

**DEPARTMENT OF COMMERCE (CA), COMMERCE (PA)
AND PG DEPARTMENT OF COMMERCE**

Theme: “Opportunities and Challenges in the Emerging Markets of the Contemporary Society”



**NIRMALA COLLEGE FOR WOMEN
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We thank all the authors for the overwhelming response and valuable suggestions to bring out this volume. They deserve special thanks for their co-operation in bringing out this volume gracefully in time.

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A STUDY ON THE EFFECTIVENESS OF CELEBRITY BRANDING IN COSMETICS INDUSTRY

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ABSTRACT

Celebrity endorsements have been the most promising strategy to the advertising sector for decades. With the rise of celebrity power, brands harnessed celebrity influence by designing products specifically to the celebrity endorsing it. This method of advertising gave an illusion to the consumers that celebrities use the products they endorse. The consumers started buying the products with the attitude that it will help them achieve perfect radiant complexions and attractive looks like their favourite stars.

Keywords: Celebrity branding, Endorsement, Brand, Endorser.

INTRODUCTION

In marketing, endorsement is a communication channel, through which a person supports a product, approves and endorses it to others. Celebrity is the one who is famous and known to the public, when they promote a particular brand or a product they become brand ambassadors of that brand and this way of promotion is Celebrity Branding. Celebrity branding or celebrity endorsement is an advertisement strategy in which a celebrity acts as the spokesperson of that brand and certifies the brand's position through his/her personality, expertise, popularity and status in the society. In a highly competitive market of regional as well as international brands, celebrity branding was considered to be a powerful advertising strategy. The most successful example of celebrity branding being Nike promoted by Michael Jordan which raised Nike's profile internationally till today. Brand ambassadors are the hope of the brands in the present market.

REVIEW OF LITERATURE

Dr. Puja khatri (2006)¹ in her study **Celebrity Endorsement: A Strategic Promotion Perspective** states that celebrity endorsement and advertising strategies if correctly blended in terms of brands with the celebrity's quality justifies the high cost for this form of advertising. Advertisers agree that celebrity endorsement does not guarantee sales but it can make a consumer feel better about the product which in turn has to come to the consumer in satisfying their expectations.

D Mukherjee (2009)² aimed at studying the **Impact of Celebrity Endorsements on Brand Image** and revealed the facts that, the consumers want a variety of aspects from the endorsement like the credibility and acceptability of the endorser. Apart from the financial gains through endorsements, brand image and own image is vital for the endorsers.

Agrawal and Dubey (2012)³, **Impact of Celebrity Endorsement on Consumer's Buying Behaviour** stated in their findings that the celebrity endorsement is an effective advertising strategy. Bollywood stars are the rulers of the advertisement domain in India. The study also states that the credibility, attractiveness, brand fit are the major factors influencing the celebrity – brand fit. The celebrity endorsements with these factors will increase the brand image and will also positively influence the consumer's buying decision towards the product.



OBJECTIVES

- To know how effective is the celebrity branding strategy in the cosmetics industry.
- To study about the factors influencing the consumers purchasing decision.

RESEARCH METHODOLOGY

A descriptive study carried out in order to arrive at the conclusion for the above stated objectives.

CELEBRITY BRANDING

Celebrity branding being a marketing strategy is considered as a tactics to boost up the brand image as well as the sales. It is believed by the brand managers that the brand image can be enhanced by endorsing them by celebrities. This is because they know that consumers buy not only the product but also its image. Apart from creating brand image such endorsements differentiate their brands from that of the competitors. For celebrity to endorse the product, brand the companies pay billions every year.

FACTORS INFLUENCING THE CONSUMERS PURCHASING DECISION

The overall concept of celebrity branding is the transfer of meaning from the endorser to the brand. There are many factors that are associated in making these endorsements effective. They include:

Credibility:

The credibility of the celebrity promoting the product is very important to the success of that advertisement. Credibility includes the 'knowledge' that the celebrity has on that particular area and 'trustworthiness' that the celebrity could create among the consumers. Knowledge is established when the consumers feel that the celebrity has the skill and experience, also expertise to create an image of the brand or product endorsed by them. Trustworthiness is when the consumer believes that the one who is endorsing is honest, ethical and trustworthy.

Attractiveness:

In the area of cosmetics the physical attractiveness of the endorser is very significant to the success of endorsement. Likeability is also an important part in this. A likeable, physically attractive celebrity will have more influence on the purchase of that product or brand. People would tend to buy the brand or product in order to become like those who are endorsing it.

Brand fit:

The most effective celebrity endorsements are those with strong relationship between the endorser-product-target audiences. The celebrity should be selected in such a way that they suit well for the product. Knowledge is also a part of brand fit. In case of cosmetics, the celebrity must be chosen to fit the product. That should make the consumers viewing the commercial to think that the celebrity is a user of the product. A positive strong relationship between celebrity-brand will enhance the brand image.

Celebrity image:

The celebrity's image is also one the important and critical factor that influences the purchasing decision of the particular brand. The celebrity's lifestyle, rumours, undesirable information relating to them is all part of this. If the endorser is caught for some negative image among the consumers, there the brand's image is criticised along with that celebrity's image. Thus the



companies going in for celebrity endorsement will have clauses in their contracts that will allow them to terminate it because, they do not want celebrity's damaged image to be transferred to their brands.

These factors not only influence the brand image but also directly influence the consumers purchasing decision of that brand. When the brand has good image consumers will go for that brand which is affected through celebrities. When it comes to a commercial, consumers are more attracted towards image and the persons in the advertisement. In that case if the endorser is the one who is a famous personality, it adds advantage to that ad as well as to the brand. This is how the celebrity endorsement influences the purchasing decision of consumers.

CONCLUSION

The study throws light on the views that the brand image is totally dependent on the endorser who is endorsing it irrespective of other factors. Everything related to the endorser will have an adverse effect on the brand it can be either positive or negative. Among the four factors such as credibility, attractiveness, brand fit, and celebrity's image, attractiveness plays a prominent role in the cosmetics industry. As cosmetics are to enhance the beauty, consumers first look upon the physical appearance of endorsers. Having brand ambassadors for every brand cosmetics industry is flourishing with consumers buying the products just because of the celebrities. There are also consumers paying attention to the quality of the brand along with the endorser. But celebrity branding has dual advantage that it creates brand image for those who focuses more on quality and also promotes the brand to the targeted audience. Thus celebrity's role is prominent in creating brand image which is needed for satisfying the expectations of the consumers and celebrity branding are more effective in influencing the purchasing decisions of the consumers.

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IMPLEMENTATION OF TOTAL QUALITY MANAGEMENT IN SMALL AND MEDIUM SCALE ENTERPRISES IN INDIA

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ABSTRACT

A core definition of total quality management (TQM) describes a management approach to long-term success through customer satisfaction. In a TQM effort, all members of an organization participate in improving processes, products, services, and the culture in which they work. It is easy to start small enterprises but difficult to make them survive. It is more so in the context of ever increasing competition in business brought by liberalization, privatization and globalization (LPG) of the Indian economy. Only those enterprises can survive who possess strength to face the stiff and complex competition. Further, small enterprises find it more difficult to face competition due to their small size in all respects be these finance, technology, managerial competencies, etc.

INTRODUCTION

A core definition of total quality management (TQM) describes a management approach to long-term success through customer satisfaction. In a TQM effort, all members of an organization participate in improving processes, products, services, and the culture in which they work. Total Quality Management, also known as total productive maintenance, describes a management approach to long-term success through customer satisfaction. In a TQM effort, all members of an organization participate in improving processes, products, services, and the culture in which they work.

TOTAL QUALITY MANAGEMENT PRINCIPLES: THE 8 PRIMARY ELEMENTS OF TQM

Total quality management can be summarized as a management system for a customer-focused organization that involves all employees in continual improvement. It uses strategy, data, and effective communications to integrate the quality discipline into the culture and activities of the organization. Many of these concepts are present in modern Quality Management Systems, the successor to TQM. Here are the 8 principles of total quality management:

1. Customer-focused:

The customer ultimately determines the level of quality. No matter what an organization does to foster quality improvement—training employees, integrating quality into the design process, upgrading computers or software, or buying new measuring tools—the customer determines whether the efforts were worthwhile.

2. Total employee involvement:

All employees participate in working toward common goals. Total employee commitment can only be obtained after fear has been driven from the workplace, when empowerment has occurred, and management has provided the proper environment. High-performance work systems integrate continuous improvement efforts with normal business operations. Self-managed work teams are one form of empowerment.



3. Process-centered:

A fundamental part of TQM is a focus on process thinking. A process is a series of steps that take inputs from suppliers (internal or external) and transforms them into outputs that are delivered to customers (again, either internal or external). The steps required to carry out the process are defined, and performance measures are continuously monitored in order to detect unexpected variation.

4. Integrated system:

Although an organization may consist of many different functional specialties often organized into vertically structured departments, it is the horizontal processes interconnecting these functions that are the focus of TQM.

Micro-processes add up to larger processes, and all processes aggregate into the business processes required for defining and implementing strategy. Everyone must understand the vision, mission, and guiding principles as well as the quality policies, objectives, and critical processes of the organization. Business performance must be monitored and communicated continuously.

An integrated business system may be modeled after the Baldrige National Quality Program criteria and/or incorporate the ISO 9000 standards. Every organization has a unique work culture, and it is virtually impossible to achieve excellence in its products and services unless a good quality culture has been fostered. Thus, an integrated system connects business improvement elements in an attempt to continually improve and exceed the expectations of customers, employees, and other stakeholders.

5. Strategic and systematic approach:

A critical part of the management of quality is the strategic and systematic approach to achieving an organization's vision, mission, and goals. This process, called strategic planning or strategic management, includes the formulation of a strategic plan that integrates quality as a core component.

6. Continual improvement:

A major thrust of TQM is continual process improvement. Continual improvement drives an organization to be both analytical and creative in finding ways to become more competitive and more effective at meeting stakeholder expectations.

7. Fact-based decision making:

In order to know how well an organization is performing, data on performance measures are necessary. TQM requires that an organization continually collect and analyze data in order to improve decision making accuracy, achieve consensus, and allow prediction based on past history.

8. Communications:

During times of organizational change, as well as part of day-to-day operation, effective communications plays a large part in maintaining morale and in motivating employees at all levels. Communications involve strategies, method, and timeliness

The history of total quality management (TQM) began initially as a term coined by the Naval Air Systems Command to describe its Japanese-style management approach to quality improvement. An umbrella methodology for continually improving the quality of all processes, it draws on knowledge of the principles and practices of:



- The behavioral sciences
- The analysis of quantitative and non quantitative data
- Economics theories
- Process analysis
- Total Quality Management Benefits
- Strengthened competitive position
- Adaptability to changing or emerging market conditions and to environmental and other government regulations
- Higher productivity
- Enhanced market image
- Elimination of defects and waste
- Reduced costs and better cost management
- Higher profitability
- Improved customer focus and satisfaction
- Increased customer loyalty and retention
- Increased job security
- Improved employee morale
- Improved and innovative processes.

NEEDS TQM IN SMALL-SCALE ENTERPRISES

It is easy to start small enterprises but difficult to make them survive. It is more so in the context of ever increasing competition in business brought by liberalization, privatization and globalization (LPG) of the Indian economy. Only those enterprises can survive who possess strength to face the stiff and complex competition. Further, small enterprises find it more difficult to face competition due to their small size in all respects be these finance, technology, managerial competencies, etc. Then, the question arises is how to develop competitive strength among small enterprises to meet competition effectively. The answer to this question is 'quality'. Quality is conformance to requirements. According to David Kearns, the former CEO Xerox, quality has assumed so importance that it has become the battlefield of nineties; only the fittest will survive beyond 2000. Quality serves as competitive advantage and enables small enterprises to withstand the onslaughts of competitive environment. As competition always keeps changing to more and more complex, so is required continuous improvement in quality to face such ever complex competition effectively. It is TQM that ushers in continuous improvement in organizational performance. TQM, thus, strengthens the competitive strength of small-scale enterprises to conform to the changing requirements of business. The same underlines the need for TQM in small-scale enterprises.

In aggregate, TQM offers various advantages to small-scale enterprises but not confined to the following only:

- a. Increases efficiency in processes.
- b. Provides more time for innovation and creativity.
- c. Raises the morale of employees.
- d. Brings improvement in the quality of products and services.
- e. Increases customer satisfaction.
- f. Bags larger market share for the product.
- g. Leads to higher productivity.
- h. Enables to earn more profits.



IMPLEMENTING TQM IN SMALL SCALE ENTERPRISES

A. Programs on Waste Elimination

The factual data infers that all endeavors play it safe to stop wastage of assets which is a decent indication of administration however there are couple of limitations. In understanding to the perspectives of the respondents, firms find a way to limit wastage amid real generation yet a portion of the procedures utilized amid the waste end honos are not particularly ecological amicable. So more manageable and current strategies most be utilized to make the waste end honos eco benevolent and conservative in long run.

B. Company has a Clear Quality Policy

Around 80% of the took an interest have a devoted quality control unit to check their items after creation and are kept to their quality strategy. Here the administration should find a way to execute add up to quality administration rehearses. Rather than checking the item quality after creation, quality looks at must be conveyed from the earliest starting point configuration stage to the real generation period of the item. It won't diminish the item disappointment rate yet in addition improve the aggregate profitability of the firm. Quality strategy of the firm ought to likewise be very much conveyed among the representatives and clients.

C. Application for ISO Affirmation

A noteworthy downside for the SMEs in India is disappointment of items in examination with their global partners. So as to rival worldwide standard a noteworthy number of ventures are choosing ISO confirmation. Firms should find a way to institutionalize their item and make their items more dependable. At first it might appear as an additional cost which can be kept away from at the end of the day it will prompt better efficiency and increment the productivity of the venture. ISO accreditation will likewise make them more mindful of the quality works on winning everywhere throughout the world.

D. Customer Feedback

Client dependably frames the zenith in any structure of an association. An item is constantly outlined in agreement to the prerequisites of the buyers with a witticism of fulfillment to the client. So input from the costumer is extremely indispensable for an effective usage of value administration. Criticism from the clients encourages them to assess their execution amid making of the item. Consideration of criticism causes the firm to reconsider their item and encourages them to take any choice for any future adjustments in their items.

E. Management involvement in Planning & Implementations

The triumph of a quality change program depends much on duty of the best administration and their vision to execute them. Administration ought to obviously convey their quality objectives to their representatives and make comprehend on the best way to accomplish the objectives unmistakably. Clear arranging is basic for the administration to actualize these quality change programs in their association. These projects and arranging expands the cost of generation hardly at the end of the day it can prompt better working of the firm.

F. Utilization of Quantitative Techniques in Process

The procedure of value rehearses is not tied in with checking the last item just rather it is an entire coordination among every one of the divisions. Quantitative strategies are a piece of reality based administration where administration utilize different procedures like diagrams, graphs, flowcharts, determining and so forth for better creation rate. However, as found in the SMEs, less care is taken in the process administration and more significance is given to conclusive yield. This kind of culture ought to be maintained a strategic distance from and better method of



creation must be won. Businesses ought to stay away from the old model of counts with assumptions and apply new quality change procedures.

G. Nearness of Value Circle:

Quality circles are for the most part framed in extensive scale ventures where little gatherings of prepared experts are in charge of checking and controlling the quality practices in different offices. They fill in as a group with coordination among themselves. If there should arise an occurrence of little and medium scale ventures, because of less money related limit nearness of value circles are kept away from. So it gets hard to recognize and redress a slip-up which brings about perplexity with diminish in efficiency. Quality circles ought not farthest point to just expansive to scale firms rather SMEs must embrace it.

M. Benchmark Activities:

A benchmark action alludes to the examination of company's item with their rival items. Here a base quality level that will be accomplished is settled and the items fabricated are made at standard or over this level. Be that as it may, if there should arise an occurrence of SMEs, it is seen that very little care is taken in this issue and items are influenced just to take care of the client to demand. It is one of the significant purposes behind the disappointment of Indian items in universal markets as most items neglect to qualify the quality tests. SMEs in India ought to know about the quality benchmarks of their partners.

Problems in Application of TQM in SMEs:

Add up to quality administration is indispensable for a firm to contend and manage in the business and now they are taking important activities to execute this practice in their organization. In any case, these organizations are likewise confronting a few challenges amid utilization of value administration hones and in the wake of examining with the took an interest respondents a portion of the issues are featured beneath.

- Change in working society is a moderate procedure and now and again the best administration carry on presumptuously towards quality issues.
- Due to less money related help and absence of assets, it is troublesome for the organizations to actualize better quality administration approaches.
- Over weight of work on the representatives because of constrained size of workforce prompting aggravated working natural surroundings.
- Lack of advancement in item and process additionally tends to bring down the efficiency
- Lack of tolerance in top administration wins and they ought to comprehend that TQM execution requires some an opportunity to demonstrate its productivity.

CONCLUSION:

Customer center is likewise fundamental for a SME to maintain and legitimate care is to be taken to give satisfactory administration and have input from the client. Nonstop change programs with acknowledgment and motivating forces to workers are likewise prime thought of the administration which the review appeared yet in the meantime Indian SMEs are trailing behind with the components like Reality based administration, representative association and so forth. The above variables ought to be given more worry to enhance the efficiency of the organizations. The outcomes demonstrate that aggregate quality administration holds the way to accomplish upper hand in Indian assembling firms. Distinctive segments, for example, usage of quantitative strategies in process, benchmarking activity,



intermittent quality reviews, thing isolation, contribution in quality administration affiliation, preparing to workers ought to be fortified to make a superior quality administration condition in the SMEs. The examination displayed here will enable the creation and best supervisors in distinguishing the zones in which they to need to center their consideration keeping in mind the end goal to enhance the aggregate profitability of the firm alongside enhanced consumer loyalty and asset usage.

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IMPACT OF THE EMERGING MARKETS ON BUILDING A SUCCESSFUL BRAND

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ABSTRACT

The marketing environment is undergoing a rapid growth with the emerging markets giving millions of consumers' new spending power. Many emerging market economies become important bases for global manufacturing operations which help to sustain growth. Firms in emerging markets should take consideration of their brand management system in order to effectively achieve business success. The purpose of this study is to shed light on some postulates about building a brand in the emerging markets with consumers being the prime focus. The result emphasizes that consumers' identification of a brand fully depends on the impact of successful communication channels and strong ways of brand building.

Key words: Emerging markets, marketing, brand building, consumers.

MARKETING

Marketing is the study and management of exchange relationships. The American Marketing Association has defined marketing as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

EMERGING MARKETS

New market structures arising from digitalization, deregulation, globalization, and open-standards that are shifting the balance of economic power from the sellers to the buyers. In such markets, information is freely and widely available, and is almost instantly accessible. Many emerging market economies become important bases for global manufacturing operations which help to sustain growth. To compete in these scenarios, a firm must adopt new processes based information technologies, and must keep a close watch on the price, quality, and convenience trends.

BRAND BUILDING

Building a brand can be a challenge, but is essential to creating awareness for a company and its products. A **brand** refers to the identity of a company. It represents the products or services a company offers, highlights the quality of the products, and can help create a following for the products.

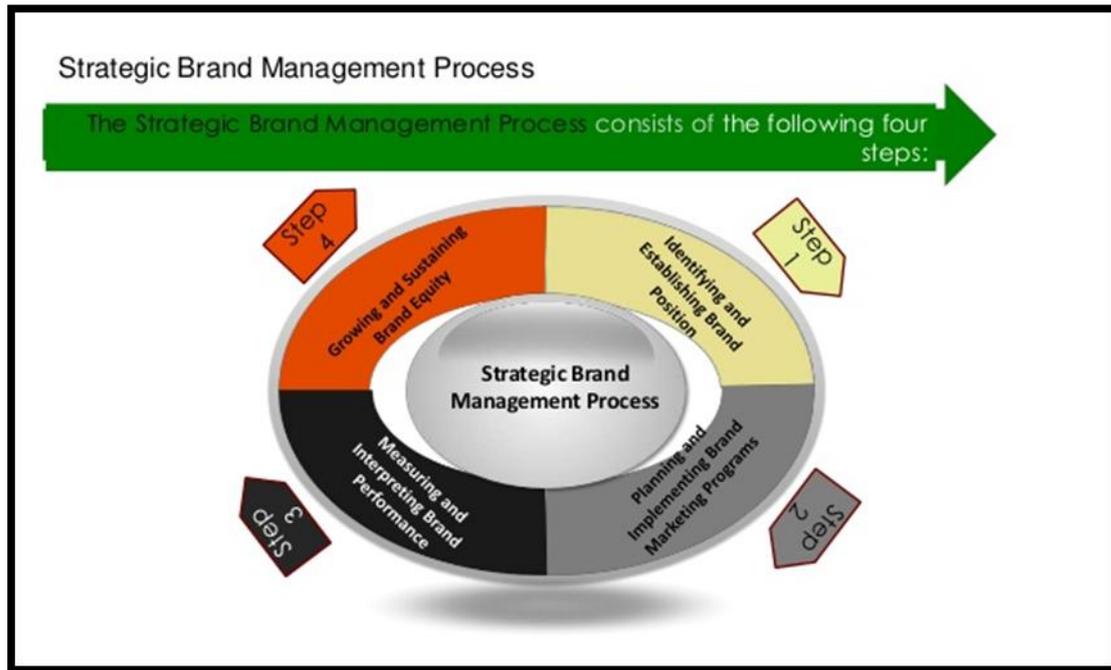
Once a brand has been established, the next step is to build and expand the brand by marketing through various channels, in a way that supports the brand and helps consumers understand the mission of the company.

OBJECTIVES

- To assess the impact of brand building in the emerging markets



- To understand that consumers' identification of a brand fully depends on the impact of successful communication channels



REVIEW OF LITERATURE

- According to Keller, (2003) a brand awareness consists of – the “consumers’ ability to confirm prior exposure to the brand when given a brand as a cue” (p.67)
- In a later article, Urde (2003) mentions that the brand building process comprises of two parts:

i.e. Internal and external. Internal process is primarily used to describe the relationship between the organization and the brand. External process is concerned with relations between the brand and customer, thereby creating value.

SIMPLE STEPS FOR A SUCCESSFUL BRAND BUILDING PROCESS

An identifiable and appreciated brand is one of the most valuable assets of a company. As a small business, a trader may be competing against big brands with devoted customers. Hence he should find ways to differentiate—with a solid brand building process of his own. Branding is much more than just an attractive logo or well-placed advertisement.

A successful brand has to be **reliable in communication and gain familiarity**, across many areas such as,

- Environment (storefront or office)
- Print, packaging
- Website & online advertising
- Social media & content marketing
- Sales & customer service



1. Determining a brand's target audience

The foundation for building a brand is to determine the targeted audience which is to be focused on, by keeping in mind who exactly we are trying to reach. A trader can tailor his mission and message to meet the customer's specific needs.

2. Define a brand mission statement

Before an entrepreneur starts building a brand that his target audience trusts, they need to know what value their business provides, which is conveyed through the mission. The mission statement basically defines a purpose for existing. It will inform every other aspect of brand building. Everything from the logo to the tagline, voice, message and personality should reflect that mission. With time, the brand loyalty may grow enough to expand the business' reach.

3. Research brands within the industry's niche

A trader should not try to replicate exactly what the big brands are doing in his industry; instead he should be aware of what they do well or the areas where they fail. He should carry out a research among his competitors or benchmarks and study how they have effectively and ineffectively built their brand. Questions to be considered,

- Are they consistent with their message and visual identity across channels?
- What is the quality of their products or services?
- What are their customer reviews?

4. Outline the key qualities & benefits a brand offers

A trader has to investigate down deep and figure out what he offers, that no one else is offering. It can include the types of products, services, and benefits which belong solely to him and, in order to reach out easily to consumers. It could be more authentic and transparent customer service, a better way to support productivity, or helping save money with a more affordable option. **TOYOTA** is just another car company. One of their key qualities is **design**, and a key benefit is **how they fit into the customer's lives**.

5. Create a great brand logo

The most basic part of brand building, is the creation of the company logo and tagline. This image will appear on everything that relates to the business.

It will become a calling card, and a visual recognition of the brand.





6. Forming the brand's business voice

A brand voice should make sense and resonate with the target customers. A trader's voice is dependent on his company's mission, audience, and industry. It's how he communicates with his customers, and how they respond. A business voice could be:

- professional
- friendly
- service-oriented
- promotional
- conversational
- informative

7. Build a brand message

It goes beyond a company's logo and tagline to define the key aspects of the brand, what they offer, and why people should care for it. A brand message is an opportunity to communicate on a human level, making a direct emotional connection with consumers. The language used should be clear, simple and understood immediately while striking an emotional chord.

8. Make ways for the brand personality to shine

Consumers are looking for an experience tailored to their needs, backed by genuine personal interaction. **Hence there should be consistency with this brand personality across all points of contact.** It can be as simple as:

- a conversational voice in communication
- telling stories about real experiences
- describing our products/services in an original manner

9. Integrate the brand into every aspect of our business

The process of brand building does not stop. The brand should be visible and be reflected in everything that the customers see. Anything tangible, from business cards, to advertisements, to packaging etc, needs the stamp of the logo. When the website is being designed, the voice of brand, message, and personality should be present in the content. Profile pages for social media networks should be branded visually, and with the chosen voice for engagement.

10. Being a brand's biggest advocate

Once the brand is built that works for a business, the businessman along with his employees is the best advocate to market his brand. No one will know his brand better than him, so it's up to him to spread the word. When hiring employees, it should be ensured that they are culture fit, aligning with the mission, vision, and values of the brand. This will further help in establishing a personal brand which will help in further strengthening a company's reach.

CONCLUSION

With the expansion of emerging markets, a solid brand building process can transform a business from a small player into a successful competitor. Through this a trader can discover that his customers will develop a deeper level of trust for his brand, and be more likely to purchase what he is selling. It helps to reinforce the company' mission by developing a consistent message and visual identity for the brand .Consumers tend to identify and associate a brand when it is well integrated into every aspect of their experience: right from the storefront, website, up to one's personal interaction.



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Example: Companies like Sephora, Sears and Crate & Barrel have increased the range and quantity of products available at their online stores and them also sending online coupons and sale announcements via e-mail directly to their customers with the help of an internet.

This all is happening because internet is the source which are available for 24 hours a day, seven days a week and throughout the year. The Internet marketing and shopping makes it easy for customers to compare products within or between various websites and to read product reviews from other customers, to access vendor return policies and also to find warranty information from various websites which are widely open in internet for free access.

In this article we are concentrated only in the areas of

- Delivery of the product.
- Cheaper raw materials.
- Product details on the website.
- Price compare on other website.
- Offers.

An entrepreneur has to launching the retail store in online in a particular are only as to test the customer understanding and the customer behavior of purchasing product in online the main motive of an entrepreneur in an online store has to gain customer stratification and to gain the distributors.

The main motive of our organization is to deliver the product in the same day of ordering to get the customer satisfaction on the organization. These can be achieve my understanding the supply chain management and to implement new ideas in supply chain management.

CURRENT PRACTICES ON SUPPLY CHAIN MANAGEMENT

These are the general order work flow of an online retail organization

Step1-Order Download in OMS:

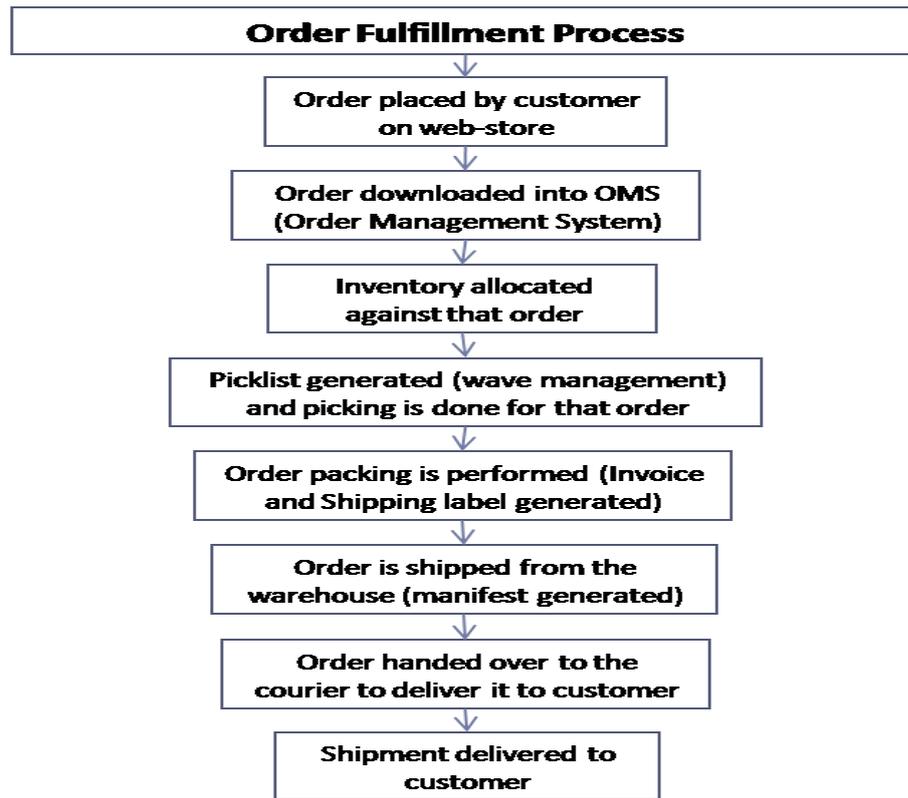
Order is placed by the customer from the front-end (web store) which is then downloaded into an order management system (OMS). This OMS can be a part of your webstore or it can be a back-end Enterprise system where the customer order gets downloaded.

Step2-Inventory Allocation:

As soon as the order flows into an OMS, the inventory from the Warehouse gets allocated to the order quantity. Thus the free quantity of that particular SKU (product) is decreased by the order quantity.

Step3-Order Picking:

The operations/fulfillment team then starts processing the order in the warehouse. First a pick list is generated against that order (usually it's for multiple orders at one go and using wave management) and is handed over to a picker in the warehouse to pick that SKU from the bin/rack (in a zone). The picker picks that SKU from the location mentioned in the pick list and bring it back to the picking station (a stage location)



Step4-Order Packing and generation of labels:

After the picking is done, the next stage is packing. At the time of packing required documents are printed that needs to be send along with the shipment package to the customer. The order is then packed in a packing box and reports like Invoice, Shipping label are printed and kept along with the shipment.

Step5-Order shipment:

After the order is packed, it needs to be shipped out to the customer. The order gets assigned with the courier as per the shipping location (usually either at the time of order placement or at the time of packing) and a manifest is generated. Then the shipment is handed over to the courier guy who comes to the warehouse to pick up the shipment. Once the shipment is out of the warehouse the inventory gets reduced in the system.

Step6-Shipment Delivered:

The shipment then gets delivered to the respected customer and the courier company updates the delivery details back to the company whose consignment it was shipping. There can also be the case of customer return or return to origin due to customer unavailability which I am not discussing here.

The Fig 1 gives flowchart representation of the detail explained above.

OUR NEW IDEA ON SUPPLY CHAIN MANAGEMENT

As already say, an entrepreneur has to concentrated only on people in an particular (say a district) to understand a customer behavior of purchasing product in online , we have plan to combine



two or more department in to a single department to reduce the time compaction for the delivery as we have concentrated in delivering the product in the same day of order

We have combined

- Inventory Allocation and Order Picking
- Order shipment and Order Packing and generation of labels

By combing this four department into two we can reduce the time and we can also increase the speed on delivery on the product.

EXPLANATION

Main motto of an entrepreneur is to get the customer satification on their organization and according to our analysis this can be achieved by implementing new ideas on supply chain management.

By understanding the supply chain management there are various step from order placement to product deliver. The basic processes followed in every eCommerce company are

Step1-Order Download in OMS

Step2-Inventory Allocation

Step3-Order Picking

Step4-Order Packing and generation of labels

Step5-Order shipment

Step6-Shipment Delivered

We have combined **process 2** and **process 3** into one and **process 4** and **process 5** into one by doing this we can deliver the product to the customer in only four steps and the process carried only in the three departments

Step1- Order Download in OMS.

Step2 - Inventory Allocation and Order Picking.

Step3 - Order Packing and generation of labels and Order shipment.

Step4 - Shipment Delivered.

FUTURE SCOPE

- Can deliver the product on the same day of order with free deliver charges.
- Can be a low price trader while comparing with other online stores.
- Can deliver free in and around southern India.
- Can be concentrated only on students products (such as notebook, books, calculators, laptops, etc..)
- Implementation of offers like login offers, per month offer, etc.

DRAWBACK OF ONLINE RETAIL STORE

Privacy of personal information is a significant issue for some of the consumers. Different legal jurisdictions have different laws concerning consumer privacy, and different levels of enforcement. Many consumers wish to avoid spam and telemarketing which could result from supplying contact information to an online merchant. In response, many merchants promise not to use consumer information for these purposes, or provide a mechanism to opt-out of such contacts.



Many websites keep track of consumers shopping habits in order to suggest items and other websites to view. Some ask for address and phone number at checkout, though consumers may refuse to provide it. Many larger stores use the address information encoded on consumers credit cards (often without their knowledge) to add them to a catalog mailing list. This information is obviously not accessible to the vendor when paying in cash.

CONCLUSION

As an entrepreneur launching the retail store in online for a particular area, as to test the customer understanding and the customer behavior of purchasing product in online the main motive of an entrepreneur in online store is to get customer feedback, to gain customer stratification on organization and to gain the distributors on particular area as a starting stage. This is how an entrepreneur has to plan and to execute while starting a online retail store.

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E-MARKETING METHODOLOGIES AND THEIR USE IN CURRENT BUSINESS SCENARIO

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ABSTRACT

Marketing is the backbone of any business environment. With evolution of internet technology, E-marketing becomes necessary for making successful business impact. E-marketing means applications of marketing principles & technologies via electronic media. It is more advantageous in current business scenario and allows marketers to define their marketing strategies. It is a combination of digital technologies which differentiate the products & services from competitors. It includes both direct response marketing & indirect marketing elements. It directs different marketing activities via World Wide Web with the aim of attracting new opportunities in business and retaining the existing ones. Due to technological advancement and increased competition, e-marketing can be termed as one of the major shuffle in business strategies. In this paper, the author discusses about different e-marketing methodologies and their use in current business scenario. The author finds out that by using different e-marketing methodology, traditional approach of marketing has changed due to the door step service for consumer.

Keywords : Direct marketing, e-marketing, indirect marketing

INTRODUCTION

Marketing has been around forever in one form or another. From the time of human evolution trading has been integral part of human living. With the effect of barter exchange system, marketing has play is own role to makes other humans to trade. Rapidly evolving internet technologies has reduced the production & service cost and extends geographical boundaries by bringing buyers and sellers together. With the advancement in technology and global economic environment, globalization has opened a new door of marketing. E-marketing is a combination of both direct and indirect marketing elements and uses a number of technologies mainly the internet for connecting with their customers. E-marketing is most important business strategy in present business context. For any business, marketing is a key mantra. E-marketing varied a lot in the past decade. Starting from traditional marketing to e-marketing in today's life style there are numerous techniques, methods which had played a vital role in the development of marketing strategies. E-marketing is not new but with the e-evolution in India, marketers need to adapt to it and learn how to use it.

The dot.com bust weakened early online advertising industry and reduced the demand for online advertising and its related services. With introduction of Web 2.0 in 2004 the industry regained momentum. Numbers of new businesses are immerging such as advertising space on web pages, generation of web traffic by giving away the content and sell that traffic to advertisers. According to IAB Internet Advertising Revenue Report (2007), in the first half of 2007 alone advertisers in the US spent more than \$10 billion advertising on websites. That was about 14 percent of all advertising spending. As online retail sales continue to increase at a slower pace than expected, practitioners and academics alike are still searching for factors that influence the consumer's online shopping behavior (Korgaonkar and Karson 2007).



REVIEW OF LITERATURE

Marketers were previously focusing on promoting their product/service through traditional mediums like TV, Radio, Newspapers, however, now the future of marketers appears to be digital as technology has become an important part of daily lives (Pall & McGrath, 2009). Online services will drive marketing to the opposite end of the spectrum from “mass” marketing to customized “one-to-one” marketing. Online marketers communicate instantly and directly with the prospective customers and can provide instant fulfillment as well. Marketers with carefully designed World Wide Web sites are already interacting computer to computer, with prospective customers or an individual basis, much as ATM does in very primitive fashion. Online one to one approaches while innovative and still glamorous in their pioneering aspects, offer significant new challenges. The significant aspect is the access with the customers. Communication and information technology development has encouraged the emergence of new communication channels that have increased the options available to organizations for building relationships with clients.

How important is Internet marketing to the success of an organization? There are no exact answers for this question. It depends on the nature of one company business line. There are many companies currently using the Internet as their main business transaction such as DELL, Air Asia, etc... However, companies such as UPM, the world’s leading forest products producer only uses the Internet as a media to introduce the company and its products to customers via its website. Besides that, during the whole purchasing decision making process, customers not only use the Internet in isolation to search for products but other media such as print, TV, direct mail and outdoor as well.

IMPORTANCE OF THE STUDY

Indian retail environment is shifting from brick & mortar to online business model. In diversely competitive new environment, traditional marketing channel will not be effective. So marketers need to adapt new marketing initiatives. As a result of technical enhancement different e-marketing techniques emerge. These media still play an extremely important role for the marketers to communicate with customers, for example, direct or face – to – face marketing more or less helps marketers build up the trust in customers and encourage them to purchase the products. Therefore, it is better to use the Internet as part of a multi-channel marketing strategy which “defines how different marketing channels should integrate and support each other in terms of their proposition development and communication based on their relative merits for the customer and the company.” (Chaffey et al. 2006, 5).

STATEMENT OF THE PROBLEM

Evolution of internet and its rapid acceptance in Indian society has opened a new door for marketers to reach their customers by means of e-marketing. Customers are turning away from the traditional sources of advertising: radio, television, magazines, and newspapers. Customers also consistently demand more control over their media consumption. They require on-demand and immediate access to information at their own convenience. Customers are turning more frequently to various types of social media to conduct their information searches and to make their purchasing decisions (Lempert, 2006; Vollmer & Precourt, 2008). Many digital products now can be purchased easily over the Internet via providers’ website. For other products, instead of providing actual products to customers, many companies publish the detailed product information with pictures or images. Thanks to this, consumers still have concepts about different kinds of product even when



staying at home. In the Indian context e-marketing is new and it is important that marketers should know effective use of different e-marketing tools.

OBJECTIVE:

To know the effectiveness of the following in successful e-marketing namely, Newsletters, Social Media, Search Engine Optimization, Mobile, Webinar, Video, Content, Paid advertising and e-mail

RESEARCH METHODOLOGY

The research paper is based on the attentive observation of the researcher on current e-marketing strategies of e-retailers in India. The Paper also makes use of secondary research.

DIFFERENT E-MARKETING METHODS

NEWSLETTERS:

Newsletters are electronic “one page” documents sent by email to a defined list of recipients who have signed up to receive. Newsletter emails are commonly sent from 3rd party service providers. Newsletters with pictures and videos will engage 50 to 70 % more clicks than text. Newsletter is the best way to reach consumers who cannot be reaching by social media. Below is the newsletter by Ethiopian Airlines which is attracting customers by giving offers on their products. Most of the times customers are not aware of the offers & discounts and therefore newsletters are one of the effective medium of e-marketing.

SOCIAL MEDIA

The best method of marketing is through ‘word of mouth’. When people share different information thru social media in their network it becomes recommendations for the other people for using that product. According to a report by the Internet and Mobile Association of India (IAMAI), 66% of the 180 million Internet users in urban India regularly access social media platforms. Social media facilitates sharing products/ services information via social channels like LinkedIn, Twitter and Face book, etc. So Social Media is one of the best medium for reaching the customers.

SEO

Search Engine Optimization is the process of affecting the visibility of a website or a web page in a search engine's unpaid results.

Customers are more likely to click an organic link as compared to paid links. Organic search takes 94% of overall market (Goodwin - 2012). SEO is must for any online marketing as it connects to new customers who may not connected by other channels. Basic training is required for effective implementation of SEO for any business. Google Keyword tool is one of the best for SEO practice. Below we can see how Amazon has implemented SEO while searching products.

MOBILE

The use of the mobile medium as a means of marketing communication provide customers with time and location sensitive, personalized information that promotes products, services. According to Internet and Mobile Association of India (IAMAI), the number of mobile internet users in India is expected to reach 371million by June 2016. According to recent reports, 40% of user’s internet time is spent on mobile devices. E Marketers should consider this continual growth in the number of Smartphone’s internet users in making their e-marketing strategies.

Figure 4: Mobile Advertisement in Games Figure 5: Mobile App: Medium of e-marketing:



WEBINAR

Webinars are seminars held on the web and they used for promotions, product knowledge etc. They use for giving value to potential customers, demonstrate your company's capabilities such as expertise, product. Its uses multimedia capabilities such as presentations, demo of products which is followed by QA session. Webinar can also be recorded and posted on different websites for reuse purpose so webinar has virtually global reach wherever your target may be.

VIDEOS

As long as video are reasonably short, entertaining, and effective, people will like them. With Mobile internet evolution videos can be very effective to get your company or product message across quickly and effectively, especially for busy people. Imperial Blue's video campaign men will be men is one of the best video marketing campaign.

CONTENT

Different content that supports e-marketing initiatives are blogging, Press release (PR) distribution, news items and feeds. A blog is online presence in which the owner posts updates, stories, media etc. A blog can be a website. If blogs are updated regularly they will get better search ranking than website on Google search results. Articles posted in the blog can also be reused in social media, newsletters, etc.

PAID ADVERTISING

Paid advertising is any kind of advertising that you have to pay for. It includes paying for search engine prioritization, pay-per-click through other websites, banner advertisements, and paid content distribution. One can pay to display his company content online or for your advertisement to be shown in search results. Whenever we search Google or any other website or we are browsing any content then we can see related advertisements in the web space. These advertisements are nothing but the paid advertisements. A number of companies provide paid advertisement services such as Google, Face book, and LinkedIn etc.



EMAIL

Email marketing is direct marketing technique use to target a group of people. In its broadest sense, every email sent to a potential or current customer could be considered as email marketing. Now days number of email marketing software's are available in the market. This gives more insight about the email campaigns like number people open email, not open etc. All these efforts help marketers in positioning their market offerings.

FINDINGS

Various industries like Banking, Ecommerce, Electronics and Gaming are implementing different E-marketing techniques for marketing their products. The author has taken examples of Ethiopian airlines, facebook.com, amazon.com, mobile advertisement, Infibeam, business week, Infusion soft and cleartrip.com in the discussion section and it was found that every company is targeting different segments of their targeted audience by implementing suitable e-marketing techniques. By the huge volume of business that is happening through the internet it is very clear that e-marketing has been a very effective tool in successfully running the business for the corporate.

CONCLUSION:

Main reason for growing effectiveness of internet marketing is the increasing awareness about internet among people. For sustaining in today's competitive business environment marketer need to understand consumer behavior and depending up on their business should adapt suitable e-marketing methodology. Every methodology has its own way of success with respect to offerings & target audience. By understanding effective methodology and with efficient implementation marketers will get more success rate.

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A SURVEY ON CONSUMER BEHAVIOUR ON THE BASIS OF DEMOGRAPHY IN COIMBATORE, TAMIL NADU (WITH SPECIAL REFERENCE TO FMCGS)

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ABSTRACT

Consumer behavior is an attempt to understand and predict human actions with regard to purchase decisions. This subject has assumed growing importance under consumer oriented marketing. Customer satisfaction is an important element in the process of evaluating the performance of markets. At a low level of customer satisfaction, the buyer's state being adequately regarded in buying situation for the sacrifice they have made, customer are likely to abandon the company and even bad mouth it. A customer who is fairly satisfied may find it easy to switch, when a better offer comes along. At the higher levels of satisfaction, customers are likely to repurchase and even speak well of the company and its products. Higher levels of the satisfaction create an emotional bond with the company, not just a rational preference. Research study reveals that, completely satisfied customers are six times more likely to repurchase the products than the very satisfied customers. In this study an attempt is made to make a comparative study to undertake an in-depth enquiry into buying behavior of urban, and rural consumers with regard to Fast Moving Consumer Goods (FMCGs), in terms of the consumption patterns, buying motives, factor influencing the buying behavior, brand preferences, level of satisfaction etc, for different consumers and to suggest measures for effective marketing practices in the light of the findings.

Keywords: FMCGs, consumer satisfaction levels, demography, ideal score, least score.

INTRODUCTION

In a competitive economy with increasingly rational buyers, a company can only win by creating and delivering superior value involving five customer capabilities, such as understanding customer value, creating customer value, delivering customer value, capturing customer value, and sustaining customer value. Today's customers are becoming harder to please. They are smarter, more price conscious, more demanding, less forgiving and collect information about many more competitors with equal or better offers. Therefore, the real challenge is not to have only satisfied customers - several competitors do that - but to have delighted and loyal customers. Otherwise, companies will suffer from high customer churn i.e. high customer defection.

OBJECTIVES OF THE STUDY

In the above backdrop, an attempt is made to make comparative study to undertake an in depth enquiry into buying behavior of urban, and rural consumers with regard to FMCGs, in terms of consumption patterns, buying motives, factors influencing the buying in terms of consumption patterns, buying motives, factors, influencing the buying behavior, brand preferences, level of satisfaction etc, for different consumers and to suggests measures for effective and efficient marketing practices in the light of the findings. The sub-objectives of the study are:

1. Analyze the level of satisfaction with regard to various product attributes and other general attributes such as availability, range of products etc.



2. Examine the post-purchase behavior of consumers in terms of consumer's complaint behavior etc.
3. To suggest measures for effective marketing practices to be adopted in the light of the findings of the study.

RESEARCH UNIVERSE AND METHODOLOGY

Coimbatore is situated in the west of Tamil Nadu, bordering the state of Kerala. Coimbatore City (Kovai) is one of the top 10 fastest growing cities of India. Coimbatore district has a population of about 1.85million (Census in 2016). Coimbatore is also a District capital. Shopping in Coimbatore is concentrated in the areas of RS Puram, Cross-Cut Road and the Town Hall Area (Oppanakara St, Big Bazaar St, Raja St). Coimbatore is known as the Manchester of South India, and is famous for textiles. There are more than 2,500 small, medium, large scale industries and textile mills.

SAMPLING PLAN

In support to the objective of the research there was a primary research done through questioner administration method in the field through stratified random sampling covering the city through the urban, semi urban and rural population and to analyze the data.

Area	Questinaires Served	Response	% of Response
Urban Population			
-North (R.S.Puram)	60	56	43.60
-East (Ramanathapuram)	60	53	
Semi Urban Population			
Kuniamuthur	25	20	29.60
Kurichi	25	17	
Kavundampalayam	25	21	
Vadavalli	25	16	
Rural Population			
Velalore	25	14	26.80
Chinnavedampatti	25	23	
Perur	25	20	
Pattanam	25	10	
Total	320	250	100

LIMITATIONS OF THE STUDY

- i. The survey is restricted to selected areas of Coimbatore.
- ii. The sample is limited it may not represent the view o all the consumers.
- iii. The study was conducted for the period of 1 month only.

CUSTOMER SATISFACTION WITH REGARD TO FMCGS

To measure the satisfaction levels of consumers with regard to FMCGs the following product-related attributes are identifies; quality, quantity, price, taste, freshness, nutritional values, flavor and packaging etc, while general attributes included: availability, range of products, regularity of supply, cold storage facility, proximity of retail shop etc. For the purpose of quantification of the responses of semi-urban consumers, weights have been assigned as +3, +2, +1, 0 and -1 for the responses "extremely satisfied", "satisfied", "neither satisfied nor dissatisfied", "extremely dissatisfied", respectively. Final scores for each feature are calculated by multiplying the number of responses by



the weights of corresponding responses. The resultant weighted scores of these features provided by the respondents are shown in Tabe-1.

CALCULATION OF CONSUMER SATISFACTION IDEAL AND LEAST SCORES

Product attributes

Ideal scores are calculated by multiplying the number of respondents in each category with +3 and product with total number of attributes.

Ideal scores of various categories of consumers:

$$\begin{aligned} \text{Urban } 8 \times 3 \times 109 &= 2616 \\ \text{Semi-urban } 8 \times 3 \times 74 &= 1776 \\ \text{Rural } 8 \times 3 \times 67 &= 1608 \end{aligned}$$

Least scores are calculated by multiplying the number of respondents in each category with -1 and the product with number of attributes in question.

$$\begin{aligned} \text{Urban } 8 \times -1 \times 109 &= -872 \\ \text{Semi-urban } 8 \times -1 \times 74 &= -592 \\ \text{Rural } 8 \times -1 \times 67 &= -536 \end{aligned}$$

General attributes

Ideal score

$$\begin{aligned} \text{Urban } 5 \times 3 \times 109 &= 1635 \\ \text{Semi-urban } 5 \times 3 \times 74 &= 1110 \\ \text{Rural } 5 \times 3 \times 67 &= 1005 \end{aligned}$$

Least score

$$\begin{aligned} \text{Urban } 5 \times -1 \times 109 &= -545 \\ \text{Semi-urban } 5 \times -1 \times 74 &= -370 \\ \text{Rural } 5 \times -1 \times 67 &= -335 \end{aligned}$$

Table
Consumer Satisfaction (Aggregate Score on the Basis of Demography)
with Regard To FMCGS

Sl. No	Items	Aggregate scores on the basis of demography		
		Urban	Semi Urban	Rural
Product Attributes				
1	Quality	224	140	126
2	Quantity	209	151	119
3.	Price	224	165	128
4.	Taste	238	157	113
5.	Freshness	185	147	140
6.	Nutrient Value	196	139	120
7.	Flavour	198	142	131
8.	Packing	213	141	139
	Total Scores	1687(64.49)	1182(66.55)	1020(63.43)
	Ideal Scores	2616	1776	1608
	Least Scores	-872	-592	-836
	No.of. Respondents	109	74	67
	General Attributes	-	-	-



1	Availability	193	173	144
2	Range of Products	209	160	141
3	Regularity of Supply	224	141	130
4	Gold Storage Facility	237	155	144
5	Proximity of Retail Shop	206	157	135
	Total Scores	1069(65.38)	786(70.81)	694(69.05)
	Ideal Scores	1635	1110	1005
	Least Scores	-545	-370	-335
	No.of. Respondents	109	74	67

Source: Compiled from field survey

The above Table reveals that on the whole, consumers are satisfied with the product attributes as well as general attributes on a comparatively better scale. Increasingly, there was no negative score in both the categories of factors. On the whole, the level of satisfaction is high among semi-urban respondents with total score of 66.55% is a real score of product attributes and similarly for general attributes it is 70.81% of ideal scores while it is 64.49% and 63.43% for urban and rural group with regard to product consumers. Similarly it is 65.38% and 69.05% for general attributes with reference to urban, semi urban and rural population respectively. Thus, it is clear that level of satisfaction for semi urban population for both products attributes and for general attributes is higher as compared to others. For urban population the level of satisfaction for product attributes is higher and general attributes are lower. Similarly, for rural consumers the level of satisfaction. For the product attributes is lower and for general attributes it is higher.

MAJOR COMPLAINTS OF CONSUMERS WITH REGARD TO FMCGS

The important problem that are faced by the consumers, which are identified for the purpose of study, are a) poor quality b) higher price c) short weighing and measurement d) poor package e) damage f) higher prevalence of duplicate brands etc. The major complaints regarding food items faced by the various consumers are presented in Table-3. An analysis of the complaints with regard to FMCGs reveals that on the whole, higher price was a major complain with 24.40% of the sample respondents reporting it, closely followed by 22.80% for poor quality. The third major factor is poor package with 16.00%.

ACTION TAKEN BY CONSUMERS TO RESOLVE CONSUMER PROBLEMS

In the light of these consumer problems with regard to select packaged consumer products, the customers were asked to express the steps taken by them to seek relief. Though it is difficult to develop precisely the alternative steps that consumers can take to get relief, the researchers have identified 5 important alternatives. This is depicted in the following table

TABLE- TYPES OF ACTION TAKEN BY THE CONSUMERS TO RESOLVE THEIR MISTREATMENT AS CONSUMERS

Types of Action	Types of Consumers							
	Urban		Semi Urban		Rural		Total	
	F	%	F	%	F	%	F	%
Returned the goods	19	17.43	23	31.08	12	17.91	54	21.6
Asked for compensation	21	19.27	8	10.81	9	13.43	38	15.2
Replacement with new goods	17	15.60	11	14.86	18	26.86	46	18.4
Filed legal case	13	11.92	5	6.76	2	2.99	20	8
Others (Cannot do anything)	39	35.78	27	36.49	26	38.81	92	36.80
Total	109	100	74	100	67	100	250	100

Source : Complied from filled survey



The study has classified the consumers into three groups on the basis of the action taken by them to seek relief.

- Upset-action-Consumers who experienced dissatisfaction and took action.
- Upset-no action-Consumers who were dissatisfied but did nothing about it; and
- No upset -consumers who had not experienced dissatisfaction with retailers during last one year.

In the present study the proportion of upset-no action consumers was 36.80%, followed by the upset-action, consumers with 63.20%. It is also evident that the type to which consumers belonged was influenced by their socio-economic back ground. Thus, it is the indifferent attitude of consumers on the one hand, and the ignorance of the marketers responsibilities under the various laws and the concept of modern marketing on the other are further complicating the consumer-marketer relationships in the areas.

SUGGESTIONS

The light of above findings the following suggestions are offered:

- For the improvement and development of urban, semi-urban and rural marketing, a holistic approach aimed at removing all weak links of the marketing chain is essential. Marketing research programmes should be oriented to develop an orderly and efficient marketing system.
- FMCGs sold in semi-urban markets and rural markets should be focused on pricing under than brand building and positioning as done in urban area.
- Region specific consumer profiles should be developed to understand the characteristics of the target market.
- Retailers should take steps to minimize the amount of consumer dissatisfaction. They should solicit consumer suggestions for improvements in products and services.
- Malpractices by retailers are the greatest constraints in the development of markets. The retailers should follow fair business practices.
- The products offered by the retailers should fit into the living system of people. For certain products, point of purchase (POP) display with pictorial presentation will prove very effective.

CONCLUSION

The producers can no longer be indifferent to the hardships faced by either the retailer or the consumer. They should strengthen the hands of retailers in extending services to the consumers. The distribution process can be effective and efficient only when the consumer exercises his wisdom, alertness and awareness in the process of buying. Consumer is the king. Therefore, the consumer should be very alert and effective and then efficiency will follow in good shopping.

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**A STUDY ON CUSTOMERS' PREFERENCE TOWARDS
"THE HINDU" NEWSPAPER
(WITH SPECIAL REFERENCE TO COIMBATORE CITY)**

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ABSTRACT

The Hindu is an English-language Indian daily newspaper. Headquartered at Chennai, The Hindu was published weekly when it was launched in 1878, and started publishing daily in 1889. It is one of the two Indian newspapers of record . The Hindu has its largest base of circulation in southern India, and is the most widely read English daily newspaper.

INTRODUCTION

- ❖ **MARKETING:** Marketing is activities of a company associated with buying and selling a product or service. It includes advertising, selling and delivering products to people
- ❖ **CUSTOMER:** A person who purchases goods or service from another buyer.
- ❖ **CUSTOMER PREFERENCE:** It is what type of product an individual customer likes and dislikes.
- ❖ **THE HINDU NEWSPAPER:** Newspaper plays an important role in our day to day life. "The Hindu" daily has good brand image backed by the good reputation of the company in the market

OBJECTIVES

- ❖ To study the customer preference towards "The Hindu" Newspaper.
- ❖ To know the customer preference towards supplement issued by "The Hindu" newspaper.
- ❖ To know the customer interest to motivate others to read "The Hindu" newspaper.

RESEARCH METHODOLOGY

Method of Data Collection

- I. Primary Data Collection
- II. Secondary Data Collection

Tools for Analysis

The SPSS package has been used for statistical analysis.

- I. Percentage analysis
- II. Chi – Square analysis



Sampling Techniques

I. Simple Random Sampling

FINDINGS

Percentage Analysis

- ❖ (55%) of the respondents are from 20 – 40 years age group who read “The Hindu” newspaper regularly
- ❖ (62%) of the respondents preferring “The Hindu” newspaper belonged to male category.
- ❖ (54%) of the respondents are married.
- ❖ 42% of the student’s category prefers to read “The Hindu” Newspapers.
- ❖ 40% of the respondents are Post Graduate categories who prefer to read “The Hindu” Newspaper.
- ❖ (52%) of the Tamil category peoples prefer to read “The Hindu” Newspaper.
- ❖ 38% of the respondents prefer to buy “The Hindu” Newspaper.
- ❖ (65%) of respondent’s category prefers to read “The Hindu” Newspaper online.
- ❖ (61%) of the category that spends time between 15 – 30 minutes prefers to read “The Hindu” Newspaper.
- ❖ (56%) of the respondents prefers to read “The Hindu” Newspaper daily.
- ❖ (62%) of the respondents preferring to read “The Hindu” Newspaper is reliable.
- ❖ 34% of the respondents prefer to read “The Hindu” Newspaper supplements copy of young world.
- ❖ 32% of the respondents prefer to read “The Hindu” Newspapers for Politics news.
- ❖ (93%) of the respondents agree that “The Hindu” newspaper ads knowledge.
- ❖ 39% of the respondents are from Rs.20001 to 40000 categories who prefer to read “The Hindu” Newspaper.
- ❖ (88%) of the respondents encourage others to read “The Hindu” newspaper.
- ❖ (51%) of the respondents prefer to read “The Hindu” Newspaper for Content/Matter Covered.

Chi-Square Test

- ❖ There is no significant relationship between educational qualifications and Language.
- ❖ There is significant relationship between Age and preference of supplement copy.
- ❖ There is significant relationship between the monthly income and buying cost.

CONCLUSION

- ❖ Newspaper plays an important role in our day to day life. “The Hindu” daily has good brand image backed by the good reputation of the company in the market.
- ❖ The Hindu Newspaper has more supplements which enriches the readers knowledge and my findings is as follows:

People like and prefer the supplement copies that are published along with the newspaper.

- It enriches them and provides information in accordance with the related age group of people like youth, students, business people etc.



OPPURTUNITIES AND THREATS IN EMERGING MARKETS OF THE CONTEMPORARY SOCIETY

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ABSTRACT

Emerging markets have great opportunities for growth that often aren't available in more developed economies. To survive in the changing economy, multinational companies need to think about entering and expanding their business in developing countries. The emerging market category describes the investment opportunity for investors willing to look to the long term. It explains theoretically how emerging markets have opportunities in order to develop the country and the troubles that are faced by emerging markets. It also this paper explains the opportunities in emerging markets, and the challenges faced by emerging markets

Keywords : Investment, Investors, Opportunities, Multinationals

INTRODUCTION

The term emerging market was coined at the World Bank's International Finance Corporation (IFC), which works to develop the private sector in poor countries. The IFC's strategy is to bring in private investors rather than government or non-profit aid organizations. The emerging market category describes the investment opportunity for investors willing to look to the long term. Emerging markets are those countries that have growing economies and a growing middle class. Some of these countries were once poor, and some still have high rates of poverty. Many are undergoing profound social and political change for the better.

CLASSIFICATION OF EMERGING MARKETS:

Bric Emerging Markets

The world's emerging markets are typically divided into two groups: the four largest (Brazil, Russia, India, and China, known collectively as BRIC) and everywhere else. The "everywhere else" includes a wide array of countries on several continents including North and South America, Africa, and Asia. All have huge populations, are rich in natural resources, and have enormous growth potential. Combined, they have 42 percent of the world's population and 23 percent of the world's total output of goods and services. If these countries do nothing more than get their economies up to the world's average, their output will double. BRIC industries are large enough to attract investors from all over the world

Non-Bric Emerging Markets

The non-BRIC markets are characterized by their diversity, even within the same geographical region. Non-BRIC countries have reasonable political stability, a good business climate, and people who are raring to make a go of it in the world's economy they are just not as large, market-wise, as the big BRIC countries.

GROWTH OPPORTUNITY IN EMERGING MARKETS

Emerging and frontier markets have opportunities for growth that often are not available in more developed economies. These come from three main sources: new, pervasive technologies; the



improved spending power of a growing middle class; and gains from greater trading activity with other countries.

LEAPFROGGING TECHNOLOGIES

In a developed economy, incredible investments in technology are in place and are fixed. However, one of the greatest opportunities in emerging markets is to be on the ground floor of companies that are working on technologies that aren't yet economically feasible for big multinational corporations to try:

- **Markets for machinery:** Products manufactured in emerging markets often are smaller and more basic than the products in developed economies. They may seem like a step backward to people in developed countries, but they can be vital to making life better for those living in less-developed countries.
- **Computer and software technology:** Companies have taken advantage of the high education rate and low cost of living in emerging markets. Customers for emerging-market high-technology services are usually in developed countries, but lesser-developed countries needing technological assistance turn to their emerging-market brethren for more affordable expertise.

GROWING THE MIDDLE CLASS

To a certain extent, an emerging market is really a market where a middle class is emerging. As jobs and opportunities are created, more people move out of poverty and into a comfortable middle zone where they can afford some luxuries that were previously unimaginable. They go out and spend their money, creating more economic activity.

The middle class isn't the only beneficiary. As a country's economy improves, the poorest people tend to become less poor, and even they have more money to spend. Even a small improvement in income represents a huge increase in purchasing power. Yes, the money goes to subsistence needs, especially food, but even that spending power represents an improvement in an economy and in the health of the people.

BETTER TRADE OPPORTUNITIES

Trade benefits both the importer and the exporter. It lets people capitalize on their skills. The market is good at making something, it can keep doing that even if it make more of a good than people at home can use. And if the markets need something, it can buy from those who produce it, wherever they are.

FINDING A COMPARATIVE ADVANTAGE

A reality of emerging markets is that they do not produce all goods as efficiently as people do in developed markets. It may take more time to complete a product, and some of the output may have to be rejected. But because wages are low, the value of the acceptable goods produced per dollar spent on wages is often higher.

FREE TRADE

If trade is restricted, it's harder to get people the goods and services they need most at the most efficient price. That's why a key focus in the world is *free trade*— trade between nations free of quotas and tariffs. In addition to tariffs, governments sometimes protect local industries through regulation. Because trade moves better when it's free of restrictions, 153 nations have joined the World Trade Organization, which negotiates the rules of trade among nations and settles disputes as



they arise. However, free trade is good for people overall, and a commitment to free trade can also help emerging markets grow faster.

FAIR TRADE

Fair trade is a movement to give producers of agricultural products and handicrafts in developing nations some of the advantages of their competitors in developed countries in order to make the terms of trade equal. Some international federations are trying to improve markets and to create branding that would attract buyers in developed countries.

CHALLENGES IN EMERGING MARKETS

Emerging countries have different risks than the world at large, so investing in these emerging markets carries different risks than those associated with investing in developed markets:

- **Political risk:** Some countries have established political systems that the citizens are happy with and that have worked for a long time; other countries are less settled. Of course, even when a political situation is stable, the economy can have problems. When that happens, politicians like to have someone to blame, and ideally that isn't someone who can vote for them.
- **Social risk:** Social risk can take the form of ethnic unrest that complicates hiring or that makes it hard to reach customers. It may come in the form of boycotts or strikes that disrupt supply chains. All that needs to happen is for people to stop getting along and to take it out on businesses. Social risk is a little harder than political risk to quantify and to identify, but it's real.
- **Information problems:** With any investment, Investors need reliable information in order to assess the risks and the potential return. The problem with emerging-market investing is that getting good information can be difficult — not to mention expensive. A country may have loose accounting standards, little media oversight, and few objective investment analysts paying attention to how companies are doing.
- **Liquidity:** With any investment, Investor expect to get your money back someday. As a prospective investor in emerging markets, getting the money back can be a problem.

CONCLUSION

To survive in the changing economy, multinational companies need to think about entering and expanding their business in developing countries to tap the growing middle-class consumer market and ensure long-term competitiveness and survival. To succeed they need to understand the needs of locals, use local know-how and resources and apply new, highly flexible business models to offer a locally adapted and compelling value proposition. Thereafter they can consider how to export these products to other markets in both developed and developing countries

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FUNCTIONS OF KVIC

The functions of Khadi And Village Industries Commission generally organize and implement programmes for the promotion and development of Khadi And Village Industries. In particular they include:

- ❖ Training of persons engaged in production of Khadi and Village Industries.
- ❖ Building up reserve of raw materials and supplying them to persons engaged in the production of KVIs at economical rates.
- ❖ To provide for sale and marketing of Khadi and products of Village Industries and handicrafts.
- ❖ To encourage and promote research in the technique of production of Khadi and in the development of village industries, and to provide facilities for study of problems relating to KVIs.
- ❖ To maintain or assist in the maintenance of institutions for the development of KVIs.
- ❖ To undertake, assist or encourage production of Khadi or development of village industries.
- ❖ To promote and encourage co-operative efforts among the manufactures of Khadi and persons engaged in village industries.
- ❖ For ensuring the genuineness for granting certificates to the producers or dealers in khadi or the products of any village industry.
- ❖ Subject to the provisions of this Act, the functions of the Commission shall generally be to plan, promote, organize and assist in the establishment and development of khadi and village industries in the rural area in coordination with other agencies engaged in rural development wherever necessary.
- ❖ In particular, and without prejudice to the generality of the foregoing power, the Commission may take such other steps as it may think fit,
 - ✓To plan and organize training of persons employed or desirous of seeking employment in khadi and village industries.
 - ✓To build up reserves of raw materials and implements and supply them to persons engaged or likely to be engaged in production of handspun yarn or khadi or village industries at such rates as the Commission may decide.
 - ✓To encourage and assist in the creation of common service facilities for the processing of raw materials or semi- finished goods and for otherwise facilitating production and marketing of khadi or products of village industries.
 - ✓To promote the sale and marketing of khadi or products of village industries or handicrafts and for this purpose forge links with established marketing agencies wherever necessary and feasible.
 - ✓To encourage and promote research in the technology used in khadi and village industries, including the use of non- conventional energy and electric power with a view to increasing productivity, eliminating drudgery and otherwise enhancing their competitive capacity and to arrange for dissemination of salient results obtained from such research.
 - ✓To undertake directly or through other agencies studies of the problems of khadi or village industries.
 - ✓To provide financial assistance to institutions or persons engaged in the development and operation of khadi or village industries and guide them through supply of designs, prototypes and other technical information for the purpose of producing



goods and services for which there is effective demand in the opinion of the Commission.

- ✓To undertake experiments or pilot projects which in the opinion of the Commission are necessary for the development of khadi and village industries.
- ✓To establish and maintain separate organizations for the purpose of carrying out any or all of the above matters.
- ✓To promote and encourage cooperative efforts among the manufacturers of khadi or persons engaged in village industries.
- ✓To ensure genuineness and to set up standards of quality and ensure that products of khadi and village industries do conform to the said standards, including issue of certificates or letters of recognition to the concerned persons.

MEASURES OF KVIC

The primary concern under the khadi programme should be to ensure that production of goods actually takes place on a sustainable basis, so that its main objective of generating employment opportunities for the unskilled / rural poor is met. The quantity and quality of employment are not satisfactory at present, because of low and shrinking production base. Factors, which are contributed in different degrees to the present sorry state of affairs are , unintended stock build-up, constraints to input availability, capital of institutions/units getting locked up for years, non-availability of improved technologies and repair facilities, outmoded product mix etc.

- ❖ The first and foremost requirement is thorough overhaul of the marketing strategy for khadi products. Product development and marketing need a professional approach. One way of addressing this issue is to leave the entire marketing and product development to the private sector, while the semi-processed goods be produced by the KVI units/institutions under the guidance and supervision of KVIC as at present.
- ❖ Production and employment bear a direct proportional relationship. The primary task of the Khadi Commission (KC) under the new regime should be to closely monitor the flows of input and output. This will automatically ensure generation of employment opportunities. The Commission should be made accountable for maintaining the input-output relationship.
- ❖ Rationalize the cost structure of Sliver Mills through better capacity utilisation and other measures of cost control, including purchase of raw materials at fair prices. If the sliver supply from its own mills is inadequate to meet the demand of the institutions, KC can enter into an agreement with the under-utilized NTC mills to supply adequate quantity of better quality sliver for the institutions.
- ❖ KVIC should not undertake any retail sale of khadi products. Instead, the entire unprocessed khadi products be sold to the private sector either at cost price or, on auction, keeping cost-price as the floor price. The product development and marketing of khadi products can be left to the private sector.
- ❖ The reorganisation and reorientation of KC should be done keeping in view the role it has to play in the new scenario. It should concentrate on:
 - ✓ Technological upgradation and diffusion;
 - ✓ Ensuring supply of raw material and other inputs to all units at fixed prices and reasonable terms;
 - ✓ Ensuring delivery of output by the units to KC as per cost charts and inputs supplied, by linking release of concessional funds to delivery of output;
 - ✓ Imparting training to artisans and technicians more effectively than being done at present;



- ✓ Monitoring of input delivery, output quality, assessment of needs of the units in response to changes in market demand;
- ✓ Developing an appropriate MIS to get market information feedback from the private sector on the desired product mix, output quality, demand pattern and respond to the changes by reorienting production pattern of the units.
- ❖ In the new scenario, no rebate on sale is necessary and the units should be run purely on the basis of bank finance (CBC).
- ❖ It may be necessary to constitute a Committee to examine the feasibility of the proposed model and to suggest suitable measures for restructuring of KVIC and its various activities, so that the primary objective of the scheme is realised with justifiable level of fiscal support. It is learnt that some specialist organisations (TISS and Arthur Andersen) are already studying various aspects of the scheme. The Committee may look into the findings of these reviews/studies along with those of the PEO's evaluation study to arrive at a decision on restructuring of the programme and KVIC.

CONCLUSION

The KVIC have created an organizational base for further development with many state KVIC boards, a large number of registered institution and industrial co-operatives. KVIC has a very large number of sales outlets in the country. This is a unique national organization in the country which has its roots in the villages and has wide organizational linkages. Its activities cover numerous villages in the country. A substantial number of beneficiaries belong to the scheduled caste and scheduled tribes and also to the inhabitants in hill and border areas. The participation of women in the activities is also very high. Khadi and Village Industries play the crucial role in the part of marketing the products. KVIC concept itself formed to bring the social reform in the Below Poverty line people and up lift them. So based upon the needs and taste of the Customer the Products are manufactured by the KVIC. Those products are found to be reasonable and affordable by the Customer.

Khadi has gained worldwide appreciation as it is handmade, durable, long lasting and organic in nature. The fabric is produced by the masses for the masses. It is associated with Gandhian philosophy as well as makes a fashion statement. Through the medium of khadi weaving, the weaver expresses art and designing by the spindle and loom. It is widely accepted in the Indian fashion circle. Leading fashion designers now include it in their collection by designing clothes with khadi material. There is huge demand for it in international market, especially in western countries.

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A STUDY ON CUSTOMER SATISFACTION TOWARDS AMBUJA CEMENT

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ABSTRACT

This study helps to find out the “satisfaction level” of the customer to great accuracy. This is of great importance to the company which will know about the customer preference to buy a particular brand. In the market there may be different type of customer available to buy cement like general customers, dealers, bulk customer etc, The Company will gain information about customer’s preference depending upon the following factor. They are price factor; fineness of the cement, setting time, attractive packaging, and brand image is one of the important factors.

INTRODUCTION

A market survey is a tool used to gather information about existing or customer satisfaction in a certain market or population. Researcher’s select a sample of customers from the population is called sample survey. Marketing is a social process by which dealers, builders, architecture, individual customer can obtain what they need and want through creating offering, freely offering products and service of value with other. The information from the survey helps us to identify the level of satisfaction, market behavior, demand and supply etc. Marketing is an art and science of choosing target makes and getting and growing customers through service delivering and communication superior customer value. The customers have their own way of making purchase decision. Today in the market there is tough competition and the technologies are changing day by day, to become successful in modern market the business organization have to be customer oriented organization have to look after building customers. Once a business got their trust worthy customers the rest is their profit.

REVIEW OF LITERATURE

N.K.Nair (1991)¹ *productivity in Indian cement industry* has studied the productivity aspect of Indian cement industry. The study emphasis that cement, being a construction material, occupied a strategic place in the Indian economy. This study has revealed that, in 1990-91, the industry had an installed capacity of 60 million tonnes with a production of 48 million tonnes. This study also analyzed the productivity and performance ration of cement industry with a view to identifying the major problem areas and the prospect of solving them.

Chandrasekaran N (1994)² *structural analysis of cement industry* has studied about the market structure of Indian cement industry. It was found out in this study that demand and supply gap has been considerably reduced and the supply of cement during the period of study has increased due to creation of additional capacity and capital utilization.

Bhanu (1995)³ *liberalization and performance of cement industry* has made an attempt to bridge the gap by empirically valuating the performance of the cement industry in India during various phases of control and de-control. This study also revealed that the effect of liberalization in the cement industry was diluted due to lack of investment in coal and power which resulted in



shortage, which in turn, led to poor performance and depletion in additional investment in cement industry.

OBJECTIVES

- To study on characteristics of Ambuja cement.
- To study on advantages in using of cement.

RESEARCH METHODOLOGY

This is a descriptive study of customer satisfaction of Ambuja cement products. This study is all about the characteristics and its benefits of using Ambuja cement in construction.

Overview

It is easy to overlook the use of concrete in society. Concrete plays a vital part in our daily lives and in a functioning society. Its benefits to society are immense, being used to build our schools, hospitals, apartment blocks, bridges, tunnels, dams, sewerage systems, pavements, runways, roads and more.

Strength and Durability

- Used in the majority of buildings, bridges, tunnels and dams for its strength
- Gains strength over time
- Not weakened by moisture, mould or pests
- Concrete structures can withstand natural disasters such as earthquakes and hurricanes
- Roman buildings over 1,500 years old such as the Coliseum are living examples of the strength and durability of concrete

Versatility

Concrete is used in buildings, bridges, dams, tunnels, sewerage systems pavements, runways and even roads.

Low Maintenance

Concrete, being inert, compact and non-porous, does not attract mould or lose its key properties over time

Affordability

Compared to other comparable building materials e.g. steel, concrete is less costly to produce and remains extremely affordable.

Fire-Resistance

Being naturally fire-resistant concrete forms a highly effective barrier to fire spread

Relatively Low Emissions of Co²

CO₂ emissions from concrete and cement production are relatively small compared to other building materials.



80% of buildings CO₂ emissions are generated not by the production of the materials used in its construction, but in the electric utilities of the building over its life-cycle (e.g. lighting, heating, and air-conditioning)

Energy Efficiency in Production

Producing concrete uses less energy than producing other comparable building materials.

A study quoted by the NRMCA concluded that the energy required to produce one ton of concrete was 1.4 GJ/t compared to 30 GJ/t for steel and 2GJ/t for wood

Excellent Thermal Mass

Concrete walls and floors slow the passage of heat moving through, reducing temperature swings. This reduces energy needs from heating or air-conditioning, offering year-round energy savings over the life-time of the building. One study quoted by the NRMCA found that concrete walls reduce energy requirements for a typical home by more than 17%

Locally Produced and Used

The relative expense of land transport usually limits cement and concrete sales to within 300km of a plant site. Very little cement and concrete is traded and transported internationally. This saves significantly on transport emissions of CO₂ that would otherwise occur.

ADVANTAGES OF CEMENT

- Faster drying and settling time
- Greater comprehensive strength
- Suitable for Kenyan tropical weather conditions
- Better coverage comparatively
- KEBS certified
- Suitable for all general purpose applications
- No breakage or spillage due to eco-friendly packing
- High grade of fineness
- Has the Kenya Bureau of Standards “Diamond Mark of Quality”

CONCLUSION

Company should concentrate on direct meeting with the customer as they are most vital element in deciding the growth or decline of any company. Company should decrease the response time to the complaint received. The company should fix certain amount of cement especially to the dealers and give them free cost as incentive. The company should appoint more and more persons for the promotion of brands. Company should decrease the delivery time of the cement.

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A STUDY ON BENEFICIAL EFFECTS OF AN ORGANIC GREEN TEA

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ABSTRACT

The health benefits of organic green tea are to reduce a wide variety of ailments, including different types of cancer, heart disease, and liver disease. Many of these beneficial effects of organic green tea are related to its catechin, particularly (-)-epigallocatechin-3-gallate, content which is water soluble, bitter, astringent and relatively unstable in neutral and alkaline solutions. Hence long-term consumption of tea catechins could be beneficial against high-fat diet-induced obesity and type II diabetes and could also reduce the risk of coronary disease.

Keywords: Organic, green tea, polyphenol, prevents diseases.

INTRODUCTION

Tea is one of the most popular beverages consumed worldwide. Tea, from the plant *Camellia sinensis*, is consumed in different parts of the world as green, black, or Oolong tea. Among all of these, however, the most significant effects on human health have been observed with the consumption of ORGANIC GREEN TEA. The first green tea was exported from India to Japan during the 17th century. It is estimated that about 2.5 million tons of tea leaves are produced each year throughout the world, with 20% produced as green tea, which is mainly consumed in Asia, some parts of North Africa, the United States, and Europe. The association between tea consumption, especially green tea, and human health has long been appreciated. Green tea and black tea are processed differently during manufacturing. To produce green tea, freshly harvested leaves are immediately steamed to prevent fermentation, yielding a dry, stable product. This steaming process destroys the enzymes responsible for breaking down the color pigments in the leaves and allows the tea to maintain its green color during the subsequent rolling and drying processes. Hence the consumption of organic green tea helps out a lot of people to refresh their minds, reduce their weight and also to maintain a proper diet etc.

GREEN TEA HEALTH BENEFITS

Listed below are the possible health benefits associated with green tea. Green tea was used in traditional Chinese and Indian medicine to control bleeding and heal wounds, aid digestion, improve heart and mental health and regulate body temperature.

1) Green Tea and Cancer Prevention

According to the National Cancer Institute, the polyphenols in tea have been shown to decrease in tumor growth. In countries where green tea consumption is high, cancer rates tend to be lower, and some studies have also shown the positive impacts of green tea on the following types of cancer:

- breast
- bladder
- ovarian
- colorectal (bowel)
- esophageal (throat)



- lung
- prostate
- skin
- stomach

Researchers believe that it is the high level of polyphenols in tea that helps kill cancerous cells and stop them from growing. However, the exact mechanism by which tea interacts with cancerous cells is unknown.

2) Green Tea Heart Benefits

The study followed over 40,000 Japanese participants between the ages of 40 and 79 for 11 years, starting in 1994. The participants who drank at least 5 cups of green tea per day had a significantly lower risk of dying (especially from cardiovascular disease) than those who drank less than one cup of tea per day.

3) Green Tea and Lower Cholesterol

An analysis of published studies in 2011 found that consuming green tea, either as a beverage or in capsule form, was linked to significant but modest reductions in total and LDL or "bad" cholesterol.

4) Stroke Risk and Green Tea

Drinking green tea or coffee on a regular basis is associated with a reduced risk of stroke, according to a study published in the journal

5) Green Tea for Type II Diabetes

Studies concerning Green tea have shown a lower risk of developing type II diabetes for green tea drinkers than for those who consumed no tea.

6) Green Tea and Weight Loss

Green tea may promote a small, non-significant weight loss in overweight and obese adults; however, it is clinically important for weight loss.

7) Green Tea and Inflammatory Skin Diseases

A 2007 study concluded that green tea could hold promise as a new treatment for skin disorders such as psoriasis and dandruff.

8) Working Memory and the Effects of Green Tea

Research published in the journal *Psychopharmacology* suggests that green tea can enhance our brain's cognitive functions, particularly the working memory.

9) Green Tea and Alzheimer's

In a study published in 2011, researchers tested the effect of a component of green tea, CAGTE (or "colon available" green tea extract), after it had been digested, to see how it affected a key protein in Alzheimer's disease.



COMPOSITION OF GREEN TEA: TABLE 1

Composition (%) of green tea, black tea, and others.

COMPOUND	GREEN TEA*	BLACK TEA*	INFUSION*
Protein	15	15	trace
Amino acids	4	4	3.5
Fiber	26	26	0
Others carbohydrates	7	7	4
Lipids	7	7	trace
Pigments	2	2	trace
Minerals	5	5	4.5
Phenolic compounds [‡]	30	5	4.5
Oxidizephenolic compounds [§]	0	25	4.5

TYPES OF GREEN TEA

Green tea is available in many types, including:

- bottled and sweetened with sugar or an artificial sweetener
- in single tea bags
- as loose-leaf
- in instant-powder
- green tea supplements, which are sold in capsule form or liquid extracts

According to 2010 research presented at the American Chemical Society, bottled teas are not equivalent to brewed teas as some 16 ounce bottled teas can contain fewer polyphenols than one cup of brewed tea.

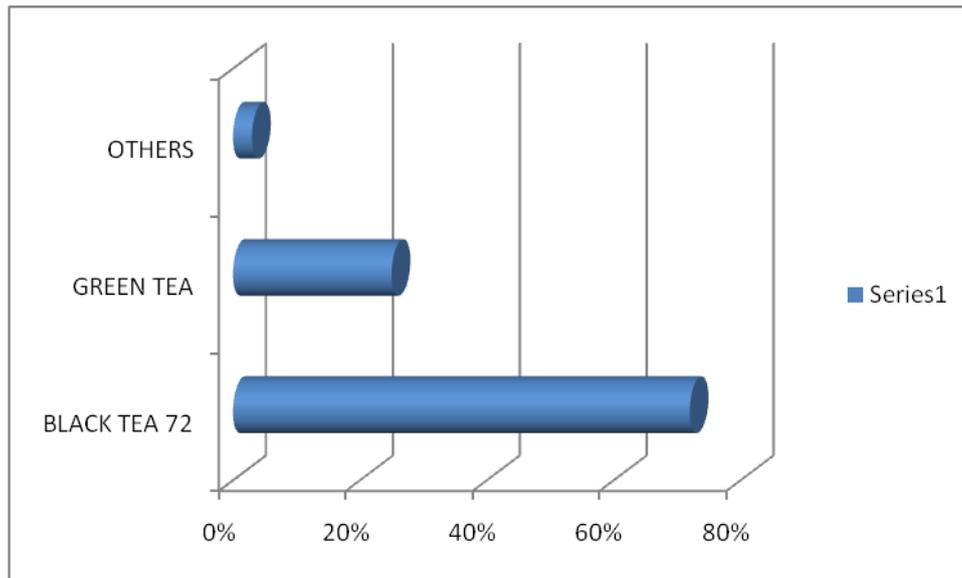
GREEN TEA EFFECTS AND RISKS

There are little to no known side effects or contraindications to drinking green tea for adults. However, the following risks or complications should be made clear:

- 1) **Caffeine Sensitivity** - those with severe caffeine sensitivities could experience insomnia, anxiety, irritability, nausea, or upset stomach.
- 2) **Blood Thinners** - those taking blood thinners (anticoagulant drugs) such as Coumadin/warfarin should drink green tea with caution due to its vitamin K content. It's also recommended to avoid green tea and aspirin, because they both reduce the clotting effectiveness of platelets.
- 3) **Other Stimulants** - if taken with stimulant drugs, green tea could increase blood pressure and heart rate.

CONSUMPTION OF GREEN TEA IN THE CURRENT SCENARIO

Tea is the most consumed beverage in the world behind water. However, 72 percent of the tea consumed worldwide is black and only about 25 percent is green and 3% of the people do not consume tea.



CONCLUSION

To conclude, this research has undergone a beneficial study and also created awareness in how organic green tea products are healthy and useful to consumers in the market. A more recent study conducted in Japan by Kishimoto (2013) focus more on the why drinking green tea is good for health. This study provide evidence that Japanese people intake polyphenol mainly from drinking green tea beverages and this polyphenol act as an antioxidant against low protein lipoprotein, which is known to cause atherosclerosis and leads to heart disease (or also called cardiovascular diseases). The purpose of study is to review recent findings related to daily intake of polyphenol and their possible relationship to cardiovascular diseases. The result of study summarized that dietary polyphenol could protect against heart diseases, prevention to cancer through their ability to improve metabolic disorder and avoid blood vessels inflammation. Hence the study proves that the green tea products are very much effective for a healthy and a hygienic life.

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76million tones, while the current production was about 56million tones, by the year 2000. India's population was 1billion, which required more than 110million tones of vegetables production.

M.S.Sindhu in his study on "fruit and vegetable processing industry in India-An appraisal of the post-reform period" stated that the commercial processing of fruits and vegetables is less than 2 percent. Indian consumer prefers fruits and vegetables. The domestic market comprises of defines purchases and hotels and restaurants. Nearly 4 percent of total processed fruits and vegetables are exported. The household sectors mainly used the items like ready to serve beverages and sketch up.

RESEARCH DESIGN AND METHODOLOGY

Research design and methodology is a way to solve systematically the research problem.

The present study intended to analyse the general particular cost of working capital, marketing cost, and marketing cost of wholesale, marketing cost of retailer's methods of sales, method of price fixation, modes transport and suggestion given by farmers, wholesaler and retailer

METHODOLOGY OF THE STUDY

The researcher was conducted between the years 2014-2015, in Coimbatore district of Tamil Nadu, adopted the following method.

1. The study took to producers and dealers of only the vegetables.
2. Primary data was collected from the farmers producing vegetables and the wholesalers and retailers.
3. Questionnaire method was taken up and a sample of 110 data information was collected.

FINDING OF THE STUDY

- The study reveals that the major of the despondence are fixing the price by open auction.
- Majority of the despondence are facing the problems of absence of warehouse and storage facilities.
- There is a great problem of price fixation for vegetable in the market.

SUGGESTION

- The following suggestions are made to improve a marketing of vegetables in Coimbatore
- The government can supply raw materials like hybrid seeds, fertilizers and other inputs through co-operatives.
- Educating the farmers to adopt Morden technology to cultivate vegetables.
- Government can provide training for preparing jams, sauce, juice etc where mostly women are employed.

CONCLUSION

Agriculture is a dominant sector of our economy and credit plays an important role in increasing agriculture production. Availability and access to adequate, timely and low cost credit from institutional sources is of great importance especially to small and marginal farmers. Along with other inputs, credit is essential for establishing sustainable and profitable farming systems. Coimbatore has made good progress in Vegetables nutritionally, the most important as their valuable source of proteins, minerals, and some extent carbohydrates. Horticulture crops are grown in about 5million hectors. Thus the present study concludes that, the general particular cost of working capital, marketing cost, marketing cost of wholesale, marketing cost of retailer's methods of sales, method of



price fixation, modes transport and suggestion given by farmers, wholesaler and retailer will be very helpful for the vegetable farmers.

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GREEN MARKETING IN INDIA: AN OVERVIEW

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ABSTRACT

Increasing awareness on the various environmental problems has led a shift in the way consumers go about their life. There has been a change in consumer attitudes towards a green lifestyle. People are actively trying to reduce their impact on the environment. However, this is not widespread and is still evolving. Organizations and business however have seen this change in consumer attitudes and are trying to gain an edge in the competitive market by exploiting the potential in the green market industry. In the modern era of globalization, it has become a challenge to keep the consumers in fold and even keep our natural environment safe and that is the biggest need of the time. Green marketing is a phenomenon which has developed particular importance in the modern market and has emerged as an important concept in India as in other parts of the developing and developed world, and is seen as an important strategy of facilitating sustainable development. In this research paper, main emphasis has been made of concept, need and importance of green marketing. Data has collected from multiple sources of evidence, in addition to books, journals, websites and news papers. It explores the main issues in adoption of green marketing practices. The paper describes the current Scenario of Indian market and explores the challenges have with green marketing.

INTRODUCTION

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are Environmental Marketing and Ecological Marketing. Thus "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. While the shift to "green" may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run.

EVOLUTION OF GREEN MARKETING

The green marketing has evolved over a period of time. According to Peattie (2001) evolution of green marketing has three phases:

- Termed as 'Ecological' Green Marketing – During this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. The main focus of the first phase was on those industries and product that have direct impact on the environment. (Oil, chemical industry and mining etc.)
- Termed as 'Environmental' Green Marketing – In this the focus shifted on green technology that involved designing of new innovative products, which take care in waste issues and



pollution. The focus shifted on product generally used in homes. (Carpets, papers and cleaning goods etc.)

- Termed as 'Sustainable' Green Marketing – Now the marketing discipline had started to take shape and being address as green marketing. It came into provision in late 1990s and early 2000.
- It can be said that green marketing is a holistic concept in which involve eco – friendly practices at all the stages such as the production, designing, marketing and selling.

CHARACTERISTICS OF GREEN PRODUCTS

We can define green products by following measures:

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

OBJECTIVES OF THE STUDY

- ✓ To know the concept of green marketing.
- ✓ To identify the importance and need of green marketing.
- ✓ To study the challenges and prospects of green marketing.

RESEARCH METHODOLOGY

The research is exploratory in nature; it focuses on Literature review, News Papers, Journals, websites and the other reliable sources.

REVIEW OF LITERATURE

Prothero, A. (1998) introduced several papers discussed in the July 1998 issue of 'Journal of Marketing Management' focusing on green marketing. This includes; a citation of the need to review existing literature on green marketing, an empirical study of United States and Australian marketing managers, a description of what a green alliance look like in practice in Great Britain, ecotourism and definitions of green marketing.

Prothero, A. & Fitchett, J.A. (2000) argued that greater ecological enlightenment can be secured through capitalism by using the characteristics of commodity culture to further progress environmental goals. The authors reject both naive ecological romanticism and revolutionary idealism on the grounds that they fail to offer any pragmatic basis by which greater environmental responsibility can be achieved. Drawing on the now well-established theoretical tradition of post-Marxist cultural criticism, the authors offer a conceptual justification for the development and implementation of a green commodity discourse. For this to be achieved and implemented, prevailing paradigms regarding the structure, nature, and characteristics of capitalism must be revised.

WHY ARE FIRMS USING GREEN MARKETING?

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



- **Opportunity** In India, around 25% of the consumers prefer environment friendly products, and around 28% may be considered health conscious. Therefore, green marketers have diversified to fairly sizeable segment of consumers to cater to.
- **Social Responsibility** Many companies have started realizing that they must behave in an environment friendly fashion. They believe both in achieving environmental objectives as well as profit related objectives respecting the principle of Extended Producer Responsibility (EPR).
- **Governmental Pressure** Various regulations are framed by the government to protect consumers and the society at large. The Indian government too has developed a framework of legislations to reduce the production of harmful goods and by-products. These reduce the industry's production and consumer's consumption of harmful goods, including those detrimental to the environment; for example, the ban of plastic bags, prohibition of smoking in public areas, etc.
- **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.
- **Cost Reduction** Reduction of harmful waste may lead to substantial cost savings. Sometimes, many firms develop a symbiotic relationship whereby the waste generated by one company is used by another as a cost-effective raw material.

GOLDEN RULES OF GREEN MARKETING

1. **Know your Customer:** Make sure that the consumer is aware of and concerned about the issues that your product attempts to address.
2. **Educating your customers:** It is not just a matter of letting people know, whatever you're doing is to protect the environment, but also a matter of letting them know why it matters.
3. **Being Genuine & Transparent:** means that a) You are actually doing what you claim to be doing in your green marketing campaign and b) The rest of your business policies are consistent with whatever you are doing that's environment friendly.
4. **Reassure the Buyer:** Consumers must be made to believe that the product performs the job , in this firm should not forgot product quality in the name of the environment.
5. **Consider Your Pricing:** If you are charging a premium for your product and many environmentally preferable products cost more due to economies of scale and use of higher-quality ingredients make sure those consumers can afford the premium and feel it's worth it.

THE FOUR PS OF GREEN MARKETING

1. Product

Entrepreneurs wanting to exploit emerging green market either by identifying customer's environmental needs or by developing environmentally responsible products to have less impact than competitors. The increasingly development of :

1. Products that can be recycled or reused. Efficient products, which save water, energy or gasoline, save money and reduce environmental impact.
2. Products with environmentally responsible packaging. McDonalds, for example, changed their packaging from polystyrene clamshells to paper.
3. Products with green labels, as long as they offer substantiation.



4. Organic products — many consumers are prepared to pay a premium for organic products, which offer promise of quality. Organic butchers, for example, promote the added qualities such as taste and tenderness.

2. Price

Pricing is a critical element of the marketing mix. Most customers are prepared to pay a premium if there is a perception of additional product value. This value may be improved performance, function, design, visual appeal or taste. Environmental benefits are usually an added bonus but will often be the deciding factor between products of equal value and quality. Environmentally responsible products, however, are often less expensive when product life cycle costs are taken into consideration.

3. Place

The choice of where and when to make a product available has a significant impact on the customers being attracted. Very few customers go out of their way to buy green products merely for the sake of it. Marketers looking to successfully introduce new green products should, in most cases, position them broadly in the market place so they are not just appealing to a small green niche market. The location must also be consistent with the image which a company wants to project. The location must differentiate a company from its competitors.

4. Promotion

Promoting products and services to target markets includes paid advertising, public relations, sales promotions, direct marketing and on-site promotions. Smart green marketers will be able to reinforce environmental credibility by using sustainable marketing and communications tools and practices. To reduce the use of plastic bags and promote their green commitment, some retailers sell shopping bags, under the banner of the Go Green Environment Fund.

CHALLENGES OF GREEN MARKET

- Perseverance and Patience; the manufacturers, corporate people and investors must need to understand the green market as a long term investment. They should view the market as a bundle of opportunities, but this required lot of patience with no immediate result.
- New concept for people; although in India literate and urban consumer are much aware about this concept, but still it has to go on a long road. Still, there is a need to educate the customers about the environment and aware them about the environmental threat.
- To make customer – oriented; the first rule of green marketing is to focus on customer benefit. Why the customer should buy certain products in the first place. Thus, if the price of green product is very high, then again it will lose its market acceptability.

SUGGESTION

Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential. There are some suggestion that an organizations should implement for catering challenges of green marketing and successful exploitation of green marketing. Consumer needs to be made more aware about the merits of Green products. The consumer needs to be educated and made aware of the environmental threats. It should be made sure that the consumer is aware of and concerned about the issues that your product attempts to address. Green Marketing campaign and green advertising is good step toward it. Consumers must be motivated to switch brands or even pay a premium for the greener alternative. Green marketing is very low on the agenda of most businesses



and therefore it's still an under-leveraged USP (Unique Selling Proposition). Therefore, effective green marketing targeted at the right audience will make a difference.

CONCLUSION

Indian market Customers too are ready to pay premium price for green products. One thing that is being reiterated is that the current consumption levels are too high and are unsustainable. Therefore there is a need for green marketing and a need for a shift in the consumer's behavior and attitude towards more environment friendly life styles. Ultimately green marketing requires that consumers want a cleaner environment and are willing to pay for it, possibly through higher priced goods, modified individual lifestyles, or even governmental intervention. Until this occurs it will be difficult for firms alone to lead the green marketing revolution. An environmental committed organization may not only produce goods that have reduced their detrimental impact on the environment, they may also be able to pressure their suppliers to behave in a more environmentally responsible fashion. Final consumers and industrial buyers also have the ability to pressure organizations to integrate the environment into their corporate culture and thus ensure all organizations minimize the detrimental environmental impact of their activities.

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AN OVERVIEW OF PERSONALIZED MARKETING

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ABSTRACT

Personalized marketing is an essential element of the marketing mix and a innovative ‘Target Smart’ system pinpoints prospective and existing customers by focusing on the individual recipient, using a proven combination of personalized direct mail alongside personalized web page. Target Smart encourages not just a reaction to message but interaction, involving the recipient in a two-way communication process, resulting in a higher level of response. In the past, achieving personalization was the real challenge. Now technology is in place to empower marketers – from social media, which has given brands an opportunity to show personality, to newer telephony solutions.

INTRODUCTION

Monitoring of responses in real time enables the customers to react faster. Leads can be followed-up quickly; message can be fine tuned for greater effectiveness, offers and incentives can be trialed and data refined for future promotions. Post campaign reports provide analysis of results giving total accountability of the effectiveness of expenditure. The explosion in new media has led to a wealth of personalization opportunities for marketers. But personalization isn’t now simply a case of adding a customer name to the top of an e-mail. It’s now possible for brand managers to communicate with their customers about their individual interests and preference – and the benefits to marketers have never been greater.

The increasing use of digital media and devices means that organizations are able to collect vastly more data about their customers than ever before marketers can use this data to build a much richer picture of each individual customer’s preference, behaviors and needs. Rapid developments in marketing automation and personalization tools mean it has become increasingly cost-effective to use this rich data to deliver individually tailored message and offers that match the customer’s individual profile.

Personalization, and indeed e-CRM, CRM and customer engagement strategies are successful because they are based on understanding the customer’s needs and then serving relevant, timely and interesting message. The more things you put in front of the customers that are irrelevant or are mistimed, the more they will disengage.

BENEFITS OF PERSONALIZED MARKETING

One-to-one marketing solutions can help you produce more effective and profitable communications campaigns. Through these value-added services, they become long-term strategic partners – a significant advantage in any competitive environment.

- 1) Increases sales and maximizes ROI for communication budgets, enjoy higher response rates, increased profits, and more lucrative customers relationships.
- 2) Provide designers, ad agencies, and marketing departments with tools that take their creativity and impact to a new level bringing new business opportunities and greater value to client collaborations.
- 3) To increase customer base, profit, sales & communication.



PERSONALIZATION STRATEGIES

Tailored e-mails for many marketers, e-mail remains the killer channel and is a powerful as ever. The proliferation of mobile devices has only served to heighten e-mail's effectiveness for brands. But with so many e-mails sent daily, many people just read the subject line & hit delete. Tailored e-mails are one way to avoid this.

In the way of personalizing our e-mail communication we can stand out and more likely to retain a customer, as well as gain new ones. Personalization needs to go further than just using the recipient's name, marketers need to personalize all the content, imagery, text, offers, vouchers, coupon's, dates and so on to ensure it is bespoke and appealing to the individual. Start with a personalized welcome e-mail when customers sign up, half the battle is won because they are already interested in marketer's brand. Marketers must then engage with further incentives. Make use of personal preferences.

When new customers begin interacting with marketer's brand, marketer should ensure gained permission to contact them and establish their preferences, it's a good idea to establish what interests them and their preferred communication channel. Tailoring communication strengthens the brand customer relationship.

Tapping into data gleaned from CRM is important. Customer data is crucial for generating accurate customer profiles that enable to successful marketing.

Understanding this information and using it to develop customer communications can increase engagement with the brand and ultimately, boost conversion rates. The growth in other digital channels means that e-mail should not be used in isolation, but as part of cross channel strategy. Responsive websites that lack the ability to change and response to users will become ever successful. All marketers can describe the different types of visitors to their website, but a crucial stage on the personalization journey is to define these specific personas. This can be based on any relevant criteria such as areas of site click on, frequency of visits. For a travel brand, the persona type might be a family or business traveler, businessman can make these come to life by defining a typical target customer – give them names , ages and go into detail to get a full picture of them.



MOBILE CUSTOMIZATION

Mobile phones now hold miniature versions of customer's lives, preferences and wish lists. Because they are such personal devices, this presents the opportunity for marketers to create intensely personal customer experiences. This includes using the device native capabilities, location based promotions, check in offers and more.

Marketers need to adapt and tailor their message and interaction to take into account pixel width, image-to-text ratio, the placement of the offer in the message, call to action buttons and subject line as well as content and mobile friendly links. "Marketers should also consider SMS interaction and ensure they don't intrude on people's personal lives, he adds. This means text messages should



have subscribers assent –where subscribers also indicate their preferences’. Messages need to be both time and location sensitive. Any mobile interaction needs to provide clear value –added. Remember that tablets and mobile phones fulfill different roles & people are much more likely to use their tablet when they’re relaxing. With greater opportunity for a multimedia experience, greater portability than a laptop and a more interactive environment than a mobile phone, tablets provide a great opportunity for brands to truly engage their customers.



CROSS MEDIA MARKETING

Personalized and relationship of marketing uses what’s known about a customer to present individualized advertising and marketing messages.

The company must find out general demographic data such as age, profession, educational level, and address, and income level. The company must also located specifics that will be used to create the individualized messages, such as customer’s product preferences point, problems that need to be resolved, as well as previous experiences with the company or competitors. As the process if refined, you’ll be able to see where you can be marketing procedure that will attract the interest of and inspire purchased from well-identified individuals.

When cross media marketing is added one- to-one marketing techniques are applied to messages presented in the various print, media, that a potential customer uses every day.

- A Marketing message delivered via website can be revised to also reach to also reach customers through social media, e-mail marketing, text messages, Direct mail and online media.
- Interaction with customers is made much easier through one-to-one cross media marketing. Customers can interact with you via email, online chats websites, social media common pages and text messages. The can easily participate in websites and online focus groups and can give you feedback, directly through online media.
- Further interest can be generated by provided websites, Social media pages, QR codes or online surveys where customers can go for more information and interaction.
- Using a professional cross media marketing firm to fulfill your campaign’s to make easier to track the reach and effectiveness of your marketing efforts.

CRM SYSTEM

The customer relationship of marketing provides a systematic and graduate way to build the one-one customer relationships that increase sales, solidity, loyalty and prompt you customers to recommend you to others.



PROCESS OF BUILDING A BUSINESS RELATIONSHIP

1. Know your customers:

Make all possible efforts to communicate directly with your customers, in all possible channels, to find out what they value, what their needs and wants are and what they want you. This communication can take the form of surveys questionnaires in-person interview and after-sale and follow up calls.

Recording all of the information in your customer database will you the edge you need for one-to-one marketing campaigns and ongoing evaluation of your efforts.

2. Value Customer input:

When customers input feedback, even if it's something you'd rather not hear, treat the feedback as the feedback as the high level information it is. Knowing what your customers like and appreciate about your company is useful but knowing what they don't like crucial make changes and refinements that will keep customers interested ,loyal and ready to customers.

3. Make resources and management support available:

Without resources to provide loyalty rewards and incentives and without wholehearted support from top management on down, even the most well-intentioned customers relationships marketing program will be ineffective at the best and a total failure at worst. Before starting a program, make sure managements is on board and willing to invest in the financial and material resources that will make your program a success.

4. Regularly review evaluates and refines your customer's relationships marketing activities:

Once a customer relationship of marketing program is initiated, it needs to be carefully monitored to ensure it's working as intended. The program should be reviewed regularly, perhaps quarterly or very six months. Procedures and results should be evaluated on multiple levels such as cost versus returns, customer's retention on loyalty levels, field-level personal involvement and management concerns. Refinements and adjustments should be made where necessary, based on both customer feedback and experiences of managers and employees directly involved in customer relationship marketing activities.

CONCLUSION

Evaluating trends and facts about the target audiences like age and social site preferences gives email marketing experts the edge they need to retain the attention of their targets. The fact that the designer's of the mail did not waste time of the customers. This is something that email marketing experts should learn to emulate. We can accesses the full contents of the email through phone. This reflects two important things about email marketing, being precise and light weight. To succeed marketers or businessman's had to deploy emails that load fast and are straight to the point. Software may help us tailor email ads depending on client behavior and needs. So personalized marketing is need not only used to increase communication and also used to increase sales, profit and customer level.



AN OVERVIEW OF RETAIL MARKET OUTLETS

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ABSTRACT

Retail Business today is one of the quickly growing channels and playing an important role in emerging economic growth of the country. In the recent times customers are getting more and more attracted towards Retail Markets Outlets. Change in income structure, consumer tastes, preference, demographic and geographic profile are some of the key factors that are driving towards growth in Retail Business. The major challenge for many retailers is growing sales and profit margin when shoppers are facing difficult economic conditions. A retailer's choice of a particular site in a city depends on level of existing traffic passing the site, parking facilities, presence of competitors and possible opportunities to form new retailing centers with other outlets. In today's emerging Indian retail environment, the retail overview has brought insights into major importance of the retail sector in India and also helps the retailers to devise and frame strategies to face the challenges and opportunities in this sector.

INTRODUCTION

Modern retailers typically make a variety of strategic level decisions including the type of store, the market to be served, the optimal product assortment, customer service, supporting services and the store's overall market positioning. Once the strategic retail plan is in place, retailers devise the retail mix which includes product, price, place, promotion, personnel and presentation. In the digital age, an increasing number of retailers are seeking to reach broader markets by selling through multiple channels, including both bricks and mortar and online retailing. Digital technologies are also changing the way that consumers pay for goods and services. Retailing support services may also include the provision of credit, delivery services, advisory services, stylist services and a range of other supporting services. Retail shops occur in a diverse range of types and in many different contexts – from strip shopping centers in residential streets through to large, indoor shopping malls. Shopping streets may restrict traffic to pedestrians only. Sometimes a shopping street has a partial or full roof to create a more comfortable shopping environment – protecting customers from various types of weather conditions such as extreme temperatures, winds or precipitation.

OBJECTIVES

1. To understand the strategy in retail outlets.
2. To know the factors affecting the growth of retail outlets.

TYPES OF RETAIL OUTLETS

Department Stores

A department store is a set-up which offers wide range of products to the end-users under one roof. In a department store, the consumers can get almost all the products they aspire to shop at one place only. Department stores provide a wide range of options to the consumers and thus fulfill all their shopping needs.

Discount Stores



Discount stores also offer a huge range of products to the end-users but at a discounted rate. The discount stores generally offer a limited range and the quality in certain cases might be a little inferior as compared to the department stores. Wal-Mart currently operates more than 1300 discount stores in United States. In India Vishal Mega Mart comes under discount store.

Supermarket

A retail store which generally sells food products and household items, properly placed and arranged in specific departments is called a supermarket. A supermarket is an advanced form of the small grocery stores and caters to the household needs of the consumer. The various food products (meat, vegetables, dairy products, juices etc) are all properly displayed at their respective departments to catch the attention of the customers and for them to pick any merchandise depending on their choice and need.

Warehouse Stores

A retail format which sells limited stock in bulk at a discounted rate is called as warehouse store. Warehouse stores do not bother much about the interiors of the store and the products are not properly displayed.

Mom and Pop Store (also called Kirana Store in India)

Mom and Pop stores are the small stores run by individuals in the nearby locality to cater to daily needs of the consumers staying in the vicinity. They offer selected items and are not at all organized. The size of the store would not be very big and depends on the land available to the owner. They wouldn't offer high-end products.

Specialty Stores

As the name suggests, Specialty store would specialize in a particular product and would not sell anything else apart from the specific range. Specialty stores sell only selective items of one particular brand to the consumers and primarily focus on high customer satisfaction.

Malls

Many retail stores operating at one place form a mall. A mall would consist of several retail outlets each selling their own merchandise but at a common platform.

E Tailers

The customers have the option of shopping while sitting at their homes. They can place their order through internet, pay with the help of debit or credit cards and the products are delivered at their homes only. However, there are chances that the products ordered might not reach in the same condition as they were ordered. This kind of shopping is convenient for those who have a hectic schedule and are reluctant to go to retail outlets.

RETAIL MARKET OUTLET STRATEGY

a) Retail Positioning:

Targeting allows retailers to tailor the marketing mix which includes product assortment, service levels, store locations, prices and promotion, to the needs of their chosen customer segments. Differentiation provides a reason to the customer to shop at one store rather than at another. The customer should have distinct expectations from the store when he walks into it which should be different from the expectations that he has when he walks into another store. Retail positioning comes from novelty in the processes of shopping offered to the customers and novelty in the product assortment or both.

b) Store Location:

Store location has great influence on sales performance of consumer products. A retailer has to decide whether it will be a standalone store in a city, or will it open stores to cover a designated area like a city, state or country. A retailer may decide to open one store in each city. A retailer's



choice of a city depends upon factors like its congruence with its chosen target market, the level of disposable income, the availability of suitable sites and level of competition.

c) Product Assortment and Services:

A retailer has to decide on the breadth of its product assortment, and also its depth. A retailer may have a broad product assortment, but within each product line, it can stock a shallow product range. Or it can have a narrow product assortment, but within each product line, it can stock a deep product range. Therefore, a retailer's choice of product assortment ranges from stocking one deep product line to stocking a broad range of products including toys, cosmetics, jewellery, clothes, electrical goods and household accessories.

d) Price:

A retailer may choose to compete purely on price, but price can be a differential advantage only when a retailer has immense buying power, and has been able to control cost. A retailer may favour everyday low prices rather than higher prices supplemented by price discounts. Such a retailer is patronized by customers who prefer predictable low prices rather than occasional price discounts. A retailer may sell no-frill products, which are basic commodities such as bread and soft drinks that are sold in rudimentary packaging at low prices. It appeals to the price conscious shopper who wants standard products at low prices.

d) Promotion:

Retail promotion includes advertising, public relations, publicity and sales promotion. The goal is to position the store in consumers' minds. Retailers design ads, stage special events and develop promotions aimed at their markets. A store's opening is a carefully orchestrated blend of advertising, merchandising, goodwill and glitter. All the elements of an opening press coverage, special events, media advertising and store displays are carefully planned. Retail advertising is carried out at the local level, although retail chains can advertise nationally.

e) Store atmosphere:

Store atmosphere is created by the design, colour and layout of a store. A retailer works on both exterior and interior designs to create an appropriate store atmosphere. The store atmosphere should prompt target customers to visit the store and stimulate them to buy once they are in the store. External designs include architectural design, signs, window display and use of colour that create identity for a retailer. The image which is projected should be consonant with the ethos of the store.

FACTORS AFFECTING THE GROWTH OF RETAIL OUTLETS

Retail Business today is one of the quickly growing channels & playing an important role in emerging economic growth of the country. In the recent times customers are getting more & more attracted towards Retail Markets. Change in income structure, consumer tastes & preference, demographic & geographic profile are some of the key factors that are driving towards growth in Retail Business. Some other main factors responsible for the growth in Retail Industry are as follows:

- **Growth of Consumers**

Nowadays there is tremendous growth in number of consumers in India, especially the middle class. Consumer demand & income structure has also increased further raising their expectations for quality products at reasonable prices. Retail outlets offer a wide variety of products & services to the customers to meet their demands thus resulting into the growth of Retail Sector.

- **Working Population**

In recent times the graph of working population has seen a steep increase in urban as well as rural areas thus changing their spending habits & income structure. It becomes very difficult



for the working people to spend enough time in shopping at different locations. This enables a retailer to provide them various products at one place, creating a platform for development.

- **Value for Money**

Big & organised retail outlets basically deal in volumes & can offer a good range of products at reasonable price thus attracting customers at a very large scale. This in return also creates a good opportunity for retailers to get more profits & enables new business groups to enter into this sector.

- **Rural Market**

Today's Indian Retail market has entered in rural areas creating a big competition, as the rural population has become more literate & quality conscious. These high potential rural populations have thus enabled the retailers to enter rural market & develop new products & strategies to meet their demands. Also it has created employment opportunities for the rural people thus heading towards growth & development.

- **Corporate Sector**

Corporate sectors have also entered into the retail business to cater the customers demand & provide them better quality products at reasonable price. This is one of the reasons that have brought revolution to the retail sector thus driving it towards the growth.

- **Foreign Retailers**

Rapid expansion & the race to cater the demand of every customer is catching the interest of foreign retailers to enter the market & provide good quality products & services through joint ventures or franchising. This will further boost the retail sector & will help in developing economy of the country.

- **Technological Impact**

Advance technology has made it easier for the retailers to handle large scale business & cater the needs of consumers. With the introduction of computerized billing system, electronic media & marketing techniques, barcode system has changed the face of retailing in providing products & services to customers. Also the use of online market has driven the retail sector towards advanced growth structure.

- **Income Structure**

Increase in the number of working population has resulted in increase in the income structure in cities as well as remote areas. This has further led to increase in the demand for quality products & services. People nowadays tend to try new things & improve their look thus increasing the spending habits & giving an opportunity to grow & expand their business.

CONCLUSION

The study also showed that there is ample growth for unorganized retail sector though some challenges exist in the form of inefficient supply chain management, adoption of new technologies and e-commerce, e marketing as well as getting approval from the government. Retail Market Out can certainly overcome these challenges imposed by grabbing the opportunities available. Product quality is the most important variable influencing the consumers' choice of retail store, continuing to emphasize product quality and range must remain as the key point of difference. While some shoppers are willing to pay higher prices for superior product quality, prices must remain competitive with those offered by the supermarkets. This will not only provide consumers with the ability to readily compare prices, but also to overcome many of the institutional problems associated with providing car parking, easy access and possibly even the use of the shopping trolleys provided by the major retailers. In today's emerging retail environment, the retail overview has bought insights into major importance of the retail sector in India and also helps the retailers to devise and frame strategies to face the challenges and opportunities in this sector.



GENESIS AND GROWTH OF AGRICULTURAL MARKETING IN INDIA – A HISTORICAL PERSPECTIVE

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ABSTRACT

India is mainly an agricultural country. Agricultural is the most important occupation for most of the Indian families. It is the backbone of Indian economy. A number of industries are agro-based industries such as jute, cotton, sugar, tobacco etc. Raw materials for such industries are supplied from agricultural produce. Agriculture contributes to development as an economic activity as a livelihood and as a provider of environmental services making the sector a unique instrument for development. Indian agriculture plays an important role in the country's international trade. In India agriculture meets almost the entire food requirement of the people. Agricultural marketing is a specific part of marketing. It is related to agricultural products only. Marketing therefore plays an important role in the economic development and stability of a country. This paper focuses on development of agricultural marketing, problems in the marketing sector and the suggestions to improve agricultural marketing.

Key Words: Agriculture, marketing, economic development, products

METHODOLOGY

This paper is based on both the primary and secondary sources including Gazetteer and reference books. Materials collected for primary and secondary sources were used as tools and arranged in descriptive method.

INTRODUCTION

Agriculture is the largest sector in many developing countries. The economic development of developing countries is largely dependent on agriculture. The historical experience of many countries reveals that agriculture played a vital role in the process of economic development. Increase in agricultural production and productivity leads to the increase in the income of the farmers. Agriculture has been the first and the most ancient occupation of mankind. And till today it continues to provide work to many in developed and developing countries people get their food from agriculture in various forms. i.e. cereals, fruits, vegetables etc. Many large and small industries depend on agriculture for raw material foreign trade also depends on agriculture as it supplies more for exports. It is the oldest business in the world.

HISTORY OF AGRICULTURE

Early history

In the period of the Neolithic revolution 8000, 4000 BC, agriculture was far from the dominant mode of support for human societies. In the megalithic horizon, both chronologically and culturally, human settlements are sparsely distributed sites throwing up evidence of settled agriculture, if few and far between are nonetheless seen to be continuously occupied from Neolithic levels. By the 5th Millennium BCE agricultural communities became widespread in Kashmir. Zaheer Baber writes that the first evidence of cultivation of cotton had already developed cotton was cultivated by the 5th Millennium BCE 4th. The Indus cotton industry was well developed and some methods used in cotton



spinning and fabrication continued to be practiced till the Modern industrialization of India. In the east of India Neolithic people grew rice and pulses, as well as keeping cattle, sheep and goat.

Indus Valley civilization

Rice was cultivated in the Indus Valley Civilization. Agricultural activities during the Second Millennium BC included rice cultivation in the Kashmir and Harappan regions. Irrigation was developed in the Indus valley civilization by around 4500 B.C outside of the Indus valley area of influence there are 2 regions with district agricultures dating back to around 2800 - 1500 BCE.

Iron Age India (1500 BCE - 200 CE)

Gupta finds it likely that summer monsoons may have been longer and may have contained moisture in excess than required of normal food production. In India, both wheat and barley are held to be Rabi (winter) crops and like other parts of the world - would have largely depended on winter monsoons before the irrigation became widespread. India has many huge mountains which abound in fruit - trees of every kind and many vast plains of great fertility.

Early Common Era

Cultivation of a wide range of crops such as rice, sugarcane, millets, black pepper, various grains, coconuts, beans cotton, plantain, tamarind and sandalwood jack fruit, palm and plantain trees also known systematic ploughing, manuring, weeding, irrigation and crop protection was practiced for sustained agriculture.

Later Middle ages (1200-1526 CE)

The construction of water works and aspects of water technology in medieval India is described in Arabic and Persian works. The diffusion of Indian and Persian irrigation technologies gave rise to irrigation systems which brought about economic growth and growth of material culture. Agricultural 'zones' were broadly divided rice, wheat or millets.

Mughal Era (1526 - 1757 CE)

Indian agricultural production increased under the Mughal Empire, during which India's population growth accelerated A variety of crops were grown including food crops such as wheat, rice and barley and non-food cash crops such as cotton, indigo and opium. By the mid 17th century, Indian cultivators began to extensively grow two new crops from the Americans, maize and tobacco. The Mughal administration emphasized agrarian reform, which began under the Sur Emperor Sher Shah Suri, the work of which Akbar adopted and furthered with more reforms. The Major Mughal reform introduced by Akbar was a new land revenue system called zebt. Cultivation of tobacco, introduced by the Portuguese spread rapidly. The increased agricultural productivity led to lower food prices; compared to Britain, the price of grain was about one-half in south India and one third in Bengal, in terms of silver, in the 18th century.

Colonial British Era 1757 – 1947

Few Indian commercial crops such as cotton, opium, wheat and rice- made it to the global market under the British Raj in India. The second half of the 19th century saw some increase in land under cultivation and agricultural production expanded an average rate of about one percent per year by the last 19th century. Indian agriculture remained completely traditional and primitive during the British rule from 1757 to 1947. Till the 19th century there was a little change in the agricultural practices adopted in India. Throughout the past centuries, Indian farmers were growing the same crops rice & wheat were the two principal crops in India followed by jawar and barley. British



introduced a new class of called zaminders who regarded land as their private property. The cultivators, the actual tillers of land, were merchants with no lights and could be evicted by the land - owners. Agriculture production was no longer for use in the village only and much of it was sent to the market for sale. In the second half of 19th century, there started the talk of affection 'Large scale' improvements in Indian agriculture.

Republic of India (1947 onwards)

Since independence, India has become one of the large producers of wheat, oil, potato, spices, rubber, tea, fishing, fruits and vegetables in the world. During the post - Independence era, the growth rate nudged about 2.6 percent per annum. Expansion of farming area and introduction of high-fielding varieties of crops were the major factors of growth in agricultural production. India's agricultural economy is under-going structural changes. Agricultural scientist M.S Swaminathan has played an important role in the Green Revolution.

Agricultural Marketing

The word market is derived from the Latin word 'mercari' which means to trade. It came to signify a public place in which goods and services are bought and sold. It is the act or technique of buying and selling. The commercialization of agriculture gave rise to marketing. But there was no problem of agricultural marketing in ancient India as a Indian villages were self sufficient self-dependent and self-contained isolator units. During the reign of the Mughals the process of marketing was based on the individual efforts of parents to the same extent as that of today. The system of marketing prevalent in those was not very different from that exists in modern times.

PROCESS OF AGRICULTURAL MARKETING

In the movement of agricultural commodities from primary production to the ultimate consumers, the following three processes are involved.

1. Concentration
2. Equalization
3. Dispersion

1. Concentration

The process of concentration begins with the collection of small surpluses of individual farmers in the Markets of the producing areas. From these centers agricultural commodities are transported to the wholesale Markets. Concentration is necessary because every farmer produces a small is necessary because every farms produces a small quantity of crop, goods have to be marketed in large quantities for enjoying the economies of large scale handling different crops are grown in different seasons, and the demand for commodities various with different consumers. In a sense, assembling or concentration begins as soon as farm products leave the farm.

2. Equalisation

The process of equalization begins with the arrival of agricultural produce in the wholesale market. The wholesale markets release the supply which has come from the various producing areas, to ensure a regular flow of the commodity for ultimate consumers.

3. Dispersion

Dispersion means the arrangement for the distribution of agricultural commodities among the consumers through the retailers.



THE MAIN ACTIVITIES

- Establishment and maintenance of Uzhavar Sandhaigal for the benefit of farmers as well as consumers.
- To create marketing opportunities for marginal farmers in cultivation of fruits, vegetables and flowers by formation of groups which includes production storing and export.
- Establishment and maintenance of regulated markets in order to facilitate buying and selling of agricultural produce for the benefit of the farming community.
- Grading of agricultural produce in the regulated markets and at farm holdings to help the producers to get remunerative price for their produce.
- To set up Agricultural Export Zones for promoting exports of agricultural produce by increasing the area under exportable crops, providing infrastructure required and information on prices prevailing at international markets as an integrated approach through computers.
- Food processing industries are promoted to minimize wastage of agricultural products, to increase employment opportunities and to enhance foreign exchange.

Agricultural Marketing is the final phase of agricultural production. Under the Agricultural produce markets Act of 1959 regulated markets have been established at important market centers in the state for providing organized market facilities to farmers. There are at present 170 regulated markets functioning under 12 district level market committees. A separate Directorate of Agricultural Marketing for helping marketing committees to improve their services to agricultural and for expanding the available market networks in the state was created in October 1977. The agricultural sector in the is profoundly molded by this nature of irrigation regime. The characteristic unit of Coimbatore agriculture is the thottam or well - irrigated garden cultivation with a diversified, flexible cropping pattern with high levels of commercialization which responded quickly to change in market conditions. And this provided a basis for a sustained and high level of marketisation or commercial orientation to the economy.

THE ROLE OF AGRICULTURE IN ECONOMIC DEVELOPMENT

Agriculture promotes economic development of the country. Increase in agricultural production and productivity leads to increase in the income of the rural community will lead to more savings which can be used for either further development of agriculture or for the establishment & development of non-agricultural occupations as well as industry

Providing increased food supplies and raw materials

An underdeveloped country on the road of economic development will face increasing demand for food and this is of economic significance. The demand for food stuffs is the functions of the population of the country; the rate of the growth of population is the function and per capita income and also income electricity of demand for agricultural products.

Earns Foreign Exchange

In the initial years of the economic development the country will be requiring machinery, equipment & other essential capital goods including the technology. These have to be imported from foreign countries. At this stage, agricultural sector has to produce sufficiently large quantities of commodities to have a surplus. The export of agricultural goods will earn foreign exchange to import machinery for economic development.



Provides market for manufactured goods

Agricultural sector helps economic growth by providing markets for manufactured goods in the industrial sector. Increased agricultural productivity will lead to increased income of the farmers with more income and mobility; the rural people will be demanding various types of manufactured goods like cloth, sugar, shoes, cycles, and transistor & torch lights. Thus, agricultural production or agricultural development provides expanding markets for industries.

PROBLEMS IN THE MARKETING OF AGRICULTURAL GOODS

Agricultural marketing involves many activities and processes through which the rudiment and raw material move from the agricultural land to the final consumers. The marketing system should be so designed as to give proper reward to the efforts of the agriculturalist. There are a lot of problems in the marketing of agricultural goods. They are:

- Lack of finance of Middlemen
- Large Number of storage facilities
- Transportation and storage facilities
- Grading and standardization
- Branding
- Lack of Market information
- Unregulated weights and Measures
- Lack of farm organizations
- Lack of skill
- Neglect of rural Markets

MAJOR PROBLEMS FACED BY THE AGRICULTURE SECTOR

Agriculture is the source of travel hood and the largest employer, it also major supplier for the non-agriculture sector. Still majority of the cultivated area is dependent on the yearly rainfall. There has been increasing care of crop failure and farmer suicide in the recent years. Similarly the lack of effective policy for the minimum support price has also emerged as one of the major problem. Also majority of the rural population who are dependent on agriculture have small land holdings where the marginal productivity of each number is close to zero.

SUGGESTIONS

The following suggestions are given to develop agricultural marketing in India:

To reach the consumers directly to market the products produced by the farmers at a competitive price, the famous should start a super market in urban centre with the support of other farmers.

For proper marketing of agricultural goods adequate and appropriate transport facilities are necessary. The government must take proper steps to improve the transport facility to the farmers for marketing their products.

The government should take necessary steps to increase storage and warehousing facilities to remove the defects is agricultural marketing.

Farmers Association should take necessary steps for fixation of standards and grades of commodities & holding the action sales by Agricultural department to ensure increased price to the cultivators.

The government and farmers work together the problems of marketing agriculture products can be solved. The central and state government should frame policies to protect the welfare of the farmers because farmers are the backbone of Indian economy. The government should provide special



is incentives and motivation to the farmers to incorporate and agriculture based production and marketing companies is this location.

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A STUDY ON THE WOOD PRESSED OIL

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ABSTRACT

Wood pressed oil is the oil which is manufactured by the traditional method by using the wooden churner (also known as marachekku in Tamil wood pressed oil, cold pressed oil, ghani etc..). The oil is not heated during the manufacturing process, hence it contains the original nutrition and flavors. This is a study related to the advantages and features of the wood pressed oil.

INTRODUCTION

Wood pressed oil processing was depicted in a thirteenth-century in South India. For thousands of years, fat -oils had an important role in food preparation in India. Metal frying pans that are remarkably similar in design to those used today have been found in archaeological excavations of the Harappan civilization in 2000 BC. A number of oleaginous materials such as sesame, rape and mustard seeds and coconut were known sources of oil (Achaya, 1990).

Wood pressed oil is a traditional method of extracting the oil from different types of oil sources by using the wooden churner. It is also called as marachekku in tamil, wood pressed oil, cold pressed oil, ghani., etc. The oil prepared by this process was the ones that gave strength, stamina and long life to our ancestors. Pure cold pressed oil is not refined. It is also rich in antioxidants, which boosts immunity.

REVIEW OF LITERATURE

- ❖ **Ajzen, (1991)¹**“consumer attitude and behavior towards organic products” In general states, the intention to purchase organic decreases with a limitation of knowledge and awareness towards those products, with many factors effecting consumers“ perceptions and attitudes. In consumer behavior theory, consumers make their own decisions based on an individual’s intention to perform a behavior, which is influenced by attitudes.
- ❖ **John Hendrickson, (2005)²** “creating a livelihood on fresh market vegetable farm.” It is a global phenomenon that people have become more and more separated from the origins of their food. Worried about their health, consumers seek out certified products to protect themselves from toxins and carcinogens. With an increasing awareness of the domestic problems regarding pesticide poisoning and diseases from fresh food products, the Thai government over-hauled its approach to food safety.
- ❖ **Bonti and Yirido, (2006)³** “consumer’s perception & preferences regarding organic food” In their final report on Meta-analysis, noted down following points regarding consumer’s perception & preferences regarding organic food.
 - 1) Consumers tend to buy organic food on the grounds of quality, naturally grown, and healthier food
 - 2) Some studies had indicated that some consumers from the same state have clear idea of organic food and some have vague idea about it.
 - 3) Though consumers had shown willingness to pay premium price, very few were ready to pay high premium.



OBJECTIVES

1. To study about the wood pressed oil.
2. To study the advantages of the wood pressed oil.

RESEARCH METHODOLOGY

This is a descriptive study of the wood pressed oil. This study is all about its traditional methods used its process and its advantages.

TRADITIONAL METHODS OF WOOD PRESSED OIL

The oilseeds and subsequently the expressed oil are held in a scooped circular pit in the exact centre of a circular mortar made of stone or wood. In it works a stout, upright pestle which descends from a top curved or angled piece, in which the pestle rests in a scooped- out hollow that permits the pestle to rotate, eased by some soapy or oily lubricant. Today the single angled piece takes the form of two shorter pieces pinioned or chained together. The bottom of the lower angled piece is attached to a load-beam; one end of the load- beam rides around the outside of the barrel, while the other is yoked to the animal.

ADVANTAGES OF WOOD PRESSED OIL

1. They retain healthy anti-oxidants that are otherwise destroyed by heat, these anti-oxidants fight harmful free radicals and prevents the growth of tumors.
2. At low temperatures, the fatty acid bonds in the groundnut don't get destroyed, keeping its heart protecting abilities intact, along with vitamins and minerals.
3. Groundnuts, with their Niacin (vitamin B family) content, helps stabilize blood sugar.
4. Cold pressing eliminates all the harmful effects that arise from the conventional methods of oil extraction.
5. Pure cold-pressed oil is not refined, processed or deodorized. "It is also rich in antioxidants, which boosts immunity. Cold pressed coconut oil also retains lauric acid, which has plenty of therapeutic benefits.
6. Wood pressed oil has mono unsaturated and poly unsaturated fats and is unique in taste and colour.
7. These oils are extracted from the nut, seed or fruit without any chemicals or solvents. The nuts and fruits are dried before processing. They are high in vitamin E, low in saturated fat and completely free from Trans fats that are unhealthy.
8. Nallennai means "good oil" its high in vitamin B12 and B6.
9. HEART- prevents heart disease and high blood pressure. Wood pressed oil is high in natural saturated fats. Saturated fats not only increase the healthy cholesterol (known as HDL) in body, but also help to convert the LDL "bad cholesterol" into good cholesterol.
10. CURES KIDNEY INFECTION- wood pressed oil has been known to clear up and heal urinary and kidney infections. The MCFA's in the oil work as a natural antibiotic by disrupting the lipid coating on bacteria and killing them. Wood pressed oil is a super powerful food.
11. JOINT PAIN- the high levels of antioxidants present in wood pressed oil reduces inflammation and healing arthritis more effectively than leading medications.
12. CANCER PREVENTION- wood pressed oil is one cure that can save the life of cancer patients.



13. IMMUNE SYSTEM BOOST- wood pressed oil contains lauric acid, which is known to reduce Candida, fight bacteria (antibacterial, anti-fungal and anti-viral), and create a hostile environment for viruses.
14. Improves digestion.
15. Improves memory and brain function.

CONCLUSION

In this modern-day world, they just have to reinvent or make a renaissance their traditional value which is significantly acknowledged as the healthy and efficiently vital product ever witnessed. In this connection the awareness about the wood pressed oil is a butterfly effect for the typhoon society. Hence, the younger generation should learn about the culture and healthy lifestyle of our ancestors to adapt the vintage traditions.

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IMPACT OF GREEN MARKETING IN INDIAN ECONOMY

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ABSTRACT

The term 'green' is indicative of purity. Green means pure in quality and fair or just in dealing. For example, green advertising means advertising without adverse impact on society. Green message means matured and neutral facts, free from exaggeration or ambiguity. Green marketing is highly debated topic for lay people to highly professional groups. Concept of green marketing concerns with protection of ecological environment. Modern marketing has created a lot of problems. Growth in marketing activities resulted into rapid economic growth, mass production with the use of advanced technology, comfortable and luxurious life, style, severe competition, use of unhealthy marketing tactics and techniques to attract customers, exaggeration in advertising, liberalization and globalization, creation of multinational companies, retailing and distribution by giant MNCs, etc., created many problems.

Introduction

Green marketing consists of marketing products and services based on environmental factors or awareness. Companies involved in green marketing make decisions relating to the entire process of the company's products, such as methods of processing, packaging and distribution. Green marketing companies seek to go above and beyond traditional marketing by promoting environmental core values in the hope that consumers will associate these values with their company or brand. Engaging in these sustainable activities can lead to creating a new product line that caters to a new target market. Also known as sustainable marketing, environmental marketing or ecological marketing. Economic growth via production and consumption threatens peaceful life of human being on the earth.

Green marketing is an attempt to protect consumer welfare and environment (the nature) through production, consumption, and disposal of eco-friendly products the term Green Marketing came into prominence in the late 1980s and early 1990s. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing".

Objectives of the study

- An attempt is made to study the degree to which the new behavior is believed to accrue more beneficial outcomes than current practice.
- To know the Lifestyles of Health and Sustainability of people,
- To know how difficult for consumer is to implement

Review of Literature

According to Jacquelyn Ottman, (author of "The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding" (Greenleaf Publishing and Berrett Koehler publishers,, February 2011)) from an organizational standpoint, environmental considerations should be integrated into all aspects of marketing new product development and communications and all points in between. The holistic nature of green also suggests that besides suppliers and retailers new stakeholders be enlisted, including educators, members of the community, regulators, and NGOs. Environmental issues should be balanced with primary customer needs.



The past decade has shown that harnessing consumer power to effect positive environmental change is far easier said than done. The so-called "green consumer" movements in the U.S. and other countries have struggled to reach critical mass and to remain in the forefront of shoppers' minds. While public opinion polls taken since the late 1980s have shown consistently that a significant percentage of consumers in the U.S. and elsewhere profess a strong willingness to favor environmentally conscious products and companies, consumers' efforts to do so in real life have remained sketchy at best. One of green marketing's challenges is the lack of standards or public consensus about what constitutes "green,"

According to Joel Makower marketer on green marketing in essence, there is no definition of "how good is good enough" when it comes to a product or company making green marketing claims. This lack of consensus—by consumers, marketers, activists, regulators, and influential people—has slowed the growth of green products, says Makower, because companies are often reluctant to promote their green attributes, and consumers are often skeptical about claims. Despite these challenges, green marketing has continued to gain adherents, particularly in light of growing global concern about climate change. This concern has led more companies to advertise their commitment to reduce their climate impacts, and the effect this is having on their products and services. Green washing-Benefits

Statistics

According to market researcher Mintel, about 12% of the U.S. population can be identified as True Greens, consumers who seek out and regularly buy so-called green products. Another 68% can be classified as Light Greens, consumers who buy green sometimes. "What chief marketing officers are always looking for is touch points with consumers, and this is just a big, big, big touch point that's not being served," says Mintel Research Director David Lockwood. "All the corporate executives that we talk to are extremely convinced that being able to make some sort of strong case about the environment is going to work down to their bottom line."

Adoptability

In 1989, 67 percent of Americans stated that they were willing to pay 5-10 percent more for ecologically compatible products. By 1991, environmentally conscious individuals were willing to pay between 15-20 percent more for green products today; more than one-third of Americans say they would pay a little extra for green products. An important challenge facing marketers is to identify which consumers are willing to pay more for environmentally friendly products. It is apparent that an enhanced knowledge of the profile of this segment of consumers would be extremely useful. Everett Rogers, communication scholar and author of "Diffusion of Innovations", claims that the following five factors can help determine whether a new idea will be adopted or not, including the idealism of the shift towards "green":

1. **Relative advantage:** is the degree to which the new behavior is believed to accrue more beneficial outcomes than current practice.
2. **Observability:** is how easy it is to witness the outcomes of the new behavior.
3. **Trialability:** is the ease with which the new behavior can be tested by an individual without making a full commitment.
4. **Compatibility:** is the degree to which the new behavior is consistent with current practice.
5. **Complexity:** is how difficult the new behavior is to implement



LOHAS

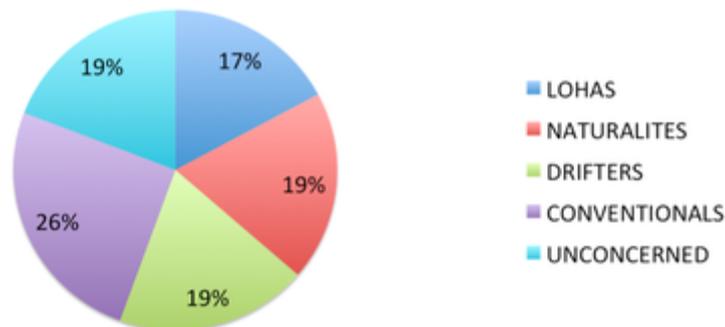
LOHAS stands for Lifestyles of Health and Sustainability, and describes an integrated, rapidly growing market for goods and services that appeal to consumers whose sense of environmental and social responsibility influences their purchase decisions. The Natural Marketing Institute's (short: NMI) estimates the US LOHAS consumer market of products and services to be USD 209 billion – sold across all consumer segments.

The five LOHAS segments as defined by NMI include:

- **LOHAS:** Active environmental stewards dedicated to personal and planetary health. These are the heaviest purchasers of green and socially responsible products and the early adopters who influence others heavily.
- **Naturalites:** Motivated primarily by personal health considerations. They tend to purchase more LOHAS consumable products vs. durable items.
- **Drifters:** While their intentions may be good, DRIFTERS follow trends when it is easy and affordable. They are currently quite engaged in green purchasing behaviours.
- **Conventionals:** Pragmatists who embrace LOHAS behaviour when they believe they can make a difference, but are primarily focused on being very careful with their resources and doing the 'right' thing because it will save them money.
- **Unconcerned:** Either unaware or unconcerned about the environment and societal issues mainly because they do not have the time or the means – these consumers are largely focused on getting by.

NMI'S 2007 US LOHAS CONSUMER SEGMENTATION MODEL

(% general population in NMI defined consumer segments)



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

- **Product:** A producer should offer ecological products which not only must not contaminate the environment but should protect it and even liquidate existing environmental damages.
- **Price:** Prices for such products may be a little higher than conventional alternatives. But target groups like for example LOHAS are willing to pay extra for green products.
- **Place:** A distribution logistics is of crucial importance; main focus is on ecological packaging. Marketing local and seasonal products e.g. vegetables from regional farms is easier to be marketed "green" than products imported.
- **Promotion:** A communication with the market should put stress on environmental aspects, for example that the company possesses a CP certificate or is ISO 14000 certified. This may



be publicized to improve a firm's image. Furthermore, the fact that a company spends expenditures on environmental protection should be advertised. Third, sponsoring the natural environment is also very important. And last but not least, ecological products will probably require special sales promotions

Additional Social Marketing

"P's" that are used in this process are:

- **Publics:** Effective Social Marketing knows its audience, and can appeal to multiple groups of people. "Public" is the external and internal groups involved in the program. External publics include the target audience, secondary audiences, policymakers, and gatekeepers, while the internal publics are those who are involved in some way with either approval or implementation of the program.
- **Partnership:** Most social change issues, including "green" initiatives, are too complex for one person or group to handle. Associating with other groups and initiatives to team up strengthens the chance of efficacy.
- **Policy:** Social marketing programs can do well in motivating individual behavior change, but that is difficult to sustain unless the environment they're in supports that change for the long run. Often, policy change is needed, and media advocacy programs can be an effective complement to a social marketing program. **Purse Strings:** How much will this strategic effort cost?

SUGGESTIONS

- A producer should offer ecological products which not only must not contaminate the environment but should protect it and even liquidate existing environmental damages.
- Prices for such products may be a little higher than conventional alternatives. But target groups like for example LOHAS are willing to pay extra for green products.
- A distribution logistics is of crucial importance; main focus is on ecological packaging. Marketing local and seasonal products e.g. vegetables from regional farms is more easy to be marketed "green" than products imported.
- A communication with the market should put stress on environmental aspects,

CONCLUSION

As far as initiation of green marketing is concerned everyone are organization are beginning to realize their role and responsibilities towards the environment. Although this change is not happening quickly, it is happening. Businesses are looking towards gaining an edge in the green market industry by trying to re-package their products into a more environmental friendly product. They are cutting down on extras and wasted materials and turning their operations into more efficient and green operation. Companies are also starting to educate the masses with an increase in advertising that puts emphasis on green products and how they are more beneficial for the consumers. This kind of advertising goes along way in educating the masses and promoting the concept of green products among the people.



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A STUDY ON PERCEPTION TOWARDS SMARTPHONE AMONG COLLEGE STUDENTS IN COIMBATORE

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ABSTRACT

The second decade of the current century sees a sharp rise in the total number of mobile users in the country. This increase is the result of a new category of mobile phones namely Smart phones which had arrived in the market. The mobile industry is expected to create a total economic value of Rs 14 trillion (US\$ 217.37 billion) by the year 2020. It would generate around 3 million direct job opportunities and 2 million indirect jobs during this period. The major objective of this research is to identify the customers' perception which has a dominating effect on the consumers' minds while making a purchase of Smartphone. For, 125 smart phone users who are studying in Coimbatore colleges (particularly Arts & Science colleges) have been selected for this study. Simple random sampling method has applied for collecting the samples. The collected data were analyzed and interpreted using percentage analysis and correlation analysis. This research found that majority of college students, who belongs to 21-23 years aged, perceived their perception at the maximum level, PG degree level educated, Rs.15000 to 25000 earned as monthly family income, 1 to 2 years of using and 2 to 4 hours spent in using smart phone daily.

INTRODUCTION

India is currently the world's second-largest telecommunications market with a subscriber base of 1.05 billion and has registered strong growth in the past decade and half. The Indian mobile economy is growing rapidly and will contribute substantially to India's Gross Domestic Product (GDP), according to report prepared by GSM Association (GSMA) in collaboration with the Boston Consulting Group (BCG). The country is the fourth largest app economy in the world. The liberal and reformist policies of the Government of India have been instrumental along with strong consumer demand in the rapid growth in the Indian telecom sector. The government has enabled easy market access to telecom equipment and a fair and proactive regulatory framework that has ensured availability of telecom services to consumer at affordable prices. The deregulation of Foreign Direct Investment (FDI) norms has made the sector one of the fastest growing and a top five employment opportunity generator in the country.

The mobile industry is expected to create a total economic value of Rs 14 trillion (US\$ 217.37 billion) by the year 2020. It would generate around 3 million direct job opportunities and 2 million indirect jobs during this period. The total number of telephone subscribers in the country rose by 11.13 per cent year-on-year to 1,151.78 million in the September-December quarter of 2016. According to a report by leading research firm Market Research Store, the Indian telecommunication services market will likely grow by 10.3 per cent year-on-year to reach US\$ 103.9 billion by 2020. The revenue of mobile handset industry rose 22 per cent to Rs 1.36 trillion (US\$ 21.12 billion) in 2016. * In 2017, around 200 million mobile handsets will be made out of India out of the 270 million mobile handsets to be shipped. According to the Ericsson Mobility Report India, smart phone subscriptions in India is expected to increase four-fold to 810 million users by 2021, while the total smart phone traffic is expected to grow seventeen-fold to 4.2 Exabytes (EB) per month by 2021.



REVIEW OF LITERATURE

According to Zafer Aykanat, et al., (2016), they found that there exist a positive relationship between smart phone dependence and social influence and social needs. Further, the researcher suggested that product price had a negative impact on smart phone dependence. Another study conducted by Saumya Pant and Anita Basalingappa, (2016) that they clearly found that privacy and security of apps was important for this generation who were on their smartphone using apps all day. A study conducted on 2016 by Rinky Trivedi and Rahul Raval, they explained that Product Feature, Price, Social influence, Brand Name and Convenience factors which affects the buying motives for Smartphone. From the research performed by Prasad, (2016), he found that Indian youth had a strong inclination towards the gadgets with preference for latest software.

OBJECTIVES OF THE STUDY

Based on the past research, the following objectives have been framed for fulfilling the research gap.

- To examine the socio-economic status of the selected college students.
- To found the respondents perception towards smart phone in the study area.

METHODOLOGY OF THE STUDY

Descriptive research study has been used in this research. Around 125 college students were selected by using simple random sampling method in Coimbatore city. The study is based on primary data as well as secondary data. Questionnaire is the main tool for collecting the opinion of the respondents about the smart phone. The collected data were subduced into tables and charts by using statistical tools like simple percentage analysis, mean score analysis and correlation analysis has been used in this research study.

RESULTS AND DISCUSSION

5.1 The socio-economic factors of the selected college students are given below table.

Table 1 : Socio-Economic factor of the selected respondents

No.	Factors	Number of Respondents	%
1	Age		
	a) Upto 20 Yrs.	49	39.2
	b) 21 – 23 Yrs.	51	40.8
	c) Above 23 Yrs.	25	20.0
	Total	125	100.0
2	Gender		
	a) Male	21	16.8
	b) Female	104	83.2
	Total	125	100.0
3	Educational Status		
	a) UG Degree	67	53.6
	b) PG Degree	42	33.6
	c) Research Degree	16	12.8
	Total	125	100.0
4	Monthly Family Income level		
	a) Below Rs.15000	19	15.2



No.	Factors	Number of Respondents	%
	b) Rs.15000 – Rs.25000	39	31.2
	c) Above Rs.25000	67	53.6
	Total	125	100.0
5	Period of using Smartphone		
	a) Below 1 Year	27	21.6
	b) 1-2 Years	41	32.8
	c) Above 2 Years	57	45.6
	Total	125	100
6	Time spent in using Smartphone in a day		
	a) Below 2 hours	42	33.6
	b) 2-4 hours	59	47.2
	c) Above 4 hours	24	19.2
	Total	125	100.0
7	Brand of Smartphone using now		
	a) Sony	11	8.8
	b) Samsung	25	20.0
	c) LG	23	18.4
	d) Xiomi Redmi	19	15.2
	e) Apple	10	8.0
	f) Micromax	7	5.6
	g) Karbonn	9	7.2
	h) Lenova	16	12.8
	i) Others	5	4.0
	Total	125	100.0
8	Buying Location of the Smartphone		
	a) Retailer	37	29.6
	b) Exclusive showroom	52	41.6
	c) Online	29	23.2
	d) Others	7	5.6
	Total	125	100.0

It could be found from the above analysis as follows :

- Around 39.2 percent of the respondents belong to up to 20 years age category, 40.8 percent of the respondents belong to 21-23 years age category and remaining 20.0 percent of the respondents belong to above 23 years.
- Approximately 16.8 percent are male and 83.2 percent are female.
- The respondents have been studying UG degree level as 53.6 percent, PG degree level as 33.6 percent, and above PG degree level as 12.8 percent.
- Among the 100 percent, 15.2 percent respondents' family earns below Rs.15000, 31.2 percent earns Rs.15000 to 25000 and remaining 53.6 percent earns above Rs.25000.
- 21.6 percent of the college students have using smart phone below 1 year, 32.8 percent are using 1-2 years and 45.6 percent are using above 2 years.
- Around 33.6 percent of the college students spent below 2 hours for using smart phone, 47.2



percent spent 2-4 hours and 19.2 percent spent above 4 hours.

- Majority (20.0%) of the respondents are using Samsung smart phone followed by LG as 18.4 percent, Xiomi Redmi for 15.2 percent, Lenova for 12.8 percent, Sony for 8.8 percent and Apple for 8.0 percent.
- Approximately 29.6 percent of the respondents purchased their smart phone from retailers, 41.6 percent purchased exclusive showroom, 23.2 percent purchased through online and 5.6 percent through some other sources.

Perception of the sample respondents on using Smartphone

The following analysis noticed that selected sample respondents are utilized the smart phone by the influence of various factors. For identifying their perception in using smart phone, 8 statements with five point scaling technique have prepared and collect the respondents' opinion towards their perception in using smart phone. From the opinion of the respondents about the perception considered as dependent variable. In order to ascertain the perception level of the respondents in using smart phone, the researcher has used mean score analysis and correlation analysis. The results are discussed in the following table.

Table 2 : Perception of the College students through Mean score analysis and correlation analysis

No.	Factors	Mean Score	'r' value	'p' value
1	Age			
	a) Upto 20 Yrs.	3.5	0.724	0.000*
	b) 21 – 23 Yrs.	4.2		
	c) Above 23 Yrs.	3.7		
2	Educational Status			
	a) UG Degree	3.8	0.673	0.001*
	b) PG Degree	4.5		
	c) Research Degree	4.1		
3	Monthly Family Income level			
	a) Below Rs.15000	4.4	0.812	0.000*
	b) Rs.15000 – Rs.25000	4.6		
	c) Above Rs.25000	3.7		
4	Period of using Smartphone			
	a) Below 1 Year	4.1	0.634	0.009*
	b) 1-2 Years	4.3		
	c) Above 2 Years	4.0		
5	Time spent in using Smartphone in a day			
	a) Below 2 hours	3.8	0.586	0.016**
	b) 2-4 hours	4.3		
	c) Above 4 hours	3.9		

Note : * - Sig. at 1% level, ** - Sig. at 5% level

It could be noticed from the analysis that majority of college students, who belongs to 21-23 years aged, attained their perception at the maximum level, PG degree level educated, Rs.15000 to 25000 earned as monthly family income, 1 to 2 years of using and 2 to 4 hours spent in using smart phone daily. From the correlation analysis, it is found that all the variables are having positive association with perception of the respondents.



FINDINGS

- It is found from the analysis that majority of the respondents belong to 21-30 years, female, UG degree level education, above Rs.25000 income earned family, above 2 years using smart phone, 2-4 hours daily using smart phone, Samsung smart phone users and purchase through exclusive showroom.
- It could be noticed from the analysis that majority of college students, who belongs to 21-23 years aged, perceived their perception at the maximum level, PG degree level educated, Rs.15000 to 25000 earned as monthly family income, 1 to 2 years of using and 2 to 4 hours spent in using smart phone daily.
- From the correlation analysis, it is found that all the variables are having positive association with perception of the respondents.

SUGGESTIONS AND CONCLUSION

- From the research, 21-23 years aged college students have perceived their utilization of smart phone at the high level when compared to other respondents. This is proved approximately majority of the PG degree college students' perception level is higher than other students. So, the age category college students should carefully use their smart phone with effectively.
- Also around 1-2 years usage level of the respondents have perceived at the maximum level than other respondents. Hence, it is suggested to the other category of the respondents that they have to use the smart phone in an efficient way.
- Accordingly, future studies need to use more diverse samples from all segments of the population to explore similarities and differences between groups, thereby increasing the external validity of the study.
- It is suggested to the college students that the key attributes of Smartphone technology that enhance users' perception towards smart phone applications, as well as their intention of initial adoption.

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A STUDY ON CONSUMER BEHAVIOUR TOWARDS AUTOMOBILE PASSENGER CAR

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ABSTRACT

The automobile industry today is the most lucrative industry. Due to increase in disposable income in both rural and urban sector and availability of easy finance are the main drivers of high volume car segments. This study will be helpful for the existing and new entrant car manufacturing companies in India to find out the customer expectations and their market offerings. Indian Automobile car business is influenced by the presence of many national and multinational manufacturers. All segments in Indian Car industry were studied and found that buyer has different priority of behaviors in each segment, where as main driver for car purchase is disposable income. Value for money, safety and driving comforts top the rank in terms of customer requirement; whereas perceived quality by customers mainly depends on brand image.

For this study, methodology adopted was to study the research papers in the area of Passenger Car segment, study the purchase decision process and its interaction with behavior parameters across all the segments of car such as small & Hatch Back segment, Sedan class segment, SUV & MUV segment and Luxury Car segment. The objective of this study is the identification of factors influencing customer's preferences for particular segment of cars. This paper also attempts to consolidate findings & suggestions to overcome present scenario of stagnancy in sales and cultivate future demand for automobile car market.

Keyword- Consumer behavior, Small Car, Sedan class segment, Customer Perception, Luxury Car segment, Automotive Industry

INTRODUCTION

India being the second most populated country in the world and the growth rate of Indian economy is also high as compared to developed countries, which attracts the presence of huge demand in the Automobile Small Car Industry. India is becoming emerging market for worldwide auto giants. India is on growth path and has lowest passenger vehicle penetration, most of the people, purchasing a car is the second most important and expensive decision, next to purchase of a house; for the automotive manufacturers, first-time car buyers give them the opportunity to create positive brand image which definitely could be reflected in next coming years because consumers could make repeat car purchasing. The concept of "buying behavior" is of prime importance in marketing and has evolved over the years. It is very important to understand consumer buying behavior as it plays a vital role while purchasing products. Day to day human wants are growing, expectation is growing. Car Models are no exception to this behavior. Consumer behavior is fairly complex as Car Purchase implies a high level of social and psychological involvement. Consumer buying behavior is a blend of Economic, technological, political, cultural, demographic and natural factors as well as Customer's own characteristics which is reflected by his attitude, motivation, perception, personality, knowledge and lifestyle.

This lead to constant modifications of Car Models and its features in terms of their size, capacity, styling etc. and today we see a new model coming into the market practically every quarter.



Market has become very competitive and has become very 'important place' to study the behavior of consumers and also provide useful insights what a consumer requires in a product in a constant dynamic environment. Consumer behavior also differs for same Car under below conditions-

1. New Car launch in market
2. Car is in market for 1-2 years
3. Car is in the market for more than 4 years
4. Purchase of second hand Car

It is only through research that a company will be able to study the buying behavior of consumers. With better understanding of customer's perceptions, companies can determine the actions required to meet the customer's need. They can identify their own strengths and weaknesses, where they stand in comparison to their competitors, chart out the future progress path and improvement. The passenger car market changed very rapidly due to the fierce competition and advance technology, therefore, it requires the automotive manufactures to understand the consumer's preference on time and take fast actions to reflect market changes quickly. So it would be very interesting to know consumer's preference in today's fast-changing passenger car market and how is the customer's buying process.

STATEMENT OF THE PROBLEM

Due to the emergence of globalization and liberalization there is a stiff competition among the Automobile industries which are focusing attention in capturing the Indian markets an automobile are no more considered as luxury once, now occupies a part of day-to-day life and has become a necessity. Customers have now changed their attitude that yesterday's luxuries are today's necessities. To be a successful marketer it is absolutely essential to study the perceptions of the prospective buyers and track their drivers of those perceptions.

REVIEW OF LITERATURE

Manish Kumar Srivastava, A.K. Tiwari [1], studies the consumer behavior for A3 segment vehicles such as Honda City and SX4 in a particular region Jaipur. Data collected from 100 respondents 50 each from Honda City and Maruti SX4. Respondents were considered from various backgrounds like Gender, Occupation and Income class. Also customer purchase parameters considered for study are Price, Safety, Comfort, Power & Pickup, Mileage, Max Speed, Styling, After Sales Service, Brand Name and Spare Parts Cost. Based on above parameters and analysis made in this it revealed that, while purchasing A3 segment car Customer give much importance to Safety, Brand Name and seating and driving comfort. Also word of mouth publicity and advertisements in car magazines are more effective communication medium for promotion of Cars.

Prasanna Mohan Raj [2], studied the factors influencing customers brand preference of the economy segment SUV's and MUV's. Data collection was made through direct interaction and customer intercept survey using questionnaire. Descriptive analysis was used to transform data into understand format and factor analysis was used for identification of factors influencing customer preference. In light of study findings, the preference of a given brand can be explained in terms of six factors namely Product reliability, monetary factor, trendy appeal, frequency of non-price promotions offered, trustworthiness and customer feeling or association towards brand. There is need for marketers to take these factors into consideration when crafting product innovations in the SUV segment of Automobile market.



K.Vidyavathi [3], the study throws light on various aspects that the manufactures should concentrate on to attract the prospective buyers. The demand for the small Automobile segment is increasing because of the growing number of nuclear families as well as parking problems. Hence the manufactures should find out the needs, wants, tastes and preferences of consumers in order to design the products. Also fuel economy and driving comfort are the most important parameters followed by availability of spares and their price.

Balakrishnan Menon, Jagathy Raj V.P.[4], study findings shows that due to price difference in Gasoline and Diesel, about one third of the car owners were having diesel vehicles. The research results showed that about one seventh of car for the city drive for family usage, while using the second car for office and business usage. Foreign brand cars show clear preference in the Kerala car market. Also it was observed that in the information gathering and consumer purchase initiation stage, TV commercials on car models and brands, search on internet website of the manufacturer and visit to dealers / distributors were the prime sources where customers gathers information on car models.

METHODOLOGY

However all the studies made in Consumer buying behavior of Automotive Car for various segments from small up to luxury car provides the knowhow for Car Manufacturer but fails to provide scientific approach for factors of Consumer behavior and their drivers. In this paper an attempt is made to-

Study & Classify Car market based on segments like – small car, Hatch back, Sedan Class, premium Sedan, SUV & MUV and Luxury Car.

Study on purchase decision process.

Broad classification of behaviors and their effect on various car segments.

India Car Market Segments:

The Indian car industry is now the seventh largest car manufacturer in the world. The overall Indian automobile industry has grown at a high rate on the back of a healthy macro-economic growth and overall positive sentiments. As India is a developing economy with relatively low GDP per capita, the Indian automobile industry is dominated by 2-Wheelers which comprise the overall market. Passenger vehicles are the 2nd largest segment of the industry with a share and commercial and three wheelers comprise of the market share. In India Passenger Vehicle market is further classified into three segments –

1. Passenger Cars (PC)
2. Utility Vehicles (UV)
3. Vans (Mini Vans - not included in study)

Passenger Cars sub-segment dominates the passenger vehicle market in India. The next biggest sub-segment is the Utility Vehicles segment which has a share, followed by Mini Vans.

Passenger Car Segment:

The Passenger Car (PC) segment is categorized into 9 sub-segments primarily based on overall vehicle length Out of the 9 sub-segments, 3 sub-segments viz. Compact, Mini and Super Compact comprise the overall passenger car (PC) market. The largest sub-segment is Compact followed by Mini. The demand for small cars is the highest because of relatively lower per-capita



incomes and high traffic density in urban areas. Compact and Mini sub-segments primarily comprise of hatchbacks which are preferred due to relatively low price, high fuel efficiency and easy maneuverability. Suzuki is the leading player in the passenger car segment when compare to Hyundai cars

Purchase Decision Process:

In order to assess the importance of the environmental awareness in the car purchase decision, it is necessary to get an insight into the process of purchasing itself. The consumer's decision to purchase a product is a multi staged process that identifies the consumer will go through five stages. Vehicle purchase behavior fairly complex, as car purchase implies a high level of social and or psychological involvement.

Broad Classification of consumer behavior:

Consumer behavior is a blend of Economic, Technological, Political, Cultural, Demographic and natural factors as well as his own characteristics which is reflected by his attitude, motivation, perception, personality, knowledge and lifestyle. Marketers can rationalize their existence only when they are able to understand consumer behavior. From study it was envisaged to classify these behavior parameters under broad categories – Economic, Social, Demographic, Geographic, Psychological, and Product & Technology.

These customers preference is for attractive styling, brand image, best product performance in terms of acceleration, max speed and higher horse power. These customers seek to show personality, leadership from brand of car as most of the customers prefer this segment for business purpose. Car price, fuel efficiency, spares cost are of secondary importance. Car interiors styling such as IP shape & finish, all customer touch points, seat, steering door handle etc. are of high importance. Also exterior styling, overall look, paint finish and safety & driving comforts are of prime importance.

Suggestions and Findings:

1. After 68 years of freedom India is still dependent on gulf countries for its fuel requirement. Uncertainty and dependability for fuel on other countries restricts the growth of Indian car industry. Also currency used globally for fuel pricing is USD and any fluctuation in currency has direct impact on fuel cost which dampens the car sale. Manufacturers need to focus on alternative fuels to propel the future of car industry.
2. India is developing nation with low per capita income. Instability in Indian economy will have an immediate effect on car sale, as car is perceived as life style product. Though car industry cannot be insulated from the effects of slow down and recession in economy, industry needs to be more in sync with growth and development of India.
3. Growth in disposable income and higher education will remain the main drivers of future advance cars. Car manufacturers need to track these trends and align their product strategies.
4. Car dealers and manufacturers show very good hospitality to customers during their visits to the place of showroom before and immediately after their purchase. But after some time they face a problem with their dealers regarding after sales service. Therefore, it is suggested that the services rendered r to be rendered should be properly explained, friendly approach and reliability in service to be further improved. Cost of spare parts to be charged reasonably.



5. The increase in number of women car owners, using the car for their office, personnel and family work, thus becoming an influential group, calls for separate attention of car manufacturers and marketers to focus their strategic efforts in this direction.

6. In the category of personal preference on comfort factors, dominant factors were comfort in driving, value for money and interior design, which topped the requirement list. Car segment wise analysis also brought out these specific comfort requirements across all the brands. Manufacturers might look into these aspects to their car design, so to attract car passengers, prone to decide the models based on these criteria.

CONCLUSION

Consumer behavior consists of all human behavior that goes in making before and post purchase decisions. One can succeed in the competitive market only after understanding the complex consumer behavior. An understanding of the consumer enables a marketer to take marketing decisions which are compatible with its consumer needs. Further human behaviors under main categories will enable car manufacturer to align their strategies in concurrence to customer behavior. While purchasing mini segment car though customer is highly cost conscious but this segment is also upgrading their requirements and due to rise in disposable income, Customer is more inclined to purchase Suzuki Swift due to safety, driving & seating comfort, brand. Also this segment requires value for money, best features and customer friendly vehicles. In higher segment cars like Executive and Premium brand image is main deciding factor which gives assurance of meeting their needs in terms of safety, performance and feature requirements. Global brands are highly preferred in Executive and above segments. So car companies should adopt the "Think-Global, Act-Global". Approach in strategy making which involves standardization across the world. Brand global presence is judged by consumers based on availability around the globe with standardized products, brand name, distribution channels and communications. By going global, the company will enjoy an increase in market share, which indicates increase in demand for their products. With that, the company can produce with economies of scale, reduce cost per unit and increase production efficiency resulting in serving customers efficiently and economically. Most importantly, compared to local brands, companies with global brands will be able to penetrate into markets more easily, regardless to high or low status seeking consumers, global brands with proper strategy will enable them to achieve an enhanced global image.

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CUSTOMER AWARENESS TOWARDS SERVICE QUALITY IN BANKS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

The banking sector is the lifeline of any modern economy. It is one of the important financial pillars of the financial sector, which plays a vital role in the functioning of an economy. The study understands the various customer perceptions about the service quality factors like assurance, empathy, responsiveness, reliability and tangibility in the banking industry and the satisfaction level towards the banks. Banking is a customer oriented service industry which has witnessed a radical shift in the market power. The main aim of the study was to investigate the personal factors on the customer attitude towards service quality in banks. Based on this study a structured questionnaire was framed and cross-section of bank employees in Coimbatore was surveyed. To analyze the service quality, statistical tools like percentage analysis and chi-square test were used. The banks are increasing their branch where the people need it and it was conveniently located. Empirical results indicate the most of the respondents were male customers and the customers are highly satisfied with the service quality which is offered by bank.

Key words: Banking sector, customer, service, quality, economy.

INTRODUCTION

The banking sector is the lifeline of any modern economy. It is one of the important financial pillars of the financial sector, which plays a vital role in the functioning of an economy. It is very important for economic development of a country that its financing requirements of trade; industry and agriculture are met with higher degree of commitment and responsibility. Thus, the development of a country is integrally linked with the development of banking. A bank connects customers which have capital deficits to those customers with capital surpluses. In a modern economy, banks are to be considered not as dealers in money but as the leaders of development.

Quality in service is also interrelated to other behavioral outcomes of the customers. The study understands the various customer perceptions about the service quality factors like assurance, empathy, responsiveness, reliability and tangibility in the banking industry and the satisfaction level towards the banks.

Customers and the changing climate which lead to an unprecedented set of challenges. Banking is a customer oriented service industry which has witnessed a radical shift in the market power. The effectiveness and efficiency became the buzzword of the success of banking operations and its proper functioning particularly with respect to providing services to the customer's services is an invisible thing which is indispensable from the person who extends it. An efficient or effective service is one which is extended appropriately by identifying and understanding the needs of the individual's customer from time to time. Customer service is a dynamic interactive process which need continues improvement. With the advancement of information technology and communication system, the whole world has been reduces to a global village.



OBJECTIVES

- To study the customers awareness in service quality.
- To study the customers satisfaction towards service quality in banks.

METHODOLOGY OF THE STUDY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In this study various steps that are adopted by a researcher in studying his research problem along with the logic behind them. It tends to define the methodology for the solution of the problem that has been undertaken for the purpose of the study. This chapter focuses on the methodology of the techniques used for the collection, classification and tabulation of data.

SOURCES OF DATA

Primary Data

Primary data collected through face to face interviews while filling up questionnaires.

Secondary Data

Relevant information gathered from magazines, newspaper and project reports that formed the secondary data.

Area of the Study

The study was conducted in Coimbatore city only.

Sample Size

50 respondents were taken for this research project of service quality in bank.

Sampling Method

Convenient sampling method is used for collecting the data in the Study.

Statistical Tools Used

- Simple percentage analysis
- Chi-square

ANALYSIS AND INTERPRETATION - PERCENTAGE ANALYSIS

PARTICULARS	NO. OF RESONDENTS	PERCENTAGE (%)
GENDER		
Male	32	64
Female	18	36
TOTAL	50	100
AGE		
Upto 25	10	20
26 to 35	15	30
36 to 45	18	36
46 to 55	5	10
Above 55	2	4
TOTAL	50	100
SECTOR OF THE BANK		
State bank of India	12	24
SBI& Associations	8	16
Nationalized bank	20	40
Private sector bank	10	20
TOTAL	50	100



TYPE OF BANK A/C		
Savings bank a/c	30	60
Current a/c	10	20
Joint a/c	5	10
Others	5	10
TOTAL	50	100
VISTING THE BANK BRANCH		
Regularly	15	30
Occasionally	27	54
Rarely	8	16
TOTAL	50	100
FACILITIES		
Loan facilities	13	26
Over draft facilities	18	36
ATM facilities	19	38
TOTAL	50	100
EASIEST BANKING		
Manual banking	27	54
E-banking	23	46
TOTAL	50	100

CHI-SQUARE ANALYSIS

Comparison between gender and facilities, sector of the bank a/c and type of account

Personal factors	Calculated value	Table value	Accepted/ Rejected
Gender	25.06	10.6	Rejected
Sector of the bank	12.05	23.6	Accepted

FINDINGS AND CONCLUSION

PERCENTAGE ANALYSIS

- Majority 64% of the respondents are in the gender of male.
- Majority 52% of the respondents are unmarried.
- 36% of the respondents are in the age group of 36 to 45.
- 40% of the respondent's qualification is UG.
- 36% of the respondents are belongs to the occupation of business.
- Majority 50% of the respondent's monthly income is 20001 to 40000.
- 40% of the respondents are having the account in nationalized bank.
- Majority 60% of the respondents are having the saving bank account.
- Majority 50% of the respondents dealing with their bank in 1-5 years.
- Majority 54% of the respondents are occasionally visiting their bank branch.
- Majority 64% of the respondents are aware of the services.
- Majority 78% of the respondents feels that the banks willoffers competitive services charges.
- 38% of the respondents important are ATM facilities.
- Majority 54% of the respondent's easiest banking is manual banking.



- Majority 56% of the respondents know about the services from the advertisement.
- Majority 58% of the respondents are satisfied towards the convenience.
- Majority 66% of the respondents are satisfied towards courteous services.
- 35% of the respondents are neutral towards employee's competence.
- 45% of the respondents are satisfied towards responsiveness.
- Majority 80% of the respondents are highly satisfied towards assurance.
- Majority 75% of the respondents are neutral towards security.
- 42% of the respondents are dis satisfied towards handling complaints.

CHI-SQUARE ANALYSIS

- ❖ There is a significant association between gender of the respondents and the facilities of service quality.
- ❖ There is no significant association between sector of the bank and type of the bank account.

CONCLUSION

This study is mainly focused on the customer attitude towards service quality in banks. Most of the customers are aware of the services provided by the bank. The customers are highly satisfied with the service quality which is offered by bank. Most of the customers are using the ATM facilities. Customers are feel that while using the services given by the bank is convenient and satisfactory.



FACTORS INFLUENCING ONLINE SHOPPING IN COIMBATORE CITY

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ABSTRACT

The study of consumer behaviour is the understanding of how individuals or organizations behave in the purchase situation. Objectives of the study, to identify the factors influencing online shopping selected respondents in Coimbatore District. Methodology of the study, Analytical research design study has been adopted in this study. Primary as well as Secondary data has been used in this study. Modern marketing is primarily concerned with creation of consumers in other words, identification of the needs of consumers and then organizing the business activities to satisfy the consumer's needs. Hinterland has many industries, estates, corporate hospitals and good number of engineering colleges. In future, online shopping is bound to grow in a big way, given the growing youth population.

Keywords: Factors influencing, online shopping, consumer behavior.

INTRODUCTION

Marketing concept is a philosophy of business. Today, marketing is not a mere physical process of activities concerning exchanging of goods. Modern marketing is primarily concerned with creation of consumers in other words, identification of the needs of consumers and then organizing the business activities to satisfy the consumer's needs. The present day business men aim at 'consumers delight' rather than consumer satisfaction. In fact modern marketing enhances all the activities involved in identifying the needs of present and potential consumers' for goods and services, in procuring the goods from production center and distribution through transfer of ownership. Marketing is in brief supplying what the consumers' want, when they want, at the place they want, at the price they can afford and thereby resulting in the creation of a satisfied consumers'.

STATEMENT OF THE PROBLEM

Due to the rapid development of the technologies surrounding the internet, companies which are interested to sell their products through their website even through buyers and sellers can be thousands of miles apart, may belong to different parts of world, might speak different languages also. Since internet is a new virtual medium and so many potential consumers, the online retailers is most important to understand the wants and needs of consumers. The importance of analyzing and identifying the factors influencing the consumer when he or she decides to purchase on the internet is vital because new virtual market will bring significant differences to the consumers.

Analyzing consumer behavior is not a new phenomenon. Many theories have been used for many years not only to understand the consumers' attitude, but also create a marketing strategy that will attract the consumer efficiently. However, some distinctions must still be made when considering traditional consumer behaviour and online consumer behaviour.

OBJECTIVES OF THE STUDY

- To study the factors influencing the consumers preference for online shopping
- To study the problems faced by the consumer's towards online shopping



RESEARCH METHODOLOGY

The study is undertaken on factors influencing online shopping in Coimbatore city. The primary data is collected through questionnaires method and the secondary data is collected from websites and other related research work on it. The size of the sample for the study is 50 respondents from Coimbatore city.

TOOLS USED IN ANALYSIS

- Percentage Analysis
- Rank Analysis

ANALYSIS AND INTERPRETATION

Table 1: Percentage Analysis

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
GENDER		
Male	28	56%
Female	22	44%
Total	50	100%
AGE		
Upto 25yrs	15	30%
25- 35 yrs	10	20%
35-45yrs	10	20%
45-55 yrs	10	20%
More than 55 yrs	5	10%
Total	50	100%
LENGTH OF TIME YOU SPEND ONLINE PER DAY		
Less than 1 hr	10	20%
1-2 hrs	16	32%
2-3 hrs	10	20%
3-4 hrs	14	28%
Total	50	100%
FROM WHERE YOU ACCESS INTERNET		
Work place	12	24%
Home	28	56%
Cyber café	10	20%
Total	50	100%
WHICH METHOD OF PAYMENT DID YOU USE		
Credit/Debit Card	20	40%
Online Bank Transfer	5	10%
Cash on Delivery	15	30%
Online Money Transfer	10	20%
Total	50	100%



OPINION OF ONLINE SHOPPING		
Strongly Agree	25	50%
Agree	20	40%
No idea	5	10%
Disagree	0	0%
Strongly Disagree	0	0%
Total	50	100%

RANK ANALYSIS

Table 2: Rank analysis

Factors	Rank	1	2	3	4	5	Total score	Average score
	Score	5	4	3	2	1		
Difficult to contact Seller	No. of respondents	11	12	10	7	10	157	3.14
	Score	55	48	30	14	10		
Received wrong goods	No. of respondents	17	8	11	10	4	174	3.48
	Score	85	32	33	20	4		
Poor customer service	No. of respondents	18	12	10	5	5	183	3.66
	Score	90	48	30	10	5		
Received damaged goods	No. of respondents	16	5	12	10	7	163	3.26
	Score	80	20	36	20	7		
Confused by over choices	No. of respondents	12	10	14	11	3	167	3.34
	Score	60	40	42	22	3		

FINDINGS

Findings related to simple percentage analysis

- Majority (56%) of respondent is male
- 30% of respondent are upto the age group of 25 years
- 32% of respondent are spend online per day on an average is 1-2 hours
- 56% of respondent are used internet in Home



- 40% of respondent are used credit card / Debit card payments
- 50% of respondent is strongly agreed to online shopping.

Findings related to rank analysis

- The respondents with an average score of 3.66 have given 1st rank to the poor customer service.

CONCLUSION

In the past, consumers had sufficient time to visit shopping centers, searching for various products. Many consumers prefer bargaining and decide the purchases after physical examination of the commodities. The entire process can range from a few hours to weeks depending on the product, quantity, quality and source of purchase. Online shopping is a vast growing technology. If it is properly utilized with assured safety and security for the transactions, it will thrive into a highly competitive and dynamic environment. Coimbatore city population is highly tech savvy and the city is dotted with the firms of many successful entrepreneurs. Hinterland has many industries, estates, corporate hospitals and good number of engineering colleges. In future, online shopping is bound to grow in a big way, given the growing youth population.

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CUSTOMERS' ATTITUDE TOWARDS COLD PRESSED OIL (WITH REFERENCE TO COIMBATORE CITY)

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ABSTRACT

Attention has been turning to cold-pressed edible seed oils due to their high levels of nutrients retained during the unique cold-press processing method. The oils you use for everyday cooking are extracted from seeds, fruits, vegetables and nuts. From olive oil to sesame oil, the way that oil is extracted has a direct effect on how the oil tastes in your food and the amount of nutrients it has to offer. Using heat to extract the oil produces more of it, but heat can degrade the oil's flavor and nutritional quality. Using low-heat methods produced higher quality oil, albeit in lesser quantities. In today's world we have many health issues due to the food we eat and so many people started using the Organic Foods. And this study was conducted to determine consumer attitude towards the Cold pressed Oil.

Keyword: Cold pressed oil, Health, Organic, Extract from seeds

INTRODUCTION

The oils you use for everyday cooking are extracted from seeds, fruits, vegetables and nuts. From olive oil to sesame oil, the way that oil is extracted has a direct effect on how the oil tastes in your food and the amount of nutrients it has to offer. Using heat to extract the oil produces more of it, but heat can degrade the oil's flavor and nutritional quality. Using low-heat methods produced higher quality oil, albeit in lesser quantities.

THE COLD-PRESS PROCESS

Extracting oil through cold-pressing involves crushing the seed or nut and forcing out the oil. Presses come in a range of sizes, from small sizes for home use to huge commercial presses. The seeds are dropped inside a cylinder that contains a rotating screw. This screw grinds and crushes the seeds until the oil is extracted. Small holes in the bottom of the cylinder allow the oil to escape into a collection container. Although some heat is generated through friction as the screw breaks down the seeds, it's usually not enough heat to damage the oil.

COLD-PRESSED OIL AND HEALTH

You may ingest some types of oils specifically for their health benefits, including evening primrose oil, believed to contain powerful free-radical-fighting antioxidants. However, a 2004 study conducted at London's Imperial College School of Medicine discovered that the beneficial antioxidants were only found in trace amounts in most commercially offered formulas. When scientists tested a commercially available cold-pressed formula, they found greater quantities of antioxidants, leading them to pronounce the cold-pressed evening primrose oil superior in terms of potential health benefits.

USES FOR COLD-PRESSED OIL

Cooking is the primary use for cold-pressed oil. Olive, sesame, sunflower, canola and coconut oil can all be extracted using cold-pressed methods and used for flavor in marinades, salad dressings and baked goods. Makers of aromatherapy and cosmetic products use oils from almonds, jojoba,



rosehip seeds and more. Flaxseed oil and evening primrose oil are readily available online as dietary supplements. The EPA approved cold-pressed neem oil, derived from the seeds of the tropical neem tree, for use as a biopesticide in 2009. Incredibly, cold-pressed neem oil repels insects without harming plants, animals, fish, birds, people or the environment.

COOKING WITH COLD-PRESSED OIL

Although cold-pressed cooking oil offers a richer flavor, it can be tricky to cook with. These oils don't react well to heat—that's why they were extracted with low-heat techniques in the first place. If the oil contains mostly unsaturated fat, like sesame oil, it's likely to degrade when heated. These unsaturated oils simply break down when used to sauté or stir-fry other ingredients; they work better if you drizzle them over the finished product. If the oil contains a high level of saturated fat, like olive oil, it can handle the higher temperatures of grilling and sauteeing.

OBJECTIVES OF THE STUDY:

- To study about the awareness among customers towards the Cold Pressed Oil.
- To study about the Satisfaction level of the customers towards the Cold Pressed Oil.

RESEARCH METHODOLOGY:

The study is based on primary data collected from 50 respondents of Coimbatore city. A structured questionnaire has been used to collect data. Simple random technique was applied and statistical tools like simple percentage analysis and mean ranking have been used to analyze the data.

Analysis and Interpretation:

The percentage analysis is used to analyze the personal data collected through the questionnaire and also for the data related to Customers using Cold Pressed oil. The sources which they can improve awareness among the customers which helps in the development of the product.

Simple Percentage Analysis:

Percentages are used in making comparison between two or more variables to find the efficiency of each variable and to describe the relationship among them. Percentage analysis has been used to summarize the general profile of the respondents and their knowledge regarding Cold pressed oil

Percentage Analysis:

Table 1 shows the classification of respondents based on their age, educational qualification, monthly income, knowledge about corporate social responsibility, brand awareness, participation in achieving target, and increases the quality of life by taking decision making in reduction of cost.



S.No.	Particulars	Options	No of Respondents	Percentage	
1	No of members in the family	3	15	30.0	
		4	20	40.0	
		5	15	30.0	
2	Monthly Income	Rs. 10,001 - Rs.20,000	20	40.0	
		Rs. 20,001 - Rs.30,000	15	30.0	
		Above Rs. 30,000	15	30.0	
3	Type of Oil Used	Refined	10	20.0	
		Un Refined	40	80.0	
4	Awareness about Cold Pressed Oil	Yes	45	90.0	
		No	5	10.0	
5	Knowledge about Cold Pressed Oil	Salesman	10	20.0	
		Friends	40	80.0	
6	Usage of Cold Pressed Oil	Yes	50	100.0	
7	Type of Oil used in Cold Pressed Oil	Branded Oil	20	40.0	
		Unbranded Oil	30	60.0	
8	Availability of Cold Pressed Oil	Fresh Oil Mills	25	50.0	
		Retail Shops	20	40.0	
		Departmental Store	5	10.0	
9	Purchasing Cold Press Oil	Monthly	50	100.0	
10	Usage of Cold Pressed Oil	Daily	45	90.0	
		Weekly	5	10.0	
11	Referring Cold Pressed Oil to others	Yes	45	90.0	
		No	5	10.0	
12	Level of Satisfaction				
		Price	Highly Satisfied	35	70.0
		Satisfied	15	30.0	
	Availability	Highly Satisfied	30	60.0	
		Satisfied	20	40.0	
	Quality	Highly Satisfied	35	70.0	
		Satisfied	15	30.0	
	Health Benefits	Highly Satisfied	20	40.0	
		Satisfied	30	60.0	
	Durability	Highly Satisfied	15	30.0	
		Satisfied	35	70.0	
	Packing	Highly Satisfied	20	40.0	
		Satisfied	30	60.0	
13	Features of Cold Pressed Oil				
		Taste	Very Good	20	40.0
			Good	30	60.0
		Odour	Very Good	20	40.0
Good	30		60.0		



	Packing	Very Good	15	30.0
		Good	35	70.0
	Health Benefits	Very Good	20	40.0
		Good	30	60.0
	Durability	Very Good	20	40.0
		Good	30	60.0
	Varieties	Very Good	15	30.0
		Good	35	70.0

FINDINGS FROM PERCENTAGE ANALYSIS:

1. 40% of the respondents have 4 members in their family.
2. 40% of the respondents belong to the income group of Rs. 10,001 – Rs. 20,000.
3. Majority (80%) of the respondents use Unrefined Oil.
4. Majority (90%) of the respondents are aware of the Cold Pressed Oil.
5. Majority (80%) of the respondents know about the product through their friends.
6. 100% of the respondents use Cold Pressed Oil.
7. Majority (60%) of the respondents use Unbranded Oil.
8. 50% of the respondents purchase the Cold Pressed Oil from Fresh oil mills.
9. 100% of the respondents purchase Cold Pressed Oil
10. Majority (90%) of the respondents use the Cold Pressed Oil daily.
11. Majority (90%) of the respondents refer Cold Pressed Oil to others.
12. Majority (70%) of the respondents are Highly satisfied with the Price of Cold Pressed Oil.
13. Majority (60%) of the respondents are Highly satisfied with the Availability of Cold Pressed Oil.
14. Majority (70%) of the respondents are Highly satisfied with the Quality of Cold Pressed Oil.
15. Majority (60%) of the respondents are Satisfied with the Health benefits of Cold Pressed Oil.
16. Majority (70%) of the respondents are Satisfied with the Durability of Cold Pressed Oil..
17. Majority (60%) of the respondents are Satisfied with the packing of Cold Pressed Oil..
18. Majority (60%) of the respondents feel that the taste of the Cold Pressed Oil is Good.
19. Majority (60%) of the respondents feels that the Odour of the Cold Pressed Oil is Good.
20. Majority (70%) of the respondents feels that the Packing of the Cold Pressed Oil is Good.
21. Majority (60%) of the respondents feel that the health benefits of Cold Pressed Oil is Good.
22. Majority (60%) of the respondents feels that the Durability of Cold Pressed Oil is Good.
23. Majority (70%) of the respondents feels that the Variety of Cold Pressed Oil is Good.

CONCLUSION:

The customer is “Always right” is a famous business slogan. The underlying truth behind this statement is realizing that, customers are the life blood for any business. In this competitive environment, quality service has become the secret of success in all service sectors. Quality service means, it is absolutely to satisfy the customer needs. Keeping this in mind, this study has been conducted at Coimbatore city to identify the Customers’ Attitude towards Cold Pressed Oil. The findings of the study depict that Majority of the customers use Cold Pressed Oil. the Customers are satisfied with the Availability, Quality, Health Benefits and Packing of the Cold Pressed Oil. They



suggested that the Price of the Cold Pressed Oil can be reduced and the Odour, Durability of the Cold Pressed Oil can be improved and so more customers will be attracted towards the Cold Pressed Oil.

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PERCEPTION OF RESPONDENTS TOWARDS THE ETHICAL ISSUES IN INDIAN TELEVISION ADVERTISEMENTS (WITH SPECIAL REFERENCE TO COIMBATORE CITY)

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ABSTRACT

Advertising has been playing a supreme role in today's world of business and economy. Though advertising have benefitted the people and society but has also been highly criticized. Especially among the Fast Moving Consumer Goods also called FMCG sector, the advertising industry has always been targeted for creating irrational and unnecessary desires and needs of the people. Ethics in advertising, as in other aspects of social life, is a complex issue. There exist various issues which are essential on judging the ethics of Indian television advertisements and their influence (positive and negative) on the minds of the adolescents. Various arguments are being raised to advertising for its effect on society, people and its relative effect on the culture too. This study has been an undertaking to find out the perception of the consumers towards advertisements and to find the impact and receptivity of advertisements.

KEYWORDS: Advertising, Ethics, Receptivity.

INTRODUCTION

Over a period of time, Indian advertising is undergoing gradual changes with multi-faceted approaches. Indian advertising has mastered the art of adapting to the rapid changing trends. Social and cultural diversity with the influence of western lifestyles, Indian rural and urban divide have offered unique challenges to the advertising media in India. Advertising became big business in the 20th century, offering many different jobs in advertising agencies and the marketing section. The use of the media, like newspapers, television, direct mail, radio, magazines, outdoor signs and of course the Internet made this growth possible. It is a form of transporting information to the consumer, but which does not only have positive sides. There are many critical aspects about it, like persuading people to doing unhealthy things, like smoking, or producing special stereotypes everybody tries to follow. Nevertheless, advertising has become international, since producers and companies try to sell their products on a globalized market in almost every corner of the world.

LITERATURE REVIEW

Dr.Jaspal Singh And Namrata Sandhu (2011) "Impact Of Television Commercials On The Social And Moral Behavior Of Indian Viewers – Empirical Evidence": An empirical analysis of the views of 520 respondents revealed that television commercials undermine social, moral and religious values and negatively influence human behavior. They violate ethical norms and disrespect the integrity of cultures, the consequences of which manifest themselves in the form of degradation of women, sexual preoccupation and boost to materialism. From the current research it can be concluded that advertisements leads to the deterioration of the moral fiber of the society. They perpetuate ideologies which are at loggerheads with Indian traditions and norms and in doing that, they impair them.

Dr.Jaspal Singh And Namrata Sandhu (2011) "Building Ethical Considerations Into Advertising Practices – An Indian Study": The purpose of the current study is to suggest measures for building ethical considerations into contemporary advertising practices. After an empirical analysis of the



views of 520 respondents collected from the state of Punjab, India it was revealed that law and religion effectively combined can make advertising ethical. Where law is concerned stricter regulations and greater autonomy to controlling and monitoring bodies is recommended. Where religion is concerned its use in ads is advocated to reacquaint the masses with basic values. It is suggested that the participation of the parents in the censor board be solicited while reviewing the content of ads aimed at children. It is thus suggested that they be given judicial powers. Since these are the bodies that monitor the content of TVCs, greater power vested in them can help them to discharge their duty better.

Dr.M.Nagamani And S.Asha (2014) “Advertising Ethics- An Indian Perspective”: The Indian advertising industry is talking business today. It has evolved from being a small-scale business to a full-fledged industry. It has emerged as one of the major industries and tertiary sectors and has broadened horizons be it the creative aspect, the capital employed or the number of personnel involved. Indian advertising industry in very little time has carved a niche for itself and placed itself on the global map. Degradation of relationships in Indian families and the misleading and untruthful content of television commercials are yet other points of concern highlighted by the study. They not only disrespect the integrity of cultures but also promote undesirable value schemes like materialism, consumerism, independent decision making etc.

Rahul Singal & Geeta Kamra (2012) “Ethical Issues In Advertising”: Advertising is a form of communication used to persuade an audience to take some action with respect to products, ideas, or services. With industrialization and expansion of market access, importance of advertising is steadily on the increase in modern society. The article have talked about various types of unethical advertisements like advertisements with obscenity and sexual overtone, endorsed by children, surrogate advertising, subliminal advertisements, false and misleading advertisements etc. this article also talk about statutory prohibition and regulations of such unethical advertisements and establishments of self-regulatory body like ASCI to tackle the problem. The ethical aspect of Indian advertisement is extremely important for restoration of our Indian culture and heritage.

Zain –Ul Abideen And Salmansaleem (2012) “Effective Advertising And Its Influence On Consumer Buying Behavior”: This paper investigates the relationship between independent variables which are environmental response and emotional response with attitudinal and behavioral aspect of consumer buying behavior, by tapping the responses of 200 respondents using telecommunication services from Rawalpindi, Islamabad, and Lahore (cities of Pakistan). The major findings of the study demonstrate an overall normal association between the variables but in depth analysis found that emotional response of consumer purchase behavior is the variable that results into strong association with the consumer buying behavior. It is true that people purchase those brands with which they are emotionally attached.

RESEARCH PROBLEM

Having realized the importance of varying effects on TV advertising, it influences not only on the purchasing pattern but also on the total life style of the people. TV advertising has enhanced their involvement in product selection and purchase for few and for the rest it has become an untrustable source of awareness. This study is to find out the impact of TV advertisements on the society and on adolescents and to know its receptivity. Further the study tries to bring suggestions for improving regulatory measures towards advertising.

OBJECTIVES

- To find out whether advertisements play any influence in changing the behavior of society and adolescents.



RESEARCH DESIGN AND METHODOLOGY

Sources Of Data

This study is based on primary and secondary data.

- Primary data: It has been collected through a structured questionnaire method.
- Secondary Data: Secondary data was collected from various journals and websites.

Sampling Method

Convenient sampling method is used in this research.

Area of Study

The study covers Coimbatore city.

Tools Used for Analysis

The statistical tools used for analysis of the study are:

- Rank correlation

ANALYSIS AND INTERPRETATION

RANKING OF UNETHICAL PRACTICES IN ADVERTISEMENTS

SL. No	Factors	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Rank 8	Total score	Final rank
1	Puffery	72(8)	49(7)	21(6)	25(5)	12(4)	3(3)	13(2)	5(1)	1258	I
2	Promotes materialism	24(8)	37(7)	27(6)	20(5)	37(4)	19(3)	13(2)	23(1)	967	II
3	Negative impact on adolescents	17(8)	29(7)	37(6)	19(5)	20(4)	25(3)	30(2)	23(1)	894	IV
4	Sexual preoccupation	14(8)	21(7)	16(6)	31(5)	15(4)	37(3)	36(2)	30(1)	783	VII
5	Misleading information & deception	17(8)	22(7)	37(6)	32(5)	28(4)	25(3)	22(2)	17(1)	920	III
6	Vulgarity	11(8)	19(7)	20(6)	20(5)	27(4)	45(3)	30(2)	28(1)	772	VIII
7	Racial issues	13(8)	17(7)	27(6)	31(5)	22(4)	19(3)	41(2)	30(1)	797	V
8	Ads drive demand for unnecessary purchase	13(8)	14(7)	24(6)	20(5)	39(4)	38(3)	20(2)	32(1)	788	VI

(Source: primary data)

From the above table, it is understood that Puffery is ranked 1, Promotes materialism is ranked 2, Misleading information and deception is ranked 3, Negative impact on adolescents is ranked 4, Racial issues is ranked 5, drives demand for unnecessary purchase is ranked 6, Sexual preoccupation is ranked 7, Vulgarity is ranked 8.

FINDING OF RANK CORRELATION ANALYSIS:

- It is understood that Puffery is ranked 1 by the respondents.



CONCLUSION

Television advertisement is one of the powerful sources of advertising. It creates awareness of products and helps people by assisting in their purchase decision. In today's world, it is seen that advertising has a greater impact on the society. It not only acts as a boon but also turns out to be a bane at times. Advertising harms the society and this certainly poses a moral dilemma. The unethicity of advertising is increasing day by day. But since so far, corporate houses and advertisers have shown an acute lack of enthusiasm in self-regulation, it is time to turn to the regulatory mechanism for the same. There are some advertisements that are really good and very attractive and informative. Thus when the advertisers know to make good advertisements also, it is a matter of questioning the authorities who approve the ad makers to advertise products without considering the ethicality of advertising. Ads which cannot be watched with children and elders due to their objectionable content, over use of sex/sexual appeals in ads and ads aimed at children be completely banned. Further, to ensure greater consumer autonomy and protection, it must be made mandatory to display the negative effects of the products advertised as warning messages before the start of TVCs. But all said and done, the rectification of the given situation wholly depends on the extent to which the advertising industry is ready to make the necessary compromises.

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A STUDY ON THE FINANCIAL PERFORMANCE OF RAYMOND LIMITED

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ABSTRACT

Finance is important to an organization as the firm has to know how viable it is and balance profit with costs. The following are the roles of finance department: Prepare and create financial accounts - such as trading, profit and loss account and the balance sheet. Keep and maintain financial records – sales figures and records of expenditure would be held by the finance department and used by other departments also. Financial management helps in setting clear goals. It also directs the efforts all functional areas of business towards achieving the goal and facilities among the functional areas of the firm. Helps Efficient Utilization of Resources and also helps to decide what level of current assets is to be maintained in a firm and how to finance them so that these assets are utilized effectively.

INTRODUCTION:

Finance is a field that deals with the study of investments. It includes the dynamics of assets and liabilities over time under conditions of different degrees of uncertainty and risk. Finance can also be defined as the science of money measurement. Financial performance is a subjective measure of how well a firm can use its assets from its primary mode of business and generate revenues. This term is also used as a general measure of a firm's overall financial wealth over a given period of time, and can be used to compare similar firms across the same industry or to compare industries or sectors in aggregation.

STATEMENT OF THE PROBLEM:

All major players in the industry are competing with each other not only on low price but also with the better quality. So in order to overcome the problem and to provide suggestions to the investor a step has been taken to find out the profitability of the business.

NEED OF THE STUDY:

Indian textile industry, one of the largest textile industries in the world which holds a significant position by providing the most basic needs of the people. This study is carried out to analyze the solvency and liquidity position of the company. This will help the investors to take decisions on seeing the performance of the company.

OBJECTIVES OF THE STUDY:

To evaluate the short term liquidity position of Raymond limited.

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.

Method of Data Collection:

The data collected is of secondary in nature as the annual reports are available in the official websites of the Raymond.



Period of Study:

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

Financial Tools Used:

The following financial tools are used in study,

- Ratio analysis

REVIEW OF LITERATURE

A literature review is an evaluative report of information related to the selected area of study. The review must give a theoretical base for the research and helps to determine the nature of the research.

- 1) **Mr. Kuldeep** (2009)¹ in his study on "The report of working capital management of JK Tyre & Industries". The researcher has suggested that the organization has to improve in profitability position with increasing the assets of the unit and should make a control on its daily expenditure. He has concluded that the company should use its working capital more efficiently to gain more profit.
- 2) **Sunitha** (2010)² in her research study on "Inventory management in Sujana metal products limited" has focused on the objectives such as ordering levels, analyzing through ABC and VED analysis offering suitable suggestions for its Improvement. The researcher has found that the company is having good sales but the inventory turnover ratio declines which indicate there is inefficiency of management. So it has to adopt sophisticated technique to manage its inventory in a better manner.

DATA ANALYSIS & INTERPRETATION

FINDINGS FOR RATIO ANALYSIS:

The liquidity position of Raymond Ltd. is found unsatisfactory. Hence, the company is not in a position to meet its short term obligations and it has to improve its efficiency in bringing in more current assets.

CONCLUSION:

Finance being the nerve centre of the business is considered to be vitally important to run business smoothly. This study "THE FINANCIAL PERFORMANCE OF RAYMOND LIMITED" reveals the strength and weakness of the concern. The overall performance of the company is found satisfactory during the study period but the liquidity position of the concern is not satisfactory and so it has to improve its current assets for further efficiency.



AN ANALYTICAL STUDY OF ASSET-LIABILITY MANAGEMENT OF DENA 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 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. 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.

Key words- Asset Liability Management (ALM), financial system, generating income

INTRODUCTION

Financial analysis refers to an assessment of the viability, stability and profitability of a business, sub-business or project. It is performed by professionals who prepare reports using ratios that make use of information taken from financial statements and other reports. These reports are usually presented to top management as one of their bases in making business decisions.

The concept of ALM focuses on the timing of cash flows, because company managers need to know when liabilities must be paid. It is also concerned with the availability of assets to pay the liabilities, and when the assets or earnings can be converted into cash. This process can be applied to different categories of assets on the balance sheet. ALM can be termed as a risk management technique designed to earn an adequate return while maintaining a comfortable surplus of assets beyond liabilities. It takes into consideration interest rates, earning power, and degree of willingness to take on debt and hence is also known as Surplus Management

OBJECTIVES OF THE STUDY

- To study the Asset Liability Management of Dena 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, coefficient of variation, annual growth rate, have been used.

Period of the Study

This study covers a period of ten accounting years from 2004-05 to 2013-14. This period has been selected because of increasing trend in interest rates on deposits and advances of Dena 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
2004-05	34.22	100.00	10.14	100.00	25.57	100.00	15.78	100.00
2005-06	40.56	118.50	3.51	34.65	7.20	28.18	18.16	115.11
2006-07	35.97	105.11	4.19	41.32	8.72	34.12	17.35	109.94
2007-08	35.40	103.44	7.93	78.27	16.25	63.57	14.97	94.88
2008-09	28.68	83.81	11.29	111.34	22.97	89.84	11.35	71.93
2009-10	24.95	72.91	10.90	107.54	21.69	84.83	9.41	59.66
2010-11	20.54	60.03	11.12	109.67	21.36	83.57	8.29	52.55
2011-12	24.33	71.10	10.99	108.39	17.68	69.16	5.98	37.90
2012-13	19.21	56.13	10.89	107.42	18.71	73.20	5.11	32.39
2013-14	13.60	39.75	8.48	83.68	14.06	54.99	19.29	122.28
Mean	27.75	81.08	8.94	88.23	17.42	68.15	12.57	79.66
SD	8.68	25.35	2.92	28.81	6.01	23.52	5.21	33.01
AGR (%)	-9.84		7.65		3.51		-8.38	
't' Value	-6.906		1.714		0.716		-1.874	
'p' Value	0.000**		0.125^{NS}		0.494^{NS}		0.098^{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
2004-05	115.31	100.00	0.80	100.00	11.35	100.00	400.00	100.00
2005-06	24.93	21.62	0.90	111.83	11.38	100.24	444.81	111.20
2006-07	32.41	28.10	0.78	97.54	10.08	88.75	170348.48	42587.47
2007-08	70.27	60.94	0.67	83.59	9.27	81.61	434.05	108.51
2008-09	125.44	108.78	0.52	65.29	13.06	114.98	895.29	223.83
2009-10	147.36	127.79	0.43	53.13	14.34	126.33	9557.66	2389.44
2010-11	178.25	154.58	0.39	48.17	10.73	94.52	278.83	69.71
2011-12	183.46	159.10	0.32	40.16	9.40	82.77	279.10	69.78
2012-13	229.43	198.96	0.28	35.43	8.35	73.50	133.86	33.46
2013-14	231.50	200.76	1.14	142.61	11.43	100.70	102.74	25.69
Mean	133.84	116.06	0.62	77.78	10.94	96.34	18287.48	4571.91
SD	74.46	64.57	0.28	35.17	1.81	15.91	53507.18	13376.90
CV (%)	55.63		45.21		16.51		292.59	
AGR (%)	22.46		-6.46		-1.14		-26.89	
't' Value	3.510		-1.369		-0.628		-1.311	
'p' Value	0.008**		0.208^{NS}		0.547^{NS}		0.226^{NS}	

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



FINDINGS

- The mean value index of Operating Profit Ratio, Net Profit Ratio, Net Profit to Net worth Ratio, Fixed assets to net worth ratio, Fixed Assets to Long term Fund Ratio and Cash to Current Assets Ratio shows a decreasing trend throughout the study period.
- The mean value index of Net Profit to Share Capital Fund Ratio, Cash to Current liability Ratio shows an increasing trend throughout the study period.
- The Operating Profit Ratio, Net Profit Ratio, Net Profit to Net worth Ratio, Fixed assets to net worth ratio, Fixed Assets to Long term Fund Ratio and Net Profit to Share Capital Fund Ratio fluctuating throughout the study period.
- The Net Profit Ratio, Net Profit to Net worth Ratio, Fixed Assets to Net worth Ratio, Fixed Assets to Long term Fund Ratio, and Cash to Current Liabilities Ratio are insignificant throughout the study period.
- The Operating profit ratio, Net Profit to Share Capital Fund Ratio and Cash to Current Assets ratio are significant 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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CAPITAL STRUCTURE OF NESTLE INDIA LIMITED

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ABSTRACT

Nestle is one of the leading food companies in the world. Nestle is successfully operating in more than 100 countries which gives a real strength to its distribution channel. It has a strongest research and product designing teams with great capabilities. They introduce new products through the year, which strengthen Nestle's competitive advantage. Over the past years, Nestle has been defeating its competitors successfully. The study analyses the capital structure position of the company. This analysis is useful for the management to know the financial standing of the company.

INTRODUCTION

Finance is a field that deals with the study of investments. It includes the dynamics of assets and liabilities over time under conditions of different degrees of uncertainty and risk. Finance can also be defined as the science of money management. Finance aims to price assets based on their risk level and their expected rate of return.

Capital is the major part of all kinds of business activities, which are decided by the size, and nature of the business concern. Capital structure means the arrangement of capital from different sources so that the long-term funds needed for the business are raised. Capital structure of a firm is a reflection of the overall investment and financing strategy of the firm.

The term capital structure refers to the relationship between the various sources long term source financing such as equity capital, preference share capital and debt capital. Capital structure is the permanent financing of the company represented primarily by long term debt and equity.

STATEMENT OF THE PROBLEM

Financial Analysis involves the assessment of company's past, present and anticipated future conditions. The objective is to identify the weakness in the company's conditions and the financial health. The development of the company depends largely upon a continuous endeavor to improve technology, increase production and improve quality and resource the cost. Hence an attempt has been made to analyze Capital structure ratios and Coefficient of correlation of Nestle India Limited.

OBJECTIVE OF THE STUDY

To study the Capital Structure and Operational efficiency of the company during the study period.

RESEARCH METHODOLOGY

Research is the systematic process of collecting and analyzing data. It is the in-depth search of knowledge. It is a careful investigation or inquiry especially through search of new facts in any branch of knowledge.

Period of the Study

The data collected for this research work is limited to five years that is from 2010-2011 to 2014-2015.



Sources of Data

The study based on secondary information it includes collecting information from books, journals, magazines, internet and annual accounting reports of Nestle Co Ltd for the past five years i.e. 2011-2015, publications and websites also referred.

Financial Tools Used for the Study

- a. Ratio Analysis
- b. Correlation Analysis

REVIEW OF LITERATURE

- **MabweKumbirai & Robert Webb** (2010)¹ in their study entitled “A Financial Ratio Analysis of Commercial Bank Performance In South Africa” investigates the performance of South Africa’s commercial banking sector for the period of 2005-2009. Financial ratios are employed to measure the profitability, liquidity and credit quality performance of five large South African based commercial banks. The study found that overall bank performance increased considerably in the first two years of the analysis. This resulted in falling profitability, low liquidity and deteriorating credit quality in the South African banking sector.
- **Kuldeep Malik** (2010)² his study entitled “a project report on working capital management of JK tyre & industries limited” have analyses the business concern should maintain adequate working capital. The basic objective of working capital is to manage the firm’s current assets and current liabilities in such a way that a satisfactory level of working capital is maintained. This study analyses the current ratio and quick ratio 2005-2007 and the top management played a great role in the progress of better working capital analysis. Organization should improve in profitability position with increasing the assets of the unit.

FINDINGS AND CONCLUSIONS

RATIO ANALYSIS

- An Average Debt-Equity Ratio for the study period was recorded as 0.67, it means the liabilities were 67% of stockholders equity. A debt ratio indicates that the portion of assets provided by stockholders is greater than the portion of assets provided by creditors. It is the indication of greater protection of the money.
- The Average Total Investment to Long term Liabilities for the study period was recorded as 2.16, and it may suggest a company has an ability to meet the financial requirements for outstanding loans.
- The Average Ratio of current Liabilities to proprietor’s funds for the study period was recorded as 0.67, in this ratio the proprietor’s funds have been invested more in current liabilities.
- During the study period, an Average Ratio of Reserves to Equity capital for the study period was recorded as 2201.63, and this ratio indicates that profits are generally retained by the firm for future growth. It also indicates the effect of ploughing back of profits on share value.

CORRELATION ANALYSIS

- The Coefficient Correlation +1 (0.15) indicates that there is a Positive Correlation between Debt and Equity.



- The Coefficient Correlation +1 (0.51) indicates that there is a High Positive Correlation between Profit and Sales.
- The Coefficient Correlation +1 (-0.01) indicates that there is a Negative Correlation between Debt and EBITD.
- The Coefficient Correlation +1 (0.75) indicates that there is a Strong positive Correlation between EAIT and EBITD.

CONCLUSION

The Study has been analyzed on the Capital Structure of “NESTLE INDIA LIMITED” with the help of Analysis of Capital structure ratios and Co-efficient of correlation. The Nestle food Industry today is in a hectic competition and the company must strive hard to go greater highs in terms of profitability and solvency. Its excellent product research and development network ensures that it is well placed to meet the challenge of changes in consumer expectations. The company can take steps to reduce the cost of production and improve its performance in respect to capacity utilization.

Though the present Food Industries are hit by various factors, the Analysis shows that the company is moving in the right path by taking effective measures for its further improvements and developments. A Firm has to focus on generating profit in the coming years by taking care of both internal and external factors. Thus it is expected that there will a drastic growth in the Nestle food industry in the future.

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A STUDY ON WORKING CAPITAL MANAGEMENT OF ACC CEMENTS LIMITED

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ABSTRACT

Working Capital Management refers to all the strategies adopted by the company to manage the relationship between its short term assets and short term liabilities. The study has been conducted with the help of various Ratios, Trend, Correlation Analysis, Mean and Standard deviation. The goal of these methods is to help the decision-maker choose a course of action, give a better understanding of the impact of working capital on profitability, liquidity and structural health of the organization.

The analysis shows that the company's working capital management is not effective because of the reduced income due to lower cash and cash equivalent on account of utilization of funds for various apex projects. It is a vital issue for the decision makers as investment in asset will affect the liquidity and profitability of the company. So the company has to arrange the needed funds on the right time from the right source and for the right period, so that a trade off between liquidity and profitability may be achieved. It is analysed that the company should focus on judicious management of the working capital parameters by keeping in mind the two dimensions – relative asset liquidity and relative financing liquidity. If the company keeps a continuous check by monitoring the working capital management and a unique track record of innovative research and development it will be recognised as a pioneer and trendsetter in cement and concrete applications which will have a positive impact in its future business

INTRODUCTION

Working Capital is the life-blood and nerve centre of the business. In the words of Walker, "A firm's profitability is determined by the way its working capital is managed." The object of working capital management is to manage firm's current assets and liabilities in such a way that a satisfactory level of working capital is maintained. If the firm cannot maintain a satisfactory level of working capital, it is likely to become insolvent and may even be forced into bankruptcy whereas excess of it leads to extra cost. Thus, need for working capital to run day-to-day business activities smoothly can't be overemphasized. So the quantum of working capital in every business firm should be neither more nor less than what is actually required. Efficient management of working capital is a fundamental part of the overall corporate strategy.

OBJECTIVES OF THE STUDY:

1. To Study the Working capital Management of the company.
2. To examine the liquidity position of the ACC Cements Limited.
3. Examining the financing trends of the company for the period of 2011- 16.
4. To study the Correlation between Net Profit and Sales, Current Asset and Current Liabilities 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 ACC Cements Limited has been collected through Published Annual Reports of the

Limitations of the Study:

- The study is restricted to the facts and figures available in the Annual Report of the company for the year 2011-16.
- The company has adopted calendar year for maintaining their accounts

Financial and Statistical Tools Used For the Analysis:

1. Ratio Analysis
2. Trend Analysis
3. Correlation analysis
4. Mean
5. Standard Deviation

ANALYSIS RATIO ANALYSIS

S.NO	PARTICULARS	VALUE				
		2011-12	2012-13	2013-14	2014-15	2015-16
	RATIO ANALYSIS					
1	GROSS PROFIT	12.95	11.15	9.76	6.70	7.16
2	NET PROFIT	9.51	10.06	10.12	5.13	5.53
3	CURRENT RATIO	1.40	1.20	0.97	0.90	1.00
4	QUICK RATIO	1.07	0.90	0.64	0.59	0.70
5	CASH RATIO	0.29	0.23	0.18	0.12	0.18
6	WORKING CAPITAL TURNOVER	8.10	14.50	-91.12	-29.93	6.08
7	STOCK TURNOVER	9.81	9.70	9.14	9.61	8.93
8	DEBTORS TURNOVER	34.67	31.11	28.42	25.55	23.02
9	CASH TURNOVER	9.51	18.35	28.14	56.59	58.80
10	CURRENT ASSETS TO TOTAL ASSETS	41	36	29	27	30



TREND ANALYSIS

S.NO	PARTICULARS	VALUES				
		2011-12	2012-13	2013-14	2014-15	2015-16
	TREND ANALYSIS					
1	SALES	100	98	103	103	98
2	NET PROFIT	100	103	110	55	57
3	FIXED ASSETS	100	109	127	133	132
4	CURRENT ASSETS	100	91	76	70	84
5	CURRENT LIABILITIES	100	106	110	109	117

CORRELATION ANALYSIS

S.NO	PARTICULARS	VALUES
1	NET PROFIT AND SALES	0.24
2	CURRENT ASSETS AND CURRENT LIABILITIES	-0.60
3	CURRENT ASSETS AND TOTAL ASSETS	-0.64
4	SALES AND INVENTORY	0.53
5	SALES AND AVERAGE CASH	-0.19
6	SALES AND AVERAGE TRADE DEBTORS	0.19

STATISTICAL ANALYSIS

S. NO	PARTICULARS	AVERAGE	STANDARD DEVIATION
1	GROSS PROFIT	9.58	2.60
2	NET PROFIT	8.07	2.52
3	CURRENT RATIO	1.09	0.20
4	QUICK RATIO	0.78	0.20
5	CASH RATIO	0.2	0.06
6	WORKING CAPITAL TURNOVER	-8.18	55.80
7	STOCK TURNOVER	9.44	0.38
8	DEBTORS TURNOVER	28.55	4.57
9	CASH TURNOVER	34.28	22.38
10	CURRENT ASSETS TO TOTAL ASSETS	32.6	5.77

FINDINGS AND CONCLUSION

FINDINGS FROM RATIO ANALYSIS, MEAN AND STANDARD DEVIATION:

- The Profitability Ratios and its Mean and Standard Deviation (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 Liquidity Ratios and its Mean and Standard Deviation (Current Ratio, Liquid Ratio and Cash Ratio) is not found to be satisfactory as it has a poor balance of cash in hand which may affect the profitability of the company.
- The Efficiency Ratios and its Mean and Standard Deviation (Working Capital Turnover Ratio, Stock Turnover Ratio, Cash Turnover Ratio, Debtors Turnover Ratio, Current Asset to



Total Asset) is not found to be satisfactory as it has a slow return on inventories, inefficiency of its trade credit management and under utilisation of fixed asset.

FINDINGS FROM TREND ANALYSIS:

- The Sales of the company are in an decreasing trend and this shows that the products are not moving quickly, which in return will affect the revenue of the company.
- The Trend percentage of the Net Profit of the company are in an decreasing trend and this shows the low Return On Its Investments.
- During the study period, the Fixed Assets of the company are in an increasing trend and this shows that the Shareholders Funds and the owner's funds are used for the purchase of fixed assets.
- The Current Asset of the company shows an decreasing trend and the Current Liabilities of the company shows an increasing trend this shows a poor balance of cash in hand which may affect the profitability of the company.

FINDINGS FROM CORRELATION ANALYSIS:

- The Coefficient Correlation between Net Profit and Sales , Sale and Inventory , Sale and Average trade debtors indicates that there is a Positive Correlation.
- The Coefficient Correlation between Current Asset and Current Liability, Current Asset and Total Asset, Sales and Average Cash indicates that there is a Negative Correlation.

CONCLUSION

The study has been conducted on the Working Capital Management of ACC Cements Ltd with the help of various Ratios, Trend Analysis, Correlation, Mean and Standard Deviation. The analysis shows that the company's working capital management is not effective because of the reduced income due to lower cash and cash equivalent on account of utilization of funds for various apex projects. It is a vital issue for the decision makers as investment in asset will affect the liquidity and profitability of the company. So the company has to arrange the needed funds on the right time from the right source and for the right period, so that a trade off between liquidity and profitability may be achieved. It is analysed that the company should focus on judicious management of the working capital parameters by keeping in mind the two dimensions – relative asset liquidity and relative financing liquidity. If the company keeps a continuous check by monitoring the working capital management and a unique track record of innovative research and development it will be recognised as a pioneer and trendsetter in cement and concrete applications which will have a positive impact in its future business.

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IMPACT OF POST-GOODS AND SERVICES TAX ACT IN HOTEL INDUSTRY

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ABSTRACT

The Goods and Services Tax is a single tax on the supply of goods and services, right from the manufacturer to the consumer. Credits of input taxes paid at each stage will be available in the subsequent stage of value addition, which makes GST essentially a tax only on value addition at each stage. The final consumer will thus bear only the GST charged by the last dealer in the supply chain, with set-off benefits at all the previous stages. GST was implemented on July by former President Pranab Mukherjee and Prime Minister Narendra Modi. The new tax seeks to transform India with its “One Nation, One Market, One Tax” principle by subsuming a host of indirect taxes and implementing a simpler tax on goods and services. GST will impact everyone in the hotel industry

Keywords: Indirect tax ,GST,Hotel industry,Slab rates

INTRODUCTION

Tax policies play an important role on the economy through their impact on both efficiency and equity. A good tax system should keep in view issues of income distribution and, at the same time, also endeavour to generate tax revenues to support government expenditure on public services and infrastructure development. GST is a long pending and much awaited tax reform which India which is hoped to iron out the wrinkles in the existing indirect taxation system. This comprehensive tax policy is expected to be one of the most important contributor to the India growth story.

- most favoured tax base from both the perspective of economic neutrality and ease of administration
- restricts tax burden to final consumption goods
- no distinction drawn between capital goods and other inputs and no depreciation need to be computed
- consumption is argued to be a broad measure of the ability to pay taxes, much like income
- it excludes savings from the base, hence does not discourage investment

REVIEW OF LITERATURE

Jaiprakash (2014)¹ in his research study mentioned that the GST at the Central and the State level are expected to give more relief to industry, trade, agriculture and consumers through a more comprehensive and wider coverage of input tax set-off and service tax setoff, subsuming of several taxes in the GST and phasing out of CST. Responses of industry and also of trade have been indeed encouraging. Thus GST offers us the best option to broaden our tax base and we should not miss this opportunities to introduce it when the circumstances are quite favorable and economy is enjoying steady growth with only mild inflation.



Nitin Kumar (2014)² studied, “Goods and Service Tax- A Way Forward” and concluded that implementation of GST in India help in removing economic distortion by current indirect tax system and expected to encourage unbiased tax structure which is indifferent to geographical locations.

Pinki, Supriya Kamma and Richa Verma (July 2014)³ studied, “Goods and Service Tax- Panacea For Indirect Tax System in India” and concluded that the new NDA government in India is positive towards implementation of GST and it is beneficial for central government , state government and as well as for consumers in long run if its implementation is backed by strong IT infrastructure.

Chaurasiaetal. (2016)⁴ Studied, “Role of Goods and Services Tax in the growth of Indian economy” and concluded that in overall GST will be helpful for the development of Indian economy and this will also help in improving the Gross Domestic Products of the country more than two person

RESEARCH PROBLEM

The concept of Goods and Services Tax (GST) is the single national uniform biggest tax reform in India. But India has been taking first foot print to meet its target of rolling out goods & services tax (GST) on April 1, 2016. The research intends to focused on challenges faced by the hotel industry of goods and service tax and its impact .

RESEARCH METHODOLOGY

The source of data used in this paper is secondary data from various journals, Internet, articles, previous research paper which mainly focused on the various aspects of goods and services act and it is design according to descriptive in nature.

OBJECTIVES OF THE STUDY

- * To study the Impact of GST in hotel industry
- * To understand the advantages and disadvantages in GST
- * To study the Problems faced by the common man after GST in hotel industry

IMPACT OF GST

On 3rd November, 2016 a four tier GST rate structure has been passed, the final slab rates being agreed upon are 5%,12%,18% and 28%.

Zero rated items	Food grains used by common people.
5% Rate	Items of mass consumption including essential commodities will have low tax incidence.
12% and 18 % Rate	Two standard rates have been finalized as 12% and 18%.
28% Rate	White goods like Air conditioners, washing machines, refrigerators, soaps and shampoos etc. that were taxed at 30-31% shall be now taxed at 28%.
highest rate of 28%.	goods like tobacco, tobacco products, pan masala,aerated drinks and luxury cars.An additional cess on some luxury goods shall also be imposed.
higher rate of GST @ 18%	Services that are now taxed



IMPACT OF GST IN HOTEL INDUSTRY

One of the biggest problems that the hotel industry has been facing since a long time is the bifurcation of goods and services. This is because hotels tend to offer service (rooms for rent) and goods (food and beverages) both. However, GST will bring standardization and uniformity by considering goods and services as the same.

Varying Tax Liabilities :The GST Council has set a GST rate of 18% for air-conditioned restaurants and 12% for non-air-conditioned restaurants

Tabular Representation:-

Category	Proposed GST rate	Amended GST rate
Hotel	28% on a stay with a total value above Rs. 5,000 18% above Rs. 2,500 12% above Rs. 1,000 0% below Rs. 1,000	28% on a stay with a total value above Rs. 7,500 18% above Rs. 2,500 12% above Rs. 1,000 0% below Rs.1,000
Restaurants	5% at establishments with an annual turnover below Rs. 50 Lacs 12% at other non-air conditioned (AC) restaurants 18% at other AC restaurants 28% at five-star hotel/luxury restaurants	5% at establishments with an annual turnover below Rs. 50 Lacs 12% at other non-AC restaurants 18% at other AC restaurants 18% at five-star hotel/luxury restaurants

A slight relief to the luxury hotel segment is that the GST on their restaurants has been revised. Initially, the council planned to impose a GST of 28% on the restaurants at luxury and five-star hotels, but after a lot of opposition from the Indian hospitality sector they brought it down to 18%

ADVANTAGES OF GST

Administrative Ease :The introduction of GST will eliminate various other taxes and cesses to prevail as the only charge that hotels must account for. This means a reduction in procedure steps and more opportunities to streamline the taxation process.

Clarity for Consumers: it is still difficult to differentiate between a VAT and an entertainment tax. The hotel customer will only see a single charge on their bill and that gives them a better idea of the cost they are incurring for the services and products used.

Time Saving and Improved Quality: The elimination of a lot of entries from the hotel's book of accounts in the name of various taxes means lesser time to process a transaction. This also means that the consumer gets their orders faster and fresher and room reservations become an easy breezy process.

DISADVANTAGES

Technological Burden: Even though the government has introduced the bill and set out a date for its roll-out, there clarity on its implementation. There will need to be systems in place and clear guidelines as to how the accounts need to be maintained and returns to be filed. On its launch, the



Service Tax created a lot of confusions too, and hopefully, the authorities would have learnt a lesson from there, and will ensure a more seamless implementation of GST.

Possibility of Increased Cost: Take the present taxes in the state of Maharashtra for example. The taxes on hotel rooms are currently 19% (Luxury Tax = 10% plus Service Tax= 9%) and those in the F&B segment are 18.5% (VAT= 12.5% plus Service tax= 6%). Compare these rates with the GST at flat 18%, you can see the benefits are not substantial, i.e., 1% and 0.5% savings for rooms and F&B respectively. Add the costs for new systems and accounting practices to be introduced due to the change in regulations, and the charges might surpass the benefit.

Competition from Asian Markets: India is now a global competitor in the hotel and travel industry. Especially in Asian markets, it is becoming a preferred destination due to improved services, better options and affordable prices. To have an equal footing, however, Indian GST rates should match with those of its other Asian counterparts but they are nowhere close as you can see below:

- Singapore = 7%
- Malaysia = 6%
- China = 11%
- Japan = 8%

The wide gap looks mockingly at our service providers and provides an unfair advantage to competitors. This alone could make a potential tourist reconsider their travel plans.

PROBLEMS FACED BY THE COMMON MAN IN HOTEL INDUSTRY

- services become more expensive.
- Increased cost of services means, an add on to your monthly expenses.
- Being a new tax, it will take some time for the people to understand it completely. Its actual implications can be seen after a certain period of time.
- It is easier said than done. There are always some complications attached. It is a consumption based tax, so in case of services the place where service is provided needs to be determined.
- Proper invoicing and accounting needs to be done to ensure better compliance. However, GST Accounting Software are being developed in this regard by various companies.
- If actual benefit is not passed to the consumer and the seller increases his profit margin, the prices of goods can also see a rising trend.
- An increase in inflation might be seen initially that may come down gradually.

CONCLUSION

Hotel industry has always been a competitive and an ever progressing one. Because of it's widespread exposure across the world, technology becomes an unavoidable and pivotal factor to maintain it's reliability and newness. That's why, when one talks about recently introduced tax reforms, government rules and regulations for this industry. As the GST has hit the sub-continent with a wave of brand-new tax regime, it is substantial for all hoteliers and restaurateurs to go for GST compliant hotel software. Restaurants serve common food, which is considered as food for the common man. So government should rethink the tax slab. Government charges 18% GST for a five star hotel but why should a small restaurant come under the 18%. Since last month, observed that people in general are avoiding the hotel industry. That can see the negative impact of GST on their business as it has come down by 20%.



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CONCENTRIC CIRCLE OF CSR:

In 1971, the Committee for Economic Development issued a report throwing light on different dimensions of responsibilities to be fulfilled by the corporate. The responsibilities of corporations are described consisting of three concentric circles.

(a) Inner Circle:

Clear cut, basic responsibilities for the efficient execution of the economic function, products, jobs and economic growth.

(b) Intermediate Circle:

Encompasses responsibility to exercise this economic function with a sensitive awareness of changing social values and priorities.

E.g. With respect to environmental conservation, hiring and relations with employees, expectation of customers for information, safety factors, etc.

(c) The Outer Circle:

Newly emerging and still amorphous responsibilities that business should assume to become more broadly involved in actively improving the social environment.

TATA

As a global benchmark for CSR and a pioneer of the concept in India, the Tata group has adopted social responsibility as one of its integral values and the group has made concerted efforts to link it with the group's overall strategy for achieving business excellence. Besides undertaking CSR initiatives through its various companies, the Tata group has been actively involved in facilitating the development of this concept in India by setting standards and benchmarks. Moreover, Tata Group has adopted participatory approach in the matter of CSR as depicted in the above diagram Gujarat Vidyapith, Ahmedabad Trusteeship, Corporate Social Responsibility & Peace R.N.Prasad (Registration No. 108654) Page 177 The dedicated CSR efforts by various Tata group companies have been globally recognized. The different group companies have received several awards for their fulfillment of social responsibility. For instance, TISCO was awarded 'The Energy Research Institute (TERI) award for Corporate Social Responsibility (CSR)' for the fiscal year 2002-03 in recognition of its corporate citizenship and sustainability initiatives. As the only Indian company trying to put into practice the Global Compact principles on human rights, labor and environment, TISCO was also conferred the Global Business Coalition Award in 2003 for its efforts in spreading awareness about HIV/AIDS.. CSR by TATA can be summarized in words of Late JRD Tata as under: "The wealth gathered by Jamsetji Tata and his sons in half a century of industrial pioneering formed but a minute fraction of the amount by which they enriched the nation. The whole of that wealth is held in trust for the people and used exclusively for their benefit. The cycle is thus complete; what came from the people has gone back to the people many times over."

CLASSIFICATION OF SOCIAL RESPONSIBILITY

Responsibility toward Sit Self

It is the responsibility of each corporate entity run business and to work towards growth, expansion and stability and thus earn profits. If the corporation is to achieve social and economic ends, organizational efficiency should be boosted up.

Responsibility towards Employees

Employees are the most important part of an organization. Following are some of the responsibilities which a business entity has towards its employees-

- Timely payment
- Hygienic environment



- Good and impartial behavior
- Health care through yoga
- Recreational activities
- Encouraging them to take part in managerial decisions

Responsibility towards Shareholders

It is the responsibility of corporate entity to safeguard the shareholders' investment and make efforts to provide a reasonable return on their investment.

Responsibility towards State

Out of the profit available, the state is entitled to a certain share as per the income tax laws. Utmost transparency has to be exerted regarding the profit & loss account and the balance sheet.

Responsibility towards Consumers

The Company should maintain high quality standards at reasonable prices. It should not resort to malpractices such as hoarding and black marketing.

Responsibility towards Environment

It is the responsibility of the organization to contribute to the protection of environment. It should produce eco -friendly products. Moreover, industrial waste management must be taken care of.

CONCLUSION

CSR should be inbuilt into the functioning of various activities of corporate sector. It should be a way of life for them. In more revealing words, CSR does not mean 'earning money by hook or crook and diverting portion of it as tax saving measures or otherwise in name of welfare activities'. Such an approach is against the vision of Mahatma Gandhi who considered CSR as an ethical act. Ethics calls for purified Gujarat Vidyapith, Ahmedabad Trusteeship, and Corporate Social Responsibility & Peace R.N.Prasad (Registration No. 108654) Page 183 mind resulting into purified thoughts which would result into purified actions. So, purity must be in the beginning, during the process and at the end with all CSR activities.

There are various activities such as design, planning, production, commercial, HRD, quality assurance to be performed by a company in corporate sector. Performing all these activities in a right manner at the right time by the right people will result into right product meeting the requirements of customers. Such companies will be truly socially responsible, and would not hesitate in diverting a portion of profit for public good. All employees of corporate body should be trained and re-trained on ongoing basis to enhance their spiritual quotient. Enhancement of Spiritual Quotient (SQ) is the need of hour. The actions of an organization a corporate body with low SQ will not bring lasting advantage to itself as well as the society at large.



SECURITY MEASURES IN BOMBAY STOCK EXCHANGE AND NATIONAL STOCK EXCHANGE

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ABSTRACT

The leading stock exchanges in India have developed itself to a large extent since its emergence. These stock exchanges aim at offering the investors and traders better transparency, genuine settlement cycle, honest transaction and to reduce and solve investor grievances if any. The research has not covered all the operational features of both the stock exchanges, but has taken into consideration only the ones which are important to understand the objectives. The aim is to describe these operational features is for better understanding of security measures of BSE and NSE.

KEYWORDS: Bombay stock exchange, National stock exchange, Securities, Trading system

INTRODUCTION

The Indian securities market has become one of the most dynamic and efficient securities market in Asia today. It is a market where the trading of company stock, both listed securities and unlisted takes place. It is different from stock exchange because it includes all the national stock exchanges of the country. Stock exchanges provide an organized market for transactions in shares and securities. As of 2015 there are 20 exchanges in the country with registered brokers and sub brokers trading on them. BSE and NSE enjoys more than 99.9% market share in India

OBJECTIVE OF THE STUDY

1. To study the evolution of Bombay Stock Exchange and National Stock Exchange.
2. To review the security measures in Bombay Stock Exchange And National Stock Exchange

TWO LEADING STOCK EXCHANGES IN INDIA

- Bombay stock exchange
- National stock exchange:

BOMBAY STOCK EXCHANGE

BSE was set up in the year 1875 and is the oldest stock exchange in Asia. It has evolved in to its present status as the premier stock exchange. At BSE you will find some scripts listed that are not available on NSE. Also BSE has the largest number of scripts which are listed.

The stock exchange, Mumbai, popularly known as "BSE". BSE was established in 1875 as "the native share and stock brokers association". It is the oldest one in Asia, even older than the Tokyo stock exchange, which was established in 1878. It is a voluntary non-profit making Association of Persons (AOP) and has converted itself into demutualized and corporate entity. It has evolved over the years into its present status as the premier stock exchange in the country. It is the first stock exchange in the country to have obtained permanent recognition in 1956 from the govt. of India under the securities contracts (regulation) act, 1956.

The exchange, while providing an efficient and transparent market for trading in securities, debt and derivatives upholds the interests of the investors and ensures redress of their grievances



whether against the companies or its own member-brokers. It also strives to educate and enlighten the investors by conducting investor education programme and making available to them necessary informative inputs. A governing board having 20 directors is the apex body, which decides the policies and regulates the affairs of the exchange. The governing board consists of 9 elected directors, who are from the broking community (one third of them retire every year by rotation), three SEBI nominees, six public representatives and an executive director & chief executive officer and a chief operating officer.

The executive director as the chief executive officer is responsible for the day-to-day administration of the exchange and he is assisted by the chief operating officer and other heads of department. The exchange has inserted new rule in its rules, bye-laws & regulations pertaining to constitution of the executive committee of the exchange. Accordingly, an executive committee, consisting of three elected directors, three SEBI nominees or public representatives, executive director & CEO and chief operating officer has been constituted. The committee considers judicial & quasi matters in which the governing board has powers as an appellate authority, matters regarding annulment of transactions, admission, continuance and suspension of member-brokers, declaration of a member-broker as defaulter, norms, procedures and other matters relating to arbitration, fees, deposits, margins and other monies payable by the member-brokers to the exchange, etc.

NATIONAL STOCK EXCHANGE

National stock exchange incorporated in the year 1992 provides trading in the equity as well as debt market. Maximum volumes take place on NSE and hence enjoy leadership position in the country today. The national stock exchange (NSE) is India's leading stock exchange covering 364 cities and towns across the country. NSE was set up by leading institutions to provide a modern, fully automated screen-based trading system with national reach. The exchange has brought about unparalleled transparency, speed & efficiency, safety and market integrity. It has set up facilities that serve as a model for the securities industry in terms of systems, practices and procedures.

NSE has played a catalytic role in reforming the Indian securities market in terms of microstructure, market practices and trading volumes. The market today uses state-of-art information technology to provide an efficient and transparent trading, clearing and settlement mechanism, and has witnessed several innovations in products & services viz. dematerialization of stock exchange governance, screen based trading, compression of settlement cycles, dematerialization and electronic transfer of securities, securities lending and borrowing, professionalization of trading members, fine-tuned risk management systems, emergence of clearing corporations to assume counterparty risks, market of debt and derivative instruments and intensive use of information technology.

The national stock exchange of India limited has genesis in the report of the high powered study group on establishment of new stock exchanges, which recommended promotion of a national stock exchange by financial institutions (FIS) to provide access to investors from all across the country on an equal footing. Based on the recommendations, NSE was promoted by leading financial institutions at the behest of the government of India and was incorporated in November 1992 as a tax-paying company unlike other stock exchanges in the country. On its recognition as a stock exchange under the securities contracts (regulation) act, 1956 in April 1993, NSE commenced operations in the wholesale debt market (WDM) segment in June 1994. The capital market (equities) segment commenced operations in November 1994 and operations in derivatives segment commenced in June 2000.

NSE's mission is setting the agenda for change in the securities markets in India. The NSE was set-up with the following objectives:



- Establishing a nation-wide trading facility for equities, debt instruments and hybrids,
- Ensuring equal access to investors all over the country through an appropriate communication network,
- Providing a fair, efficient and transparent securities market to investors using electronic trading systems,
- Enabling shorter settlement cycles and book entry settlements systems
- Meeting the current international standards of securities markets.

SECURITY MEASURES AND OPERATIONAL FEATURES OF BSE AND NSE

Today our country has an advanced trading system which is a fully automated screen based trading system. This system adopts the principle of an order driven market as opposed to a quote driven system⁶.

- i. NSE operates on the 'national exchange for automated trading' (neat) system.
- ii. BSE operates on the „BSE“s online trading“ (bolt) system.

Order management in automated trading system

The trading system provides complete flexibility to members in the kinds of orders that can be placed by them. Orders are first numbered and time-stamped on receipt and then immediately processed for potential match. Every order has a distinctive order number. Time priority means if two orders having the same price are entered, the order that is entered first gets the higher priority.

Order matching rules in automated trading system

The best buy order is matched with the best sell order. An order may match partially with another order resulting in multiple trades. For order matching, the best buy order is the one with the highest price and the best sell order is the one with the lowest price.

Order conditions in automated trading system

A trading member can enter various types of orders depending upon his/her requirements. These conditions are broadly classified into three categories:

- Time related condition
 - Price related condition
 - Quantity related condition
- ❖ Time conditions
- a) Day order - A day order, as the name suggests, is an order which is valid for the day on which it is entered. If the order is not matched during the day, the order gets cancelled automatically at the end of the trading day.
 - b) GTC order - Good Till Cancelled (GTC) order is an order that remains in the system until it is cancelled by the trading member. It will therefore be able to span trading days if it does not get matched. The maximum number of days a GTC order can remain in the system is notified by the exchange from time to time.
 - c) GTD - A Good Till Days/date GTD) order allows the trading member to specify the days/date up to which the order should stay in the system. At the end of this period the order will get flushed from the system. Each day/date counted is a calendar day and inclusive of holidays. The days/date counted is inclusive of the day/date on which the order is placed. The



maximum number of days a GTD order can remain in the system is notified by the exchange from time to time.

- d) IOC - An Immediate or Cancel (IOC) order allows a trading member to buy or sell a security as soon as the order is released into the market, failing which the order will be removed from the market. Partial match is possible for the order, and the unmatched portion of the order is cancelled immediately.

❖ Price conditions

- a) Limit price/order – an order that allows the price to be specified while entering the order into the system.
- b) Market price/order – an order to buy or sell securities at the best price obtainable at the time of entering the order.
- c) Stop Loss (SL) price/order – the one that allows the trading member to place an order which gets activated only when the market price of the relevant security reaches or crosses a threshold price. Until then the order does not enter the market.
- d) A sell order in the stop loss book gets triggered when the last traded price in the normal market reaches or falls below the trigger price of the order. A buy order in the stop loss book gets triggered when the last traded price in the normal market reaches or exceeds the trigger price of the order.

❖ Quantity conditions:

- a) Disclosed Quantity (DQ) - an order with a DQ condition allows the trading member to disclose only a part of the order quantity to the market. For example, an order of 1000 with a disclosed quantity condition of 200 will mean that 200 are displayed to the market at a time. After this is traded, another 200 is automatically released and so on till the full order is executed. The exchange may set a minimum disclosed quantity criteria from time to time.
- b) MF - Minimum Fill (MF) orders allow the trading member to specify the minimum quantity by which an order should be filled. For example, an order of 1000 units with minimum fill 200 will require that each trade be for at least 200 units. In other words there will be a maximum of 5 trades of 200 each or a single trade of 1000. The exchange may lay down norms of mf from time to time.

CONCLUSION

This work presented the security measures and operational features of BSE And NSE. The trading system provides complete flexibility to members in the kinds of orders that can be placed by them.

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A STUDY ON IMPACT OF GST IN INDIAN ECONOMY

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ABSTRACT

GST is known as GOODS AND SERVICES TAX is defined as the giant indirect tax structure designed to support and enhances the economic growth of a country. More than 150 countries have implemented GST so far. It is comprehensive tax levy on manufacture, sale and consumption of goods and services at a national level. Under GST, there would be only one tax rate for both goods and services. The goods and services Tax will indeed be a further significant improvement towards a comprehensive indirect tax reforms in the country. Integration of goods and services taxation would give India a world class tax system and improve tax collections. It would end distortions of differential treatments of manufacturing and service sector. This paper is to study the concept of goods and service tax and its impact on Indian economy. The study also aims to know the advantages and challenges of GST in Indian scenario.

INTRODUCTION

The goods and services Tax is a vast concept that simplifies the giant tax structure by supporting and enhancing the economic growth of a country. On bringing GST into practice, there would be amalgamation of Central and State Taxes into a single payment.

Taxes are the only means for financing the public goods because they cannot be priced appropriately in the market. They can only be provided by governments, funded by taxes .It is important the tax regime is designed in such a way that it does not become a source of distortion in the market or result in market failures. The tax laws should be such that they raise a given amount of revenue in an efficient, effective and equitable manner.

Tax policies play an important role on the economy through their impact on both efficiency and equity. A good tax system should keep in view issues of income distribution and, at the same time, also endeavour to generate tax revenues to support government expenditure on public services and infrastructure development.

REVIEW OF LITERATURE

1. **Agogo Mawuli** (May 2014) studied, “*Goods and Service Tax-An Appraisal*” and found that GST is not good for low-income countries and does not provide broad based growth to poor countries. If still these countries want to implement GST then the rate of GST should be less than 10%for growth.
2. **Nithin Kumar** (2014) studied, “*Goods and Service Tax- A Way Forward*” and concluded that implementation of GST in India help in removing economic distortion by current indirect tax system and expected to encourage unbiased tax structure which is indifferent to geographical locations.
3. **Monika Sehrawat and Upasana Dhanda** (December 2015) studied, “*GST in India: A Key Tax Reform*” and concluded that it is demand of time to implement GST because it is user-friendly and transport tax system is required which can be fulfilled by implementation of GST.



4. **Shilpa Parkhi (2015)** studied, “*Goods and Service Tax in India: The changing face of Economy*” and concluded that the first test for any tax reform in the country is to stand the test of constitutional validity. Thus, becomes imperative that the GST is implemented within the reigns of the constitution.
5. **Keshap PK (November 2015)** studied, “*Goods and Services Tax in India*” have examined that the GST regime will replace multiple indirect taxes with a single tax. Study of the National Council of Applied Economic Research opines the rolling out of GST will boost India’s GDP by 0-9 to 1.7%. GST will make the taxation process and compliance procedure easier, effective and business friendly

RESEARCH PROBLEM

The concept of Goods and Services Tax (GST) is the biggest tax reform in decades throughout the world, but India has been taking small steps to meet its target of rolling out goods & services tax (GST) on April 1, 2016. This study intends to focus on understanding concept of goods and service tax and its impact on Indian economy.

OBJECTIVES

1. To study the concept of Goods and Services Tax (GST) and its impact on Indian Economy.
2. To understand how GST will work in India.
3. To know the advantages and challenges of GST in Indian context.

CONCEPT OF GST

GST is a comprehensive indirect tax on manufacture, sale and consumption of goods and services at national level. One of the biggest taxation reforms in India the (GST) is all set to integrate State economies and boost overall growth. Currently, companies and businesses pay lot of indirect taxes such as VAT, service tax, sales tax, entertainment tax, Octroi and luxury tax. Once GST is implemented, all these taxes would cease to exist. There would be only one tax, that too at the national level, monitored by the central government. GST is also different in the way it is levied — at the final point of consumption and not at the manufacturing stage. At present, separate tax rates are applied to goods and services. Under GST, there would be only one tax rate for both goods and services.

The goods and services Tax will indeed be a further significant improvement towards a comprehensive indirect tax reforms in the country. Integration of goods and services taxation would give India a world class tax system and improve tax collections. It would end distortions of differential treatments of manufacturing and service sector. GST is expected to create a business friendly environment, as price levels and hence inflation rates would come down overtime as a uniform tax rate is applied. It will also improve government's fiscal health as the tax collection system would become more transparent, making tax evasion difficult. The GST is expected to replace all the indirect taxes in India. At the centre's level, GST will replace central excise duty, service tax and customs duties. At the state level, the GST will replace State VAT.

GST – HOW IT WORKS IN INDIA?

The GST system is based on the same concept as VAT. Here, set-off is available in respect of taxes paid in the previous level against the GST charged at the time of sale. The GST model has some aspects which are as follows:



- **Components:** GST will be divided into two components, namely, Central Goods and Service Tax and State Goods and Service
- **Applicability:** GST will be applicable to all Goods and Services sold or provided in India, except from the list of exempted goods which fall outside its purview.
- **Payment:** GST will be charged and paid separately in case of Central and State level. Input Tax
- **Credit:** The facility of Input Tax Credit at Central level will only be available in respect of Central Goods and Service tax. In other words, the ITC of Central Goods and Service tax shall not be allowed as a set-off against State Goods and Service tax and vice versa.

IMPACT OF GST ON INDIAN ECONOMY

The Goods and Service Tax (GST) bill is expected to have wide ranging ramifications for the complicated taxation system in the country. It is likely to improve the country's tax to GDP ratio and also inhibit inflation. However, the reform is likely to benefit the manufacturing sector but may make things difficult for the services sector. Though there are expectations that the GDP growth is likely to go up by 1 to 2 %, the results can only be analysed after the GST implementation. The response is mixed from countries around the world. While the New Zealand economy had a higher GDP growth, it was lower in case of Canada, Australia and Thailand after the GST was implemented. The one per cent tax that has been proposed as a sop to appease the States for compensating their loss of revenue from the inter-state CST is likely to play a spoil sport. It is probable that it may affect the GDP adversely. The Congress is already opposing the 1 per cent tax. The GS Tax rate is expected to be around 17-18% and can be assumed as a tax neutral rate. This tax rate is not likely to give any incremental tax revenue to the government. The rate will prove beneficial for the manufacturing sector where the tax rate is around 24% at present.

The major manufacturing sectors that will benefit the most are FMCG, Auto and Cement. This is because they are currently reeling under 24 to 38 per cent tax. The sector which is going to be adversely affected is the services sector. Already there has been a hike from 12 to 14% from the 1st of June this year. Another 4 per cent increase will break their backs. The uniformity in the taxation rate is fine but it should not result in disparity for the goods and services sectors. Nobody has thought of the implications it will have in the services sector if the government moots a higher GS Tax rate like 20% or 24%. The higher GST rate will definitely boost the tax to GDP ratio, while giving financial muscle to the government for increasing the capital expenditure. This is likely to spur growth in the economy. There is definitely a silver lining to the whole exercise.

The unorganised sector which enjoys the cost advantage equal to the taxation rate can be brought under the GST bill. This will bring a lot of unorganized players in the fields like electrical, paints, hardware etc. under the tax net. It is easier said than done. It will take a lot of meticulous planning in the implementation of the GST reform for capturing the unorganized sector under its ambit. For one it will widen the tax reach and secondly it will benefit the organized players who lose out revenue to the unorganized sector at present. There are still a lot of unchartered territories which need to be looked into through parliamentary discussions in the sessions. This will bring sanctity to the taxation system without hurting any of the sectors adversely. To The Individuals and Companies - With the collection of both the central and state taxes proposed to be made at the point of sale , both components will be charged on the manufacturing costs and the individual will benefit from lowered prices in the process which will subsequently lead to increase in consumption thereby profiting companies



ADVANTAGES OF GST

There are several other advantages of introducing a GST in India:

- **Reduction in prices:** Due to full and seamless credit, manufacturers or traders do not have to include taxes as a part of their cost of production, which is a very big reason to say that we can see a reduction in prices. However, if the government seeks to introduce GST with a higher rate, this might be lost. **Increase in Government Revenues:** This might seem to be a little vague. However, even at the time of introduction of VAT, the public revenues actually went up instead of falling because many people resorted to paying taxes rather than evading the same. However, the government may wish to introduce GST at a Revenue Neutral Rate, in which case the revenues might not see a significant increase in the short run.
- **Less compliance and procedural cost:** Instead of maintaining big records, returns and reporting under various different statutes, all assesses will find comfortable under GST as the compliance cost will be reduced. It should be noted that the assesses are, nevertheless, required to keep record of CGST, SGST and IGST separately. Move towards a Unified GST: Internationally, the GST is always preferred in a unified form (that is, one single GST for the whole nation, instead of the dual GST format). Although India is adopting Dual GST looking into the federal structure, it is still a good move towards a Unified GST which is regarded as the best method of Indirect Taxes.

CHALLENGES OF GST IN INDIA

The GST is a very good type of tax. However, for the successful implementation of the same, there are few challenges which have to face to implement GST In India. They are as follows,

1. Firstly, it is really required that all the states implement the GST together and that too at the same rates. Otherwise, it will be really cumbersome for businesses to comply with the provisions of the law. Further, GST will be very advantageous if the rates are same, because in that case taxes will not be a factor in investment location decisions, and people will be able to focus on profitability.
2. For smooth functioning, it is important that the GST clearly sets out the taxable event. Presently, the CENVAT credit rules, the Point of Taxation Rules are amended/ introduced for this purpose only. However, the rules should be more refined and free from ambiguity.
3. The GST is a destination based tax, not the origin one. In such circumstances, it should be clearly identifiable as to where the goods are going. This shall be difficult in case of services, because it is not easy to identify where a service is provided, thus this should be properly dealt with.
4. More awareness about GST and its advantages have to be made, and professionals like us really have to take the onus to assume this responsibility.

CONCLUSION

Tax policies play an important role on the economy through their impact on both efficiency and equity. A good tax system should keep in view issues of income distribution and, at the same time, also endeavour to generate tax revenues to support government expenditure on public services and infrastructure development. The ongoing tax reforms on moving to a goods and services tax would impact the national economy, International trade, firms and the consumers. GST is not simply VAT plus service tax, but a major improvement over the previous system of VAT and disjointed services tax – a justified step forward. A single rate would help maintain simplicity and transparency by treating all goods and services as equal without giving special treatment to some ‘special’ goods and/or services. This will reduce litigation on classification issues. It is also expected that



implementation of GST in the Indian framework will lead to commercial benefits which were untouched by the VAT system and would essentially lead to economic development.

Hence GST may usher in the possibility of a collective gain for industry, trade, agriculture and common consumers as well as for the Central Government and the State Government. Sooner or later, the GST will surely knock the doors of India. Slowly, India shall move to join the world wide standards in taxation, corporate laws and managerial practices and be among the leaders in these fields.

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A STUDY ON LIQUIDITY POSITION OF BHARAT HEAVY ELECTRICALS LIMITED

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ABSTRACT

Decision making is the most vital aspect in shaping the future of the enterprise. Before making any crucial decisions of the firm, it is essential to understand the principles and postulates of accounting employed in the firm. As financial statements will give only the position as on that date, further analysis and interpretation becomes essential. Such analysis will provide conceptual and analytical insights to make the decisions skillfully. So it is felt that a ratio analysis of financial of the company will help the management in future decision making.

Understanding the past is a prerequisite for anticipating the future. The financial analysis is the starting point for making procedure. A number of methods or devices such as comparative statements, fund flow analysis and ratio analysis are used to analyze the financial statements. Here an attempt is made analyze the financial statements of BHARAT HEAVY ELECTRICALS LIMITED, using ratio as a device and suggestion and recommendations are given to maintain the financial status at a satisfactory level.

INTRODUCTION AND DESIGN OF STUDY

Financial Analysis is the process of identifying the financial strength and weakness of the firm by properly establishes relation between items of the balance sheet and profit and loss account. The information provided in the financial statement is not an end itself as no meaningful conclusion can be drawn from it. So, it become essential properly analyzes the information reported in the statement to get insight about profitability and financial soundness of the firm.

OBJECTIVES OF THE STUDY

- To study about the financial performance of the Bharat Heavy Electricals Ltd.
- To analyze the short term and long term solvency position of Bharat Heavy Electricals Limited.

RESEARCH METHODOLOGY

Source of Data

The secondary data are those which have already been collected by someone else and which have already been passed through the statistical process. Thus the data was collected from company document reports and books.

Tools used

Ratio analysis

Period of the Study

The study aims at assessing the profitability and solvency position of the company for the period of five years i.e., from 2012 to 2016



FINDINGS

Short Term Solvency

- The rule of thumb for the current ratio is 2:1 compared with ideal ratio in all the earlier years.
- The liquidity of the firm shows an increasing trend. The rule of thumb is 1:1 and it shows low in the earlier years and it increased in the last year. It shows that efficient management of liquid assets.
- The absolute liquid ratio of the company is not satisfactory. Cash and marketable securities to current asset are low when compared to the rule of thumb i.e., 0.5:1.

Efficiency Ratio

- The company's inventory turnover ratio shows a decreasing trend year by year.
- Inventory conversion period of the company shows a fluctuating trend.
- Debtor's turnover ratio of the company is very low in the earlier years and it is increased in the last years. It shows the efficient management of debtors.
- The company's average collection period is high in the earlier years and it less in the last years.

Profitability

- Gross profit of the company shows a stable trend in three years.
- Net profit ratio of the company shows a stable trend in three years. It shows the company is working efficiently.
- Operating profit ratio is gradually increased due to increase in sales. It is satisfied.
- Operating ratio of the company shows a decreasing trend.

SUGGESTION

- Company should maintain enough cash to meet all its current liabilities.
- Liquid position of the company is not satisfactory, so the liquid position of the company should be increased.
- The company should control operating expenses in order to increase operating efficiency.

CONCLUSION

The overall ratio analysis of Bharat Heavy Electricals Limited is satisfactory because the profits are increasing every year. By recommendation suggested in the present study effective implementation can be done in the company. It is concluded that the long term solvency and profitability of the company is good. But the company should improve the short term solvency position in the future year. The company can improve its financial performance more efficiently and effectively which would improve the future financial health and prospects of the company.

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A STUDY ON FOREIGN DIRECT INVESTMENT INFLOWS INTO INDIA IN SERVICE SECTOR

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ABSTRACT

Indian economy stands today as one of the influential and attractive economy. The liberalization move by the Indian Government in 1990s has given a boost to the Indian economy and put her into a fast track economic growth route. With the beginning of the new millennium, India was considered as an emerging super power. The flow of FDI in Indian service sector is boosting the growth of Indian economy, this sector contributing the large share in the growing GDP of India. This sector attracting a significant portion of total FDI in Indian economy and it has shown especially in the second decade (2000 - 2016) of economic reforms in India.

INTRODUCTION

India had followed an extremely cautious and selective approach while formulating FDI policy in view of the dominance of import-substitution strategy of industrialization. With the objective of becoming self reliant, there was a dual nature of policy intention – FDI through foreign collaboration was welcomed in the areas of high technology and high priorities to build national capability and discouraged in low technology areas to protect and nurture domestic industries.

A major shift occurred when India embarked upon economic liberalization and reforms program in 1991 aiming to raise its growth potential and integrating with the world economy. A series of measures that were directed towards liberalizing foreign investment included: (i) introduction of dual route of approval of FDI – RBI's automatic route and Government's approval (SIA/FIPB) route, (ii) automatic permission for technology agreements in high priority industries and removal of restriction of FDI in low technology areas as well as liberalization of technology imports, (iii) permission to Non-resident Indians (NRIs) and Overseas Corporate Bodies (OCBs) to invest up to 100 per cent in high priorities sectors, (iv) hike in the foreign equity participation limits to 51 per cent for existing companies and liberalization of the use of foreign brands name and (v) signing the Convention of Multilateral Investment Guarantee Agency (MIGA) for protection of foreign investments.

The service sector comprises trade, hotels and restaurants, transport, storage, communication, financing, insurance, real estate and business services, community services (public administration and defense) and other services. This sector provides services of final consumption nature as well as intermediate nature, the latter accounting for a major share. Substantial parts of services such as transport and communications are in the form of intermediate inputs for production of other goods and services. Services sector puts the economy on a proper glide path. It is among the main drivers of sustained economic growth and development by contributing 55% to GDP. There is a continuously increasing trend of FDI inflows in services sector with a steep rise in the inflows from 2007 onwards.



REVIEW OF LITERATURE

Shalini Aggarwal, Ankush Singla, Ritu Aggarwal (2012), ‘Foreign Direct Investment in India’ this paper tries to study the need of FDI in India, to exhibit the sector-wise and year-wise analysis of FDI’s in India, to rank the sectors based upon highest FDI inflows. The results show that Mauritius is the country that has invested highly in India followed by Singapore, Japan, and USA and so on. It can be observed from analyzes of this paper, that at the sectoral level of the Indian economy, FDI has helped to raise the output, productivity and employment in some sectors especially in service sector. Indian service sector is generating the proper employment options for skilled workers with high perks. On the other side banking and insurance sector help in providing the strength to the economic condition and develop the foreign exchange system in country.

S.Harish Babu (2012), ‘Foreign Direct Investment in India and Its Economic Significance in Relation to Development of Various Sectors’ concludes that the most liberal polices for foreign investment and technology transfer is followed by India. Foreign investment gives the Indian industry a chance for technological up gradation, access to global managerial skills and practices, optimum utilization of human capital and natural resources, and to compete efficiently in the international market.

OBJECTIVE OF THE STUDY

To study the FDI inflows in Indian Service Sector from 2012-2017.

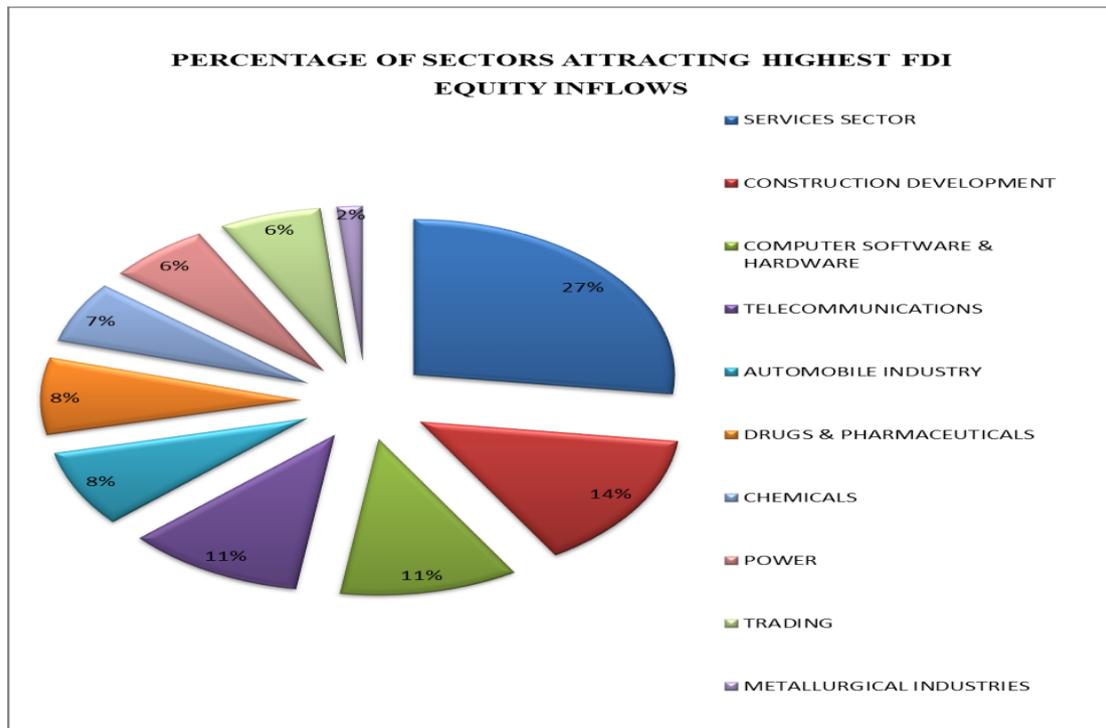
METHODOLOGY

Source of data: The study is based on secondary data. The required data have been collected from Bulletin of RBI.

Period of the study: The study covers a period of 5 years from 2012 to 2017. The accounting year starts from 1st April to 31st March.

FINDINGS

Year	Amount
2012-2013	26,306
2013-2014	1,291
2014-2015	27,369
2015-2016	45,415
2016-2017	58,214



Service sector tops the Foreign Direct Equity Investment inflows in India from 2012-2017. India's service sector has maintained its importance in the Indian economy. Today in India, major construction projects are expected to be at the hike by, the continued growth of the economy, foreign direct investment and an influx of international businesses and corporations. The increasing presence of international firms in the financial services sector is also driving forward the real estate market in India. And overall the service sector and Construction development are major pillars of Indian economy and will maintain their charm for FDI investors.

The service sector received the maximum amount of FDI inflows that is 19 percent. The FDI decreased in 2013-14 because of the issues arising in the global economic scenario. Economic slowdown as well as absence of political consensus on FDI-associated issues is the main causes of decline of FDI inflow.

CONCLUSION

FDI plays an important role in the long-term development of a country not only as a source of capital but also for enhancing competitiveness of the domestic economy through transfer of technology, strengthening infrastructure, raising productivity and generating new employment opportunities. In India most attracting Foreign Direct Investment is by services sector and also its contribution to the Indian Economy is significant. During 1991-2005, only 43 industries were opened to FDI but from 2006 onwards, due to further liberalization of FDI policies, the number of industries has increased to 64. Services sector was the second attracted sector for foreign investors during the period from 1991 to 2005. But from 2006 onwards, this sector becomes the most preferred sector for foreign investors when it is compared to manufacturing and primary sector.



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A STUDY ON QUALITY OF WORK LIFE AMONG EMPLOYEES IN SALZER ELECTRONICS PRIVATE LIMITED

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ABSTRACT

Quality of Work Life is a multi dimensional construct usually referring to overall satisfaction with working life and with work/life balance, a sense of belonging to a working group, a sense of becoming oneself, and a sense of being worthy and respectable. Programs of quality of work life usually deal with the work itself- its design and its requirements, the working environment, the decision-making processes and supervisory behavior, and the working conditions, including the work and non-work balance.

INTRODUCTION

The managerial practices that are associated with quality of work life depart positively from those associated with lean management practices (Niepce et Mol leman, 1998). Based on the socio-technical systems design (Trist, 1981), managers do consider employees as human beings who has interests and dreams, motivations and expectations, strength and weaknesses. In Quality of Work Life in the organizations, work is meaningful, self-regulated and usually done in a team arrangement. Its accomplishment also requires the use of complex skills.

Decision making involves those who are affected by its implementations and those who have the knowledge, skills and experience. This generates a participative management culture which promotes co-operation conflict management, employee commitment, self-efficiency and organizational effectiveness.

OBJECTIVES

- To identify the factors influencing the Quality of Work Life (QWL) in SALZER Electronics Private Limited, Coimbatore
- To study on the Quality of Work Life (QWL) of employees in the organization
- To analyze the level of satisfaction of the employees on Quality of Work Life (QWL) in an organization.
- To know about employees problems and offer suitable suggestions based on the findings.



LEVEL OF SATISFACTION OF THE EMPLOYEES ON QUALITY OF WORK LIFE

HS –Highly Satisfied

| S – Satisfied

| N- Neutral

DS – Dissatisfied

| HDS – Highly Dissatisfied

FACTORS		HS	S	N	DS	HDS	Total
RATE OF PAY							
How satisfied are you with the way in which your pay and benefits (Pension, medical, housing) cover your expenses and needs?	No.s	6	203	7	34	0	250
	%	2.4	81.2	2.8	13.6	0	100
How satisfied are you with the way in which your pay is sufficient reward in Relation to your skills and the effort you put into your job?	No.s	5	196	16	33	0	250
	%	2.0	78.4	6.4	13.2	0	100
CHANCE OF PROMOTION							
How satisfied are you with the Promotion policy adopted in your organization like (Result/Output, Competency, Work Experience/ Seniority and Performance	No.s	44	171	18	17	0	250
	%	17.6	68.4	7.2	6.8	0	100
How satisfied with the Individual Recognition from the Superior management which evaluates to chance of promotion	No.s	29	143	42	36	0	250
	%	11.6	57.2	16.8	14.4	0	100
WORK GROUP FUNCTIONING							
How satisfied are you with the extent to which members are involved when a decision has to be made and committed to the group and team work	No.s	19	111	45	73	2	250
	%	7.6	44.4	18.0	29.2	0.8	100
How satisfied are you with the way planning and co-ordination of efforts is done in the work group	No.s	20	104	45	79	2	250
	%	8.0	41.6	18.0	31.6	0.8	100
JOB SECURITY							
Are you satisfied with the present job?	No.s	9	226	9	6	0	250
	%	3.6	90.4	3.6	2.4	0	100
How satisfied are you with organizational support for continuing employment in future	No.s	12	216	14	8	0	250
	%	4.8	86.4	5.6	3.2	0	100



EQUIPMENT ADEQUACY							
How satisfied are you with the manner and ease with which equipment is obtainable to make it possible for you to do your job?	No.s	33	186	27	4	0	250
	%	13.2	74.4	10.8	1.6	0	100
How satisfied are you with the way in which equipment is maintained?	No.s	30	177	35	8	0	250
	%	12.0	70.8	14.0	3.2	0	100
REWARD SYSTEM							
How satisfied are you with the degree to which the organization's reward system allows for members to be recognized and rewarded for good work?	No.s	41	144	43	22	0	250
	%	16.4	57.6	17.2	8.8	0	100
How satisfied about the recognition given to an individual(or)group as they are rewarded	No.s	28	153	45	24	0	250
	%	11.2	61.2	18.0	9.6	0	100
OVERALL SATISFACTION							
How satisfied are you with the experience the quality of your work life in general	No.s	25	197	22	6	0	250
	%	10.0	78.8	8.8	2.4	0	100
Your level of satisfaction on quality of work in the organization	No.s	26	195	22	7	0	250
	%	10.4	78.0	8.8	2.8	0	100

LEVEL OF SATISFACTION OF THE EMPLOYEES ON QUALITY OF WORK LIFE

Under RATE OF PAY,

- Majority 81.2% of the respondents stated 'Satisfied' *with the pay and benefits such as pension, medical housing which cover their expenses and needs.*
- Majority 78.4% of the respondents stated 'Satisfied' *with the way in which their pay is sufficient reward in relation to their skills and the effort they put in their job.*

Under CHANCE OF PROMOTION,

- Majority 68.4% of the respondents stated 'Satisfied' *with the promotion policy adopted in their organization like result/output competency, work experience, seniority and performance.*
- Majority 57.2% of the respondents stated 'Satisfied' *with the individual recognition from the superior management which evaluates to chance of promotion.*

Under WORK GROUP OF FUNCTIONING,

- Majority 44.4% of the respondents stated 'Satisfied' *with the extent to which members are involved when a decision has to be made and committed to the group and team work.*
- Majority 41.6% of the respondents stated 'Satisfied' *with the way planning and co-ordination of effort is done in the work group.*

Under JOB SECURITY,

- Majority 90.4% of the respondents stated 'Satisfied' *with the present job.*
- Majority 86.4% of the respondents stated 'Satisfied' *with organizational support for continuing employment in future.*

Under EQUIPMENT ADEQUACY,

- Majority 74.4% of the respondents stated 'Satisfied' *with the manner and ease with which equipment is obtainable to make it possible for them to do their job.*
- Majority 70.8% of the respondents stated 'Satisfied' *with the way in which equipment is maintained.*



Under REWARD SYSTEM,

- Majority 57.6% of the respondents stated ‘Satisfied’ *with the degree to which the organization’s reviewed system allows for members to be recognized and rewarded for good work.*
- Majority 61.2% of the respondents stated ‘Satisfied’ *about the recognition given to an individual or group as they are rewarded.*

Under OVERALL SATISFACTION,

- Majority 78.8% of the respondents stated ‘Satisfied’ *with the experience the quality of their work life in general.*
- Majority 78% of the respondents stated ‘Satisfied’ *with the level of satisfaction on quality of work in the organization.*

SUGGESTIONS

The findings of the present study are reasonably limited in its scope with regard to many aspects. The results can be made more elaborate if a number of future scientific enquiries are conducted in this area. Hence the following research areas are identified and suggested for further research on the Quality of Work Life of employees in Salzer Electronics Private Limited

1. The study can be extended to identify the pattern of relationship among different dimensions of Quality of Work Life of employees.
2. A factor comparison of Quality of Work Life of employees in Salzer Electronics Private limited with respect to select variables can be made.
3. The study can be extended to identify the major stressors in the company
4. The study can be extended incorporating psychological and institutional variables such as
 - a) Self concept
 - b) Achievement motivation
 - c) Motivation to manage
 - d) Amount of technology
5. A study can be conducted to explore the Quality of Work Life and Occupational Stress of semiprofessionals in the company and to compare the results with that of professional librarians.
6. Quality of Work Life and Occupational Stress of other professionals can be explored and compared with that of workers.

CONCLUSION

The present study is an attempt to know about the quality of work life of employees in Salzer Electronics Private limited in Coimbatore city focused on various objectives such as analyzing the factors influencing the quality of work life, quality of work life of employees in Salzer electronics private limited, to analyze the level of satisfaction of the employees and analyze the problems faced by the employees in the company. On the basis of the findings of the study, some practicable and viable suggestions are given.

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A STUDY ON WOMEN EMPOWERMENT THROUGH SELF- HELP GROUPS WITH SPECIAL REFERENCE TO ERODE DISTRICT

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ABSTRACT

Self Help Groups have emerged as one of the major strategies for the convergence of services and activities different Self Help Groups in different states of the country have focused on: Skill development, Awareness generation, Gaining access to credit from financial institutional for micro enterprise projects and inculcation of thrift and management of credit for the economically deprived sections of women and so on. Hence, it is of considerable interest to study the role of Self-Help Groups in the socio-economic status of women in Tamilnadu. The aim of the study to study the socio-economic background of the women beneficiaries and their family characteristics. To analyses the income, expenditure and savings pattern of the Self Help Groups members. In order to analyze the objectives through percentage analysis. The study concludes the economic activities of Self Help Group are quite successful. In this way Self Help Group in Erode District the very successful develop women empowerment and rural areas.

Key Words: SHG, Women Empowerment, Micro Finance, Socio-Economic Status.

INTRODUCTION

In India, Women constitute about 48 per cent of the population as per the 2011 census, but their participation in economic activity is only 34 per cent. The development and growth of a nation would not be possible unless women are brought into the mainstream of national development. Poverty and unemployment are the major problems of any under developed countries, to which India is no exception. In India, at the end of tenth five year plan 27.6 per cent of the population was living below poverty line. In the rural area 29.7 per cent of the population was living under poverty. The overall unemployment rate is estimated to 7.32 per cent. The female unemployment rate is 8.5 per cent. The rate of growth of women unemployment in the rural area is 9.8 per cent. This is because of the low growth rate of new and productive employment. The government of India has implemented various schemes to reduce poverty and to promote the gainful employment. But the more attractive scheme with less effort (finance) is "Self Help Group". It is a tool to remove poverty and improve the rural development.

STATEMENT OF PROBLEM

Self-Help Groups (SHGs) are increasingly becoming very important method of organizing women to take action and transform their situation. The strength of Self Help Groups is based upon the fact that the people who are facing problems are likely to be the most committed to solve them. The inability of formal credit institutions to cover rural poor is generally attributed to high cost of administering the large number of small loans. This has promoted large number of Non-Government Organizations (NGOs) to enter the rural credit scheme for organizing the poor into informal groups. For mutual help, these groups are instrumental in promoting informal structure of the poor to help them save and promote self-reliance in financing these needs through Self Help Groups. But still poor have financial crisis. Their poverty still persists. In this context study is proposed to carry out further stuffy in micro financing.



OBJECTIVES OF THE STUDY

The objectives of the present study are proposed the following objectives.

1. To study the socio-economic background of the women beneficiaries and their family characteristics.
2. To analyses the income, expenditure and savings pattern of the Self Help Groups members.
3. To study the level of satisfaction of members in Self Help Group.
4. To find out the benefits through Self Help Group.
5. To find out the problems faced by the members in Self Help Groups.

METHODOLOGY

The study used primary data and secondary data for analysis according to the objective set out in the study. Primary data were collected by interview schedule method. Secondary data were collected from websites and subject books. Simple frequency tables and charts were constructed for the purposes of analysis of data.

DATA ANALYSIS AND FINDINGS

Demographic Profile of the respondents				
Sl.No	Demographic Factors	Classification	No. of Respondents	Percentage (%)
1	Age	Below 30 Years	64	32.0
		31 – 40 Years	82	41.0
		Above 40 Years	54	27.0
2	Educational Status	Illiterate	118	59.0
		Literate	82	41.0
3	Family type	Joint	72	36.0
		Nuclear	128	64.0
4	Marital Status	Married	132	66.0
		Unmarried	68	34.0
5	Occupation	Agriculture	62	31.0
		Employed	64	32.0
		House wife	54	27.0
		Others	20	10.0
6	No. of Earning Members in Family	One member	62	31.0
		Two members	78	39.0
		Three members	38	19.0
		Above Four members	22	11.0
7	Family Size	Below 3 members	122	61.0
		3 to 5 members	55	27.5
		Above 5 members	23	11.5
8	Parents / Spouse Monthly Income	Below Rs. 5,000	68	34.0
		Rs.5,000 to 7,000	92	46.0
		Above Rs.7000	40	20.0
Source: Primary Data				

- 41% of them belong to the age group of 31 - 40 years.
- 59% of the members are Illiterate.
- 64% of the respondents are nuclear family.



- 66% of the respondents are married.
- 32% of the respondents are employed.
- 39% of the self-help group member's family earning members is two.
- 61% of the Self Help Group respondent's family members are below 3 members.
- 46% of the respondent's monthly income is Rs.5000 to Rs.7000.
- 58.5% of member's opinion by the Non-Government Organization.
- 41% of the respondents opinion regarding for enriching the saving.
- 43% of the respondents have membership period above 4 years.
- 49% of the respondents are attending the meeting 15 days once.
- 43% of the self-help group member's self-help group linked with the State Bank of India.
- 43% of the respondents are invested in their venture for below Rs. 10001 - Rs. 30000.
- 46 % are started small business.

SUGGESTIONS

1. Self Help Group is powerful tool to enrich the savings activities and poverty alleviation. In this context to support by the government and uplift the women through Self Help Group oriented developments.
2. More schemes can be introduced by the government and it has not be communicated and advertised proper way to reach the Self Help Groups. So the Non Government Organizations and other support agencies to deals with Self Help Group with periodical intervals. In the aspects, Self Help Group members more satisfied and benefited.
3. In order to strength the women empowerment, female literacy has to be promoted
4. Rotation of responsibility has to be made compulsory, so that it will lead to women's empowerment.
5. The group leader educates the entire team to manage the groups and maintain accounts and other record of the groups. It may lead to lopsided empowerment and not empowerment in the full sense.
6. It is suggested that the Non-Government Organizations should be prevented from interfering with Self Help Groups movement. Steps should be taken to keep them as voluntary organizations and they should not be allowed to use extraneous influences

CONCLUSION

The study was undertaken to identify women empowerment through Self Help Group in Erode District. It is found that the socio- economic factor has been changed after joining the Self Help Groups. But the saving is increasing at earlier stage of life. There are emerging issues that need to be addressed to make the role of women in the long run. It is the clear that by involving voluntary organizations in social mobilization and creating an enabling policy environment, micro fiancé can achieve a vast scale and can become a rational movement. The self help group is important in re-strengthening and bringing together of the human race. We may conclude that the economic activities of Self Help Group are quite successful. In this way Self Help Group in Erode District the very successful develop women empowerment and rural areas.

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INDUSTRIAL GROWTH AND URBANISATION IN COIMBATORE - A HISTORICAL PERSPECTIVE

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ABSTRACT

Coimbatore, also called Kovai is the third largest city and the second largest city of urbanization in Tamil Nadu. The city is situated on the banks of the river Noyyal and is one of the most industrialized cities known as the textile capital of South India or the Manchester of South India. Coimbatore is known for its textile industries, engineering firms, automobile parts manufacturers, health care, education, pleasant weather, friendly culture and hospitality. The rise of Coimbatore as the industrial heartland of Tamil Nadu commenced on the distinction of its agrarian history: early commercialization through well irrigation, innovative familial labour relations, financial institutions and active markets in land. Industrialization leads to urbanization by creating economic growth and job opportunities that draw people to cities. The urbanization process typically begins when a factory or multiple factories are established within a region, thus creating a high demand for factory labor. Other businesses such as building manufacturers, retailers and service providers then follow the factories in order to meet the product demands of the workers. This creates even more jobs and demands for housing, thus establishing an urban area. This paper focuses on the growth of industries in Coimbatore which paved the way for urbanization.

Key Words: Coimbatore, Industry, manufacture, urbanization

METHODOLOGY

The work is based on the primary and secondary sources. The Primary sources include the Encyclopaedia and Gazetteer. The secondary sources consist of reference books and website. 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.

INTRODUCTION

Coimbatore was part of Kongu Nadu during the Sangam period. It is the third largest district of Tamil Nadu. In early days, Kongu region was inhabited by the Kosar tribes who had their Head Quarters at Kosanpathur. Kosanpathur later became Coimbatore which is the administrative Head Quarters of the district. It is one of the most industrialised and a major textile, commercial, educational, information technology, healthcare and manufacturing hub of Tamil Nadu. It has been referred to as the "Manchester of South India" due to its textile industries. It is surrounded by the Western Ghats on the West and in the North with reserve forests. It is situated on the banks of river Noyyal.

ECONOMY IN COIMBATORE

The city has two special economic zones that is the Coimbatore Hi-Tech infrastructure and the Tidel Park. In 2010, Coimbatore ranked 15th in the list of most competitive business environment



among the Indian cities. Another important feature of Coimbatore economy with implications for the process of urbanisation is the level and nature of industrialization in the district. Going by the number of factories, the district in 1981 ranks first among all the districts in the state in terms of industrial employment the value added it is second next to Madras.

Coimbatore has a large number of small, medium and large textile mills. It also has textile research institutes like Central Institute for Cotton Research (CICR) – Southern Regional Station, South Indian Textiles Research Association (SITRA) and Sardar Vallabhai Patel International School of Textiles and Management. Coimbatore is famous for its cotton and dyed fabric.

EXPORTABLE ITEMS

The produce of manufacture is exported to different countries. The products are textile and garments, software products, motor and pumps, granite, gold jewelry, wet grinders and electronic products.

INDUSTRY IN COIMBATORE

Coimbatore is one among the industrially developed and commercially vibrant districts of Tamil Nadu. The high level of industrialization in Coimbatore is observed with respect to household industries as well as manufacturing industries. It is relatively more diversified and the extent of diversification has increased over time while cotton textile happens to be the major industrial sector. A clear trend towards a diversified industrial base consisting of machine tools, pump sets etc... over the last three decades is visible in the district. Even today the major industrial sector of Coimbatore is agro based.

INDUSTRIES IN ANCIENT PERIOD

During the ancient period, crafts and trade occupations were considered secondary to agriculture. Carpenters crafted wooden wares and blacksmiths worked in simple workshops. Weaving, pearl fishing, smithy and ship building were prominent industries of ancient Tamil Nadu. Spinning and weaving was a source of income for craftsmen. Madurai and Urayur were important industrial centers, known for their cotton textiles. Other industries were salt-manufacture, forestry, pottery, rope making, gem cutting, the manufacture of leather sheaths for war weapons, the manufacture of jewellery, the production of jaggery, and the construction of temples, and other religion-related items such as procession cars and images. Baskets made of wicker for containing dried grains and other edible articles were also constructed.

SHIFT FROM AGRICULTURE TO INDUSTRY

The rise of Coimbatore as the industrial heartland of Tamil Nadu is commenced on the distinction of its agrarian history: early commercialization through well irrigation, innovative familial labour relations, financial institutions and active markets in land. Kongunadu has highly absorbent cultivable soil through which ecological conditions lent themselves best to well irrigation, with lasting implications for the social organization of farming. The difficulties in securing labour for the expansion in cotton cash cropping made the Kongunadu farmers to a more commercially rational use of labour. The late 1960's were crucial years for Coimbatore's agrarian Gounders who were the dominant caste of Coimbatore district who moved in large numbers into industrial activities.



LARGE SCALE INDUSTRIES BEFORE 1960'S

The concentration of large number of textile mills in the Coimbatore has led to the establishment of large industry units. Some of them are Textool Company Limited which is three miles from Coimbatore, the Ramakrishna Industrial Private Limited in Peelamedu, P.S.G and Sons in Peelamedu which produces electrical motors, centrifugal pumps, agricultural machineries and other small machines and tools. There were 25 foundries in Coimbatore which manufactures electric motors, centrifugal pumps and textile machinery spare parts. At Madukkarai there is a cement manufacturing unit called the Associated Cement Company Limited. At Mettupalayam there is a bleaching unit called the United Bleaching. Another industrial unit to manufacture synthetic gems was also started. One carbon ink factory at Podanur, one radio manufacturing unit and one radio assembly unit were established. Apart from these, there were 141 cotton ginning and pressing establishments, 10 knitting mills, 16 textile dyeing and printing works, 15 starch works, 15 tanneries, 15 beedi factories, 4 tobacco beedi factories, 16 transport equipment works, 4 coffee curing works, 30 tea factories, 3 rubber and its products, a glass factory and a sugar factory were present.

COTTAGE INDUSTRIES BEFORE 1960'S

In cottage industry, hand spinning is the most ancient one which was found in Palladam, Avanashi, Dharapuram and Gopichettipalayam. Handloom in olden days depended on handspun yarn but today they depend on mill made yarn. Dharapuram, Ondipudur, Bhavani, Sennimalai, Sivagiri, Sathyamangalam, Puliampatti, Jalathur and Kundadam were the important places for silk weaving.

The district was famous for turban cloths of both cotton and silk. They were mainly produced in Coimbatore, Sathyamangalam and Malayandipatnam. Printing on grey cloths was done by Kshatriyas in Tiruppur and Bhavani which was once famous for its carpet making. The extraction of fibre from sunn-hemp and weaving of gunnies were the occupation of Telugu Chettis of Avarampalayam, Nallannaickenpalayam and Gopichettipalayam. Other industries were metal industry, basket making, extraction of palamyra fibre, manufacture of cane jaggery, crystal works, oil pressing, building spring carts etc...

GROWTH OF INDUSTRIES

The first textile mill was started in the year 1888. Coimbatore had only four mills in 1919 which increased to twenty nine by 1930, making Coimbatore as an industrial centre in Madras Presidency. First, rich farmers and those involved in the cotton trade set up ginning plants in Coimbatore. Subsequently these ginners diversified into milling operations. These classes provided the bulk of investment for the growth of industrial Coimbatore, while labour was provided by the farmers, landless laborers and poor hand-loom workers and with women about a third of the work force in 1930's. The pattern of industry was characterized by high turnover and mobility between mills, within the context of economic growth.

Coimbatore mills were noted for their petty tyrant jobbers who ran operations in the mills under only token supervision by the owners, only in the large, rationalized mills higher level management held most of the disciplinary power, that jobbers took a strong stance alongside workers in their struggles against management. Coimbatore was marked different from other industrial centers in Tamil Nadu because neither caste nor community was an important variable.



The pattern of industrialization in Coimbatore district promoted differentiated labour arrangements between worker and jobbers in rural mills. Mobility between dispersed firms helped in spreading labours ideology in urban mills which became crucibles of labour organization. Urban growth in the 20th Century was aided by some industrial growth. Almost all industries that grew had a link with the agricultural sector especially the cotton economy. After the First World War, a number of ginneries were established in the villages and towns of Coimbatore. Most of the ginneries were set up by cotton traders or cotton spinners. The agriculturists were in for construction of ginners, sold their cotton and gained extra value added from the ginning process.

There was a rapid expansion of cotton during the early 20th century which made Coimbatore railway hubs in the cotton trade. Coimbatore farmers in Kongunadu responded to opportunities from the state to use chemical fertilizers, water pumps and co-operate societies for ginning long- staple Cambodia cotton. Urban commission agents who met the cartloads of cotton brought in the cultivators were also from farming backgrounds and growers often maintained tight control over marketing relations through their regular agents in town.

The 20th century also saw the emergence of cotton pressing factories and hosiery industry in Coimbatore region. It also witnessed the growth of textile mills. This expansion of mills also helped in the expansion of area under Cambodia cotton in the region. On one hand it helped the mills by bringing down the cost of raw materials and on the other hand it enabled them to provide better quality of yarn.

FINANCIAL INSTITUTIONS

The unique financial institutions emerged out of rural Kongunadu particularly the Nidhis, or the mutual loan societies which grew in numbers alongside the growth of cotton business. The Great Depression brought a swing in the terms of trade against agriculture. The collapse of bazaar banking and uncertainty about produce markets broke the mechanisms by which capital was ploughed back into agricultural production. Indeed the rural money market was not to recover during the Second World War and post war period and rural credit became more closely tied to local connections and power relations. The decline in lending from town to country meant a large increase in urban finance to feed the rapidly growing towns in Coimbatore in sharp contrast to declining urban centers of the valleys and plains of Tamil Nadu.

NEW INDUSTRIES

The new industries which are registered are textile, hosiery, cement, motor pumps, wet grinders, solar heaters, safety valves, stabilizers and various types of electrical and non-electrical machines, animal feed, steel rolling, paper, sugar, flour, soya, dairy and ancillary machinery.

TRADE ASSOCIATIONS

The 1910 saw the establishment of labour propagandists within the nationalist movement under the Madras Labour Union, after which a range of unions were formed in Coimbatore district. Part of the successes in unionization during the 1930's depended on ties forged in 1920's between organized labour and Indian nationalist politics. The Congress Socialist Party was created in 1934 that the nature of labour mobilization was transformed, rendering Coimbatore a centre of militant unionism. The next few years saw the establishment of a rival congress union and the Coimbatore District Textile Worker's Union (TWU) Coimbatore finds a rich history of peasant and industrial militancy and unionism.



Coimbatore has trade unions like CODISSIA, COINDIA and Cojewel representing the industries in the city. Coimbatore also has a trade fair ground which was built in 1999. It is owned by Coimbatore District Small Industries Association (CODISSIA) and was named COINTEC. This hall is the country's largest pillar free hall according to lima book of records.

INDUSTRIALISATION LED TO URBANISATION

As industrialization creates economic growth, improves education and public works agencies that are characteristic of urban areas. This demand occurs because the business is looking out for new technologies to increase productivity, require an educated workforce, and pleasant living conditions attract skilled workers to the area. Once an area is industrialized, the process of urbanization continues on for a much longer period of time as the area goes through several phases of economic and social reform.

Industrialization has rapidly grown in Coimbatore. Coimbatore is an important industrial city in southern India occupying the 15th position in terms of principal urban agglomerations. Coimbatore city has been rapidly growing. Successful cotton crops provided the primary drive for the flourishing textile industry in Coimbatore. Since 1901, the population of the Coimbatore city has multiplied more than 17 times. During 1911 Coimbatore City had a population of 47 000. Cotton ginning, spinning and textile mills are the backbone of Coimbatore's industrial growth. The boom in the textile industry paved the way for the emergence of a number of auxiliary and allied industries, subsequently converting the city into a major industrial hub in south India. The period between 1951 and 1961 witnessed the emergence of over 20 large mills in the city and its vicinity. The industrial sector of the district occupies about 7.84% of land in urban Coimbatore. The industries here manufacture a variety of engineering products ranging from small plastic items to large textile machinery.

IMPACT OF URBANISATION IN COIMBATORE

Coimbatore's rural to urban migration has also been considered the major factor for growth of urbanization. Due to lack of housing, in every city almost fifty percent population lived in slums. Urbanization is increasing at high pace as the city provides better economic opportunities. People feel that they can lead a comfortable life in cities and become more modernized. The literacy rate has increased among the rural people. Increase in the standard of living. Employment opportunities have increased in urban areas. Fast growing cities have nurtured business and industry, and have provided jobs and higher incomes to many migrants from rural areas. Thus, it is important that cities function efficiently – that their resources are used to maximize the cities' contribution to national income. Urban areas are characterized by sophisticated technology better infrastructure, communication, medical facilities, etc

Urbanization can yield positive effects if it takes place up to a desirable limit. Extensive urbanization or indiscriminate growth of cities may result in adverse effects. Concentration of population is a major problem of cities. It has resulted in accommodation problem, growth of slums etc. Joint family can't be maintained in cities on account of high cost of living. Urban centers are known for high rate of crimes, theft, dacoity, murder, cheating, pick pocketing etc. In industrialized cities pollution is a major problem. It may be caused by industries or by excessive movement of vehicles. Urban life is characterized by stress which may even strain family relations. In cities employment of women is almost inevitable to meet the increasing cost of living. Changing role of women in the family creates stress in the family which may result in divorce or strained relations.



Thus urbanization has its own merits and de-merits. Urbanization can't be avoided. But the negative effect of urbanization can be minimized in the coming years.

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MULTICULTURAL EDUCATION: AN IMMINENT SYSTEM

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ABSTRACT

Classrooms are becoming increasingly multicultural and this tends to new challenges for teachers. Traditionally, students coming into the multicultural classroom art at a deficit because they must learn how to negative unfamiliar people, their cultures and languages. Thus, teachers have the added responsibility of leading students and education in order to effectively accomplish teachers who unite classrooms with activities both inside and effects that have been observed in multicultural classrooms in the past.

Keywords : Methods of teaching, Teaching & learning, Multicultural classrooms.

Introduction

Multicultural education is a set of strategies and materials in education that were developed to assist teachers when responding to the many issues created by the rapidly changing demographics of their students. It provides students with knowledge about the histories, cultures and contributions f divers groups; it assumes that the future society is pluralistic. It draws on insights from a number of different fields, including ethnic studies and women studies but also reinterprets content from related academic disciplines.

Multicultural education also viewed as a way of teaching, promotes principles such as inclusion, diversity, democracy, skill acquisition, inquiry, critical thought, value of perspectives, and self reflection. It encourages students to bring aspects of their, allows teachers to support the child's intellectual and social emotional growth.

Multicultural education was found to be effective in promoting educational achievements immigrants students. Thus, it is also attributed to the reform movements behind the transformation in this context requires all variables of the school to be changed, including policies, teacher's attitudes, instructional materials, assessment methods, counseling, and teaching styles. Multicultural education is also concerned with the contribution of students towards effective social action.

Definition by Paul Gorski (2000)

Multicultural education is a progressive approach for transforming education that holistically critiques and addresses current short comings, fallings and discriminatory practices in education. It is grounded in ideals of social justice, education equity, and a dedication to facilitating educational experiences in which all students reach their full potential as learners and as socially aware and active beings, locally, nationally and globally.

Goals:

- To have every student achieve to his or her potential.
- To learn how to learn and to think critically.



- To encourage students to take an active role in their own education by bringing their stories and experience into the learning scope.
- To address diverse learning style.
- To appreciate the contribution of different groups who have contributed to our knowledge base.
- To develop positive attitude about groups of people who are different from ourselves.
- To become good citizens of the school, the community, the country and the world community.
- To learn how to evaluate knowledge from different perspective.
- To develop an ethnic, national and global identity.
- To provide decision making skills and critical analysis skills s the students can make better choice in their everyday lives.

Dimensions of multicultural education in the classroom

Multicultural education encompasses many important dimensions. Practicing educators can use the dimensions as a way to incorporate culture in their classrooms. The five dimensions listed below are:

1. Content Integration:

Content integration deals with the extent to which teachers use examples and content from a variety of cultures in their teaching.

2. Knowledge Construction:

Teachers need to help students understand, investigate and determine hw the implicit cultural assumptions, frames of reference, perspectives and biases within a discipline influence the ways in which knowledge is constructed.

3. Prejudice Reduction:

This dimension focuses on the characteristics of students racial attitudes and hw they can be modified by teaching methods and materials.

4. Empowering School Culture:

Grouping and labeling practices, sports participation, disproportionality in achievement and the interaction f the staff and the students across ethnic and social lines must be examined to create a school culture that empowers students from diverse social, ethnic and gender groups.

5. Equity pedagogy:

Equity pedagogy exists when teachers modify their teaching in ways that will facilitate the academic achievement of students from diverse racial, cultural, gender and social class groups.

Approaches of multicultural education

Another important consideration in implementing multicultural education into the classroom is how deep to infuse multicultural ideas and perspectives into the curriculum. There are four different approaches or levels to curricular infusions. They are:

1. The Contributions approaches:

Dubbed the “heroes and holidays” approach; it is the easiest to implement and makes the least impact on the current curriculum. It des however have significant limitations in



making the goals of multicultural education because “it does not give students the opportunity to see the critical role of ethnic groups. Rather, the individuals and celebrations are seen as an addition or appendage that is virtually not important to the core subject areas.

2. The addictive approach:

The addictive approach called the ethnic addictive approach; it is slightly more involved than the contributions approach, but still requires no major restructuring of the curriculum. While this approach is often a first step towards a more multicultural curriculum, it is still very limited in that it still presents the topic from the dominant perspective. “Individuals or groups of people from marginalized group in society are included in the curriculum, yet racial and cultural inequalities or oppression are not necessarily addressed.”

3. The Transformative Approach:

This approach requires pulling in multiple perspectives while discussing a topic. This approach is significantly more challenging to teach than the previous two: “It requires a complete transformation of the curriculum and in some cases, a conscious effort in the part of the teacher to deconstruct what they have been taught to think, believe and teach.

4. The Decision making and social action approach:

This approach includes all of the elements of the transformative approach but also challenges students to work to bring about social change. The goal of this approach is not only to make students aware of the past and present injustice, but to equip them and empower them to be the agents of change.

Practical Implications

There is a relationship between education and culture. Because culture is an important part of the education system, the education should reflect it and it has to be appropriate for student and their cultures.

In addition, method of teaching and personality of teachers should play an obvious and important role in development in supporting the confidence and achievement in the multicultural classroom. Teachers in this type of classroom should make or create activities inside and outside classroom, such as group study and field trips. These types of activities require students to interact with people from different cultures and can thus raise direct cultural awareness between pupils.

Moreover, education in the multicultural classroom should focus on the value of multiculturalism and skills that contribute and encourage students to have trust among one another and their teachers. Education must quickly adopt a new cultural and educational environment and teachers should develop their academic skills. The students should understand the importance of multiculturalism. So they are able to make smart decisions and practice in the future.

When the curricula, approaches, activities and policies are concordant between the teachers and students of several cultures, students will be comfortable and aware of the importance of the multicultural education in their lives because they practice them directly.

In addition, since the teacher is a strong factor in the educational process, they should be an ideal character for their students.



Conclusion:

In conclusion, teachers who learn more about their students backgrounds, cultures and experiences will feel more capable and efficient in their work as teachers. Teachers should work continuously to improve the lives of their students. Also teachers can reduce issues in the multicultural classroom though improving their teaching approaches and learning. Flexibility is more important than knowledge in dealing with multicultural issues. Therefore teachers should explore the issues in multicultural classroom as they arise and deal with these problems. Also, teachers should try to find, create, or design manners to raise and improve the academic achievement of students and to build an effective or strong relationship with students.

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A STUDY ON QUALITY OF WORK LIFE AMONG WORKING WOMEN IN COIMBATORE DISTRICT

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ABSTRACT

Human resources play an important role in the success of any organization, because most of the problems in organization are human and social rather than physical or technical. A good quality of work life not only attracts new talent but also retain and existing talent. Quality of Work life (QWL) involves job security, good working condition, adequate and fair compensation and equal employment opportunity all together. Quality of Work life means, "The degree to which members of a work organization are able to satisfy important personal needs through their experience in the organization". Employees work for salary and continue to work, if the conditions of work are encouraging and pleasant and terms of employment are favorable to him.

INTRODUCTION

Quality of work life can be said to be all the original inputs which aim at improving the employees satisfaction and enhancing organizational effectiveness. QWL aims to meet the twin goals of enhanced effectiveness of organization and improved quality of life at work for employees. But today's employee would not believe in such values of work. Quality of human resources depends on the quality of working life offered through the management or organization. Quality of work life is a concern not only to improve life at work, but also life outside work. It is nothing but having a work environment where an employee's activities become more important. QWL also provide opportunities for active involvement of employees in decision making process.

STATEMENT OF PROBLEM

Quality of Work life is significance in relation to job satisfaction and overall performance in the organization. But now-a-days employees are dissatisfied with the several functions of the job and dealing with social relationship in the organization consequent upon the mechanization and automation of the industry. Additionally disregard by others and less utilization of skills caused stress and disappointment among the workforce. They experience alienation, which may result from poor design of socio-technical systems. Poor quality of work life may lead to increased absenteeism, stress and ultimately job dissatisfaction.

REVIEW OF LITERATURE

B.Alireza et al (2011) researched on the relationship between Quality of Work life and Demographic Characteristics of Information Technology Staffs Relationship between QWL and Demographic Characteristics of IT staff with objective measure the relation between QWL and Demographics. The dimensions of QWL used as fair compensation, safe and healthy environment, growth and security, social relevance, life span, social integration, development of human capacities and age, gender, work experience income has taken as demographic factors.

Ayesha.T (2012) evaluated the quality of work life of the faculty members of private universities in Bangladesh with the objectives is to investigate the factors affecting the overall



perception of QWL. Dimensions of QWL was taken fair competition, growth security, work and life system, development human capacities, social integrate, social relevance.

H.Mohammadia & M.A.Shahrabib (2013) conducted a research on relationship between the quality of work life and job satisfaction, it is an empirical investigation. Questionnaire in likert scales format and distributed among 86 full time employees of two governmental agencies in Iran, Supreme Audit Court and Interior Ministry and T-Test used to examined the hypothesis. The results indicated that different working components have significantly influenced on job satisfaction.

S.Khodadadi et al (2014) investigated the QWL dimensions effect on the employees' job satisfaction. In this study independent variables were permanent security providing, salary and benefits payment policies, development and promotion opportunity and job independence, job satisfaction as the dependent variables. 114 employees selected randomly for this study and two questionnaires of "quality of work life" and "job satisfaction" was used for data collection and Data analysis was done by using SPSS and LISREL software. The results of the study showed that the salary and benefits policies have a significant and positive effect on Shuhstar's Shohola Hospital employees job satisfaction.

OBJECTIVES OF THE STUDY

- ✓ To assess the quality of work life among women employees.
- ✓ To analyze the association between the total work experience of the women employees and their participation in decision making.
- ✓ To suggest methods for improving QWL by highlighting employees expectations and required changes.

SIGNIFICANCE OF THE STUDY

Quality of Work life is very important because of most of the people spend a major portion of their life in the working place. Moreover a quality of work life has its impact, on the general life of the employee, as a contented and human being. A highly satisfied worker has both better physical and mental well-being. Though it is a debatable point as to which one is the cause and which is effective but they are correlated to each other.

SCOPE OF THE STUDY

The study mainly focused on quality of work life employees and provides various findings and suggestion to achieve the optimal quality of work life of the employees to the company.

RESEARCH METHODOLOGY

Period of the study:

The period of study for the study was a course of 2 months.

Study Area

The study is undertaken in Coimbatore District. It is popularly known as Manchester of south India, situated in the western part of Tamil Nadu which is well known for educational institutions, textile industry, upcoming IT Sectors. Thus Coimbatore District is chosen for the study.



Data source

Both primary data and secondary data is used for the study. Primary data are collected through questionnaire and the required secondary data are collected from different website, books and journals, newspapers, Internet and government publications.

Size of the sample:

The sample size selected for the study is 50 respondents

Sampling Technique

Simple random sampling technique was used in selecting the sample

ANALYSIS AND INTERPRETATION

S.No.	Demographic Variables	Respondents (50)	Percentage (100%)
1.	Age		
	Below 20 Yrs	3	6.0
	31-30 Yrs	23	46.0
	31-40 Yrs	19	38.0
2.	Martial Status		
	Married	44	88.0
	UnMarried	6	12.0
3.	Domicile		
	Rural	5	10.0
	Urban	39	78.0
	Semi Urban	6	12.0
4.	Family Type		
	Nuclear	29	58.0
	Joint	21	42.0
	Educational Qualification		
	HSC	5	10.0
	UG	11	22.0
	PG	21	42.0
	Professional	11	22.0
	Diploma/ITI	2	4.0
5.	Occuption		
	Government Employee	14	28.0
	Private Employee	27	54.0
	Business	6	12.0
	Others	3	6.0

Source: Primary Data

FINDINGS

- ✓ 46% of the respondents are in the age group of 21-30 years.
- ✓ 88% of the respondents married



- ✓ 78% of the respondents are lives in urban area.
- ✓ 58% of the respondents are nuclear family
- ✓ 42% of the respondents are post graduate
- ✓ 54% of the respondents are private employee
- ✓ 48% of the respondents are agree the statement “due to stressful working hours I m suffering from hypertension”
- ✓ 40% of the respondents are agree the statement “Iam physically present and mentally absent”
- ✓ 32% of the respondents are disagree the statement “I get frustrated and cannot give the best to my profession”
- ✓ 36% of the respondents are strongly agree the statement “ I spend the time I want for own self-development.
- ✓ 44% of the respondents are agree the statement “I have enough time to think”

SUGGESTIONS

- ✓ By implementing some changes, the management can create sense f involvement, commitment and togetherness among the women employees which paves way for better quality of work life.
- ✓ Job enrichment
- ✓ Autonomous work redesign
- ✓ Opportunity for growth
- ✓ Job security

CONCLUSION

- ✓ To retain a good talent in the organization it is important for the organization that the employee should have low stress level and high quality of work life.
- ✓ All over the world people are craving for their human dignity and respect.
- ✓ There will be better communication and understanding among all employees leading to cordial relations.
- ✓ If any organization properly adopts these techniques, the quality of work life will certainly be improved to the desired levels.



A STUDY ON HUMAN RESOURCES MANAGEMENT IN THE REAL WORLD

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ABSTRACT

Human Resource Management is the process of recruitment and selecting employee, providing orientation and induction, training and development, assessment of employee (performance of appraisal), providing compensation and benefits, motivating, maintaining proper relations with employees and with trade unions, maintaining employee's safety, welfare and healthy measures in compliance with labour laws of the land. Altogether, human resource management is the process of proper and maximise utilisation of available limited skilled workforce. The core purpose of the human resource management is to make efficient use of existing human resource in the organisation.

INTRODUCTION

Human Resource Management is the management of human resources. It is designed by the HR Department to maximize employee performance in service of an employer's strategic objectives. HR is primarily concerned with the management of people within organizations, focusing on policies and on systems. HR departments are responsible for overseeing employee-benefits design, employee recruitment, training and development, performance appraisal, and rewarding (e.g., managing pay and benefit systems). HR also concerns itself with organizational change and industrial relations, that is, the balancing of organizational practices with requirements arising from collective bargaining and from governmental laws. HR is a product of the human relations movement of the early 20th century, when researchers began documenting ways of creating business value through the strategic management of the workforce.¹ It was initially dominated by transactional work, such as payroll and benefits administration, but due to globalization, company consolidation, technological advances, and further research, HR as of now focuses on strategic initiatives like mergers and acquisitions, talent management, succession planning, industrial and labor relations, and diversity and inclusion.

Human resources focuses on maximizing employee productivity. HR professionals manage the human capital of an organization and focus on implementing policies and processes. They can specialize on recruiting, training, employee-relations or benefits. Recruiting specialists find and hire top talent. Training and development professionals ensure that employees are trained and have continuous development. This is done through training programs, performance evaluations and reward programs. Employee relations deal with concerns of employees when policies are broken, such as in cases involving harassment or discrimination. Someone in benefits develops compensation structures, family-leave programs, discounts and other benefits that employees can get. On the other side of the field are Human Resources Generalists or business partners. These human-resources professionals could work in all areas or be labour-relations representatives working with unionized employees.

Human Resource management includes:

1. Conducting job analyses,
2. planning personnel needs, and recruitment,
3. selecting the right people for the job,



4. orienting and training,
5. determining and managing wages and salaries,
6. providing benefits and incentives,
7. appraising performance,
8. resolving disputes,
9. Communicating with all employees at all levels. Formerly called personnel management.
10. Maintaining awareness of and compliance with local, state and federal labour laws.

These are also called as functions of human resource management for the purpose of effect you utilisation of human resource.

MAIN OBJETIVES OF HRM

Societal objective: To be socially responsible to the needs and challenges of society while minimizing the negative impact of such demands upon the organization. The failure of organizations to use their resources for society's benefit may result in restrictions.

Organizational objective: To recognize that HRM exists to contribute to organizational effectiveness. HRM is not an end in itself; it is only a means to assist the organization with its primary objectives. Simply stated, the department exists to serve the rest of the organization.

Functional objective: To maintain the department's contribution at a level appropriate to the organisation's needs. Resources are wasted when HRM is more or less sophisticated than the organisation demands. A department's level of service must be appropriate for the organisation it serves.

Personal objective: To assist employees in achieving their personal goals, at least insofar as these goals enhance the individual's contribution to the organisation. Personal objectives of employees must be met if workers are to be maintained, retained and motivated. Otherwise, employee performance and satisfaction may decline, and employees may leave the organisation.

SCOPE OF HRM

The scope of Human Resource Management refers to all the activities that come under the banner of Human Resource Management. These activities are as follows.





SIX MAIN FUNCTIONS OF HRM

Recruitment

The success of recruiters and employment specialists generally is measured by the number of positions they fill and the time it takes to fill those positions. Recruiters who work in-house -- as opposed to companies that provide recruiting and staffing services -- play a key role in developing the employer's workforce. They advertise job postings, source candidates, screen applicants, conduct preliminary interviews and coordinate hiring efforts with managers responsible for making the final selection of candidates.

Safety

Workplace safety is an important factor. Under the Occupational Safety and Health Act of 1970, employers have an obligation to provide a safe working environment for employees. One of the main functions of HR is to support workplace safety training and maintain federally mandated logs for workplace injury and fatality reporting. In addition, HR safety and risk specialists often work closely with HR benefits specialists to manage the company's workers compensation issues.

Employee Relations

In a unionized work environment, the employee and labour relations functions of HR may be combined and handled by one specialist or be entirely separate functions managed by two HR specialists with specific expertise in each area. Employee relations are the HR discipline concerned with strengthening the employer-employee relationship through measuring job satisfaction, employee engagement and resolving workplace conflict. Labour relations functions may include developing management response to union organizing campaigns, negotiating collective bargaining agreements and rendering interpretations of labour union contract issues.

Compensation and Benefits

Like employee and labour relations, the compensation and benefits functions of HR often can be handled by one HR specialist with dual expertise. On the compensation side, the HR functions include setting compensation structures and evaluating competitive pay practices. A comp and benefits specialist also may negotiate group health coverage rates with insurers and coordinate activities with the retirement savings fund administrator. Payroll can be a component of the compensation and benefits section of HR; however, in many cases, employers outsource such administrative functions as payroll.

Compliance

Compliance with labour and employment laws is a critical HR function. Noncompliance can result in workplace complaints based on unfair employment practices, unsafe working conditions and general dissatisfaction with working conditions that can affect productivity and ultimately, profitability. HR staff must be aware of federal and state employment laws such as Title VII of the Civil Rights Act, the Fair Labour Standards Act, the National Labour Relations Act and many other rules and regulations.

Training and Development

Employers must provide employees with the tools necessary for their success which, in many cases, means giving new employees extensive orientation training to help them transition into a new organizational culture. Many HR departments also provide leadership training and professional development. Leadership training may be required of newly hired and promoted supervisors and managers on topics such as performance management and how to handle employee relations matters

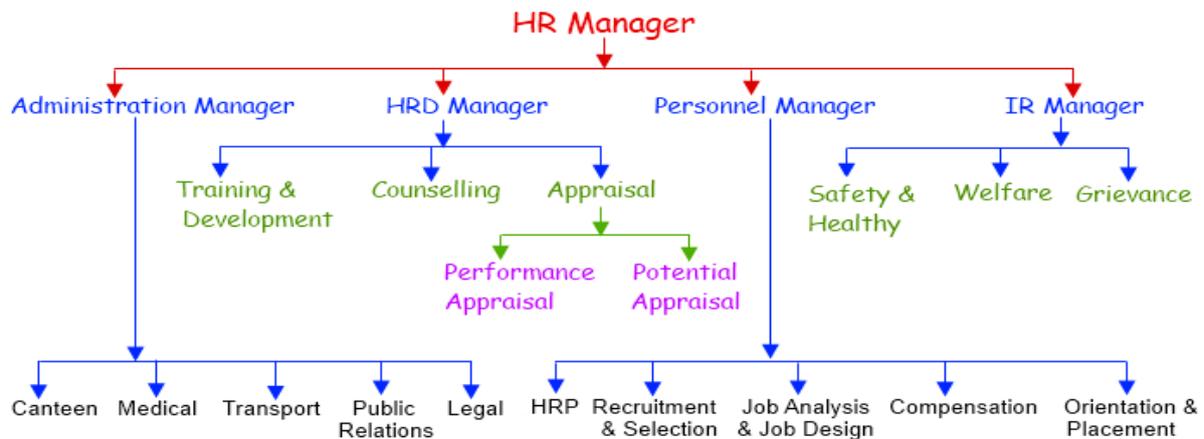


at the department level. Professional development opportunities are for employees looking for promotional opportunities or employees who want to achieve personal goals such as finishing a college degree. Programs such as tuition assistance and tuition reimbursement programs often are within the purview of the HR training and development area.

HUMAN RESOURCE MANAGER

The Human Resource Manager is a mid-level position responsible for overseeing human resources activities and policies according to executive level direction. They supervise human resources staff as well as control compensation and benefits, employee relations, staffing, training, safety, labour relations, and employment records.

KEY FUNCTION OF HR MANAGER



www.whatishumanresource.com

E-HRM

e-HRM is the use of web-based technologies to provide HRM services within employing organizations. It embraces e-recruitment and e-learning, the first fields of human resource management to make extensive use of web-based technology. From this base e-HRM has expanded to embrace the delivery of virtually all HR policies. Within a system of e-HRM, it is possible for line managers to use desktop computers to arrange and conduct appraisals, plan training and development, evaluate labour costs, and examine indicators for turnover and absenteeism. Employees can also use a system of e-HRM to plan their personal development, apply for promotion and new jobs, and access a range of information on HR policy.

CONCLUSION

HR professionals have an all-encompassing role. They are required to have a thorough knowledge of in particular. The employees should know about their balance sheet, sales progress, diversification plans, restructuring plans, sharp price movements, turnover and all such details. The HR professionals should impart education to all employees through small booklets, video films, and lectures.

The organisation and its intricacies and complexities. The ultimate goal of every HR person should be to develop a linkage between the employee and the organisation because the employee's commitment to the organisation is crucial. The first and foremost role of HR functionary is to impart continuous education to employees about the changes and challenges facing the country in general, and their organisation. Thus HUMAN RESOURCE MANAGEMENT is very necessary in every organisation. HRM focuses on rewarding, assessment, training selection and attraction. E-HRM is the



(planning, implementation and) application of information technology for both networking and supporting at least two individual or collective actors in their shared performing of HR activities. Human resource management is the process of proper and maximise utilisation of available limited skilled workforce. The core purpose of the human resource management is to make efficient use of existing human resource in the organisation.

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