percent Rate of Change (2009 to 2013)
SBI and Its associates	1.47	2.04	38.77
Nationalized Banks	0.68	2.00	194.11
Public Sector Banks	0.94	2.02	114.90
Foreign Banks	1.81	1.01	-44.20
New Private Sector Banks	1.40	0.45	-67.86
All Scheduled Commercial Banks	1.05	1.68	60
old Private Sector Banks	0.90	0.77	-14.44

Source: Statistical Tables Relating to Banks in India (2009 and 2013)

A comparison of NNPA showed that Nationalized Banks possess highest percentage of the Net NPA ratio, i.e., 194.11 %, followed by Public Sector Banks (114.90%) and All Scheduled Commercial Banks (60%). Their level of NNPA ratio is above the industry average, i.e., 2.00%. It is worthwhile to note that the NNPA growth rate of foreign banks is less compared to other banks during 2009-2013, but significantly increased thereafter. Lower levels of NNPA is contributed mainly by the higher levels of reductions to NPA, which further is the result of write off and up gradation of NPA accounts.





FINDING

The NNPA growth rate of foreign banks is less compared to other banks during 2009-2013.

CONCLUSION

The measures taken showed significant improvement in the NPA management, the banking sector still holds sizeable NPA in their balance sheet. The recession pressures have put significant stress on the quality of the loan portfolio. The public sector banks hold more than 75% of total advances in Indian banking sector. Therefore, any deterioration in asset quality of public sector banks has significant impact on the performance of Indian banking sector.

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A STUDY ON FOREIGN DIRECT INVESTMENT INTO INDIA

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ABSTRACT

Foreign Direct Investment (FDI) plays a significant role in the development of the nation. The most prominent and striking feature of today's globalised world is the exponential growth of Foreign Direct Investment in both developed and developing countries. Foreign Direct Investment in India can be traced back with the establishment of East India Company of Britain. British capital came to India during colonial era of Britain in India. Before independence major amount of Foreign Direct Investment came from the British companies. Now, Indian economy is the second fastest growing economy in the world after China. Foreign investments gives the Indian industry a chance for technology up gradation, access global managerial skills and practices, optimum utilization of human capital and natural resources, and to compete efficiently in the international market.

Key words: *Foreign Direct Equity Investment Inflows, Foreign Direct Investment Inflows, Indian Economy.*

INTRODUCTION

India has started emerging economically especially after early 1990s. After attaining political independence in 1947, Indian economy generally followed an inward looking closed economic policy. The economy was generally an agrarian in nature and much of the Indian population lived in poverty. The economy was under the control of four or five classes such as land lords, politicians, and bureaucrats, industrialists and urban elite classes. Now, Indian economy is the second fastest growing economy in the world after China. Most of the developing nations of the world are mainly depending on foreign countries for transferring financial resources, innovation technology and improved management techniques.

Foreign Direct Investment (FDI) plays an important role in the development of the nation. The most prominent and striking feature of today's globalised world is the exponential growth of Foreign Direct Investment in both developed and developing countries. Foreign Direct Investment in India can be traced back with the establishment of East India



Company of Britain. British capital came to India during colonial era of Britain in India. Before independence major amount of Foreign Direct Investment came from the British companies.

Foreign Direct Investment has become an instrument of international economic integration. India has long been known for the diversity of its culture, for the inclusiveness of its people and for the convergence of geography. But to effectively utilize all the available resources, every nation requires adequate capital. For a balanced economic development, one of the viable avenues for the capital formation or mobilization could be to rely on Foreign Direct Investment and for this India is of no exception.

OBJECTIVES OF THE STUDY

- To study the growth of Foreign Direct Investment into India.
- To analyze the impact of global recession on Foreign Direct Investment into India.

METHODOLOGY

Source of Data

The study is based on secondary data. The required data have been collected from World Investment Report, various Bulletins of Reserve Bank of India.

Period of the Study

The study covers a period of 10 years from 2005-2006 to 2015-2016. The accounting year starts with 1st April ends with 31st March.

Tools of Analysis

- Compound Annual Growth Rate
- Average, Standard Deviation, Co-efficient of Variation
- Paired Sample Test

Sampling Design

The sample products were selected based on the method of convenient sampling. The Foreign Direct Investment via automatic route and Foreign Investment Promotion Board (FIPB) route has been taken for the study.



ANALYSIS AND FINDINGS

✓ **OVERALL ANALYSIS**

(Amount in US Dollars)

Year	Total FDI	Annual Growth Rate
2005-2006	8961	48.09
2006-2007	22826	154.73
2007-2008	34835	52.61
2008-2009	41874	20.21
2009-2010	37745	-9.86
2010-2011	34847	-7.68
2011-2012	46847	34.44
2012-2013	34298	-36.59
2013-2014	36046	4.85
2014-2015	45148	20.16
2015-2016	55457	18.59
CAGR	11.62	
Average	36262.18	
Standard Deviation	12357.02	
Coefficient of Variation	30.30	

Source: RBI Bulletin March 2016

✓

PAIRED SAMPLE TEST

H₀ : μ₁ = μ₂ Foreign Direct Investment contribution in India before crisis and after financial crisis does not differ.

H_a : μ₁ ≠ μ₂ Foreign Direct Investment contribution in India before crisis and after financial crisis does differ.

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	VAR00001	4879.0000	4	934.89500	467.44750
	VAR00002	40328.2500	4	5215.38515	2607.69257



Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	VAR00001 & VAR00002	4	-.617	.383

Paired Samples Test

Paired Differences									
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			
Pair 1	VAR00001 - VAR00002	35449	5839	2919	-44740	-26157	-12	3	.001

Source: RBI Bulletin March 2016

FINDINGS

- The Foreign Direct Investment into India is affected by the global recession. It shows less fluctuation before the global recession and in 2007 it peaks high, after the global recession in the 2008, the rapid change on the investments.
- The compound annual growth rate of Foreign Direct Investment into India is found to be at 11.62 per cent.
- The mean value of Foreign Direct Investment into India is found to be at 36262.18.
- The Standard Deviation of 12357.02 for overall Foreign Direct Investment into India it is year by year slightly deviated.
- The Co-efficient of Variation is 30.30 for Foreign Direct Investment into India it show the high level of consistency.



CONCLUSION

Foreign Direct Investment is considered as the safest type of external finance both by the developed and developing nations. So, there is growing competition among the countries in receiving maximum inward in Foreign Direct Investment. The sources of Foreign Direct Investment inflows are also increased currently to 135 countries in 2012 which during the earlier years were with 15 countries in 1991. And India has been ranked at the second place in global Foreign Direct Investments and among the top five attractive destinations for international investors during 2010-2012 periods. The government is looking to increase the foreign direct investment (FDI) caps in several sectors.

From the analysis, it is clear that Foreign Direct Investment plays a crucial role in enhancing the economic growth and development of the country. Now a days, Foreign Direct Investment has become an instrument of international economic integration. Moreover, Foreign Direct Investment as a strategic component of investment is needed in India for achieving the objectives of its second generation of economic reforms and maintains this pace of growth and development of the economy.

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A STUDY ON EMPLOYEE ATTRITION AND RETENTION

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ABSTRACT

Companies in India as well as in other countries face a formidable challenge of recruiting and retaining talents while at the same time having to manage talent loss through attrition be that due to industry downturns or through voluntary individual turnover. Losing talents and employees result in performance losses which can have long term negative effect on companies especially if the departing talent leaves gaps in its execution capability and human resource functioning which not only includes lost productivity but also possibly loss of work team harmony and social goodwill.

This study addresses the employees' attrition and retention process in the organization. Reducing Attrition in the organization, in such a way that it will contribute to the maximum effectiveness, growth, and progress of the organization. Retaining employees is a critical and ongoing effort.

Keywords: *Attrition, Retaining employees, Retention, and organization*

INTRODUCTION OF ATTRITION

It is symptomatic of a much deeper malaise that cuts deeper into the innards of organizations. Attrition rates vary from sector and industry to industry. Apart from the unavoidable ones like resignation, retirement, death or disability, the causes are found to be many and varied. They vary according to the nature of business, the level of the employees and the nature of the responsibility shouldered by them. The obvious, common and main reasons are the 'ergonomic discomfort' experienced by the employee and the 'functional incompatibility'

between the corporate management and the employees. Very often an employee finds himself among colleagues and superiors he is unable to cope up with. Or he finds himself totally out of tune in his functions with the employee's functional requirements, failing to rise to the employer's expectations. Another important reason is that the employee's remuneration is not voluminous enough to bear the brunt and cushion the concussions of his family and social life.



MEANING OF ATTRITION

Processes where the employees leave their jobs for reasons such as, retirement, resignation, transfer etc. It is the unpredictable, uncontrollable, but normal, reduction of workforce due to some factors like sickness or death, retirement and resignation. When wants to reduce its payroll without firing anyone, it will sometimes do through attrition; ie, by waiting for people to retire or quit without hiring anyone new to replace them. In a more general sense, the word means breakdown wear out or reduce in numbers. It is gradually chipping away. For eg: a triple overtime basketball game, with many players fouling out, is a war of attrition.

DEFINITION OF ATTRITION

Attrition may be defined as gradual reduction in membership or personnel as through retirement, resignation or death. In other words, attrition can be defined as the number of employees leaving the organization which includes both voluntary and involuntary separation. The employee gradually reduces his/her ties with the company than crib about the underlying factors causing attrition.

WHY LEAVE?

1. Monetary factors
2. Lack of good working condition
3. No flexible work schedule
4. Lack of respect and pride
5. Very few supportive colleagues
6. Mismatch between job and person
7. Lack of coaching and feedback

TYPES OF ATTRITION

Good attrition:

Less productivity employees leaving

Bad attrition:

High performers leaving

Market driven attrition:

Influenced by market changes



Workload/stress:

Low brand-width of employees

Process driven attrition:

Organizational process

INTRODUCTION ON RETENTION

Employee retention refers to policies and practices companies use to prevent valuable employees from leaving their jobs. How to retain valuable employees is one of the biggest problem that plague companies in the competitive marketplace. Not too long ago, companies accepted the “revolving door policy” as part of doing business and were quick to fill a vacant job with another eager candidate.

MEANING OF RETENTION

A process in which the employees are encouraged to remain with the organization for the maximum period of time.

FACTORS OF RETENTION

COMPENSATION

Compensation includes salary and wages, bonus, health insurance, after retirement benefits. It constitutes the largest part of the employee retention process. The employees always have high expectation regarding their compensation packages.

ENVIRONMENT

The organizational environment or the working condition plays a vital role in employees’ retention. If an organisation manages people well, employee retention will take care of itself.

GROWTH

Growth is an integral part of every individual’s career. If an employee cannot foresee his path of career development in his current organisation, there is a chance that he will leave the organisation.



RELATIONSHIP

Sometimes with the management and the peers becomes the reason for an employee to leave the organisation. A supportive work culture helps grow employee professionally and boost employees' satisfaction to enhance good professional relationship at work.

SUPPORT

Support from the management helps the employee to retain and to overcome his problems and issues regarding the work.

RETENTION STRATEGIES

1. Intelligent Employers always realize the importance of retaining best talent.
2. Retention of key employees is critical to the long term health and success of any organisation.
 - a. Communicate effectively with employees.
 - b. Search for ways to redeploy employees.
 - c. Make wiser choice when hiring employees.
 - d. Be an effective motivator and innovator.
 - e. Be an effective and ethical leader.
 - f. Treat employees respectfully.

CONCLUSION

High attrition destroys the value of going offshore. It causes companies to lose knowledge, incur training fees, get caught up in the never-ending cycle of hiring, and fall behind on scheduled projects. Employee recruiting and retention are big issues for IT organizations, so create a work environment where the employees are involved in the development of rewards programs. Although companies may say they know about all these offshore employee retention strategies, few practice them in their captive centers or measure whether their external vendors are practicing them. Because retention activities are time-consuming. Developing a thorough recruiting process, setting up a career advancement program, and conducting a formal employee satisfaction survey all take time. Unfortunately, it is a "no pain, no gain" situation. Companies are realizing that these programs are worth the effort, as they watch their best employees leave to work for the competition. Invest in your offshore employees and they in turn will help deliver outstanding returns.



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ORGANIZATIONAL CITIZENSHIP BEHAVIOUR

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Chester Bernard¹ observed the phenomenon of organizational citizenship behavior in the 1930's and named it "extra-role behavior". Later on Katz² used the term "citizenship" to represent the workers who showed "extra-role behaviours". Employees who show "citizenship behaviour" are valued by their managers, because they make their jobs easier. The extra time managers obtained, allowed them to improve the organizational effectiveness by having more time for managerial issues. Extra-role behavior is referred to as an innovative and spontaneous behaviour, whereas technical performance required by the job, acceptable behaviour to management is referred to as in-role behavior. A basic notion determining the concept of in-role and extra-role behaviors is the idea that an employer can force a certain degree of work out of the employee who needs the job (in-role behaviour). On the other hand the organization can encourage the extra-role behaviours that can increase their competitiveness.

OCB has turned out to be one of the most important concepts in controlling the efficiency and effectiveness of an organization in terms of productivity and quality of the organization. Over the past years researchers have studied and tried to define Organizational Citizenship Behavior, initially created by Dennis Organ and his colleagues as individual behaviour in the workplace, not directly recognized by an organization's formal reward system, yet serves to promote the general well-being of the organization. In 1988 it was conceptualized by the organisation as, individual behavior that is discretionary, not directly or explicitly recognized by the formal reward system and that in the aggregate promotes the effective functioning of the organization, meaning that the

behavior is not an enforceable requirement, is a matter of personal choice and contributes positively to overall organizational effectiveness.

¹Barnard, C. (1938). *The functions of the executive*. Cambridge: Harvard Press.

²Katz, D. (1964). Motivational basis of organizational behavior. *Behavioral Science*, 9, 131-146.



OCB is employees' extra efforts which are not officially required by the organization and discretionary acts by employees. The two major components of OCB are compliance, which indicates employees' intention to follow the organizational rules, and altruism, which means employees' voluntary behaviors to help others and to work. Studies on OCB can be divided of those antecedents which could have an impact on OCB and the resulting factors which are caused by the effects of OCB.

In the initial stage, OCB studies had a focus on examining the effects of its antecedents until research efforts began to gradually identify the results of OCB related with the tangible performance of an organization. Several factors such as job satisfaction, justice, and support or trust from the organization and leaders were suggested by many researchers for increasing employees' OCB .

Of these organizational justice appears most frequently as an antecedent for OCB. Procedural justice has been identified as having more of an effect on OCB than distributive justice. Procedural justice is an independent variable of OCB by itself, and also has an indirect effect through other variables. Procedural justice is related to the perceived fairness of the decision-making process. This perceived fairness prompts employees' OCB as the social exchange relationship developed between the organization (a leader) and employees. For example, Muhammad³ said that participation in the decision-making process, which is related to perceived procedural justice, lets employees reciprocate the organization with OCB Meanwhile, the uncertainty of organizational environments and employment-related contracts, employees' perception on leadership, which is built by the relationship with one's supervisors, have also been identified as having an effect on OCB, together with an emphasis on psychological aspects.

³.Muhammad, A.H. (2004). Procedural justice as mediator between participation in decision-making and organizational citizenship behavior.*International Journal of Commerce & Management*, 14 (3/4), 58–68.



Transformational leadership emphasizes the way leaders develop employees and affect employees' behavior through idealized influence, inspirational motivation, intellectual stimulation, and individualized consideration. Transformational leadership is emphasized and has received considerable attention in business areas because of its positive effects on employees' behavior and outcomes such as increased in-role performance and OCB. In this regard the relationship between transformational leadership and OCB, Mackenzie⁴ et al., asserted that each behavioural element of transformational leadership is highly related with employees' OCB.

Several additional studies support the positive relationship between transformational leadership and OCB. Pillai et al., showed that transformational leadership is directly and significantly related to OCB. In their empirical study, Purvanova⁵ et al., asserted that leaders' transformational behaviour influences employees' attitude, behaviour, and perception on their job (e.g., meaningfulness and importance of the work), which lead to employees' citizenship performance. Moreover, an organizational structure factor can be classified into levels of formalization, centralization, and complexity. This factor includes the following content: All authority and responsibilities are stated clearly and concretely; general procedures of handling duties are made into regulations, content of duties and methods for their performance are stipulated; results of performing duties necessarily are checked out by comparing with a plan and assigned goals; controlling data are used without fail even for deciding on rewards and punishments; and there is rare flexibility according to the situation.

With regard to this, Chung and Oh⁶ found that the more a structural characteristic is emphasized, that is, the more formulation and centralization is stressed and strengthened, the more negative effect it has on loyalty behavior but a positive effect on obedience behavior of endeavoring to increase an organization's performance results.

4. Mackenzie, S.B., Podsakoff, P.M. & Fetter, R. (1991). Organizational citizenship behavior and objective productivity as determinants of managerial evaluations of salesperson's performance. *Organizational Behavior and Human Decision Process*, 50, 123–150.

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BENEFITS OF ORGANIZATIONAL CITIZENSHIP BEHAVIOR

Podsakoff et al.⁷ reviewed some of the work that has attempted to examine the benefits of organizational citizenship behaviours. In terms of the effect that organizational citizenship behavior has on organizational effectiveness. They discussed the different mechanisms through which an individual OCB's are believed to affect organizational success.

These mechanisms are:

1. Enhancing the productivity of co-workers, for example helping them learn new skills and best-practices
2. Enhancing the productivity of higher managerial staff, for example providing them with useful feedback about a specific work task
3. Freeing up resources that can be used for more productive functions, for example being conscientious and demonstrating that time-consuming supervision is not required
4. Reducing the need to devote scarce resources for purely maintenance functions, for example reducing group conflict by group helping behaviours and less effort is needed for conflict mediation
5. Serving as an effective means of coordinating activities between team members and cross work groups, for example showing courtesy and keeping members of other teams up-to-date
6. Increasing group cohesiveness and morale, to make the workplace more attractive and making it easier for the organization to attract and retain the best people
7. Enhancing the stability of organizational performance, for example group members providing extra effort in case of a failure and maintaining performance levels

6.Chung, B.K. & Oh, W.H. (2002). A study on the effects of organizational characteristics and individual characteristics on organizational citizenship behavior (OCB) focused on the government sponsored research institutes, *CNU Journal of Management and Economics*, 25 (1), 213–237.



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8. Enhancing an organizations ability to adapt to environmental changes, for example the willingness to learn new skills

The three major factors of organizational citizenship behaviour are

- Job satisfaction,
- Organizational commitment and
- Employee performance

OCB has a very strong link with individual and organizational performance, impacts the effectiveness and efficiency of workers and organizations and therefore contributes to the overall productivity of the organization, without any extra expenses.



A STUDY ON PERFORMANCE APPRAISAL SYSTEM OF EMPLOYEES IN MAS SOLAR SYSTEM PRIVATE LIMITED

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ABSTRACT

Performance appraisal is a vital tool to measure the frameworks set by any organization to its employees. It is utilized to track individual contribution and performance against organizational goals and to identify individual strengths and opportunities for future improvements and assessed whether organizational goals are achieved or serves as basis for the company's future planning and development .This study examined the status of the performance appraisal system of Nass Construction Company and its implication to employees performance. The respondents of this study were tenured employees. It is recommended that the company should revisit and redesign its appraisal system that is aligning to its vision and mission towards the attainment of its organizational goals.

Keywords: Company Performance, Employee Efficiency, Employee Motivation, Employee Reward System,

INTRODUCTION

HUMAN RESOURCE MANAGEMENT

Human Resource Management (HRM) is both an academic theory and a business practice that address the theoretical and techniques of managing a workforce synonyms include personnel administration, personnel management, manpower management and industries management, but these traditional expressions are becoming less common for the theoretical disciple sometime even industrial relations and employees relation are confusingly listed as synonyms(e.g. Encyclopedia Britannica) although these normally refer to the relationship between management and workers and the behavior of workers in company.

PERFORMANCE APPRAISAL

Performance Appraisal is a process of assessing the performance and progress of an employee or of a group of employees on a given job and his potential for future development. Performance Appraisal is a process of evaluating an employee's performance of a job in terms of its requirements. It is a process of judging the value, excellence, qualities or status of some object, person or thing.



OBJECTIVES

- To find out the present Performance Appraisal Systems satisfactory level among the workers.
- To assess the effectiveness of present Performance Appraisal System of MAS Solar Systems Pvt Ltd.
- To provide feedback to improve the present appraisal system of MAS Solar Systems Pvt Ltd.

SCOPES

- Adopting an Appraisal System which includes discussion with concerned individual and his performance.
- Feedback of this discussion will be provided to the concerned authority.
- From the feedback each individual will be explained in which area he or she should improve

RESEARCH METHODOLOGY

RESEARCH DESIGN

The researcher has selected descriptive research design for the project. Descriptive research is also called statistical research. The main goal of this type of research is to describe the data and characteristics about what is being studied. The idea behind this type of research is to study frequencies, Averages, and other statistical calculations. It is quantitative and uses surveys and panels and also the use of probability sampling.

SAMPLING METHOD

The sampling technique that has been used in this project **random sampling**.

SAMPLE SIZE

The number of individuals included in the finite sample is called the size of the sample or sample size. The sample is 100. In study the Primary Data Collected by means of Personal Interview with the help of Questionnaire.



TOOLS FOR ANALYSIS

(i)Percentage analysis

$$\text{Percentage analysis} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

(ii)Chi-square.

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

REVIEW OF LITURATURE

INTRODUCTION

Review of literature is an important step in undertaking research. It helps in clarifying and defining the problem, stating objectives, formulating hypothesis, selection appropriate design and methodology of research as well as interpreting the result in the light of the research work already undertaken. The sources referred includes various journals, books, working papers, reports.

O.P Bhatia(1981) in his study he suggest that researchers should concentrate on how performance appraisal system are perceived by organizational members to improve performance appraisal information to determine if the uses and functions are conducive to accurate performance appraisal.

Mamoria CB,S.V Gankar(2005) in his review he said that majority of respondent satisfied with their performance appraisal.

Chris Obisi (2011) in his study discuss about the strength and weakness should effect the performance of the employee so their should be the needed for period appraisal in future.

Liza Estino Daoanis(2012) in his study he utilized to tract individual contribution and performance against organizational goals and to identify individual strengths and opportunities for future improvements and assessed whether organizational goals are achieved or serves as basis for the company's future planning and development .

Dr Kanchan Bhatia and Prof Prashant Jain(2012) in his study he is Organizations are run and steered by people. It is through people that goals are set and objectives realized. The



performance of an organization is thus dependent upon the sum total of the performance of its members.

ANALYSIS & INTERPRETATION

Table
Gender

Gender of Respondent	Respondent	Percentage
Male	77	77%
Female	23	23%
Total	100	100%

Source: Primary Data

77 per cent Workers are Male, 23per cent of workers are Female.

It is found that majority of workers 77per cent are Male.

CHI-SQUARE

HYPOTHESIS

H₀: There is no significant relationship between gender and Rating of Performance Appraisal, Impartial of Performance Appraisal, Satisfaction Level of Performance Based Salary, Measurement of Performance Appraisal System, Efficiency of Performance Appraisal System, Satisfaction level of Problem Solving Method@ 5% level of significance.

TABLE SHOWING THE RELATIONSHIP BETWEEN GENDER AND RATTING OF THE FOLLOWING

S.No	Factors	Calculated Value	Table Value	Accepted/ Rejected
1.	Rating of Performance Appraisal	1.75	5.99	Accepted
2.	Impartial of Performance Appraisal	7.97	5.99	Rejected
3.	Satisfaction Level of Performance Based Salary	5.37	5.99	Accepted
4.	Measurement of Performance Appraisal System	3.86	5.99	Accepted
5.	Efficiency of Performance Appraisal System	13.98	5.99	Rejected
6.	Satisfaction level of Problem Solving Method	3.83	5.99	Accepted

Source: Collection through Questionnaire.



Interpretation:

There is no significance relationship between gender and Rating of Performance Appraisal, Satisfaction Level of Performance Based Salary and Measurement of Performance Appraisal System and Satisfaction level of Problem Solving Method.

There is significance relationship between gender and Impartial of Performance Appraisal and Efficiency of Performance Appraisal System.

CONCLUSION

This study is an attempt to find out the effectiveness and perception of present appraisal system of workers and to find out the option of workers regarding satisfaction level of performance appraisal. There is no significance relationship between gender and Rating of Performance Appraisal, Satisfaction Level of Performance Based Salary and Measurement of Performance Appraisal System and Satisfaction level of Problem Solving Method.

I conclude that most of the workers are satisfied with the present appraisal system.

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**A STUDY ON CONSUMER AWARENESS AND USAGE OF E-BANKING
TRANSACTIONS THROUGH MOBILE PHONES (WITH SPECIAL
REFERENCE TO COIMBATORE CITY)**

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ABSTRACT

Mobile technologies and services are envisioned as the possible driving force that will create a variety of business opportunities. Mobile technologies features have enabled mobile phone users to enjoy applications that had hitherto been a preserve of only those who owned personal computers. The internet is now available to mobile users, with all its versatile user application interfaces. Research on Information System, has been created a new wave of mobile computing research efforts that seek to understand the relationship with business and community organizations in terms of computing services. The mobile banking, thus, now is more of a norm rather than an exception in many developed countries due to the fact that it is the cheapest way of providing banking services.

INTRODUCTION AND DESIGN OF THE STUDY

Mobile technologies and services are envisioned as the possible driving force that will create a variety of business opportunities. Mobile technologies features have enabled mobile phone users to enjoy applications that had hitherto been a preserve of only those who owned personal computers. The internet is now available to mobile users, with all its versatile user application interfaces. Consequently, researchers have reinvented the concept of e-commerce to include the capacity of mobile phones which is almost at the same level of personal computers. In recent years, market orientation has changed to customer orientation. After understanding the importance of the simultaneous use of different channels of banking and financial companies, the people focus on mobile banking, especially when it comes to maintaining a relationship with the customer. Research on Information System, has been created a new wave of mobile computing research efforts that seek to understand the relationship with business and community organizations in terms of computing services. The mobile banking, thus, now is more of a norm rather than an exception in many developed countries due to the fact that it is the cheapest way of providing banking services.



OBJECTIVES OF THE STUDY

- To study the level of awareness to customers about the e-banking through mobile phones.
- To identify the reasons for preferring mobile banking services among the sample respondents in Coimbatore city.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It is the science of studying how a research is done. The researcher has explained the methods and steps adopted for achieving the purpose of the study and to arrive at a meaningful conclusion.

- **Research Design**

The researcher has adopted descriptive research study since it describes the state of affairs as it exists at present.

- **Sample Size**

A sample of 150 was taken for this study.

Sampling Technique

The population is universe and so, pilot study has done for deciding the sample respondents. For this 20 respondents have considered for pilot study and based on this result the sample has decided as 150. Coimbatore city has been divided into two strata ie., Source of Data Both primary and secondary data are used for the study.

Primary Data

The primary data is collected from the respondents through questionnaire. The questionnaire consists of various questions focusing on the satisfaction level towards e-banking transactions through mobile phone in Coimbatore city.

Secondary Data

The researcher collected the secondary data from books, journals, web sites etc. The data relating to the banking industry is collected from the personal manual and the records of the banks. Coimbatore North, Coimbatore South. The sample consists of 75 respondents from Coimbatore North and 75 respondents Coimbatore South and hence, the stratified random sampling method technique was used in the survey.

Tools for Analysis

The collected data is analyzed and using tools are:

- Simple percentage,
- Mean score,



- Two-way table,
- Chi-square test and
- Henry Garrett Ranking Technique

ANALYSIS AND INTERPRETATIONS

S. NO	INDEPENDENT VARIABLES	CHI-SQUARE (RESULT)	MEAN SCORE	PERCENTAGE ANALYSIS	REPORT
1	Age of the respondents	26-35 years – maximum level	2.44	26 to 35 years - 32.7%	Close significant relationship
2	Gender of the respondents	Female respondents – maximum level	2.39	Female - 67.3%	No significant relationship
3	Educational level of the respondents	Professional qualified respondents – maximum level	2.46	School level education - 42.7%	No significant relationship
4	Employment status of the respondents	Home maker – maximum level	2.76	Government employee - 48.7%	Close significant relationship
5	Monthly income of the respondents	Rs. 20,001- Rs. 30,000 – maximum level	2.45	monthly family income below Rs.10,000 - 62.0%	Close significant relationship
6	Living area of the respondents	Urban area – maximum level	2.50	semi- urban area - 47.3%	No significant relationship
7	Type of bank	Accounts in public bank- maximum	2.42	Account in public bank - 86.0%	Close significant relationship
8	Type of account maintained	Savings account – maximum level	2.40	Maintained only one account in the bank - 83.3%	Close significant relationship
9	Period of operating the account	Utilizing below 3 years- maximum level	2.43	Using above 5 years - 45.3%	Close significant relationship
10	Frequently using e-banking services	More than 2 times in a week – maximum level	2.49	using once in a week - 41.3%	Close significant relationship



LEVEL OF AWARENESS AND USAGE OF E-BANKING TRANSACTIONS THROUGH MOBILE PHONES – FINDINGS

S.NO	INDEPENDENT VARIABLES	PERCENTAGE ANALYSIS
1	Utilizing the E-banking services for E-ticketing	Maximum (68.0%) of the respondents are utilizing
2	Utilizing the E-banking services for investment in trading of shares	15% of the respondents are utilizing
3	Utilizing the E-banking services for transfer of funds to other bank account	Majority (73%) of the respondents are utilizing
4	Utilizing the E-banking services to view of account balance and transfer history	Majority (78%) of the respondents are utilizing
5	Utilizing the E-banking services to request for account statement, balance certificate and interest certificate	Majority (58%) of the respondents are utilizing

HENRY GARRETT RANKING TECHNIQUE

- It is discussed from the analysis that majority of the respondents are using the mobile banking services for its ‘Assurance’ and ‘Communication’.
- It is stated from the analysis that majority of the respondents are faced main problems as ‘lack of trust, security, privacy risks and lack of user friendly banker website’ while using E-banking services through mobile phone.

CONCLUSION

Being literate in the 21st century means to be digitally literate. Though the use of e-Banking transactions through mobile phone, there is a lot of concerns and challenges, the benefits far outweighs the challenges. E-Banking transaction through mobile phone is one of the popular concepts which make an impressive growth in the field of banking system. Finally it was concluded that customers are very much aware about the e-banking transactions through the mobile phone provided by the banks in Coimbatore city.



ROLE OF COMMUNICATION IN BUSINESS

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Achieving success in the workplace is closely associated with the ability to communicate effectively, both in the workplace and with the outsiders. Unlike in the past, today people face a highly volatile world where everything is in a state of change. Most of the changes associated with this transformation revolve around the processing and communication of information. A number of communication challenges exist in a workplace. Identifying a problem, arriving at an appropriate solution, supervising work, coordinating various tasks, and developing relationships all these activities need an effectiveness and efficiency in communication.

Communication plays a key role in the success of any workplace organization or policy and serves as the foundation for healthy workplace practices. Communication is a word derived from Latin origin which means sharing- sharing of information or intelligence. The most common medium of communication is language. While speaking people often resort physical gestures. They wave their hands, shrug their shoulders, smile and nod to reinforce what they say.

Besides there are several other means of communication available in business world. People use non- linguistic symbols such as traffic lights, road signs, railway signals to convey information relating to the movement of vehicles and trains. People also use telegraphic code for quick transmission of messages and secret codes for communicating defence and other highly confidential information.

Communication is a process and the main components of which are sender, message, channel, receiver and response. The first important thing to note is that every communication situation there should be two parties, a sender and a receiver who interact within a common frame of reference. Without a common background, purpose, and interest there can be no effective communication. Another important factor in the communication process is the existence of cooperation between the sender and the receiver. If a person speaks to another



person who is totally lost in his thoughts or use a language he does not understand, no communication will take place.

Communication is a social function and each community develops a common medium for the purpose. The medium may consist of a language or a code- a set of symbols which stand for certain ideas, feelings, notions, and things etc. To encode relevant symbols are selected and arranged into a pattern to convey the meaning.

The concept communication is shifting in this fast-changing business world. Businesses are seeing the emergence of a new world, a world full of information and complex communication networks, with shifting paradigms for companies and jobs on account of more and more emphasis on quality information and effective information systems. The new communicator's task is to process and channel the right information so that it reaches the right people at the right time and in the right way. In today's organizations, everyone needs to know all the information they need to do their jobs properly. The basic idea is that an organization has various constituents with sometimes conflicting objectives therefore the process of communication system has to be so embedded in the overall organizational system that it binds these various constituents through a common thread.

Organizational communication can be divided into two broad categories as internal and external communication. Internal communication dwells on the various communication techniques and processes being used inside an organization i.e within the various departments of manufacturing, finance, marketing, human resources., whereas the latter refers to the interaction of organizations with outside agencies including suppliers, customers, shareholders, the public at large and various government bodies.

Communication is a complex, ongoing process that brings us into contact with the people in our world. Often communication is viewed as a straightforward exchange of messages between a speaker and a listener, but this is a naïve view. A key to interpreting communication is to find the meanings of messages, and those meanings are found in people, not in words.

Sometimes people talk to themselves. A sort of internal dialogue takes place in which people command themselves to do something or not to do something. One should consider ideas, suggestions and take decisions to plan and execute them. In fact, even while communicating with others, their thinking process goes on concurrently within themselves.



Sometimes people verbalise the internal dialogue, that is, they think aloud. Both the quiet dialogue within ourselves and verbalized dialogue to oneself are termed as intrapersonal communication.

Interpersonal communication is a process by which people exchange information, feelings and meaning through verbal and non-verbal messages. It is set to be face-to-face communication.

Non-verbal communication is the process of communicating through sending and receiving wordless messages. Such messages can be communicated through gesture, body language or posture; facial express and eye contact, object communication such as clothing, hairstyles or even architecture, or symbols and infographics such as behavioural communication. Non-verbal communication plays a key role in every person's day to day life, from employment to causal talks.

Visual communication is communication through visual aid. It is the conveyance of ideas and information in forms that can be read or looked upon. Primarily associated with two dimensional images, it includes; signs, typography, drawing, graphic design, illustration, colour and electronic resources. It solely relies on vision. It is form of communication with visual effect. It explores the idea that a visual message with text has a greater power to inform, educate or persuade a person. It is communication by presenting information through visual form.

One of the most important issues that should be in mind while communicating is that to get the desired response from the target audience, one needs to get his/her point across in an effective manner. Inorder to maintain and sustain a relationship with the audience it is always very important for a communicator to maintain the same wavelength with the target audience feels 'at home'. Master communicators strike a chord with the audience immediately and develop a relationship which is based on trust. Great orators such as Gandhi and Churchill did not have any problem in developing a sustainable relationship with their audience primarily because of their ability to strike a one-to-one relationship within minutes, and the audience experienced a feeling of comfort and security in their presence.

In the modern world, when information is such an important input to all strategic decisions, it becomes essential for organizations to be careful when communicating with the



outside world. They should see to it that the information being communicated is complete, and that no vital information is being withheld on purpose.

Information passed on during any kind of communication has not only to be complete but also correct and true, that is valid. It is pointless to share information that is actually false or based upon premises that are not tested. The information should be tested source identity must be verified and only then should information be communicated formally.

Thus communication helps in all the functions of a business industry, planning, organising, leading and controlling. The managerial efficiency depends on the communication efficiency of the manager and team members. It is the duty of the organization and its management to figure out possible barriers that might exist in the communication structure and to rectify them to establish an effective communication network.



A STUDY ON IMPACT OF PRODUCT PACKAGING ON CONSUMER'S BUYING BEHAVIOR

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ABSTRACT

The objective of this study is to determine role of packaging on consumer's buying behavior. The purpose of this study is to examine the essential factors, which are driving the success of a brand. This study also identified the relationship between the dependent and independent variables. According to the finding of study, it has been observed that the packaging is the most important factor. It is further concluded that the packaging elements like its Colour, Packaging material, Design of Wrapper and innovation are more important factors when consumers making any buying decision. Finally it has also been concluded that the Packaging is one of the most important and powerful factor, which influences consumer's purchase decision.

INTRODUCTION

Nowadays, packaging has become itself a sales promotion tool for the organizations. The consumer's buying behavior also stimulated by the packaging quality, color, wrapper, and other characteristics of packaging. Packaging is a whole package that becomes an ultimate selling proposition, which stimulates impulse buying behavior. Packaging increases sales and market share and reduces market and promotional costs. Packaging works as an instrument for differentiation, and helps consumers to decide the product from wide range of parallel products, packaging also stimulates customer's buying.

REVIEW OF LITERATURE

According to Erzsebet & Zoltan (2007) both the qualitative and quantitative research showed that respondents adopted similar risk reduction strategies in their purchase of baby care products. This research investigated consumer perceptions and buying behavior of baby care products. The results of the primary research showed that consumers' needs satisfied with the product in terms of reliability and performance and packaging.

According to Butkeviciene, Stravinskiene and A. Rutelione (2008), impulse buying is indeed a relevant factor in CE retailing, thus justifying the use of sales packaging. However, optimization is still important. From an economical and environmental perspective it is very



costly to apply sales packaging (with additional material use and transport volume) to products that do not need them, or to apply them in an ineffective way.

Saeed, Lodhi, Mukhtar, Hussain, Mahmood and Ahmad (2011), integrate the brand image, brand attachment and environmental effects and their impact on consumer purchase decision. Results elaborates that brand image don't have a positive relation with purchase decision, brand attachment has a moderate positive relation with purchase decision and environmental effects but don't have a positive relation with purchase decision.

OBJECTIVES

- To check the effect of packaging elements on the buying behavior.
- To identify the elements, which should be highlighted while design the packaging.
- To Find Out the effect of packaging on the buying behavior decision.

THE CONSUMER BUYING BEHAVIORS STEPS IN DECISION PROCESS MODEL

1. Problem/Need Recognition
2. Information search
3. Evaluation of alternatives
4. Purchase decision
5. Post purchase behavior

DEFINITION

The wrapping material around a consumer item that serves to contain, identify, describe, protect, display, promote and otherwise make the product marketable and keep it clean .

HOW DOES PACKAGING AFFECT CONSUMERS?

Whether you're getting ready to create packaging for a product you're selling or you're considering changing the packaging of an existing product, you may be wondering if the appearance of a product's package is important. Many product providers may think that the product and its performance is more important than what the packaging looks like, but the product packaging can play a role in the success or failure of the sales of the product.



IMPORTANCE OF PRODUCT PACKAGING

➤ **Attraction**

How a product is packaged may be what attracts the consumers to take a look on the product as it sits on store shelves. For this reason, many companies conduct extensive research on color schemes, designs and types of product packaging that is the most appealing to its intended consumer.

➤ **Facilitates Purchase Decision**

Packaging may also contain ingredients and nutritional information about the product. This information can help to sell the product because it allows potential customers to obtain the necessary information they need to make a purchase decision. Information contained on a package may propel the reader to buy the product without ever having to speak to a store clerk.

➤ **Product Identification:**

Packaging serves as an identification of the product. A product is packed in special sized, coloured and shaped container for keeping its difference from the products of competitors.

➤ **Product Protection:**

Packaging is to provide protection to the product from dirt, insects, dampness, and breakage.

➤ **Convenience:**

Packaging provides convenience in the carriage of the product from one place to another, in stocking and in consuming.

➤ **Product promotion:**

Packaging simplifies the work of sales promotion. Packing material in the house reminds the consumers constantly about the product.

LIMITATION

- Some consumers have consumed expired products because the expiring dates on the packages were false.
- The weights have been found not to be equal to what was written on the packages.
- The concern has been that potentially unethical practices lead to confusion and erosion of competence by the consumer in the market place.
- This derives from the fact that most consumers to get the quality, quantity, weight, life span uses and other vital information about the product.



CONCLUSION

Results of this study regarding the role of packaging on consumer's buying behavior stipulated following conclusions:

- ❖ Packaging could be treated as one of the most valuable tool in today's marketing communications, necessitating more detail analysis of its elements and an impact of those elements on consumer's buying behavior.
- ❖ Packaging has a better reach than advertising does, and can set a brand apart from its competitors. It promotes and reinforces the purchase decision not only at the point of purchase, but also every time the product is used. Packaging in different serving sizes can extend a product into new target markets or help to overcome cost barriers. Packaging can even drive the brand choice.
- ❖ This Research has found that different packaging cues impact and` how a product is perceived. Often the packaging is perceived to be part of the product and it can be difficult for consumers to separate the two Aspects.
- ❖ New product manufacturers mostly use the labels in their products. Basically they describe that when made it, where it was made, how it was made, what it contains, how to use it etc. Furthermore, they believe that labels to use the products properly guide the consumers. The information given in the label and its value have to be highlighted while promoting the product in the market. It must also be more useful technique

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A STUDY ON THE AWARENESS AND DEMAND FOR ORGANIC MILLETS IN COIMBATORE CITY

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ABSTRACT

India's one-third of the population directly or indirectly depends on agriculture. Agriculture remains as the main stay of the Indian economy. Indian agriculture contributes 25 percent to the National Gross Product (GDP). Agricultural marketing is the performance of all business activities included in the flow of products from the beginning of agricultural production until they are in the hands of the consumers – "from the farm to the fork". Improving health standards and enhancing life span have already become visible concerns of the society today. Throughout the world, efforts for producing and consuming organically produced food and related materials are on the rise. This concern and need are a consequence of the use of plant protecting systematic chemicals and fertilizer and their role in deteriorating environmental quality affecting life and biological proficiency. Nevertheless, the concept of organic agriculture is not new in India. Organic agriculture can be defined as farming systems where the use of pesticides, herbicides and chemical fertilizers is prohibited.

This paper analyses the marketing demand for organic foods particularly the millets have increased. The millets that were the major crops, have become under-utilized for quite some time. Millets are group of cereals cultivated in arid and semi-arid regions with limited agricultural inputs and include Finger millet, foxtail millet, little millet, barnyard millet, proso millet and kodo millet. This work is based on both primary and secondary sources. The Primary sources include, Gazetteer, personal interviews and news papers. The secondary sources consist of reference books and journals. Materials collected for primary and secondary sources were used as tools and arranged it in descriptive method. The sources of information are cited at the end of the report.

Keywords: *Agriculture, millet, organic, pesticides, fertilizer, demand, awareness*

Introduction

Coimbatore also called Kovai is the second largest city in Tamilnadu. It is called the "Manchester of South India" as it acts as a major industrial centre. It houses flourishing textile industries and IT companies. It has a well developed infrastructure in the field of education and health care.¹ Coimbatore though an industrial district, plays a major role in the field of



agriculture. Of its total 3,855,782 acres, an extent of 2,181,346 acres is cultivated with food. The chief cereals grown in the districts are paddy, cholam, cumbu, ragi, tenai, samai and varagu. Paddy and varagu occupy only a small area when compared to the other districts.²

On dry black soil two crops are usually raised, viz, cholam in the south-west and cotton on the north-east monsoon. Ragi is grown near the hills where soil and rainfall are good. Wet cultivation is excellent for miles round Coimbatore the water of the tanks is utilized in splendid crops of paddy, sugarcane, betal, coconuts, plantains and such like.³

General Millets

Millets, small-seeded annuals were the first crops to be cultivated prior to plough age. The millets are categorized as major and minor based on size of seeds and the extent of cultivation. Sorghum and pearl millet are considered as the major millets and other millets, viz. finger millet, foxtail millet, proso millet, barnyard millet, kodo millet, little millet are minor millets which were under-utilized crops for some time. However, realizing the excellent nutritional composition of these grains they are now called as nutritious grains or nutria cereals. During the last 5 decades there has been a gradual reduction in the cultivated area of millets in the country.⁴

Nutritional values of Millets⁵

Food Grains	Protein (g)	Fat (g)	Ash (g)	Crude Fibre (g)	Carbohydrate (g)	Energy (kcal)	Ca (mg)	Fe (mg)	Riboflavin (mg)
Finger Millet (Ragi)	7.7	1.5	2.6	3.6	72.6	336	344	3.9	0.19
Foxtail Millet (Tinai)	11.2	4.0	3.3	6.1	63.2	251	31	2.8	0.11
Little Millet (Saami)	9.7	5.2	5.4	7.6	60.9	329	17	9.3	0.09
Barnyard Millet (Kudraevalli)	11.0	3.9	4.5	13.6	55.0	300	22	18.6	0.10
Proso Millet (Panivaragu)	12.5	3.5	3.1	5.2	63.8	364	8	2.9	0.28
Kudo Millet (Varagu)	9.8	3.6	3.3	5.2	66.6	353	35	1.7	0.09



Finger Millet

Finger millet also called ragi is one of the important millet in India which is used as a staple food in many southern states and hilly regions of India. It is called a multi-grain due to its low fat, high protein and minerals and a number of vitamin A and B and carbohydrates. It has a greater nutritional value due to its methionine containing protein which is not found in rice, maize or sorghum. The germinating grains are malted and fed to lactating mothers, pregnant women and as weaning food for children. It is also recommended for diabetic patients.⁶

Foxtail Millet

It is second most important millet which is known for its high protein and fibre, and minerals like iron, magnesium, phosphorus and potassium. It is also known for its high calcium. In China it is a staple food after rice and wheat. In India it is a traditional food grain used by rural or tribal population.⁷

Little Millet

Little millet also named as saamai are low in fibre, rich in iron, besides containing around 77% starch. It requires minimum investment and little management.⁸

Barnyard Millet

It is considered as the fastest growing crop as one matures in 40 to 45 days. However some varieties take 78 to 85 days to mature. It is grown as a suitable crop if the paddy crop fails. It is nutria-grain consisting of protein, crude fibre, starch, besides being rich source of iron and calcium.⁹

Proso Millet

It is an important nutria-grain among millets, due to higher protein, lower fibre, lower fat and carbohydrates. Major part of protein contains isoleucine and tryptophan. It is mostly found in Asia and Africa.¹⁰

Kodo Millet

Kodo millet is indigenous to Indian subcontinent and known to be in cultivation for more than 3000 years. Its cultivation is mostly confined to tribal areas grown under poor environment. It is extremely drought resistant crop known for its coarsest grain among all crops. It is a nutria-grain recommended for diabetic patients due to its fibre content, low fat content and high protein. But it is rich in minerals like calcium.¹¹



Contamination of food

Improving health standards and enhancing life span have already become visible concerns of the society today. The concept of organic agriculture is not new in India. Even until the pre-green revolution period, resources poor farmers used to cultivate tall indigenous plant fully depending on the farm recycled materials. The use of chemicals on plants not only pollutes the grains but also the food we consume.¹²

Organic farming is a production system that sustains the health of soils, ecosystem and people. It is a system that relies on enhancing the soils natural fertility using organic manures, bio-fertilizers, green manures, mulching and bio-pesticides. Simply slated organic produce and other ingredients are grown without the use of chemical pesticides, synthetic fertilizers, sewage sludge, genetically modified organisms or ionizing radiation.¹³

Demand for Organic Products

Organic products, which until now were mainly being exported, are now finding more consumers in the domestic markets. The nutritional benefits of these products have ushered in the organic food revolution in the country, which is currently at a beginning stage. Although health is the key reason for growing demand, other incidental benefits such as better taste and better environment are also driving growth. There is growing awareness of the environment and the dangers of chemically grown products. Besides, with a growing number of retailers offering various organic products, they are now more visible and therefore, are more likely to generate demand. Another key factor driving demand has been change in the consumer perception from organic products being elitist to healthy. The rising health-consciousness will certainly trigger demand in the near future.¹⁴

History of Organic Farming in India

Organic farming was practiced in India since thousands of years. The great Indian civilization thrived on organic farming and was one of the most prosperous countries in the world. In traditional India the entire agriculture was practiced using organic techniques, where the fertilizers, pesticides etc were obtained from plant and animal products. The cow not only provided milk, but also provided bullocks for farming and dung which was used as fertilizers. During 1950s and 1960s, the ever increasing population of India and several natural calamities led to a severe food scarcity in India. As a result, the government was forced to import food grains from foreign countries. To increase food security, the Government had to drastically increase the production of food in India. The Green Revolution became the Government's most



important program in the 1960s.¹⁵ The increased chemical inputs resulted in soil toxicity, disturbed the soil micro-environment and there by impeded organic matter recycling in the soil.¹⁶

Objectives of Organic Farming

The objectives of organic farming are as follows:

- Production of healthy, nutritious and high quality food
- Promotion of biological cycles involving microorganisms, soil flora, fauna, plants and animals'
- Maintaining long term fertility of the soil
- Promoting soil and water conservation
- Minimizing pollution that adversely affect farm practice
- Use of locally available resources
- Considering social and ecological aspects under farming system¹⁷

Features of Organic Farming

- Recycling of organic or farm waste
- Environmentally, socially, economically sound & sustainable
- Based on natural and local conditions
- Reduced use of external input
- Crop rotations
- Intercropping
- Resistant varieties
- Biological pest control
- Nutrient recycling
- Water management
- Erosion control
- No synthetic pesticides and fertilizers¹⁸

Marketing of Organic foods

Prices for organic foods reflect many of the same costs as conventional foods in terms of growing, harvesting, transportation and storage. Organically produced foods must meet strict regulations governing all these steps so the process is often more labour and management intensive, and farming tends to be on a smaller scale.¹⁹ Consumer demand for healthier food



has been considered one of the major factors influencing increased consumer demand for organic food.²⁰

There is high demand for organic products specially the millets in Coimbatore. Middle class people are more benefited out of this. Little millet and Kodo millet are of much demand in Coimbatore. The products are ordered from Chengalpet into most of the organic shops. The people who buy are much aware of the benefits of each product.²¹

A diverse range of problems related to malnutrition, farming and water use could be addressed if this trend can be reversed. Nutritionally, millets are richer than wheat, rice. More Indians should eat sorghum and millets, if the country's continuing malnutrition challenge is to be addressed.

Organic Stores in Coimbatore

A decade ago, fuelled by the initial boom, many Organic stores came up. But, only a few survived. Some had to change locations to keep the overheads low, and others kept changing their business model. Most pulled down their shutters. Only a few have managed to break even, that too after nearly 10 years of struggle.²²

Bio Basics is more than just a commercial venture focusing on organic food. The founders — Ramesh Chandran and his wife Sreedevi bought some land and started farming. Soon they realised that Coimbatore was quite willing to adopt an organic and natural mindset. They bridged the gap between farmer and consumer in the simplest way possible. They did not involve middlemen, as they are responsible to both producer and consumer. The fresh produce is delivered to the customer's door with a time lag of just half a day to one day from the time it is harvested.

Customers are contacted via e-mail, WhatsApp or text messages. A list of available produce is sent out every Friday and people have to confirm their orders by Saturday evening. This gives them a couple of days to sort out the requirements. Therefore there is no excess stock and inventories are kept low. They offer fruits, herbs, vegetables, oils, pulses, spices, millets and cereals. Fresh produce is completely seasonal and, therefore, based on availability

Another interesting characteristic of Ramesh and Devi's work is their passion to impart information. Their weekly list is not just about what is available. It also includes a food write-up, a recipe one week or information on millets another.



Devi says that people should support their neighbourhood organic stores. Of course, the monthly budget has to be reworked to accommodate the difference but even if one cannot afford to go completely organic, one can always try to strike a balance between what is organic and what isn't.²³

- Arya Organic Food Store, Mayflower Complex, Nanjundapuram Road. Fresh vegetables every Monday evening.
- Sreevatsa Organic Farm Products, Mettupalayam Road, Tatabad. Daily stock of vegetables from their farm and regular certified suppliers.
- Iyal Puliakulam Road (behind Shree Anandhaas) Fresh stock every day from farm and certified suppliers.
- Go Nature Organic Foods, Hotel Vijay Paradise, SAibabba Colony.
- Senthur Organic Product, Opp Narayana Guru Mission, Nesavaalar Colony, Saibaba Colony,

Conclusion

Although India has traditionally been a country of organic agriculture, but the growth of modern scientific, input intensive agriculture, but the growth of modern scientific, input intensive agriculture has pushed it to wall. But with the increasing awareness about the safety and quality of foods, organic farming has emerged as an alternative system of farming. India has developed a vast and rich traditional agricultural knowledge since ancient times and presently finding solutions to problems created by over use of agrochemicals.

Suggestions

It is essential to set up and enlarge organic food raw material production bases to satisfy people's growing demand for organic raw material.

It is important to develop organic food processing industry by setting up various types of organic food processors producing various organic food.

Actively opening up organic food market both at home and abroad will stimulate development of trade of organic food.²¹

By educating the current generation, schools should take up the task of enlightening children. Only then will they grow into an organic way of life, a healthier way of life, she says.



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A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT OF MARUTHI SUZUKI LIMITED

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ABSTRACT

Companies have changed their strategies from “innovating for customers” and “innovating with customers” to innovating “by customers” which is also known as customer-driven innovation. Actually, companies move toward customer-driven innovation programs because they need to collect as many ideas as possible from suitable customers to ensure their global competitiveness and set the stage for profitable growth. As customer-driven innovation is comparatively a new trend. The main aim of our study is to investigate customer-driven innovation in the modern era. It also explores the motives, benefits, communication channels and barriers between customers and automobile companies to cooperate with each other. Based on the result the conclusion was made that there are different types of motives and benefits for company and customer to cooperate with each other during idea generation stage of product and service innovations. The various types of activities and communication channels in the context of customer-driven innovation. In addition, there are different types of barriers that can limit the cooperation between company and customers.

Keywords: *Customer, Communication, Innovation.*

INTRODUCTION

Maruti Suzuki India Ltd. is one of India's leading four-wheeler automobile manufacturers and the market leader in the car segment, both in terms of volume of vehicles sold and revenue earned. Suzuki Motor Corporation of Japan holds a majority stake in the company. It was the first company in India to mass-produce and sell more than a million cars. The company headquarter is in Gurgaon, Haryana (near Delhi). More than half of the total number of cars sold in India wears a Maruti Suzuki badge.

HISTORY

Maruti Udyog Limited (MUL) was established in February 1981, though the actual production commenced in 1983 with the Maruti 800, based on the Suzuki Alto kei car which at the time was the only modern car available in India, its' only competitors- the Hindustan Ambassador and Premier Padmini were both around 25years out of date at that point. Through



2004, Maruti has produced over 5 Million vehicles. On 17 September 2007, Maruti Udyog was renamed Maruti Suzuki India Limited.

MEANING

Customer relationship management (CRM) is a term that refers to practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle, with the goal of improving business relationships with customers, assisting in customer retention and driving sales growth. CRM systems are designed to compile information on customers across different channels -- or points of contact between the customer and the company -- which could include the company's website, telephone, live chat, direct mail, marketing materials and social media. CRM systems can also give customer-facing staff detailed information on customers' personal information, purchase history, buying preferences and concerns.

Common features of CRM software include:

- **Marketing automation:** CRM tools with marketing automation capabilities can automate repetitive tasks to enhance marketing efforts to customers at different points in the lifecycle. For example, as sales prospects come into the system, the system might automatically send them marketing materials, typically via email or social media, with the goal of turning a sales lead into a full-fledged customer.
- **Sales force automation:** Also known as sales force management, sales force automation is meant to prevent duplicate efforts between a salesperson and a customer. A CRM system can help achieve this by automatically tracking all contact and follow-ups between both sides.
- **Contact center automation:** Designed to reduce tedious aspects of a contact center agent's job, contact center automation might include pre-recorded audio that assists in customer problem-solving and information dissemination. Various software tools that integrate with the agent's desktop tools can handle customer requests in order to cut down the time of calls and simplify customer service processes.
- **Geolocation technology or location-based services:** Some CRM systems include technology that can create geographic marketing campaigns based on customers' physical locations, sometimes integrating with popular location-based GPS apps. Geo location technology can also be used as a networking or contact management tool in order to find sales prospects based on location.



Trends

- Traditionally, data intake practices for CRM systems have been the responsibility of sales and marketing departments as well as contact center agents. Sales and marketing teams procure leads and update the system with information throughout the customer lifecycle and contact centers gather data and revise customer history records through service call and technical support interactions.
- The advent of social media and the proliferation of mobile devices has caused CRM providers to upgrade their offerings to include new features that cater to customers who use these technologies.
- Social CRM refers to businesses engaging customers directly through social media platforms such as Face book, Twitter and LinkedIn. Social media presents an open forum for customers to share experiences with a brand, whether they're airing grievances or promoting products.
- To add value to customer interactions on social media, businesses use various tools that monitor social conversations, from specific mentions of a brand to the frequency of keywords used, to determine their target audience and which platforms they use. Other tools are designed to analyze social media feedback and address customer queries and issues. Companies are interested in capturing sentiments such as a customer's likelihood of recommending their products and the customer's overall satisfaction in order to develop marketing and service strategies. Companies try to integrate social CRM data with other customer data obtained from sales or marketing departments in order to get a single view of the customer.
- Another way in which social CRM is adding value for companies and customers is customer communities, where customers post reviews of products and can engage with other customers to troubleshoot issues or research products in real time. Customer communities can provide low-level customer service for certain kinds of problems and reduce the number of contact center calls. Customer communities can also benefit companies by providing new product ideas or feedback without requiring companies to enlist feedback groups.
- Mobile CRM - or the CRM applications built for smart phones and tablets -- is becoming a must-have for sales representatives and marketing professionals who want to access customer information and perform tasks when they are not physically in their offices. Mobile CRM apps take advantage of features that are unique to mobile devices,



such as GPS and voice-recognition capabilities, in order to better serve customers by giving employees access to this information on the go.

CRM CHALLENGES

For all of the advancements in CRM technology, without the proper management, a CRM system can become little more than a glorified database where customer information is stored. Data sets need to be connected, distributed and organized so that users can easily access the information they need. Companies also struggle to achieve a "single view of the customer," where many different data sets can be seamlessly accessed and organized in a single dashboard or interface to create one view of a customer's account and relevant information. Challenges arise when customer data is soloed in several separate systems or when data is complicated by duplicate or outdated information that slows down and hampers the business process. These problems can lead to a decline in customer experience due to long wait times during phone calls, improper handling of technical support cases and other issues.

Customer Relationship Management in Maruthi

In these competitive times the challenge is to keep inventing newer ways of doing things to keep the customers in your fold. Over the last few years, the company strengthened the existing practices and experimented with many new initiatives by way of kaizens (continuous improvements) to delight its customers. These initiatives ranged from product design and quality to network expansion, and included new service programs to meet unsaid needs of customers. The company has retained its competitive edge by offering high quality products. In the field, the products are supported by rapidly expanding networks. The company has diverse networks for new cars, spares, service, pre owned cars and soon, and all of them were in expansion mode last year to enable the company get closer to the customer.

Servicing customers 24X7= 365 days. The company takes great pride in sharing that customers have rated Maruti Suzuki first once again in Customer Satisfaction Survey conducted by independent body.

Key Initiatives

Car pickup & delivery facility for women car owners. The study finds that vehicle pickup and delivery before and after service has a strong impact on customer satisfaction. In particular, customers who say that their vehicle was picked up from their doorstep before service and delivered to the same point after service are notably more delighted with their after-sales service experience, compared with customers who do not receive this service...."Maruti also



launched mission to promote safe driving habits jointly with Institute of Driving Training and Research. It also launched a special program for Indians living abroad or NRIs, to facilitate them to gift Maruti cars online to friends and relatives at home. Online club µSwift Life is made for all Swift owners.

Setting up "Express Service Bays" & "2 - Technician Bays"

As the name suggests the company set out to delight its customers by offering them faster car service by introducing new concepts such as Express Service Bays & 2- Technicians Bays. These are done for customers who are hard pressed for time. Both the initiatives undertaken in this direction have helped improve customer interface and also helped increase the productivity and capacity of existing workshops.

Mega Camps

The company aggressively conducts 'Mega Camps' throughout the country round the year. Activities undertaken during a mega camp include complimentary car wash, AC & Pollution check up, oil and fuel top ups, wheel alignments etc. Apart from mega camps workshop camps like A/C checkup camps, PUC and general check-up camps, Locality camps , Pre monsoon camps etc are also regularly conducted as part of customer connect initiatives.

Service at Door Step through Maruti Mobile Support

Another unique initiative is the door step service facility through Maruti Mobile Support. Maruti Mobile Support is a first of its kind initiative and is expected not only to help the company reach out customers in metro cities but also as a mean to reach semi urban /rural areas where setting up of new workshop may not be viable.

Car Safety device: Immobilizer

The company used technology to meet customer needs and even delight them. Following feedback that the company's cars were more prone to theft owing to their resale value, the company worked on an anti-theft immobilizer or "I-Cats;" system for all its new cars.

Complete car needs

The company's effort of providing all car-related needs -- from learning to drive a car at Maruti Driving Schools to car insurance, extended warranty and eventually exchanging the existing car for a new one -- under one roof at dealerships also enhances customer satisfaction.



CONCLUSION

In today's world, CRM can bring numerous advantages to an organization. Though, the model is not entirely without risks, with a well-planned strategy and implementation framework companies can implement CRM successfully resulting in better productivity and customer satisfaction. A maruthi as established with the goal to capture the market were there is inhibition in buying cars due to inability to drive the car. This brings that customer to maruthi showroom and maruthi ends up creating a customer.

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GREEN MARKETING AND ADVERTISING

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ABSTRACT

Marketing and advertising are like both the sides of the same coin. A green product may be more useful or less harmful but it is known to the people wide only through advertisement. This article would highlight as to how green products are advertised and whether these advertisement help the marketer is succeeding their marketing efforts.

Keywords: *Green Marketing, Green Advertising, Green Products.*

INTRODUCTION

Although environmental issues influence all human activities; few academic disciplines have integrated green issue into their literature. This is especially true of marketing. As society becomes more concerned with the natural environment, business has begun to modify their behaviour in an attempt to address society new environmental issues into all organization activities. Some evidence of this is the development of journals such as Business Strategy and the Environment and “Greener Management International,” which are specifically designed to disseminate research relating to business environmental behaviour.

Green advertising is done to target those particular groups who are conscious for themselves along with the environment where communicators are using the trend to spark consumer interest and drive sales. Green advertising is done like label with green colour schemes on the products, advertisement with the “natural claim” and print intentionally and subliminally address the green movement which is generally refer to “Green Advertising”. Green advertising is done generally for those products which are supposed to be environment ally preferable to others. Green advertising is a new way to attract the consumers with the feature of green communication for the sustainable development or sustainable communication as this will help in detailing those features which consumers are looking foe and in demand. Green advertising helps in promotes those products and services that satisfy the environment.

REVIEW LITERATURE

Other conclusions about green marketing include the thought that despite the growth and interest in the environment movement among consumers, many companies do not think that the movement has matured enough to drive corporate environmentalism.



The definition of green marketing or green advertising varies, but it can simply be explained for this study as the marketing or advertising of a product or brand through the use of environmental claims such as environmentally friendly, ecosafe, recycled, bio degradable, etc. While others argue that the responsibilities associated with green consumerism are much too large for an individual consumer to bear, and that simply buying green products is not enough to truly impact or make a difference in improving our current environment state moisaner2007.

Understanding where consumers are positioned in regards to their opinions toward the environment movement itself is key to understanding consumer opinions regarding green marketing. The tie to advertising relies on determining how consumers view socially responsible brands, and second, how they view green advertising appeals specifically.

NEEDS OF GREEN ADVERTISING IN CONSUMER

Customer requirement about the products that will help in maintain long time relationship with the consumer able to convey message easily with help of green advertisement. Ensure of Environmental products that is companies must ensure of products which will fit on customer requirement and the products are environmental friendly while consuming those products and services.

CLASSIFICATION OF GREEN ADVERTISEMENTS

Green advertisement must classified into four parts that are consists of-

Target of Green Advertisement Target audience must be clear that is companies must understand their green consumers so that they can easily communicate with them through green advertisement. Objective of Green Advertisement Companies has to understand their objective very clearly for going with green advertisement so that they can easily grab the attention of consumers.

Appeal through green advertisement the advertisement must be appealing to drag into mindset of customers and so effective to retain for the long period of time. It should give clear idea about going green that is so beneficial and profitable to both producer and consumers.



IMPORTANCE OF GREEN ADVERTISEMENT OF GREEN PRODUCT

Green marketing affects positively the health of people and the ecological environment. People are aware of pure products and pure methods of producing, using, and disposing the products. It encourages integrated efforts for purity in production and consumption as well.

- Now, people are insisting pure products edible items, fruits, and vegetables based on organic farming. The number of people seeking vegetarian food is on rise.
- Reducing use of plastics and plastic based products.
- Increased consumption of herbal products instead of processed products.
- Recommending use of leaves instead of plastic pieces; jute and cloth bags instead of plastic carrying bags.
- Increasing use of bio-fertilizers made of agro wastes and wormy-composed instead of chemical fertilizers and minimum use of pesticides.
- Worldwide efforts to recycle wastes of consumer and industrial products.
- Increased use of herbal medicines, natural therapy, and yoga.
- Strict provisions to protect forests, flora and fauna, protection of the rivers, lakes and seas from pollutions.
- Global restrictions on production and use of harmful weapons, atomic tests, etc.,
- More emphasis on social and environment accountability of producers.
- Imposing strict norms for pollution control. Consideration of pollution control efforts and eco- technology in awarding ISO 9000, or ISO 14000 certificates and other awards.
- Declaration of 5th June as the World Environment Day.
- Strict legal provision for restricting duplication or adulteration.

BENEFITS OF GREEN ADVERTISEING

Companies that develop new and improved products and services with environment inputs in mind give themselves access to new markets, increase their profit sustainability, and enjoy a competitive advantage over the companies which are not concerned for the environment.

- Opportunities: Mc Donald's replaced its clam shell packing with waxed paper because of increased consumer concern relating to polystyrene production and Ozone depletion.



- Social Responsibility
- Differentiating products: Hero Honda Splendour bike- ecofriendly
- Effective Utilization of resources.

CONSUMERS RESPONSIVENESS TO ADVERTISING

This section defined the relationship between advertisements and consumers on a general level. Consumer's responsiveness to advertising is critical to the effectiveness of an advertisement, and is, therefore, a cornerstone in understanding the impact of green advertising. In a society that is constantly digesting advertisements on all media platforms, consumers respond to advertising content in many different ways. A particular response could either be driven by individual motives and preferences, or more collective and communal motives that are shared within a particular sub-culture or groups. These motives are then what ultimately shape consumer insight in advertising.

WILLINGNESS TO PURCHASE GREEN

This section investigates the final piece of the green advertising the purchases. Similar to other universal products trends (e.g. technology, fashion, etc.) the green "industry" has unique properties and consumer relationships that influence purchasing patterns, both negatively and positively. Consumer's willingness to purchase green products has often been contributed to their self - labelled level of environment enthusiasm, coupled with their scepticism and awareness of green claims.

CONCLUSION

Green advertising helps in spreading the key features and information about the products which are environmental safe in one and another way. Thus, green advertising become an essential tool for the companies to adopt to tap the target market. Green advertising has become then custom tool rather than assumption these days as to protects the surroundings with hazard of global warming and ozone depletion. With the increasing demand of eco – friendly products, companies are producing green products, changing packaging system, modifying their existing products etc. to meet this demand for the environmental safety and help in maintaining healthy lives. It is the need of the companies to adopt green advertising so that can easily able to capture the targeted consumer and to maintain long time relationship with them.



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MARKET ANALYSIS OF ORGANIC PRODUCTS IN COIMBATORE

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ABSTRACT

Green revolution technologies such as greater use of synthetic agrochemicals like fertilizers and pesticides, adoption of nutrient-responsive, high-yielding varieties of crops, greater exploitation of irrigation potentials etc., has boosted the production output in most cases. However, continuous use of these high energy inputs indiscriminately now leads to decline in production and productivity of various crops as well as deterioration of soil health and environments. Therefore, for sustaining the productivity of the crop, maintaining the soil health and healthy ecosystem, there is need for adoption of an alternative farming system, may be the Organic Farming.

INTRODUCTION

India is the second most populous country in the world. India is becoming global producers of organic crops. With the increasing population the cultivable land resource is shrinking day to day. To meet the food, fiber, fuel, fodder and other needs of the growing population, the productivity of agricultural land and soil health needs to be improved. Green Revolution in the post independence era has shown path to developing countries for self-sufficiency in food but sustaining agricultural production against the finite natural resource base demands has shifted from the “resource degrading” chemical products to a “resource protective” biological or organic products.

Currently, India ranks 10th among the top ten countries in terms of cultivable land under organic certification. The certified area includes 15% cultivable area with 0.72 million Hectare and rest 85% (3.99 million Hectare) is forest and wild area for collection of minor forest produces. The total area under organic certification is **4.72 million Hectare** (2013-14).

In the year 2000, the Government of India released the National Standard for Organic Products (NSOP) under the National program for Organic Production (NPOP). It stipulates that inspection and certification by a nationally accredited certification body is mandatory for labeling and selling products as “Organic”.

However, in the study area of Coimbatore City, the markets and shops for organic products are slowly coming due to the fact that many of the consumers are realizing the need and importance for using the organic products rather than non-organic products. Hence, it is of



crucial importance to study the viability of organic products and its growth and development in terms of market share.

INDIAN ORIGANIC PRODUCTS

By February 2002, around 1426 farms in India have been certified as organic farms with an area of around 2,775 hectares (source: data adapted from the report “the real green revolution” and FAO statistic). Considering that Indian agriculture as a whole account for about 180 million hectares, the total land under certified organic production is a negligible area of just 0.0015%. Major products being produced organically in India are given in table.

Type	Product
Commodity	Tea, coffee, rice, wheat, jowar, bajra.
Spices	Cardamom ,black pepper, white pepper, ginger, turmeric, vanilla, mustard, tamarind, clove, cinnamon, nutmeg, mace, chilies and cumin.
Pulses	Pigeon pea, chickpea, green gram, red gram, black gram.
Fruits	Mango, banana, pineapple, passion fruit, sugarcane, orange, cashew nut, walnut, custard apple, sapota, papaya.
Vegetables	Okra, brinjal, garlic, onion, tomato, potato, other leafy vegetables.
Oil seeds	Sesame, castor, sun flower, groundnut, mustard.
Others	Cotton, herbal extracts, honey.

ORGANIC AND QUALITY CERTIFICATION

We are passionate about raising the standards within the organic industry by our own example, and are amongst the few herbal companies in India to receive HACCP, GMP, ISO 9001-2008 and Kosher Certifications. We have Organic Certifications from Control Union and SGS as per USDA, EU and NPOP Organic Standards.

HACCP- Hazard Analysis & Critical Control Points.

GMP - Good Manufacturing Practices

NPOP Organic- National Program for Organic Production

USDA - United States Department of Agriculture

EU -European organic food standards

EXPORT OF ORGANIC FOOD

India exported 86 items last year (2010-11) with total volume of 69837 MT. The export realization was around 157.22 million US\$ registering 33% growth over previous year. Organic



products are mainly exported to EU, US, Australia, Canada, Japan, Switzerland, South Africa and Middle East.

India exported **135 products** last year (**2013-14**) with the total volume of **194088 MT** including **16322 MT organic textiles**. The organic agri export realization was around **403 million US \$** including **183 US \$** organic textiles registering a **7.73%** growth over the previous year. Organic products are exported to US, European Union, Canada, Switzerland, Australia, New Zealand, South East Asian countries, Middle East, South Africa etc. **Oil seeds - Soybean (70%)** lead among the products exported followed by Cereals & Millets other than Basmati (6%), Processed food products (5%), Basmati Rice (4%), Sugar (3%), Tea (2%), Pulses and Lentils (1%), Dry fruits (1%), Spices (1%) and others.

Indian National standards for organic production & India logo is governed by APEDA (Agriculture and Processed food products Export Development Authority), which provides national standards for organic products through a National Accreditation policy and program. The NPOP standards for production and accreditation system have been recognized by European Commission and Switzerland as equivalent to their country Standards. Similarly, USDA has recognized NPOP conformity assessment procedures of accreditation as equivalent to that of US. With these recognitions, Indian organic products duly certified by the accredited certification bodies of India are accepted by the importing countries.

OBJECTIVES

PRIMARY OBJECTIVE

“MARKETING ANALYSIS OF ORGANIC PRODUCTS IN COIMBATORE”

SECONDARY OBJECTIVES:

- To find out the sources of weekly food purchase.
- To analyze the reasons for choosing organic products.
- To measure and compare the satisfaction level towards the feature of organic products.

SAMPLING TECHNIQUE

CONVENIENCE SAMPLING

The sampling technique used for this research is convenience sampling. It is a type of non-probability sampling which involves the sample is being drawn from that part of the population which is close to hand. That is, a sample population is selected because it is really available and convenient.



SAMPLE SIZE

The sample size is 100

TOOLS FOR ANALYSIS

The tools for analysis are:

- Percentage analysis
- ANOVA analysis
- Karl person's Coefficient of correlation
- Kendall's coefficient of concordance for ranks

The data that was collected was analyzed, using percentage analysis, ANOVA analysis, Coefficient of correlation and Kendall's coefficient of concordance for ranks.

ANALYSIS AND FINDINGS

TABLE: 1 MONTHLY INCOME

S.NO	FACTORS	PERCENTAGE
1	Less than Rs.20000	37%
2	Rs.20000-Rs.30000	43%
3	Rs.30000-Rs.40000	15%
4	RS .40000-50000	1%
5	More than Rs.50000	4%

Source: computed from original data

TABLE: 2 AWARENESS

S.NO	FACTORS	PERCENTAGE
1	Yes	94%
2	No	6%

Source: computed from original data

TABLE: 3 AVALIBILITY OF ORGANIC FOOD

S.NO	FACTORS	PERCENTAGE
1	Yes	73%
2	No	27%

Source: computed from original data



ANOVA

NULL HYPOTHESIS

There is no significant difference in the satisfaction level towards the features of the product.

HYPOTHESIS TESTING

Sources of variation	SS	d.f	MS	F-ratio	5% F-limit (from the f-table)
Between sample	5095.517	(5-1)=4	5095.517 4 =1273.879	1273.879 97.90668 =13.0111	F(4,25) =2.76
Within sample	2447.667	(30-5)=25	2447.667 25 =97.90668		
total	7543.184	(30-1) =29			

- Calculated value =13.0111
- Table value = 2.76

KENDALL'S COEFFICIENT OF CONCORDANCE

K:4 Age	RANKS					N:5
	A	B	C	D	E	
1	1	5	2	4	3	
2	1	5	3	4	2	
3	1	4	2	5	3	
4	1	5	2	3	4	
Sum of ranks (Rj)	4	19	9	16	12	$\sum R_j = 60$
$(R_j - \bar{R}_j)^2$	225	9.9225	44.4889	14.0625	25	$\sum s = 318.57$

- $w = \frac{s}{\frac{1}{12}k^2(N^3-N)}$
- $w = 1.9909$



KARL PERSON'S COEFFICIENTS OF CORRELATION

U \ V	-1.5	-1	0	1	Total f	fu	Fu ²	fuv
-2	21 63	16 8	15 0	4 -8	56	-112	224	63
-1	5 7.5	4 4	6 0	1 -1	16	-16	16	10.5
0	10 0	4 0	2 0	0 0	16	0	0	0
1	0 0	1 -1	1 0	0 0	2	2	2	-1
Total F	36	25	24	5	90	Total fu = -112	Total fu² = 242	Total fuv = 72.5
fv	-54	-25	0	5	Total fv = -74	same		
fv²	81	25	0	5	Total fv² = 111			
fuv	70.5	11	0	-9	Total fuv = 72.5			

$$= \frac{N \sum f_{uv} - (\sum fu)(\sum fv)}{\sqrt{N \sum fu^2 - (\sum fu)^2} \sqrt{N \sum fv^2 - (\sum fv)^2}}$$

$$= 0.542290586$$

Findings

Percentage Analysis

- Most of the respondents' monthly income is between Rs.20000-Rs.30000.
- Most of the respondents are aware of organic consumer products.
- Majority of the respondents are find organic foods available were they shop.

ANOVA

Since the calculated value is greater than the table value, the null hypothesis is rejected.

Karl person's Coefficient of correlation

There is positive relationship between age and reason for the choice of organic products.

Kendall's coefficient of concordance for ranks

There is a positive relationship between monthly income and frequency of buying.



CONCLUSION

“Knowledge is our ocean which sees no end”

To conclude, the project undergone has created awareness in us about how organic products are healthy and useful to consumers in the market. The practical and the theoretical knowledge gained during the study proved to be greatly beneficial. The study enabled us to understand that organic products are very healthy and hygienic. The organic product also has variety of products similar to non- organic products.

Most of the consumer are aware of organic product and know the value it. The study proves that organic products are very effective in the market.



RETAIL ENTERPRISE RESOURCE PLANNING – AN INSIGHT

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ABSTRACT

Today's retail environment is sternly competitive. The world of retailing is a fast changing one and calls for constant evolution on the part of the retailer. There is no longer any room for small players, unless they can find some niche too small to interest the multiples. To survive in the modern retailing environment, players need to be big, highly visible, and with lots of technical supports. Effective implementation of retailing strategies is an essential need in the FDI era. To manage and control the overall retailing process in an effective and efficient manner, retailers depend on ERP. It is an industrial term for the broad set of activities support by multi-module application software that help a manufacturing or the other business manage the important parts of its business. ERP can also include application modules for all the verticals of retailing. At present there is no industry's or fields where there is without the support of technology. ERP system implementations have the potential to drastically alter jobs, thereby changing people's reactions to their work situation. This article gives a bird's eye view of the role of ERP in retail industry from a rejuvenating perspective.

Keywords: *ERP, Retailing, Organizational Change, Marketing, Retail ERP Components.*

Introduction

Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. Since Liberalization in early 1990s many Indian players ventured into the organized retail sector and have grown by many folds since then. These were the pioneers of the organized Indian retail formats with the opening up of foreign direct investment in single brand retail and cash and carry formats, a new chapter unfolded in the retail space. The India Retail Industry is gradually inching its way towards becoming the next boom industry.

Challenges in Retail Industry

In the current business environment, the retail industry faces two major challenges that threaten its profitability and the long-term survival prospects. The twin challenges are:



1. **Market competition** - To beat the competition, retailers have to understand consumer demand at the point of interaction and respond to the various inputs in real time across the enterprise. This calls for a proactive approach on the part of the retail organization to sense the specific requirements of the consumer before other competitors and respond to them in real-time ensuring customer satisfaction in the process. Moreover, margins in the retail business generally are very low and that removes any scope for waste or inefficiencies in the business processes. Efficiency is critical to survive in the retail industry. A proactive approach on the part of the retail organization requires an enterprise wide monitoring and control of the various business processes that may ultimately lead to the desired efficiencies and long-term customer satisfaction and profitability.
2. **Regulatory pressures** - In order to meet the regulatory standards, the retailers require an enterprise wide process visibility, data access and near-instant performance reporting. However, the need for flexibility, process efficiency, reliable information, and responsiveness is very hard to achieve given the existing portfolio of legacy, home grown and packaged software applications used by a majority of the retail organizations. Therefore, a retail business would benefit immensely from an integrated IS infrastructure which continuously monitors and dispatches the necessary information of the flow of goods all the way from supplier to the cash register and then back to accounting as well as other functions of the retail organization. A combination of flexibility, process efficiency, reliable information and responsiveness is critical to a retail business and ERP packages have been introduced to tackle the elimination of IT complexity albeit with some implementation challenges to the line of business and IT management staff.

Enterprise Resource Planning systems or the ERP systems refer to the software packages that integrate all the data and the related processes of an organization into a unified Information System (IS). An ERP system uses a central database that holds all the data relating to the various system modules. In order to achieve a seamless integration, an ERP system uses multiple hardware and software components. ERP packages are heavily used by larger retail chains. Designed to facilitate the administration and optimization of internal business processes across an enterprise, ERP packages have become the competitive tool for most large retail organizations. An ERP software uses a single database that allows the different departments to



communicate with each other through information sharing. 4ERP systems comprise function-specific components that are designed to interact with the other modules such as the Order Entry, Accounts Payable, Accounts Receivable, Purchasing, Distribution etc.

ERP systems comprise of different modules such as order entry, purchase, sales, finances, inventory management, DRP (Distribution Resource Planning), human resources and budgeting software. The components are designed to work effortlessly with the rest of the system and provide a consistent user interface throughout the system.

ERP software packages have an enterprise wide reach that offers cross-functional capabilities to the organization. The different functional departments involved in the operations or inventory processes are integrated into a single system. An ERP package takes care of the various business processes such as order entry, logistics and warehousing. It also caters to the different business functions such as accounting, marketing, strategic management and the human resource management.

Main Components of Retail ERP System

The main components of a retail ERP system include the following:

1. ***Merchandise management*** – It constitutes the primary component of a retail ERP system that supports the merchandise management operations undertaken by the retailers. This component includes activities such as the setting up, maintenance and management of the retail outlet, keeping track of the prices of the items, inventory, and the different vendors etc. This component of the Enterprise Resource Planning (ERP) system also offers some key reporting functions as well as the allied business intelligence modules.

The merchandise management component also offers an integrated interface to the other retail applications thereby acting as a bridge between the different retail applications supported by the retail ERP suite aimed at facilitating more efficient retail operations. Merchandise may be defined as any product, service, idea or entity of value that can be offered to someone in the market for a price and that offers to satisfy a genuine need or want of the consumer. A typical retail chain offers hundreds of thousands of different products to the customers. All such products may be termed as merchandise since they are of an economic value to the customer who pays for such products to satisfy his/her needs or wants.

The merchandise management component takes care of all the activities related to the management of the merchandise offered for sale at the retail store. In a nutshell,



the Merchandise management component of an Enterprise Resource Planning (ERP) package covers all the activities centered on the merchandise offered at the retail store.

2. **Retail planning** – This element of the ERP system allows the retailers to undertake the planning activities at a large as well as a small scale as per the need of the situation. It focuses on the different strategies to be employed in order to help the retail store in increasing the sales of the merchandise. The retail-planning component focuses on achieving the economies of scale and attaining the desired efficiencies by increasing the merchandise sales at the retail chain.

This component helps the retailers in planning the various sales and promotional events aimed at boosting or increasing the sales of the merchandise offered at the store. This way, retail planning forms an important and critical component of the retail ERP systems as it performs the critical function of offering the planning activities that may be undertaken at the micro as well as macro level to give a push to the merchandise sales at the retail store.

The retail-planning component is extensively used by the middle and the upper management in formulating favorable promotional strategies to stimulate the sales and ensure increase in inventory turns at the retail store. Hence, retail planning may be called as a critical component of the retail ERP systems.

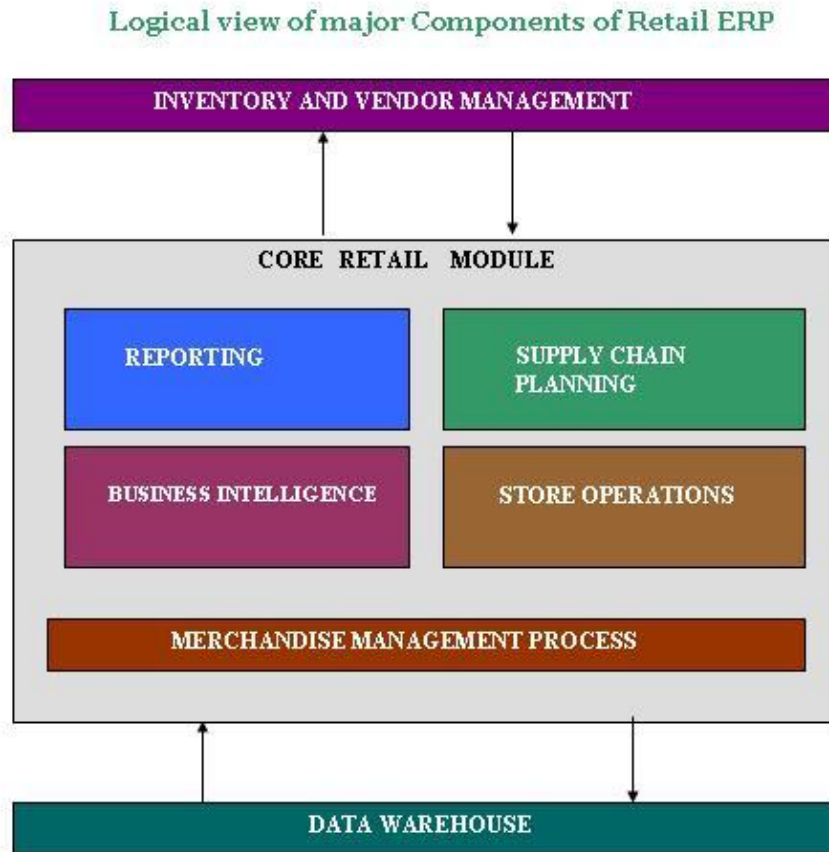
3. **Supply chain planning and execution** – It provides support to the internal as well as the external supply chain process. It covers both the planning and the execution part of the supply chain management in retail. Supply chain forms the backbone of the retail operations. The supply chain represents the flow of information, finances, and materials as they move in a process from the supplier to the wholesaler to the retailer and finally to the end-user or the consumer of merchandise.

Supply chain planning and execution is an integral part of the retail ERP system. Retailers aim to take advantage of the operational synergies. To meet the requirements of such retail chains, the supply chain planning and execution component of the retail ERP systems allows the retailers to keep track of the entire supply chain beginning at the manufacturer and ending at the consumer.

It allows a retailer to keep track of all the activities and processes comprising the supply chain of the merchandise offered at the retail store. This helps retailers run their businesses in an effective and efficient manner by closely monitoring their supply



chains and ensuring its management in a smooth and efficient manner to ensure profitability in the business.



4. **Store operations** – This element of the ERP system takes care of all the operations related to the store management function. The store operations are central to a retail chain since the retailers keep the majority of their inventory at the stores. Moreover, the store operations are unique to the retail ERP systems as the other ERP packages do not offer such a comprehensive component like the store operations as offered by a retail ERP system.

The store operations component includes the store specific inventory management, sales audit, returns management, perishables management and the labor management. The store operations component can also include the customer management and the associated promotion execution systems.

5. **Corporate administration** – This component aims to serve the information needs of the administration and usually includes the process management and compliance reports required by the top management for the decision-making purposes. This feature also



includes other corporate financial reports such as the accounts receivables, accounts payable, general ledger and the asset management reports.

The corporate administration component may also include the corporate-level Human Resource Management (HRM) systems. Thus we can see that the corporate administration component plays a critical role in providing the necessary information to the top management to get a general idea of the health of the retail business by way of the various financial reports generated by this component provided in the retail ERP systems.

The corporate administration component can be termed as the eyes and ears of the top management in the retail business. This component makes available the necessary data required to provide an insight into the financial health of a retail business. Moreover, this component of the retail ERP system is used for generating specific compliance reports submitted to the industry watchdog or other monitoring agency that may require reporting of such data on a periodic basis. These reports not only help the management in meeting the mandatory disclosure norms but also help in the formulation of effective management strategies to achieve the desired results in terms of sales or profits that are calculated using the same financial indicators.

Advantages of Using Retail ERP

1. ***Retail specific components*** – Unlike a general ERP package, retail ERP system offers retail centric components that are customized to meet the specific requirements of a retail organization in an effective and efficient manner. This makes a retail ERP system much more suitable to meet the specific requirements of a retail organization.
2. ***Segment specific expandability option*** – Within the retail sector, there is a wide variety of different segments that vary in their nature and scope of operations. A retail ERP package has provisions to meet the varying needs of the different segments within the retail sector.
3. ***Support for the store system***– Retail ERP system offers support for the store systems that form the pivot of a retail business. The critical functions include keeping track of the inventory, ordering and replenishment, loss prevention and task management. This makes retail ERP system suited to the specific needs of a retail organization.
4. ***Configuration and scalability*** – A good retail ERP system allows a high degree of customization and is easily scalable to attune itself to the size of the organization and its level and scope of operations. Such configuration and scalability prove to be a boon in



managing the retail operations across an enterprise. This allows a retail ERP system to grow with the organization.

5. ***Phased implementation support*** – Modern retail ERP systems provide support for phased implementation. This feature allows the software package to be implemented in a step-by-step incremental manner rather than in one go. This makes the transition to an ERP package a lot easier. This feature allows the users to acclimatize themselves to an ERP package that may initially seem complicated to use.
6. ***Support for advanced functionality*** – Modern retail ERP systems provide support for advanced functionalities that is helpful in the decision making process such as formulating pricing strategies, merchandise planning, inventory optimization and store execution. The advanced functionalities help the users formulate business strategies to introduce efficiencies in the critical business processes. The top management uses this feature to set the benchmarks and achieve the desired results.
7. ***Workflow automation and enterprise process management*** – Modern day retail ERP packages offer workflow automation and enterprise process management to make the workflow smooth and seamless across the entire enterprise. This allows the management to monitor and keep track of the workflow while also undertaking the enterprise process management leading to the identification and removal of any inconsistencies in the business process.
8. ***Technology and application integration*** – A good retail ERP system allows technology and application integration to allow a platform independent, seamless transfer of processes across different modules running on different technologies in an enterprise wide environment that may include interaction with legacy systems and external entities such as the suppliers and the customers. Such integration provides the critical enterprise-wide view to the management.

Major Retail ERP Vendors and their Products

The global Enterprise Resource Planning (ERP) market is dominated by relatively few niche players who command the lion's share of the market. The retail ERP systems segment shows the same trends in terms of the relative market share of the major global vendors.



	Retail ERP Vendor	Product
1	SAP	SAP for Retail
2	Oracle	Oracle Retail Merchandising System (ORMS)
3	The Sage Group	Sage Pro ERP
4	Microsoft Dynamics	Microsoft Dynamics NAV
5	Aldata	Aldata G.O.L.D.
6	JDA software	Portfolio Merchandise Management (PMM)
7	Jesta I.S.	Vision Merchandising suite
8	NSB Group	Connected Retailer Merchandising
9	Island Pacific	Island Pacific Merchandising System (IPMS)
10	Tomax	Tomax Merchandise Management
11	GERS	GERS Merchandising
12	Retalix	Retalix HQ

The top four retail ERP solution providers include the following vendors with their respective software packages:

1. **SAP (Systems, Applications and Products in Data Processing)** – SAP is a major global player in the Enterprise Resource Planning (ERP) domain based in Germany and commands around 30% of the global market share of the Enterprise Resource Planning (ERP) solutions. Its product SAP for Retail is aimed at the retail market and provides retail ERP solutions to the retail sector.
2. **Oracle** – Oracle is a global IT company based in the US that provides various software solutions including the database management systems (DBMS), Enterprise Resource Planning (ERP) software, Customer Relationship Management (CRM) software, and the Supply Chain Management (SCM) software. Oracle provides retail ERP called the Oracle Retail Merchandising System (ORMS) for the retail sector.
3. **The Sage Group** – The Sage group is a UK based IT firm that provides software solutions in payroll, accounting, CRM, business management and ERP domain. The Sage group offers the Sage Pro ERP for the retail sector.
4. **Microsoft Dynamics** – Microsoft Dynamics is a Microsoft group company that provides the Enterprise Resource Planning (ERP) solutions for business organizations. Microsoft Dynamics offers its flagship product The Microsoft Dynamics NAV ERP solution that



is used by the retail organizations to manage their operations in an effective and efficient manner.

5. **Jenzabar** - The software created by Jenzabar is specific to higher education institutions like colleges and universities. The software makes cataloging student and administrative information easy and provides high-level security for all the sensitive information that colleges must collect.

Business Implications

The Business implications of a retail ERP system are immense indeed. In the contemporary business environment where liberalization, privatization and globalization are the order of the day, most of the retail businesses around the world operate under the fiercely competitive market conditions. Such competition has led to the paper-thin margins in this sector. In order to remain competitive, the retail organizations surviving on thin margins cannot afford the luxuries of systemic inefficiencies or delayed decision-making. Both the activities, be it increasing efficiencies in the business process or the ability to take prudent decisions quickly requires an inside out awareness of the business process. A retailer ought to know the ‘complete picture’ that can indicate the true state of a retail business.

A retail organization may comprise of a small chain of retail stores confined to a small town or city or may include a mammoth organization having its presence around the world in the form of thousands of stores scattered across the different parts of the world. Wal-Mart is one example of a retail business with its operations spanning across different continents around the world. Management of such a distributed network of retail chains is a Herculean task indeed. The retail Enterprise Resource Planning (ERP) packages help the retailers in better management of their enterprise wide operations spanning the entire globe.

The retail ERP systems provide one-stop solution for most retail information processing challenges by providing a comprehensive solution to managing a complex retail business. An Enterprise Resource Planning (ERP) system helps the retailers manage their businesses in an effective and efficient manner by providing integrated and consistent information flow. It makes the task of keeping track of all the transactions so much easier. A retail ERP system allows automatic recording of the transactions in real-time environment. They have become indispensable tools to survive and increase profitability in the retail sector for large retail organizations.



Conclusion

A retail ERP system makes management of a retail business a lot easier by utilizing the computing power offered by the modern day Information Systems (IS) in an integrated and consistent manner. The ERP Information Systems facilitates faster and better management decisions by providing crucial information in a timely manner. Because of its integrated structure, it also eliminates errors caused by multiple input of the same data required in disparate legacy systems. With proper implementation, Retail ERP Systems have been found to deliver high ROI despite their high initial and maintenance costs.

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AN OVERVIEW OF CURRENT STATUS & FUTURE PROSPECTS OF ONLINE MARKETING

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ABSTRACT

Online marketing refers to a set of powerful tools and methodologies used for promoting products and services through the Internet. Online marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the Internet.

Keywords: *Online marketing, digital marketing, search engine marketing.*

Introduction

Information and Communication Technology has revolutionized the concept of marketing. Each and every marketing activity is slowly getting digitized. It comprises digital collections, services and infrastructure to support lifelong learning, research, scholarly communication. The new generation whose demand for information is never met is always demanding that traditional marketing should be developed as a well equipped and interconnected as digital marketing.

Meaning

Online marketing synergistically combines the Internet's creative and technical tools, including design, development, sales and advertising, while focusing on the following primary business models:

- E-commerce
- Lead-based websites
- Affiliate marketing
- Local search

Online marketing can deliver benefits such as:

- Growth in potential
- Reduced expenses
- Elegant communications
- Better control
- Improved customer service
- Competitive advantage



Online marketing is also known as Internet marketing, Web marketing, digital marketing and search engine marketing (SEM).

COMPONENTS

- **Low costs:** Large audiences are reachable at a fraction of traditional advertising budgets, allowing businesses to create appealing consumer ads.
- **Flexibility and convenience:** Consumers may research and purchase products and services at their leisure.
- **Analytics:** Efficient statistical results are facilitated without extra costs.
- **Multiple options:** Advertising tools include pay-per-click advertising, email marketing and local search integration (like Google Maps).
- **Demographic targeting:** Consumers can be demographically targeted much more effectively in an online rather than an offline process.

SUCCESSFUL ONLINE MARKETING STRATEGY

In this digital age, a comprehensive online marketing strategy can help you reach increasing numbers of potential clients. When reevaluating your strategy, focus on six key components that can help fuel business growth and take your business to the next level.

Website Design

As the face of your company, your website design needs to be professional, clean, and easy for all visitors to navigate. When designing your website, focus on:

- **Calls to action**
- Optimizing the site on all **browsers**.
- Relevant **keywords**.

Blog

Statistically, companies that blog get 55% more visitors to their websites than companies that don't blog. Therefore, your website should include an integrated blog, which helps you provide customers with useful, relevant information. When creating a blog, ensure that it is:

- **subscription**
- **share**
- **Interaction.**

Search Engine Optimization

Many potential customers start at the search engines when they need what you sell. To be found, you must use search engine optimization techniques to help your website, blog, and



social media accounts rank high in the search engines. Follow these steps in your marketing strategy:

Email Marketing

Because you can't always keep your website on people's minds, email marketing is a great way to stay in front of your customers. Pay attention to:

- **Quality design**
- **Relevant information**

Analytics

Measuring the results and trends of your website, blog, email campaigns, search engine ranking, and social media reach plays a crucial role in any online marketing strategy.

Application

- One of the most important advantages is the fast availability of the information. The clients/users can easily get information, by navigating the internet, about the products that they wish to purchase, and besides that, they can check the information at anytime of the day.
- It allows the companies to save money, an aspect that is really taken into account by the companies since the online marketing campaigns don't require a large amount of investment.
- The previous mentioned aspect, gives less importance to the differences between large and small companies in some way, thus increasing the competition and giving that way advantages to the customers.
- Presence on the Internet can help the expansion of the company from a local market to national and international markets at the same time, offering almost infinite expanding possibilities.
- On the internet everything can be measured, thus it's easier for the companies to know almost instantly if their campaign is working or not, what company or user is interested in their products, from what cities or countries are they, etc.

CONCLUSION

It's obvious that social networks affect our lives in all the possible aspects. They serve to spread ideas, personal photographs and personal data in general, voluntary organization actions.



A STUDY ON CUSTOMERS' ONLINE SHOPPING BEHAVIOUR - WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

The Internet has developed into a new distribution channel and online transactions are rapidly increasing. This has created a need to understand how the consumer perceives online purchases. E-commerce has made life simple and innovative of individuals and groups; Consumer Behavior in online shopping is different from the physical market where he has access to see the product. The purpose of the research was to study the consumer behavior in online shopping. The main research question in thesis is how consumers behave while shopping online. Primary data was collected through the questionnaire survey and by emails from personal contacts. Price, time saving and convenience were identified as important factors which lead to certain buying behavior in online shopping. The www is rebuild around people where social circles influence and lead to online buying.

INTRODUCTION OF CONSUMER BEHAVIOUR

Today, more people are getting connected to the Internet and are ready to trade through it. This growing tendency to use the services of Internet connectivity increases the scope of online marketing. It also affects the operation of companies and organizations. Companies have changed their traditional business strategies into online marketing and have become full-fledged service providers with the facility to offer a full range of e-commerce products to suit customer needs and taste at any time.

Online shopping (sometimes known as e-tail from "electronic retail" or e-shopping) is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or app.

An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-to-consumer (B2C) online



shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are Amazon.com, Flip kart, Snap deal, Jabong.com and eBay.

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

OBJECTIVES OF THE STUDY

- To identify the factors influencing the customers to shop on-line.
- To analyze the on-line shopping behavior among the customers and to evaluate the customers level of perceptions towards on-line shopping practices.

RESEARCH METHODOLOGY

Methodology is a way to systematically solve the research problems. It explains the various steps that are generally adopted by the research in studying the research problems along with the logic behind it. This study has used both primary and secondary data.

- **SAMPLE SIZE:**

The sample size was chosen to be 200 respondents.

- **COLLECTION OF DATA**

In order to fulfill the objectives set out, survey was undertaken by using well framed questionnaires that was filled in by the respondents.

- **PRIMARY DATA:**

The required data were collected based on the structured questionnaire by conducting interview schedule.

- **SECONDARY DATA:**

Secondary data required for the study have been collected from books, journals, magazines and websites.

- **TOOLS AND TECHNIQUES USED:**

The tools used for the purpose of analysis are:

- A) Percentage analysis
- B) Chi square



SELECTED WEBSITES ARE LISTED BELOW:

1. AMAZON.COM
2. FLIPKART.COM
3. JABONG.COM
4. EBAY
5. SNAPDEAL

ANALYSIS AND FINDINGS

Table – 1: Gender Vs Frequency of visit to the online for shopping

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.895E2 ^a	3	.000
Likelihood Ratio	253.163	3	.000
Linear-by-Linear Association	156.270	1	.000
N of Valid Cases	250		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.84.			

Table – 2: Gender Vs Frequency of purchases through online in a year

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.533E2 ^a	4	.000
Likelihood Ratio	209.937	4	.000
Linear-by-Linear Association	134.866	1	.000
N of Valid Cases	250		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.56.			

Table – 3: Age Vs amount spent on online purchases

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.152E2 ^a	27	.000
Likelihood Ratio	493.546	27	.000
Linear-by-Linear Association	206.870	1	.000
N of Valid Cases	250		
a. 22 cells (55.0%) have expected count less than 5. The minimum expected count is .66.			



Table – 4: Educational Status Vs Frequency of purchasing the items through online in a year

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.575E2 ^a	8	.000
Likelihood Ratio	375.581	8	.000
Linear-by-Linear Association	191.063	1	.000
N of Valid Cases	250		
a. 1 cells (6.7%) have expected count less than 5. The minimum expected count is 3.44.			

Table – 5: Occupation Vs type of product often purchased

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.909E2 ^a	3	.000
Likelihood Ratio	249.353	3	.000
Linear-by-Linear Association	157.584	1	.000
N of Valid Cases	250		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.46.			

Findings

- Majority (62%) of the respondents are married people.
- Majority (66%) of the respondents taken for the study are from joint family.
- 46% of the respondents do have 3 to 5 members in their family.
- 39% of the respondents' monthly family income lies between ₹ 20001 - ₹ 30000.
- Majority (64%) of the respondents' are influenced by friends.
- Majority (57%) of the respondents' level of awareness as to Amazon website is very high.
- Majority (52%) of the respondents' level of awareness as to flip kart website is very high.
- 49% of the respondents' level of awareness as to Snap deal is very high.
- 38% of the respondents' level of awareness as to Jabong is moderate.
- 43% of the respondents are highly awareness of eBay website
- 37% of the respondents spent on an average Rs.3001-Rs.4000 on their last purchase.
- The level of perception towards product varieties in online shopping, 44% of the respondents felt that it is excellent.



- The level of perception towards reasonableness of price in online shopping, 56% of the respondents felt excellent.
- 74% of the respondents were highly satisfied with new collections.
- 42% of the respondents were satisfied with timely delivery.
- 46% of the respondents were highly satisfied with the reasonableness of price.
- 42% of the respondents were satisfied with the aspect of safe delivery.
- 38% of the respondents switched over to mynthra.com when they did not get the desired products with the websites they were using already for online purchases.
- Majority (87%) of the respondents are of the opinion that they were able to receive the products on time.

Chi Square Findings

- There is a statistical significant association between gender and frequency of visit to the online for shopping.
- There is a statistical significant association between gender and Frequency of purchasing the items through online in a year.
- There is a statistical significant association between age and amount spent on online purchases.
- There is a statistical significant association between Educational Status and Frequency of purchasing the items through online in a year.
- There are statistical significant associations between occupation and type of products often purchased.
- There is a statistical significant association between amounts spent on last purchases.

CONCLUSION

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-to-consumer online shopping. The largest of these online retailing corporations are Alibaba, Amazon.com and eBay. Retail success is no longer all about physical stores. This is evident because of the increase in retailers now offering online store interfaces for consumers. With the growth of online shopping, comes a wealth of new market footprint coverage opportunities for stores that can appropriately cater to offshore market demands and service requirements.



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A STUDY ON CONSUMER BEHAVIOUR TOWARDS INSTANT FOOD PRODUCT

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ABSTRACT

Consumer behaviour refers to the behavior that consumers display in searching for, purchasing using, evaluating and disposing the products and services. Consumer behaviour is important in helping to forecast and understand for products as well as brand preference. The present paper highlights the study of consumer behaviour regarding instant food products among the consumers. The most dramatic change is the change in consumer demographics and demand preferences. Hence, an attempt has been made to analyse the consumer purchasing frequency for the instant food products. Further efforts have also been made to know the consumer awareness towards products and to analyze factors influencing the instant food product.

INTRODUCTION

With liberalization, privatization, globalization and modernization, the modern competitive business is based on understanding the best products and services that he wants. Considering the truth that the consumer is the king, every organization wants to increase market share and profit. The competitors are also following the same strategy. It involves the psychological processes that consumers go through in recognizing needs, finding ways to solve these needs, making purchase decisions, interpret information, make plans and implement those plans by engaging in comparison shopping or actually purchasing a product. Consumer behaviour is one of the stimulating and challenging areas in marketing studies being a human activity focused on the products and services. Understanding the behavior of the consumers is a great challenge. Today, instant food products occupy a legitimate shelf space in stores and super markets in India. New and high quality of instant food products have changed the life style of people and led to more number of Indian companies enter the market with varieties of instant food products . Instant food products save time and energy. Parents can send the children to school to school early, go to office in time and get more time to involve in other activities. Urban modern women seek to empower themselves in the society as they have higher education better employment opportunities and good exposure environment that increase the needs at a faster rate. Instant food products make them to cook any time with less labour, time and energy.



OBJECTIVES OF THE STUDY

- 1.To study the socioeconomic background of the respondents.
- 2.To study the level of satisfaction of the respondents towards factors on instant food products.

RESEARCH METHODOLOGY

Research as an organized, systematic, data based, critical, objective, scientific, inquiry or investigation into a specific problem, undertaken with the purpose of finding answers or solutions to it. The information provided could be the result of a careful analysis of data gathered first and or data that are already available in the company, industry, archives etc data can be quantitative or qualitative.

SOURCES OF DATA

- Primary data
- Secondary data

TOOLS USED FOR THE STUDY

- ✓ Percentage analysis.

ANALYSIS AND INTERPRETATIONS

Analysis of economic background of instant food products

Particulars		No.of.respondents	Percentage
Age:	18-24	76	76
	24-34	19	19
	34-45	5	5
	45 & above	0	0
Gender:	Male	28	28
	Female	72	72
Educational qualification:	Graduate	42	42
	Post Graduate	44	44
	Professional	10	10
	School Level	4	4
Occupation :	Employee	18	18
	Business	22	22
	Students	13	13
	Housewife	45	45
	Professors	2	2
Annual Income:	Below Rs.10000	4	4
	Rs.10001-20000	17	17
	Rs.20001-30000	19	19
	Rs.30001-40000	8	8
	Above RS.40000	7	7



Level of Satisfaction:

S.No	Particulars	Highly Satisfied	Satisfied	Neutral	Dissatisfied
1	Opinion towards price	39%	13%	2%	1%
2	Opinion towards quality	52%	44%	2%	1%
3	Opinion towards availability	45%	26%	6%	2%
4	Opinion towards brand	20%	15%	5%	2%

FINDINGS

- 76% of the respondents are in the age group of 18-24 years.
- Majority of the respondents 72% are females.
- 44% of the respondents educational qualification are the post graduate level
- 45% of the respondents are using occupation as students.
- 19% of the respondents are earning annual income is 20001-30000.
- 39% of the respondents are highly satisfied with opinion towards price.
- Majority 52% of the respondents are highly satisfied with opinion towards quality.
- 45% of the respondents are highly satisfied with opinion towards availability.
- 20% of the respondents are highly satisfied with opinion towards brand.

CONCLUSION

Consumer behaviour is a stimulating sphere consisting of the consumers themselves. Consumption of increase of instant food products is due to increase in urbanization, breaking up of the traditional joint family system, time, convenience, changing lifestyles and increasing level of affluence in the middle income group. Noodles are found today in the kitchen shelves of every Indian household. All the respondents are aware of various instant food products. The ready availability and saving of the time are the reasons for consuming instant food products. Food zones and supermarkets are the major source of purchase of instant food products. The consumer's relationship with food and other everyday goods has changed dramatically, not only in the way products are purchased, but also in the way they are consumed.

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A STUDY ON MARKETING STRATEGY OF NESTLE COMPANY LTD

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ABSTRACT

This paper examines the marketing strategy that nestle company established in 1868 used in the Ottoman empire from 1870 to 1923. In India Nestle has been enjoying its successful business since more than 100 years. It has got multiple brands and is facing competition in the Indian market with other domestic products. Nestle S.A. is a Swiss multinational food and beverage company headquartered in Vevey, Switzerland. It is the largest food company in the world measured by revenues. Nestle's products include baby food, bottled water, breakfast cereals, coffee, confectionary, dairy products, ice cream, pet foods, and snacks. The international marketing strategy of nestle has been used in positioning its products with new variants every time for all age group of consumers. The strategies of standardization and adaptation have been well linked with the marketing policies of nestle. Global mindset has been used to understand the needs and requirements of the consumers for all the Indian families.

Keywords: *Consumer, Positioning, Beverages, Strategy.*

INTRODUCTION

Nestle is the largest food and nutrition company in the world. It was founded in Switzerland and today it is present in more than 100 countries of the world. It has been taking care for customers globally by providing hygienic food and ensuring good life. They have been marketing their products by satisfying the needs of all the consumers' age group. It had to market its products by framing marketing strategies and keeping in mind the taste and preferences of consumers based in different countries. It has been focusing on its brands and entering into market by increasing line extensions of a particular brand. The leadership position of Nestle is maintained in market by supplying the products and also opening its outlets in public places for the brand reinforcement. Nestle has been focusing and spending for Research and developmental activities. The success behind Nestle is to operate in different countries by the form of Foreign Direct Investment.



AIM

Nestle is aiming for long term organic growth of 10 percent in its nutrition unit. The aim of manufacturing Nestle's product in global market will be earning maximum profit at minimum cost and capture the maximum share of the market.

GOAL

Nestle's goal is to manufacture and market the company's product in such a way as to create value that can be sustained over the long term for shareholders, employees, consumers and business partners. Nestle does not favour short term profit as the expense of successful long term business development.

MARKET GROWTH

In 2009, consolidated sales were CHF 107.6 billion and net profit was CHF 10.43 billion. Research and development investment was CHF 2.02 billion. Sales by activity breakdown:27 % from drinks, 26% from dairy and food products, 18% from ready-prepared dishes and ready-cooked dishes, 12% from chocolates, 11% from pet products, 6% from pharmaceutical products and 2% from baby milks. Sales by geographic area breakdown: 32% from Europe, 31% from Americans (26% from US),16% from Asia,21% from Rest of the world.

OBJECTIVES

- To achieve compatibility with international voluntary standards on environmental management systems.
- To build mutual trust with consumers, governmental authorities and business partners.
- To ensure continuous improvement of nestles environmental performance.
- Conservation of natural resources and minimization of waste.
- Employing new technologies and processing.
- Measuring the cost and benefits to business of its activities.

KEY OF SUCCESS

The quality, low price charging and marketing strategy will be the reason of working being to achieve success of nestle. Nestle has to focus on the mind of buyer and consumers by which their selling rate. Nestle will be able to achieve maximum profit. Besides taking some extra strategies the company will be able to reduce its cost of the product.



MARKET DESCRIPTION

All most all of the country consume the product of nestle. They are very careful about the quality and nutrition. There is almost 6000 brand with a wide range of products.

- Baby foods (Nestle Cerelac)
- Breakfast cereals(Nestle Cereals)
- Dairy products(Milkpak, Nestle yogurts, Everyday)
- Chocolate confectionary(kit kat, Smarties, Toffo)
- Beverages(Nescafe, Milo, Nestle juices)
- Food service(Nestle Jumbo bottle)
- Prepared foods(Maggi, Powered soups)
- Bottled water(Nestle pure life, Nestle Aquarral)
- Pet care(Pro plan, Purine, Dog chow, Cat chow)
- Pharamaceuticals(Ophthalmic drugs, lens-care solutions & Optical surgical Instruments)

COMPETITOR REVIEW

UNILEVER

Nestle's main international competitors include Unilever and Procter & gamble. They also face competition in local markets or product ranges from companies such as Beiersdorf, Conagra, Danone, General mills, Pepisco, and S.C.Johnson&Son.

LANGNESE

Langnese is the German heart brand subsidiary of the Anglo-Dutch company Unilever. They are the number one producer of ice cream products in Germany and their main competitor is Nestle, a reflection of the relative positions of these two giants in the global market.

BRITANNIA INDUSTRIES

Britannia Industries Limited is an Indian company based in Kolkata that is famous for its britannia and tiger brands of biscuit, which are popular throughout the country. Britannia is an estimated 38% market share. The company's principal activity is the manufacture and sale of biscuits, bread, Rusk, cakes and dairy products. Despite this strong competition Nestle can carve out a definite image and gain recognition among the targeted segments.



MARKETING SEGMENTATION

A) GEOGRAPHICAL SEGMENTATION

Nestle is the world's largest food company that did marketing segmentation very well. They also base on the geographic segmentation. Here they consider the world region, country region and rural region.

1) WORLD OR COUNTRY REGION

Nestle understands the geographical different in needs and wants. For eg:in Vietnam, Nestle has the maggi brand with many kinds of Asia sauce, but maggi do not exist in England because of the different in the geographical taste. While, Nestle sell pet food in England and some other countries but they do not sell in vietnam. It can easily understand that this company considers geographical segmentation.

2) RURAL AREA SEGMENTATION

Nestle also considers the rural area segmentation. For eg,in the city supper shops of Asia keeps Maggi/nido milk and in rural areas nestle supplies a much less product like maggi or nido milk.

B) DEMOGRAPHICAL SEGMENTATION

Nestle segments their customer into the different of age, family size, family life cycle, income etc.

1) AGE

Nestle never offers the same product for the people whose is 30 and whose age is 13.Forexample, nestle offers Nescafe coffee for adult people and offering Milo for children. Coffee for adult Milk for children.

2) FAMILY SIZE&LIFE CYCLE

Nestle offers their same product in different size of containers to fulfill the different type of needs according to the size of the family. For Example, Nestle chocolate offers different size of containers. The family with many members can buy the large container to satisfy everyone in the family, where a small family can take the small one to do the same.

3) INCOME

The people with small income can buy nestle product. They produce that product which will save money. Like, Nescafe coffee has a mini pack for instant coffee which saves the money of limited income people.



C) PSYCHOGRAPHIC SEGMENTATION

Nestle offers their product considering customers psychographic segment like social class, lifestyle & personality.

1) SOCIAL CLASS

Many products of nestle company are highly affordable by different the people of different social class.

2) LIFE STYLE&PERSONALITY

Nestle breakfast cereals is the best choice for busy people and Nescafe also help them more alert in working. Confectionary such as smartest, aero, butterfinger, and orion can be called their best friends.

D) BEHAVIORAL SEGMENTATION

Behavioral segmentation base on the different in knowledge, attitudes or responses to a product.

1) BENEFITS

Nestle offers us the best quality, taste and price for baby food, coffee and chocolate. Customers may buy other companies baby food/coffee/chocolate, but no other company can provide the quality and flavour that nestle provides to the world.

2) ATTITUDE TOWARDS PRODUCT

Nestle is always concern about the attitude of people toward their product. The considers the feedback of their customers and the other people and make their product better to get the positive opinion of their customers.

3) USER STATUS

A market has all types of customers. Nestle tries to measure user status to take more customers into their segment, so that all the types of customer into their segment, so that all types of customer get opportunity to buy the product of Nestle.

MARKET TARGETING

Market segmentation reveals the firm's market segment opportunities. It now must evaluate the various segments and decide how many and which segment it can serve best. We now look at how the company evaluate and target segments.

i) RIGHT SIZE AND GROWTH

Nestle company collects information about different type of customer from market segmentation. They complete this task considering the size and growth of the target market.



Nestle mostly focus on the geographic segmentation because, their product is based on this two segments.

ii) STRUCTURAL ATTRACTIVENESS

Most of the companies have their similar competitors. Nestle also considers its competitor so that they can attract their target market. They try to make a better product in a good price than their competitors. Nestle is also concern buyer power and supplier power. To achieve target market Nestle need to satisfy the buyers as well as the suppliers.

POSITIONING

A company must differentiate its offers by building a unique bundle of benefits that appeal to a substantial group within a segment. It has many advantages over competitors by offering different types of quality products. Marketers often prepare a perpetual positioning map to plan strategies. Nestle company always tries to maintain a better position in consumer minds than others.

DEVELOPING 4 Ps or 7 Ps

a) PRODUCTS

It provides a wide range of products with their line extensions in the market. They have been providing variety with quality to the consumers. Some of the Nestle's top brands are Maggi, Nestea, Nescafe, Kit Kat etc..

b) PRICE

It has been providing the discounts and coupons for their products in the market. The products of Nestle range from 1 rupee and above. Offers have been provided to the customers for bulk purchase.

c) PLACE

Nestle has been displaying its product in the super markets and the malls. It has been managing its own sales and distribution network all over the Indian market to supply their product. It has been also placing it products in hospitals, canteens, colleges, companies & public places.

d) PROMOTION

Promotion is done by Nestle India by endorsing the product with the celebrities. It has been showing the advertisement in the television. The social media marketing concept is being used to market and promote their products in networking sites such as Facebook etc. The advertisement is designed in such a way that consumers find it as a healthy product to eat.



e) PEOPLE

Nestle India has been recruiting lakhs of people to join their company. They have been training their employees to handle the queries of their customers and also provide better customer service.

f) PROCESS

The company has been manufacturing the products by processing it using better technology. The way Nestle has been using its vending machine to serve the customers easily shows that they have understood the requirements of the consumers in India.

g) PHYSICAL EVIDENCE

Nestle has been creating a better evidence connectivity by setting up the coffee corners with their logo of nestle in vending machines.

CONCLUSION

Nestle is renowned MNC which has got its presence in more than 100 countries. A proper marketing plan has been used by Nestle to enter into Indian market. The market was segmented on the basis of demographic, psychographic, behavioral and geographic aspects. After globalization the consumers had better standard of living and higher income for purchasing. Nestle has identified this factor and it has launched various products in the Indian market. Thus Nestle products have been part of Indian daily lives by ensuring the consumers and their family with good health. It has always understood the requirement and needs of the consumer globally in the market.

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**A STUDY ON CUSTOMER SATISFACTION AND BRAND
PREFERENCE REGARDING SPORTS PRODUCTS WITH SPECIAL
REFERENCE TO COIMBATORE CITY**

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ABSTRACT

This project is about the detailed study of customers satisfaction and brand preference in buying various sports products among sports students. The brands that are concentrated in this study are Nike, Adidas, Reebok and Puma. The survey is mainly focused on the products of these sports brands like shoes, bags, t-shirts, sweat bands and sports equipments. This study also tests the level of satisfaction and the degree of brand preference among sports students. From this survey the most liked factor among the students and the most preferred sport brand among students are identified. And the study also extends up to the level of influence of brand name while selecting the sports products. Hence the different sports brand has to improve their defects to capture the prevailing market.

INTRODUCTION

Brand is the process by which the company distinguishes the products that they offer from other competitors. The manufactures develop their products into brands which help to create a unique preference in the minds of the customers. A brand for the various types of products offered by the manufacturer is created by developing a distinctive name, design, logo and difference in the packing process to arouse the customer's expectation about the offering.

Customer satisfaction is the measure of how products and services supplied by a company on customers expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, who has reported experience with the firm, its products, or its services exceeds specified satisfaction goals." Customer satisfaction metric is very useful in managing and monitoring their business.

Brand preference reflects a desire to use a particular company's product(s) or service(s) even when there are equally-priced and equally-available alternatives. In fact, more often than not, brand preference indicates a desire to seek out a specific product or service even when it requires paying more or expending more effort to obtain it.



STATEMENT OF PROBLEM

The present market has a huge competition in the each and every product manufactured by the producer or manufacturer, so they produces try their level best to stay or keep their product/services in the minds of the customer. This study highlights the satisfaction level of the customer and the level of preference they have towards a particular brand in the market. This study helps the producers to check the level of preference the customer have towards their product/services.

OBJECTIVES OF THE STUDY

1. To study about the awareness of sport brands.
2. To study about the factors influencing the customers to buy a specific brand.
3. To analyze the brand preference of branded sports product among sport students.
4. To study about the customer satisfaction regarding sport brands.

RESEARCH METHODOLOGY

- **Sources of data:**

The study has made use of both primary and secondary data.

- **Primary data:**

The data are primarily collected through the distribution of questionnaire.

- **Secondary data:**

The data are also collected through secondary sources like websites, newspapers, magazines and online journals.

- **Sample size:**

The sample consists of 125 respondents from different kinds of retail shops

- **Sampling techniques:**

The data collection was done by simple random sampling.

Statistical tool used

The following statistical techniques have been used for analysis of data.

- Simple percentage analysis
- Chi-square test
- Descriptive statistics
- Simple average



REVIEW OF LITERATURE

1. **John O Shaughnessy (1987)** marketing strategic is a broad conception of how resource to be Delhi to achieve market success. The content for a marketing strategy shows how the proposed key features of the films offering (products price, promotion and distribution) are intended to achieve the firm objective.
2. **Anderson and Mittal 2000.** Thus, squeezing additional reliability out of a manufacturing or service delivery process may not increase perceived quality and customer satisfaction as much as tailoring goods and services to meet customer needs (Fornell, Johnson, Anderson,Cha, and Everitt 1996).
3. **Narashima Rao P.V.L. National consurmership survey (2005)** press continues to grow from time to time. Press adds 34 million consumers in the last 2 years over the last 3 years the number of consumers of dailies and magazines put together among those aged 15 years and above has grown from 179mn to 200mna growth of 4% every years.

RESULTS AND DISCUSSION

➤ **Percentage analysis**

Table 1- Level of satisfaction among the users and rate of reduction in the problems after CCTV installation.

Factors	Classification	No. of respondents	Percentage
respondents’ will purchase another brand of same quality with less price	Would not purchase	71	59.2
respondents’ will buy same brand in future	will buy the same brand	109	90.8
respondents’ satisfied with the variety of products offered by the brands	respondents’ were satisfied	111	92.5
respondents’ suggest their brand to others	respondents’ will suggest	104	86.7

Source-Primary data

Chi-square Analysis

Table: 1 Null hypothesis (H0): There is no significant difference between eduactional qualification of the respondents’ and through which media they came to know about the brands.



Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.977 ^a	2	.226
Likelihood Ratio	2.905	2	.234
Linear-by-Linear Association	2.796	1	.094
N of Valid Cases	120		

Table: 2 Null hypothesis (H0): There is no significant difference between the respondents' number of years in sports and brands that they are aware of and have used.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.838 ^a	8	.001
Likelihood Ratio	14.232	8	.076
Linear-by-Linear Association	1.552	1	.213
N of Valid Cases	120		

Table: 3 Null hypothesis (H0): There is no significant difference between gender of the respondents' and brands they are presently using.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.252 ^a	4	.002
Likelihood Ratio	20.144	4	.000
Linear-by-Linear Association	3.164	1	.075
N of Valid Cases	120		

Table: 4 Null hypothesis (H0): There is no significant difference between type of sports the respondents' involved in and their frequency of purchasing sports products.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.552 ^a	12	.213
Likelihood Ratio	20.328	12	.061
Linear-by-Linear Association	2.039	1	.153
N of Valid Cases	120		



Table: 5 Null hypothesis (H0): There is no significant difference between age of the respondents' and their opinion towards liking specific quality in particular brand.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.931 ^a	6	.817
Likelihood Ratio	4.147	6	.657
Linear-by-Linear Association	.343	1	.558
N of Valid Cases	120		

Table: 6 Null hypothesis (H0): There is no significant difference between monthly income of the respondents' and mode of payment they prefer.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.154 ^a	2	.341
Likelihood Ratio	2.092	2	.351
Linear-by-Linear Association	2.056	1	.152
N of Valid Cases	120		

Significant = $P \leq 0.05$, Not Significant = $P > 0.05$

Results

Percentage Analysis:

- Majority (59.2%) of the respondents' would not purchase another brand of same quality with fewer prices.
- Majority (90.8%) of the respondents' will buy the same brand in future.
- Majority (92.5%) of the respondents' were satisfied with the variety of products offered by the brands.
- Majority (86.7%) of the respondents' will suggest their brand to others.

Chi-Square Analysis:

- There is no significant relationship between educational qualification of the respondents' and through which media they came to know about the brands.
- There is a significant relationship between the number of years in sports of the respondents' and brands that they are aware of and have used.



- There is a significant relationship between gender of the respondents' and brands they are presently using.
- There is no significant relationship between type of sports in the respondents' involved and their frequency of purchasing sports products.
- There is no significant relationship between age of the respondents' and their opinion towards liking specific quality in particular brand.
- There is no significant relationship between monthly income of the respondents' and mode of payment they prefer.

CONCLUSION

This study mainly concentrates on the level of satisfaction and the level of brand preference by the sports students regarding the branded sports products in Coimbatore city. The factors like purchase decision, modes of purchase, level of satisfaction, media through which they came to know are evaluated in detail. The brand which is mostly preferred by sports students is found to be Nike, followed by Reebok, Adidas and Puma. The levels of satisfaction regarding the quality of the products are satisfied by most of the respondents. And the respondents who use the particular brand choose to use the same brand in future. And they like to suggest their brand to their friends and relative. Hence the company has to concentrate on the advertising their products through television and radios. And the customers are mostly satisfied with the quality of products offered by the company.

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FACTORS AFFECTING JET AIRWAYS CUSTOMERS LOYALTY TOWARDS E-TICKETING IN COIMBATORE

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ABSTRACT

The main aim of this research is investigating the factors that affect Jet Airways customer's Loyalty towards electronic ticketing In Coimbatore. To achieve this objective, several hypotheses were formulated and tested using SPSS 22.0. For, a questionnaire has prepared which consisting of 31 five point likert scale type items and distributed to a convenience sample of 150 respondents. 135 questionnaires were suitable for analysis with a response rate of 90%. Percentage analysis and correlation analysis have been applied for investigating the aim of this research. The results showed that the variables trust, price fairness, and convenience are having a positive direct effect on customers' loyalty, while the privacy and payment methods have no direct effect on loyalty. The researcher suggested that Jet Airways should improve the facility of privacy and payment methods in the forthcoming days / years that lead to increase the satisfaction level of their customers.

Keywords : *Customer Loyalty, Jet Airways, e-Ticket, Trust, price and convenience.*

INTRODUCTION

Since 1995, the internet has become the way of life for millions of people worldwide, now there are almost more than 7 billion internet users in 2012; internet has provided consumers more control in accessing information on products and services. Recent reports have shown that in the 20th century, the basis of economic successfulness was the introduction of self-services which affected all areas of our lives. Because of the popularization of the internet, online shopping has become one of the most popular shopping styles for consumers. Sellers who sell products on the Internet not only eliminate the restriction of time and place, but also have lower costs and higher profits.

E-commerce transactions are growing in the South Asian countries (462.13 million Internet users). In 2014, 18 percent of the Indian population only uses Internet that has penetrated to 27% at 2015 and 34.8% at 2016. One of the most important E-commerce practices is booking a ticket online. Over the last decade, public access to and the use of online booking systems has increased globally. It has expanded dramatically and now e-ticketing



usage has become the attention of users in academic fields, financial, businesses, traveling and many more.

Jet Airways, India's premier international airline which provides one of the finest experiences across the skies. As of February 2016, it is the second largest airline in India after Indigo with a 21.2% passenger market share. It operates over 300 flights daily to 68 destinations worldwide. Incorporated in April 1992 as a limited liability company, the airline began operations as an air taxi operator in 1993. It began full-fledged operations in 1995 with international flights added in 2004. The airline went public in 2005 and in 2007, it acquired Air Sahara. It became the largest carrier in the country by 2010 before being eclipsed by IndiGo in 2012.

Quite early, airlines started thinking about the need for efficient, quick, inexpensive and accurate handling of their organization as a result of the complexity of their operations. Most airlines focused their Internet activities on the development of solutions that were easy to access and made airline ticket purchases cheap. E-ticketing can be described as an alternative method of ticketing offered by many airlines in which an electronic reservation record is created containing all of the information normally printed on a paper ticket. When a passenger checks in at the airport, he or she presents photo identification and the confirmation number to be able to receive a boarding pass. E-ticketing eliminates the need to keep track of or deliver tickets and allows prepaid ticketing from other destinations without fees. All of the above allows airlines to take advantage of Internet bookings, smart cards and self-service capabilities, as well as to increase their profitability. E-ticketing is relatively simple, when either a traveler or travel agent makes a reservation with an airline. A confirmation number is issued then the traveler receives a document known as an itinerary / receipt with the number, payment details and flight information. Later, at the airport, passengers can proceed directly to the gate where they obtain a boarding pass, and are ready to departure. Jet Airways now introduces 'Zero Penalty Fees' for changes or cancellations within 24 hours of booking on jetairways.com or Jet Airways mobile app. Now it gives complete peace of mind with the freedom to change or cancel the travel itinerary within 24 hours of booking. To cancel or amend booking, simply use the Manage Booking facility on jetairways.com.

Trust has been regarded as having the ultimate importance in any form of business transactions, termed 'the variable most universally accepted as a basis of any human interaction of exchange'.



B2C web sites gather information about visitors via explicit modes (e.g. surveys) and implicit means (e.g. cookies, providing the necessary data for decision making on marketing, advertising, and products). However, many users have concerns over potential misuse of personal information. Privacy is the biggest user concern in e-commerce. The reports of lack of privacy, badly affect e-commerce, therefore it is the basic responsibility of e-marketers to ensure the privacy concerns of customers. Online transactions must be secure and customers' personal information (e.g. card numbers, e-mail addresses) should not be passed to any third party without the due consent of the customer.

Price is the amount of money charged for a product or service, or the sum of the values that customers exchange for the benefits of having or using the product or service. It is also the amount of money or goods needed to acquire some combination of other goods and its accompanying services.

Convenience is defined as consumer perceptions regarding the relative time and effort expended in either purchasing or using a service. 30% of the consumers who leave a website without purchasing anything do so because they are unable to find their way through the site. So the company must respond quickly to consumer inquiries and in a professional manner. The payment market is an example of a two-side market where technological and business platforms compete, so they need to be accepted by both customers and merchants. The 'payment methods' feature enables customers to choose a preferred payment method that suits them.

OBJECTIVES

- To identify the factors that influence affects the Jet Airways customer's loyalty towards e-ticketing experience in Coimbatore.

METHODOLOGY

In this study, 135 questionnaires were gathered and analyzed, and this is considered a large sample size. Due to time and cost constraints, a convenience sample of E-ticketing service customers in Coimbatore was selected. This non-probability method is often used during preliminary research efforts to get a gross estimate of the result, without incurring the cost or time required to select a random sample. The data collected can be classified as primary versus secondary data. The data collection was obtained from a target audience who are customers of Jet Airways. The Statistical Package for Social Sciences (SPSS) version 22.0 was utilized for purposes of percentage analysis and correlation analysis.



RESULTS AND DISCUSSION

Socio-Economic Profile of the respondents

The following table shows the socio-economic characteristics of the selected sample respondents.

Table 1 : Socio-Economic Profile of the respondents

Socio-Economic Profile	Frequency	Percentage
Age		
i) Below 30 Yrs.	31	23.0
ii) 31 – 40 Yrs.	43	46.6
iii) Above 40 Yrs.	16	30.4
Total	90	100.0
Gender		
i) Male	92	68.1
ii) Female	43	31.9
Total	135	100.0
Occupation		
i) Govt. Employee	22	16.3
ii) Private Employee	39	28.9
iii) Business	67	49.6
iv) Others (House wives, unemployed, Students, Agriculturist, etc.)	7	5.2
Total	135	100.0
Educational Status		
i) School level	12	8.9
ii) College Level	54	40.0
iii) Professional	69	51.1
Total	135	100.0
Purpose of Travel		
i) Official Purpose	72	53.3
ii) Personal Purpose	63	46.7
Total	135	100.0
e-Ticket Purchase		
i) Self Booking	43	31.9
ii) Through Agent	92	68.1
Total	135	100.0

Among the total sample size of the research, majority of the respondents belongs to 31-40 years age category, belongs to male gender, business people, professionally qualified, travel for official purpose and getting e-Ticket through agent.



Factors influencing the customers towards e-Ticketing experience in Jet Airways.

The following table shows the correlation result that indicates the relationship between selected factors.

Table 2 : Relationship between selected factors

Variables	Trust	Price fairness	Convenience	Privacy	Payment Method	Customer Loyalty
Trust	1.000	0.695*	0.667*	0.542*	0.460*	0.631*
Price fairness		1.000	0.282 ^{NS}	0.639*	0.524*	0.815*
Convenience			1.000	0.161 ^{NS}	0.817*	0.883*
Privacy				1.000	0.745*	0.125 ^{NS}
Payment Method					1.000	0.257 ^{NS}
Customer Loyalty						1.000

* - Sig. at 1% level; NS – Not Significant

It could be found from the correlation analysis that customer loyalty is having positive significant association with trust, price fairness and convenience. On the other hand, the variables privacy and payment method are not having any significant association with the customer loyalty.

FINDINGS

- It is found that majority of the respondents belongs to 31-40 years age category, belongs to male gender, business people, professionally qualified, travel for official purpose and getting e-Ticket through agent.
- It is found from the correlation analysis that customer loyalty is having positive significant association with trust, price fairness and convenience. On the other hand, the variables privacy and payment method are not having any significant association with the customer loyalty.

SUGGESTIONS AND CONCLUSION

- Jet Airways provide pay later in cash when the customer makes a reservation through the website, most customers prefer to pay cash for the ticket to avoid the interest generated by other payment methods so they do not pay attention to other payment methods offered by the web site.
- Based on the results of this study, the decision makers in Jet Airways should provide useful and quality information through the company website about how to use the



website to purchase e-tickets, also they should promote the simplicity of e-ticketing to encourage its adoption, which will increase consumers' intention to make use of the services and concentrate on the structure of the website and use the latest technologies to develop the website. On the other hand, Jet Airways websites' designers should provide the ability to select various types of languages by consumers in order cover different needs, especially for foreign users.

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BENCHMARK OF MODERN RETAIL OUTLET WITH TRADITIONAL RETAIL OUTLET

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ABSTRACT

Retailing is one of the largest industry in India and second largest employer after agriculture. The retailing industry provides employment to over 18 million people. One out of every 25 families in India is engaged in the business of retailing. Ownership and management are predominantly family controlled. However, in sharp contrast to developed countries, unit average size of retail outlet in India is very small. It is the Tenth largest economy in the world based on GDP. The Indian retail sector is growing at compound average growth rate (CAGR) of 30 per cent over the next five years. However, the share of modern organized retail sector is likely to grow from its current Three percent to 15-20 per cent over the next decade.

INTRODUCTION

The retail sectors play a significant role in the world economy because of the contribution that it makes to the economy of the country. In the world over all retail sector has been growing rapidly with increasing sophistication and modernization of the life-style of households and individuals and also with increasing globalization of trade. The retail sector has strong backward and forward linkages with other sectors like agriculture and industry through stimulating demand for goods and through mass marketing, packaging, storage and transport. Moreover, it creates considerable direct and indirect employment in the economy. Also, the consumers have benefited in terms of wide range of products available in a market.

Retailing is derived from the French word 'retailer' meaning 'breaking bulk', specifically, breaking bulk quantities into smaller saleable units. Usually, a retailer buys goods or products in larger quantities from manufacturers or importers, either directly or through a wholesaler and then sells individual items in small quantities to general public or the end users. As such, retailing is the last link that connects the individual consumer with the manufacturing and distribution chain.



OBJECTIVES

- a. To identify the factors influencing consumer behaviour in purchase made in modern outlets and traditional outlets.
- b. To analysis various aspects which inspire the consumers to buy from retail outlets.

RESEARCH METHODOLOGY

The study is an empirical research based on the survey method which uses both Primary and Secondary data.

❖ Area Of The Study

The study was conducted at Coimbatore city. As per the census of India, Coimbatore is the second biggest city in Tamilnadu in the based on demography.

❖ Sampling

Convenient Random Sampling method is followed for 100 respondents for calculating.

❖ Sample Size

The study covered a sample size of 100 respondents belong to the study area, who are all the customers of the retail outlets.

❖ Data Collection

For the purpose of the study both primary and secondary data have been used. Primary data were collected from the respondents through questionnaire and secondary data have been collected from various websites, articles, journals and Books.

❖ Data Analysis

For data analysis the tools such as percentage analysis, weighted average analysis, chi-square are used to understand the behavior of the respondents for modern outlets and traditional retail outlets.



ANALYSIS AND FINDINGS

❖ WEIGHTED AVERAGE ANALYSIS

Table:1 Following is the ranking table to calculate weighted average of consumer satisfaction level on Modern outlets:

5 = Very Satisfied, 4 = Satisfied, 3 = Neutral, 2 = Dissatisfied, 1 = Very Dissatisfied

	5	4	3	2	1
Variety of Products	35	26	19	13	7
Avaibility of quality products	22	27	30	13	8
Reasonable Price	28	29	17	14	12
Easily reachable location	21	36	28	11	4
Service provide to customers	25	23	22	16	14

PARTICULARS	5	4	3	2	1	TOTAL	RANK
Variety of Products	1.75	1.04	0.57	0.26	0.07	3.69	V
Avaibility of quality products	1.1	1.08	0.9	0.26	0.08	3.42	II
Reasonable Price	1.4	1.16	0.51	0.28	0.12	3.47	III
Easily reachable location	1.05	1.44	0.84	0.22	0.04	3.59	IV
Service provide to customers	1.25	0.92	0.66	0.32	0.14	3.29	I

Table:2 Following is the ranking table to calculate weighted average of satisfaction level on Physical aspect of Traditional outlets:

	5	4	3	2	1
Layout ease of finding what you want	32	27	20	14	7
Appeal & look of the store	31	23	34	6	6
Shopping atmosphere	31	40	14	11	4
Cleanliness	26	28	19	14	13



PARTICULARS	5	4	3	2	1	TOTAL	RANK
Layout ease of finding what you want	1.6	1.08	0.60	0.28	0.07	3.63	II
Appeal & look of the store	1.55	0.92	1.02	0.12	0.06	3.67	III
Shopping atmosphere	1.55	1.60	0.42	0.22	0.04	3.83	IV
Cleanliness	1.3	1.12	0.57	0.28	0.13	3.4	I

Table:3 Following is the ranking table to calculate weighted average of effective level on Traditional outlets:

	5	4	3	2	1
Replacement policy	32	27	20	14	7
Promotional offer	31	23	34	6	6
Discount offer	22	27	30	13	8

PARTICULARS	5	4	3	2	1	TOTAL	RANK
Replacement policy	1.6	1.08	0.60	0.28	0.07	3.63	II
Promotional offer	1.55	0.92	1.02	0.12	0.06	3.67	III
Discount offer	1.1	1.08	0.9	0.26	0.08	3.42	I

FINDINGS

- ✓ Most of the respondents feel quality is the important factor.
- ✓ More number of respondents preferred the cash payment system.
- ✓ Majority of the respondents prefer neighbourhood shops for their day-to-day necessities.
- ✓ Most of the respondents feel that modern retail outlets prices are high.
- ✓ The factor service provide to customers has obtained the highest weight and first rank on the opinion of the respondents regarding satisfaction level on various factors in modern trend outlets.
- ✓ The cleanliness aspect has obtained the highest weight and first rank on the opinion of the respondents regarding satisfaction level on physical aspects of traditional trend outlets.
- ✓ The discount offer aspect has obtained the highest weight and first rank on the opinion of the respondents regarding effective level of traditional trend outlets.



CONCLUSION

Globally, retailing is a big business. It is one of the largest industries in India and second largest employer after agriculture. The share of organized retail is more in developed countries but bulk of this business is unorganized in India. In recent times, retail sector has been growing rapidly with the multitude of factors viz., increasing sophistication, modernization of the life-style of households and increasing globalization of trade. This project is about analysing and comparing modern trend outlets with traditional trend outlets in Coimbatore. The main objective of this project is to identify the factors influencing consumer behaviour in purchase made in modern and traditional outlet and which retail outlet they prefer more. For this purpose a sample of 100 respondents were surveyed using questionnaire method were percentage analysis, chi square method and weighted average analysis is used as a tool to analyse the data. The conclusion is that even though modern outlet percentage is greater in the data analysis, when analyse keenly the difference and margin between both the outlets are very small. Thus from this project it is understood that consumers prefer both the retail outlets according to the necessity and their convenience. So the traditional and modern trends outlets are able to meet the needs and have the factors influencing the consumers to prefer and buy from these retail outlets.

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IMPORTANCE OF COMMUNICATION IN TODAY'S BUSINESS WORLD

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Human beings have an inborn desire to communicate with each other. Man is a social animal and in order to socialize he makes use of language and his body movements. Communication has become indispensable to the success and growth of people everywhere in the world. Communication is too essential among two individuals. Definitely in today's business world communication plays a pivotal role for the success of it. An organization is a goal oriented group of people who must remain in continuous touch with each other in order to function together as a team. Communication is the vehicle through which basic management functions are carried out. Managers cannot plan, organize, direct and control without communication. A manager typically spends entire of his working day on communication and his success depends largely on his communication skills. Sound communication plays a vital role in organization.

Communication is essential for the orientation and on-going training of both workers and executives. Communication provides knowledge and the degree of learning depends to a great extent on the communication skills of the trainer. Communication facilitates delegation of authority which is essential for the developing and the executive skills. Communication plays an important role in inspiring people to work hard and in fostering positive attitude. Managers can increase the self confidence and job satisfaction of employees by keeping in close in touch with them. Communication is the most effective means for unifying and integrating the efforts of individual towards the common goals.

Communication from the boss serves as the basis on which employees regulate their work and know how well they are doing. A manager can correctly judge the performance of his subordinates and take suitable remedial actions on the basis of feedback information that he has received. Communication is indispensable for every organization to develop and maintain reputation or goodwill in society. A business concern can keep itself in close touch with its customers, investors, dealers, suppliers and other sections of society through various forms of communication.



Effective communication is the foundation of sound management. A free flow of information and ideas throughout the organization is as essential for corporate health as proper circulation of blood in human body. Business Communication is the type of communication used in order to promote an organization. It is very important that when engaging into whatever type of business communication every person in the business communication, and how to apply them in the daily operation of the business.

Communication has become very easy because of the presence of language. The evolution of words blossomed the power of expression. The words were coined and expressed as per the need and requirement of human beings. Communication is the sharing or exchange of thought by oral, written or nonverbal means. To function effectively, managers need to know and he should be able to apply different types of communication skills that match varying managerial tasks. Downward communication flows from a higher authority to a lower authority. Downward communication is very common. It is based on the assumption that at higher level individuals have the authority to communicate to lower level persons. It is also known as downstream communication. Manager has to be effective communicators. Goals and policies of the company need to be explained clearly and precisely.

Upward communication means the flow of information and ideas from lower levels of authority to higher levels. Upward communication can be in the form of both written and oral messages which contain suggestions, grievance, complaints, and appeals. Managers are giving increasing attention to upward communication. The method of business communication could again take varied forms-written or verbal or non-verbal. Letters and memos, reports and notices, speeches and presentations, signals and gestures and a host of such means are used in business communication.

The importance of business communication in today's inter-linked global economy is widely appreciated. In real-life business situations, there are everyday instances of communication failure. Every organization, therefore, not only needs to recognize the importance of business, but also should put in place adequate efforts and proper systems to make communication, internal and external, effective and result oriented. Successful business communication is not automatic or mere happenstance. It needs time, effort and constant attention across all organizations to ensure that communication becomes effective. Business organizations that underestimate the crucial role of communication do so at their peril. It is also well recognized that every communication is not necessarily effective. Effective communication is at the heart of any business.



A STUDY OF CONSUMER PERCEPTION TOWARDS THE ORGANIC FOOD PRODUCTS

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ABSTRACT

In general the overall image of organic food products seems to be positive from the consumer's point of view, since these products are considered to be nutritious, better tasting and more environmental friendly. However there are some obstacles regarding the purchase of these products in India. On the one hand, appropriate information about the importance of organic food products and the specific attributes that differentiate these from conventional ones. On the other hand marketing problems related to supply, price, promotion, and distribution of these products also exist. This study has accepted the perception of the organic food products and shows that the respondents are satisfied with the quality of the organic food products in wide range of consumer who belong to different regions all over the world.

Keywords: *organic food products, consumer perception, supply, price, promotion and distribution*

Introduction

The consumers are becoming more health conscious and they ask for more about food safety, health benefits, and environmental issues and as a result their food habits and dietary patterns are changing. Considerable attention and interest has been shown by the consumers towards the food products that are free from chemicals. Additives, preservatives and etc., Consumers are willing to spend a premium amount to gain access to greener, healthier and natural food products. Organic food products are produced without using modern inputs such as synthetic pesticides and chemical fertilizers by using an environmentally and socially responsible approach. Organic farming and its food products balance both the sustainable livelihood of the farmers as well as safeguard the consumer's health. It promotes the healthy use of natural resources, improves soil fertility, preserves diversity and minimizes all forms of pollution; it aims to produce a food product which gives a long-term benefit to both the environment and health of future generations. Many consumers believe that organic food products are healthier, better tasting, and their quality is much higher than conventional food



products, thus the preference for organic food among consumers is associated with multiple factors.

The success in the growth of the organic food sector depends on consumer acceptance and use and hence the importance of building consumer's awareness is increasing day by day. Thus, a consumer oriented approach should be developed with the help of various marketing strategies to attract potential organic food consumers and for the successful widening of the organic food sector in India.

Review of Literature

With growing awareness towards healthy foods, surging income levels and shift in consumer behaviour, a lot of potential to produce all varieties of organic food products due to various agro climatic regions (Bhattacharya P 2004) Organic food production in India: Status, strategy and scope. Joghpur: Agrobios. The present study reveals that the consumer's have a good preference towards organic food products. The popularity of the brand also one of the factors urged to customer for their purchase duration.

Statement of the Problem

Due to the green revolution, industrial and technological advances, food products produced with synthetic pesticides and chemicals are engrossing the major portion of every one's consumption pattern of human life. The intention to purchase organic food products is not up to the mark in India because of the limitedness among the consumers. Hence this study aims to contribute to bridge this knowledge gap by investigating consumer's level of awareness about organic food products.

Objectives of the study

- To study consumers awareness towards organic food products.
- To study the factors influencing the consumer preference towards organic food products.

Methodology

Research type	Quantitative
Area of the study	Coimbatore city in Tamil Nadu
Method of Data collection	Primary Data collection - Questionnaire Secondary Data collection- Articles, Journals, News papers and websites
Sample Design	Convenient sampling techniques
Size of the Study	100 Consumers of organic food products
Tools used for Analysis	1.Percentage analysis 2.Rank analysis



Findings of the Study

- Majority 62.8% of the respondents opined that it is very important to buy food products without synthetic pesticides and chemical fertilizers for safety health.
- Majority of the respondents came to know about the organic food products through newspapers, magazines and books.
- Majority of the respondents aware about the organic food products for above 2 years.
- Majority of the respondents have opined that price of the organic food products are high compared to conventional products.
- Majority of the respondents opined that creating awareness about organic food products should be targeted on adults.

Conclusion

This study has accessed the perception of the organic food products. The study shows that the respondents are satisfied with the quality if the organic food products on wide range of consumer who belong to different regions all over the world. The famous Tamil quote says that “ Food itself a medicine”(unneve marunthu) means that the food which we consume when is of right quality and choice will itself take care of and fight against all the diseases we are prone to. At present due to unsustainable method of agricultural practices our own it has become a major reason in bringing about various lifestyle diseases. The future organic food sector in India seems to be very bright and the concept of an organic lifestyle is here to say.

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**A STUDY ON CUSTOMER ATTITUDE AND SATISFACTION TOWARDS KHADI
PRODUCT - WITH SPECIAL REFERENCE TO COIMBATORE CITY**

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ABSTRACT

Khadi constitute an important segment of the textile sector. Khadi has been defined as any cloth woven on handlooms in India from cotton, silk or woolen yarn handspun in India or from a mixture of any two or all of such yarns. Due to the artistic nature of khadi products and with sustained efforts, good demand of khadi products can be created in the international market. KVIC (Khadi and Village industries commission) has been creating employment opportunities for spinners, weavers and other allied artisans.

Introduction

Consumer behavior plays a vital role in the present marketing scenario and every marketer is expected to know the pulse of the consumers while discharging the functions of marketing. Though behavior is caused by several factors, the factor attitude determines the purchase / consumption. Hence, it would be very much helpful for the marketers as well as researchers if they are able to analyze the attitudes of the consumers / customers.

Khadi has the unique property of keeping the weaver warm winter as well as cool in summer season. Spinning is mostly done by the women in village. During spinning of khadi, the threads are interwoven in such a manner that it provides passage of air circulation in the fabric. Among all types of fabric i.e, cotton, silk and woolen, cotton khadi is more popular in both domestic and export markets. Cotton kahdi is required to be starched so that it does not get easily crumpled. It comes in many colours and is not harmful to the skin as synthetic fabrics. This cotton khadi is very comforting in summer season as ample amount of air ventilation is there; it has the capacity to absorb moisture. Therefore, it easily soaks the sweat and keeps the wearer cool and dry. Cotton khadi comes in plain as well as in printed fabric. The most common outfit made from khadi is the 'kurta'. The khadi wearer gets a royal and distinguishable look due to its historic significance and style. It symbolizes luxury and uniqueness.



Statement of problem

The KVIC under take directly or through other agencies studies concerning the problem of khadi and village industry besides research or establishing pilot project for the development of khadi and village industry. Hence, thus study aims at finding answer to the followings:

1. To what extent consumer purchasing khadi product?
2. What factor influence the consumer to select khadi products

Objectives

- To know the consumer awareness and preference towards khadi products
- To know the sources of information about khadi products
- To know the satisfaction level of people using khadi products.

Research Methodology

The study is undertaken on consumer attitude towards credit card in Coimbatore city. The primary data is collected through questionnaire method and the secondary data is collected from magazines, journals and web sites and other related research work on it. The size of the sample for the study is 200 respondents from Coimbatore city.

Tools used in analysis

The following statistical tools are used in the study for purpose of analysis

1. Simple Percentage Analysis
2. Chi-square
3. Average Rank Analysis



Analysis and Interpretation

Chi-Square

Hypothesis: There is no significant relationship between duration and opinion regarding Khadhi products.

Duration of Using Products versus Opinion Regarding Product

Duration of using Khadi		Opening regarding khadi				Total
		Excellent	Good	Should be improved	Satisfied	
Less than 1 year	Count	9	20	4	5	38
	% within reason for using khadi	23.7%	52.6%	10.5%	13.2%	100.0%
1-5 year	Count	8	20	13	8	49
	% within reason for using khadi	16.3%	40.8%	26.5%	16.3%	100.0%
6-10 year	Count	5	9	3	5	22
	% within reason for using khadi	22.7%	40.9%	13.9%	22.7%	100.0%
More than 10 year	Count	29	22	29	11	91
	% within reason for using khadi	31.9%	24.2%	31.9%	12.1%	100.0%
Total	Count	51	71	49	29	200
	% within reason for using khadi	25.5%	35.5%	24.5%	14.5%	100.0%

Chi-Square Analysis	value	df	Asym.sig (2-sided)
Pearson chi-square	17.919	9	0.36
Likelihood ratio	18.762	9	0.27
Linear-by-Linear Association	.001	1	.976
No.of valid cases	200		

a. 1 cells (6.3%) have expected count less than 5. The minimum expected count is 3.19



Hypothesis : There is no significant relationship between reason for using khadi products and opinion regarding Khadhi products.

Reason for using Khadi Products versus Opinion Regarding Product

Reason and opinion for using Khadi		Opening regarding khadi				Total
		Excellent	Good	Should be improved	Satisfied	
Good quality	Count	33	34	15	16	98
	% within reason for using khadi	33.7%	34.7%	15.3%	16.3%	100.0%
No side effect	Count	6	19	10	3	38
	% within reason for using khadi	15.8%	50.0%	26.3%	7.9%	100.0%
Hand made	Count	1	7	2	1	11
	% within reason for using khadi	9.1%	63.6%	18.2%	9.1%	100.0%
Guarantee	Count	11	11	22	9	53
	% within reason for using khadi	20.8%	20.8%	41.5%	17.0%	100.0%
Total	Count	51	71	49	29	200
	% within reason for using khadi	25.5%	35.5%	24.5%	14.5%	100%

	Value	df	Asym.sig (2-sided)
Pearson chi-square	25.256	9	.003
Likelihood ratio	25.202	9	.003
Linear-by-Linear Association No.of valid cases	200	1	.020



Average

Rank Analysis

The following table shows average rank analysis for problems faced in Khadi products.

Average Rank for Problems

Rank of the Problems	Avg. Rank	Final Rank
Lack of availability	3.44	3
Non durability	3.82	5
High price	2.22	2
Poor customer service	2.09	1
Low quality	3.73	4
Others	5.44	6

Findings

Percentage analysis

- 37% of the respondents belong to the age group of below “25 year’s” .It is Interesting to note that 79% of the respondents use the khadi product and 64% of them are nuclear family members.
- 61% of respondents come to know about khadi products through friends and relatives out of 200 respondents 58.5% of respondents are married.
- 56% of respondents have 3 to 4 family members and 54% of them are male.
- 39.5% of respondents purchase khadi products occasionally.
- Mostly 34.5%of the respondents purchase silk cloth items and jari sarees and 73.62% of the respondents use 100 percent cotton dhoties and shirts
- Majority of the respondents are satisfied with Khadi products.
- To add to the credit of khadi products 55% of the respondents do not like to shift from them as they do not have no problem with their khadi products.

Chi-square Analysis

- The reason and duration of using Khadi products has found significant influence on the respondents opinion over khadi products.

Average Rank Analysis

- The most important problem faced by the respondents in using Khadi product is poor customer service.



Conclusion

Khadi was introduced as a symbol of independence struggle. Then slowly it got its importance after independence by introducing of several new scheme and programs for the development of rural sector by the central government. This helps in development of rural economy by eradicating the rural unemployment problem. They mainly concentrate on the consumption goods such as food products, cosmetics etc. In order to compete with the competitors khadi agencies should attract the society by giving effective advertisement and offers. The khadi agencies should take strong steps to change the product style according to the changing taste and fashions of the people.

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A STUDY ON CUSTOMER PREFERENCE TOWARDS SAMSUNG MOBILE WITH SPECIAL REFERENCE TO COIMBATORE CITY

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INTRODUCTION

Marketing, as a subject of study is now attracting increasing attention from business firms, companies, institutions and event countries. This however does not mean that marketing is a recent business concept. It is one of the oldest professions of the world. Its history can be traced back to the days when the world was young. Its origin dates back to the days when the caveman realised that he should specialise only in the activity to which he was best suited and he found it to be his advantage to utilise the services of others when they could do things better than him. This specialisation led to the necessity of exchange and thus the foundations for trade and commerce were laid.

Marketing though occupied and important pace in all stages of economic life, from simple barter economy to the present day, it was not so complicated as it is today. It is only after the advent of industrial revolution, marketing system became increasingly complex. With advent of industrial revolution, there came revolutionary changes in the techniques, methods and volume of production. Production on mass scale becomes the rule of the day. Large scale production led to large scale consumption, which consequently led to newer methods of marketing.

CUSTOMER SATISFACTION

In developed and developing economies, consumers have several products or brands to choose from to satisfy a given need or a group of needs. Much depends of what consumers' perception is about the value that different product or services are expected to deliver. The sources that build customer expectation include experience with products, friends, family members, neighbours, associates, consumer reports and marketing communications. Customer value is the ratio of perceived benefits and costs that the customer has to incur in acquiring that product or service.

The emphasis here is on customers' perception and not the accurate, objective evaluation of value and costs, as customers often do not judge values and costs accurately. Value indicates that a certain product or service is perceived as having the kinds and amount



of benefits (economic, functional and emotional) that customers expect from the product or service at a certain costs.

SAMSUNG MOBILE

A South Korean multinational company headquartered in Samsung Town, Seoul. It comprises numerous subsidiaries and affiliated businesses, most of them united under the Samsung brand, and are the largest South Korean chaebol (business conglomerate).

Samsung was founded by Lee Byung-chul in 1938 as a trading company. Over the next three decades, the group diversified into areas including food processing, textiles, insurance, securities and retail. Samsung entered the electronics industry in the late 1960s and the construction and shipbuilding industries in the mid-1970s; these areas would drive its subsequent growth. Following Lee's death in 1987, Samsung was separated into four business groups – Samsung Group, Shinsegae Group, CJ Group and Hansol Group. Since 1990s, Samsung has increasingly globalized its activities, and electronics, particularly mobile phones and semiconductors, have become its most important source of income.

OBJECTIVE OF THE STUDY

- ✚ To study the level of customer satisfaction towards Samsung mobile phone among the college students.
- ✚ To study the sources of awareness of Samsung mobile among the college students.

RESEARCH METHODOLOGY

SOURCES OF DATA

PRIMARY DATA

The study is mainly based on the primary data.

SECONDARY DATA

Necessary data information is collected from sources in internet, books, and Journals.

Tools and techniques used:

Questionnaire was collected on the basis of the various factors affecting industrial relation statistical used for analysis of data. The data collected was analyzed using the tools like

PERCENTAGE

Simple percentage analysis refers to a special kind of ratio. Percentage analysis is the method to represent raw streams of data as percentage for better understanding of collected



data. When percentages are used it becomes easy to find the relative difference between two or more attributes

AWARNNESS ABOUT SAMSUNG MOBILE OF THE RESPONDENTS

Particulars	No. Of Respondents	Percentage (%)
Advertisement	51	51%
Newspaper	10	10%
Friends & Relatives	39	39%
Others	-	-
Total	100	100

Source: Primary Data

LEVEL OF SATISFACTION

Source	HS		S		N		D		HD		TOTAL	
	No	%	No	%	No	%	No	%	No	%	No	%
Price	20	20	67	67	9	9	4	4	0	0	100	100
Advertisement	32	32	48	48	19	19	0	0	1	1	100	100
Features	42	42	43	43	12	12	3	3	0	0	100	100
Audio output	25	25	53	53	17	17	4	4	1	1	100	100
Software	16	16	63	63	18	18	1	1	2	2	100	100
Camera	33	33	44	44	20	20	2	2	1	1	100	100
Built In Memory	24	24	49	49	24	24	3	3	0	0	100	100
Quality	38	38	47	47	12	12	1	1	2	2	100	100
Battery Life	28	28	41	41	22	22	4	4	2	2	100	100
Service Provide	22	22	45	45	24	24	7	7	2	2	100	100
Re-Sale Value	9	9	35	35	36	36	12	12	8	8	100	100
Appearance	31	31	52	52	13	13	3	3	1	1	100	100
Clarity	33	33	42	42	20	20	3	3	2	2	100	100
Guarantee	20	20	50	50	18	18	6	6	6	6	100	100
Design	41	41	40	40	16	16	2	2	1	1	100	100
Accessories	19	19	51	51	24	24	5	5	1	1	100	100
Discount	15	15	30	30	34	34	14	14	7	7	100	100



FINDINGS

- Majority (69%) of the respondents are female.
- 41% of the respondents belong to the age group between 18 to 21 years.
- 50% of the respondents are doing their UG and 50% PG
- Majority (93%) of the respondents are unmarried
- Majority (76%) of the respondents are from nuclear family
- Majority (67%) are satisfied with price.
- 48% respondents are highly satisfied with advertisement.
- 43% respondents are satisfied with features.
- Majority (53%) respondents are satisfied with audio output.
- Majority (63%) respondents are satisfied with software.
- 44% respondents are satisfied with camera.
- 49% respondents are satisfied with built in memory.
- 47% respondents are satisfied with quality
- 41% respondents are satisfied with battery life.
- 45% respondents are satisfied with service provided.
- 35% respondents are satisfied with resale value.
- Majority (52%) respondents are satisfied with appearance
- Majority (52%) respondents are satisfied with clarity.
- 50% respondents are satisfied with guarantee.
- 41% respondents are highly satisfied with design.
- Majority (51%) respondents are satisfied with accessories.

CONCLUSION

The mobile phone has transformed our world! We simply cannot walk down a street, visit a shop or even pass a moving vehicle without seeing a cell phone attached to someone's ear. In today's generation, mobile plays a vital role indiscriminate ages. As a result the world has become a very small place. So the reach of mobile phones to consumers goes on increasing. Thus in turn lead to the development in technology and also increases the income of the nation. The internet and cell phone have made what used to be smaller, nationalized companies into global ones. In such a competitive world and more of developing sector, SAMSUNG MOBILE paves an avenue for the product innovation and this act as one of the major factors for its overall success. Thus Samsung is definitely sure to shift from "connecting people" to "Entertaining people".



A STUDY ON GREEN MARKETING

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ABSTRACT

Environmental issues influence all human activities; few academic disciplines have integrated green issues into their literature. This is especially true of marketing. As society becomes more concerned with the natural environment, businesses have begun to modify their behaviour in an attempt to address society's "new" concerns. Some businesses have been quick to accept concepts like environmental management systems and waste minimization, and have integrated environmental issues into all organizational activities. Some evidence of this is the development of journals such as "Business Strategy and the Environment" and "Greener Management International," which are specifically designed to disseminate research relating to business 'environmental behaviour.

INTRODUCTION

Environmental issues influence all human activities; few academic disciplines have integrated green issues into their literature. This is especially true of marketing. As society becomes more concerned with the natural environment, businesses have begun to modify their behavior in an attempt to address society's "new" concerns. Some businesses have been quick to accept concepts like environmental management systems and waste minimization, and have integrated environmental issues into all organizational activities. Some evidence of this is the development of journals such as "Business Strategy and the Environment" and "Greener Management International," which are specifically designed to disseminate research relating to business' environmental behavior.

WHAT IS GREEN MARKETING

Unfortunately, a majority of people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics. Terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environmentally Friendly are some of the things consumers most often associate with green marketing. While these terms are green marketing claims, in general green marketing is a much broader concept, one that can be applied to consumer goods, industrial goods and even services. For example, around



the world there are resorts that are beginning to promote themselves as "eco tourist" facilities, i.e., facilities that "specialize" in experiencing nature or operating in a fashion that minimizes their environmental impact [May 1991, Ingram and Durst 1989, Troumbis 1991]. "the study of the positive and negative aspects of marketing activities on pollution, energy depletion and non energy resource depletion." [Henion and Kinnear 1976b, 1]

THIS EARLY DEFINITION HAS THREE KEY COMPONENTS,

1. It is a subset of the overall marketing activity;
2. It examines both the positive and negative activities; and
3. A narrow range of environmental issues are examined.

While this definition is a useful starting point, to be comprehensive green marketing needs to be more broadly defined. Before providing an alternative definition it should be noted that no one definition or terminology has been universally accepted. This lack of consistency is a large part of the problem, for how can an issue be evaluated if all researchers have a different perception of what they are researching. "

WHY IS GREEN MARKETING IMPORTANT

The question of why green marketing has increased in importance is quite simple and relies on the basic definition of Economics "Economics is the study of how people use their limited resources to try to satisfy unlimited wants." [McTaggart, Findlay and Parkin 1992, 24] Thus mankind has limited resources on the earth, with which she/he must attempt to provide for the worlds' unlimited wants. (There is extensive debate as to whether the earth is a resource at man's disposal, for example, see Gore 1993.) While the question of whether these wants are reasonable or achievable is important, this issue will not be addressed in this paper. In market societies where there is "freedom of choice", it has generally been accepted that individuals and organizations have the right to attempt to have their wants satisfied. As firms face limited natural resources, they must develop new or alternative ways of satisfying these unlimited wants. Ultimately green marketing looks at how marketing activities utilize these limited resources, while satisfying consumers wants, both of individuals and industry, as well as achieving the selling organization's objectives.



WHY ARE FIRMS USING GREEN MARKETING?

When looking through the literature there are several suggested reasons for firms increased use of Green Marketing. Five possible reasons cited are

- 1) Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives [Keller 1987, Shearer 1990];
- 2) Organizations believe they have a moral obligation to be more socially responsible [Davis 1992, Freeman and Liedtka 1991, Keller 1987, McIntosh 1990, Shearer 1990];
- 3) Governmental bodies are forcing firms to become more responsible [NAAG 1990];
- 4) Competitors' environmental activities pressure firms to change their environmental marketing activities [NAAG 1990]; and
- 5) Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behavior [Azzone and Manzini 1994].

OPPORTUNITIES

It appears that all types of consumers, both individual and industrial are becoming more concerned and aware about the natural environment. In a 1992 study of 16 countries, more than 50% of consumers in each country, other than Singapore, indicated they were concerned about the environment [Ottman 1993]. A 1994 study in Australia found that 84.6% of the sample believed all individuals had a responsibility to care for the environment. A further 80% of this sample indicated that they had modified their behavior, including their purchasing behavior, due to environmental reasons [EPA-NSW 1994]. As demands change, many firms see these changes as an opportunity to be exploited. McDonald's replaced its clam shell packaging with waxed paper because of increased consumer concern relating to polystyrene production and Ozone depletion [Gifford 1991, Hume 1991]. Tuna manufacturers modified their fishing techniques because of the increased concern over driftnet fishing, and the resulting death of dolphins [Advertising Age]. Xerox introduced a "high quality" recycled photocopier paper in an attempt to satisfy the demands of firms for less environmentally harmful products.



COMPETITIVE PRESSURE

Another major force in the environmental marketing area has been firms' desire to maintain their competitive position. In many cases firms observe competitors promoting their environmental behaviors and attempt to emulate this behavior. In some instances this competitive pressure has caused an entire industry to modify and thus reduce its detrimental environmental behavior. For example, it could be argued that Xerox's "Revive 100% Recycled paper" was introduced a few years ago in an attempt to address the introduction of recycled photocopier paper by other manufacturers. In another example when one tuna manufacture stopped using driftnets the others followed suit [Advertising Age 1991].

COST OR PROFIT ISSUES

Firms may also use green marketing in an attempt to address cost or profit related issues. Disposing of environmentally harmful by-products, such as polychlorinated biphenyl (PCB) contaminated oil are becoming increasingly costly and in some cases difficult. Therefore firms that can reduce harmful wastes may incur substantial cost savings. When attempting to minimize waste, firms are often forced to re-examine their production processes. In these cases they often develop more effective production processes that not only reduce waste, but reduce the need for some raw materials. This serves as a double cost savings, since both waste and raw material are reduced. In other cases firms attempt to find end-of-pipe solutions, instead of minimizing waste. In these situations firms try to find markets or uses for their waste materials, where one firm's waste becomes another firm's input of production. One Australian example of this is a firm who produces acidic waste water as a by-product of production and sells it to a firm involved in neutralizing base materials.

SOME PROBLEMS WITH GOING GREEN

No matter why a firm uses green marketing there are a number of potential problems that they must overcome. One of the main problems is that firms using green marketing must ensure that their activities are not misleading to consumers or industry, and do not breach any of the regulations or laws dealing with environmental marketing. For example marketers in the US must ensure their green marketing claims can meet the following set of criteria, in order to comply with the FTC's guidelines. Green marketing claims must;

- Clearly state environmental benefits;
- Explain environmental characteristics;



- Explain how benefits are achieved;
- Ensure comparative differences are justified;
- Ensure negative factors are taken into consideration; and
- Only use meaningful terms and pictures.

Another problem firm's face is that those who modify their products due to increased consumer concern must contend with the fact that consumers' perceptions are sometimes not correct. Take for example the McDonald's case where it has replaced its clam shells with plastic coated paper. There is ongoing scientific debate which is more environmentally friendly. Some scientific evidence suggests that when taking a cradle-to-grave approach, polystyrene is less environmentally harmful. If this is the case McDonald's bowed to consumer pressure, yet has chosen the more environmentally harmful option.

CONCLUSION

Green marketing covers more than a firm's marketing claims. While firms must bear much of the responsibility for environmental degradation, ultimately it is consumers who demand goods, and thus create environmental problems. While firms can have a great impact on the natural environment, the responsibility should not be theirs alone. In the EPA's 1994 study consumers gave the following reasons for why they damage the environment.

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