

VALUE CHAIN GOVERNANCE: FORMAL AND INFORMAL RULES WITHIN BLACK PEPPER VALUE CHAIN IN KERALA

HENA.M

Research Scholar,

Department of Rural Marketing Management, College of Cooperation, Banking and Management, Kerala Agricultural University, Thrissur, Kerala

&

Dr. USHADEVI, K.N.

Professor and Head,

Department of Rural Marketing Management, College of Cooperation, Banking and Management, Kerala Agricultural University, Thrissur, Kerala

Abstract

Black pepper apparently called as “Black Gold” internationally, India hold the crown of leading producer and exporter of black pepper, lost to Vietnam in 2014. The value chain of black pepper in Kerala includes different actors such as black pepper farmers, hill produce dealers, wholesalers and exporters and these actors had to comply with certain formal or informal rules and regulations in the value chain. The study has identified the formal and informal rules that influenced the value chain governance within the black pepper value chain in Kerala. Delay in getting permission at Government offices was identified as an important informal rule by the exporters, while down grading of the black pepper to reduce the price purposefully by the dealers was revealed by the farmers. Thus, the farmer had an experience of getting less price than the market price which shows that the black pepper farmers are more affected by the informal rules rather than the formal rules imposed over them

Keywords: formal and informal rules, value chain, governance, black pepper.

1. Introduction

Agriculture value chain analysis is a comprehensive analysis to assist small holder producer of less developed and developing countries to stimulate economic growth of poor (Haggblade *et al*, 2012). UNIDO (2009) staff working paper on agro-value chain analysis and development made the concept of value

chains in agriculture more explicit and precise. Accordingly, agro-value chain analysis can reveal “the need for enterprise development, enhancement of product quality and safety, quantitative measurement of value addition along the chain, promotion of coordinated linkages among producers, processors and retailers, and the improvement of

competitive position of individual enterprises in the marketplace". The Global Value Chain (GVC) approach gives emphasis to the concept of 'governance', that is, the value chain operations are performed by the producers in the developing country, where the parameters for the products and processes are specified by the buyers' right through the chain. Government agencies and international organizations are compelled to meet the compliance in quality, labour and environmental standards (Humphrey and Schmitz, 2001).

The value chain governance cannot be limited to the legal and regulatory requirements that influence business operations and market access in a value chain, in real sense, it includes an array of instruments like the contracts between value chain participants, government regulatory frameworks enforced, to even the unwritten "norms" that determines the participants in the market. Gereffi (1994), further elaborated the term in detail with the importance of exchange of information and production activities as, the degree of control to outline the functional division of labour in the chain, determining the allocation of resources and gains and its flow within the chain.

2. Statement of the Problem

Black pepper apparently called as "Black Gold" internationally, was the first oriental spice offered to Western countries like Rome and Greece. Later, this spice has gained high demand and value in Europe and its fame has even made changes in Western cuisine along with the entry of other spices (Ravindran and Kallapurackal, 2012). Since 1999, India, has lost the crown of leading producer and exporter of black pepper to Vietnam (IPC, 2015). It is true that value chain actors must comply with certain rules and regulations in the value chain. Rules and regulations can be either formal or informal. Formal rules are decided and implemented with official and legislative power and decisions, while informal

commercial rules are determined by the powerful parties in the value chain over the weak parties. Rules like voluntary standards are for products with specific standards in agriculture, like organic products. Certain informal rules were also found imposed over the actors in the value chain of black pepper especially, for farmers. There are certain dominant formal and informal rules in relation with selling and buying of black pepper in the market which influences the selling and buying of black pepper between actors in each nodes of the value chain. Hence, the important formal and informal rules that the value chain actors must comply being an actor in the black pepper value chain were identified to understand the relationships among the actors in the black pepper value chain.

3. Materials and Methods

The study was confined to two districts in Kerala, Idukki and Wayanad districts, since these districts accounted for the first and second position under the area of Black Pepper cultivated in Kerala during 2016-17 and had the maximum share of about 51.4 per cent of the total production. The primary data was collected from 120 black pepper farmers (60 farmers each from Idukki and Wayanad districts) and the other important value chain actors were identified using snowball technique which included 70 private traders (including 38 hill produce dealers and 32 wholesalers) and three exporters. Furthermore, open end interviews were conducted with key informants in the value chain like Spices Board Officers, NABARD Officers, Agriculture Officers in Krishi Bhavans, Directors and staffs of NGOs, Managers of exporting companies and other service providers.

4. Scope of the study

Identifying the dominant formal and informal rules in relation with selling and buying of black pepper in the market may help to understand farmer's position in the chain and to help the farmers to

realize the hurdles and to realize better retail prices. Finally, it may lead to improve the livelihood situation of rural population involved in black pepper production in Kerala. The results of the study possibly would expose the role of the actors in the value and how much these actors tied up under the formal and informal rules prevailing in the value chain.

5. Objective

The objective of the study is to identify the formal and informal rules that influence the value chain governance within the black pepper value chain in Kerala.

6. Review of Literature

Raju and Singh (2014) pinpointed the significance of pro-producer agriculture value chain and further, it can be a way for poverty reduction and social development. They also highlighted the necessity of small farmer integration, small holder agriculture viability, and collaboration across chain actors and importance of rural advisory and support services to farmers especially, in case of market information and innovative production and processing techniques. Likewise, it is equally important to strengthen the value chain relationship between small holder producers and other actors in the chain through mutual benefit and cooperation. While in the view of Kaplin sky *et al* (2001), "Governance" is the authority to decide who should participate and who should not participate, as an actor in the value chain. He added the authority to fix rules; render help to chain participants to achieve the pre fixed standards and to check the chain performance are also included in governance thought. Situations are not always easy, certain firms or actors in the value chain structure generate their own restrictions and made it oblige on other actors to abide by these parameters. That is the reason why, Humphrey and Schmitz (2001) doubted that the question of governance arises when some firms in the

chain works according to parameters set by others. For the compliance of such parameters, essential support is needed from governance structures to transmit information about parameters and to apply compliance.

7. Results and Discussion

As revealed by the value chain actors that there are certain dominant formal and informal rules in the market. The important formal rules that the value chain actors must comply being an actor in the black pepper value chain were identified from the black pepper farmers, exporters, wholesalers and hill produce dealers. Compliance with the formal set of parameters is compulsory for the value chain actors, which were properly monitored and enforced through inspection and testing by the officials, while the informal rules created by the strong parties in the value chain and impose it over the weak parties. The present study identified the important formal and informal rules that influenced the value chain governance under the following heads;

- 7.1 Formal rules for Exporters
- 7.2 Formal rules for Wholesalers/Hill Produce Dealers
- 7.3 Formal rules for Black pepper farmers
- 7.4 Informal rules for Exporters
- 7.5 Informal rules for Black pepper farmers
- 7.6 Informal rules for Wholesalers/Hill Produce Dealers

7.1 Formal rules for Exporters

The formal rules and regulations were enforced over the exporters by the Central and State Governments in India and the Governments of importing countries, international agencies etc. and these rules were implemented and monitored through different government agencies.

Table 1
Formal rules for Exporters

| Sl No. | Formal Rules and Regulations | Rule Setting Authority |
|--------|--|--|
| 1 | Import Export Code (IEC) | Directorate General of Foreign Trade |
| 2 | Certificate of Registration as Exporter of Spices (CRES) | Spices Board of India |
| 3 | Factory Registration (under Factories Act, 1948) | District Governing Authority |
| 4 | Guidelines for Quality Improvement (2014), | Spices Board of India |
| 5 | Quality Testing through Quality Evaluation Laboratory (QEL) | Spices Board of India |
| 6 | Spice House Certification to Spice Processing Establishments | Spices Board of India |
| 7 | Food Safety and Standards Act 2006 | Government of India |
| 8 | Quality Standards required for black pepper export <ol style="list-style-type: none"> 1. Japanese Agricultural and Organic Standards 2. Korea Organic 3. BIOSUISSE-Switzerland 4. EU Regulations 5. National Programme for Organic Production India(NPOP) 6. United States Department of Agriculture National Organic Programme (USDA NOP) 7. Demeter standards for bio-dynamic farming 8. Naturland standards, Germany 9. Naturland Fair, Germany 10. Fairtrade (FLO ID-21286) 11. ISO 22000:2005 by Bureau Veritas 12. ISO 9001:2008 14001 :2004 13. BRC Grade AA by Bureau Veritas | Standards set by different Countries and Organizations |

The formal rules and regulations to be complied by the exporters are presented in Table.1. Import Export Code (IEC), is a mandatory license and a prerequisite for importing or exporting commodities from India. It is a ten digit identification number issued by the Directorate General of Foreign Trade to start business that deals with export or import. Certificate of Registration as Exporter of Spices (CRES) is issued by Spices Board of India, under Section II of the Spices Board Act. Application should be submitted to Spices Board, with registration fee, GST

registration certificate, bank certificate, PAN Card etc. In Kerala, factory registration is mandatory as per the provision of the Factory Act 1948, to ensure that a factory complies with the stipulated rules and safety guidelines. Spices Board's guidelines for the quality improvement of spices (especially for black pepper) includes limit of contaminants stipulated by importing countries, permitted level of pesticides residue, steps to be taken in harvesting, processing and storage of black pepper, the control of moisture content, hygiene-

environmental and personal etc. Quality Evaluation Laboratory (QEL) was established by Spices Board in 1989, provides analytical services to the spice industry, monitors the quality of spices produced and processed in the country. The Laboratory in Kochi is certified by British Standards Institution, UK, accredited under NABL (National Accreditation Board for Testing & Calibration of Laboratories). Processing Units of Spices should obtain Spice House Certification also from Spices Board. Food Safety and Standard Authority of India (FSSAI) regulates the food sector by laid down the guidelines and standards to be followed by the food producers, under Food Safety and Standard Act 2006. Good Agricultural Practices (GAP) are approved by American Spice Trade Association (ASTA) and recommended by Spices Board of India suggests various standards to achieve food safety. Sanitary and Phyto sanitary measures are World Trade Organisation (WTO) standards set by three organisations: i) Codex Alimentarius Commission (Codex) ii) World Organisation for Animal Health (OIE) and iii) International Plant Protection Convention (IPPC). In addition to the above explained regulations, certifications and standards, each importing country has

their own standards separate for organic and inorganic products.

The formal rules from 1 to 7 (Table.1) were compulsory rules, therefore, complied by all the three exporters, while the exporters were not registered or certified for all quality standards required by various agencies in different countries. They have obtained the certifications of different countries according to their export requirement. Certificate of National Programme for Organic Production (NPOP) in India, United States Department of Agriculture National Organic Programme (USDA NOP) and Fair trade (FLO ID-21286) were the quality Standards certified by all exporters included in the value chain.

7.2 Formal rules for Wholesalers/Hill Produce Dealers

The buying and selling of agriculture produces including allspices producing in the districts of Idukki and Wayanad were carried out by the wholesalers and hill produce dealers. They were liable to obey the following formal rules to start the business and to run their business in the locality. Table 2 gives an idea about the formal rules under which wholesalers and hill produce dealers were running their business.

Table 2
Formal rules for Wholesalers/Hill Produce Dealers

| Sl No. | Formal Rules | Rule Setting Authority | Hill Produce Dealers (N=38) | Wholesalers (N=32) |
|--------|--|------------------------|-----------------------------|--------------------|
| 1 | Certificate of Registration (Kerala Shops and Establishments Act, 1960) | Government of Kerala | 38 (100) | 13(40.62) |
| 2 | Trade License Registration from Municipal Corporations, (Kerala Municipality Amendment Act 1996) | Government of Kerala | - | 19(59.38) |
| 3 | GST Registration | Government of India | 38(100) | 32(100) |
| 4 | Lease Agreement under Kerala Buildings (Lease and Rent Control) Act, 1965 | Government of Kerala | 33(86.84) | 31(96.88) |

The establishment which is not registered under the Factories Act should be register under Certificate of Registration (Kerala Shops and Establishments Act, 1960) irrespective of the number of workers. The fees has to be remitted to the nearest Office of Assistant Labour Officer, that is, 60 days before the date of commencement of business and the application for renewal of registration should be submitted 30 days before the expiry of the registration. Trade License Registration under Kerala Municipality Amendment Act 1996, became mandatory for doing dealer or wholesaler business by the amendment of the same act in 2014, where the Kerala trade license is a document of authorization issued by the state government for granting permission to regulate and carry out any form of business from a particular locality. Goods and Services Tax (GST) Registration started in July 1st 2017, gives all business a unique Goods and Services Tax Identification Number (GSTIN) after registration which aimed to replaced many indirect taxes and changed into a comprehensive, multistage, destination based tax that is levied on every value addition.

All the hill produce dealers were having certificate of registration from the Panchayat and forty one percent of the wholesalers were also registered under the Panchayat, while a remaining fifty nine percent of wholesalers were having trade license from the concerned municipality in the locality. It should be noted that all the wholesalers and hill produce dealers had

GST registration for the payment of goods and services tax. Lease or rent agreement was signed by 86.84 percent of hill produce dealers and 96.88 percent of wholesalers as majority of the dealers and wholesalers were on rented shops, and the lease agreement was prepared under Kerala Buildings (Lease and Rent Control) Act, 1965.

7.3 Formal rules for Black pepper farmers

The formal rules applicable to certified organic farmers and conventional farmers were listed in Table 3. The black pepper farmers (120 farmers from Idukki and Wayanad Districts) were classified into 55 certified organic farmers (45.83 percent) and 65 conventional farmers (54.17 percent). For this reason, the formal rules which were liable to comply by both type of farmers were different. Out of the 120 farmers, 45.83 percent of the total farmers (55 certified organic farmers) has complied with the rules set by the organic certifying agencies and the NGOs. The NGOs and the organic certifying agencies checks and assures the compliance of organic farmers in the study area. The conventional farmers (54.17 per cent) got advice and recommendations from Krishi Bhavan and other research institutes.

Prohibition of cultivation in the forest land, eligibility to receive subsidy (under agriculture schemes and packages) and credit availability and the rate of interest were the other formal rules that the all the black pepper farmers are agreed to.

Table 3

Formal rules for Black pepper farmers

| Type of Farmers | Formal Rules | Rule Setting Authority |
|-----------------|---|---|
| Organic Farmers | Crop management in the farm according to certifying agency (permitted organic pest control and organic manures only) Post-harvest handling of black pepper Maintain organic quality (to avoid rejection of produce after quality testing) | Organic Certifying Agency NGO (Promotes organic) |

| | | |
|----------------------------------|---|---|
| | | farming) |
| Conventional Farmers | Crop management in the farm (advice from Krishi Bhavan) Post-harvest handling of black pepper Maintain quality (to avoid rejection of produce after quality testing) | State Department of Agriculture Kerala Agricultural University |
| Organic and Conventional Farmers | Phytosanitary measures <ul style="list-style-type: none"> a. tolerance limit for residues, b. restricted use of substances, c. labeling requirements related to food safety, d. hygienic requirements | World Trade Organization |
| | Prohibition of cultivation in forest land (under Forest Conservation Act, 1980) Right of ownership and self-cultivation of forest land, access to collect, use and dispose of minor forest produce - under The Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006. Credit availability & rate of interest Eligibility to receive subsidy (Under Agriculture schemes and Packages) | Government of India Government of India Reserve Bank of India, Public and Private sector Banks State Department of Agriculture |

The tribal farmers (5 per cent) has the right of ownership and self-cultivation of forest land, access to collect, use and dispose of minor forest produce under The Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006. The phyto sanitary measures adopted by WTO such as tolerance limit for residues, restricted use of substances, labeling requirements related to food safety and hygienic requirements does not have any influence over the farmers directly.

7.4 Informal rules for Exporters

The exporters included in the study mentioned about the unnecessary delay at Government offices as an important informal rule that affects their exporting business. Due to the high competition

among the spice exporters in the country the exporters in the value chain keep secrecy of their export businesses and contacts abroad, to avoid losing business with foreign clients.

7.5 Informal rules for Black pepper farmers

It has been noticed that farmers were highly affected by the informal rules in the value chain as the black pepper value chain is a buyer driven value chain. The identified informal rules for the black pepper farmers were downgrading of the product by the buyers and buyers offer price less than the market price, are presented in Table 4.

Table 4

Informal rules for Black pepper farmers

| Sl No. | Informal Rules | Rule Setting Agency/Firm | Organic Farmers (55) | Conventional Farmers(65) |
|--------|--|---------------------------|----------------------|--------------------------|
| 1 | Downgrading of the product by the buyer | NGOs/Hill Produce Dealers | 10(18.18) | 65 (100) |
| 2 | Price offered less than the market price | NGOs/Hill Produce Dealers | - | 65 (100) |

Cent per cent of the conventional farmers felt that down grading of the black pepper to reduce the price purposefully by the dealers and they revealed that were mostly offering price less than the market price, so that they can ensure a better margin for their business. Further, they added that not all the buyers makes spot payment for the purchase, but they delay the payment to the farmers due to different reasons. Certain buyers encourage the farmers for advance payment from the traders, for their marketable surplus even before the harvest season, while the farmers in the study area denied such a practice.

7.6 Informal rules for Wholesalers/Hill Produce Dealers

Wholesalers and hill produce dealers informed that the important informal rule they compelled to follow were compromise over the price and the profit in order to keep relationship between the parties engaged in pepper trade. Though they deal in different hill produce everybody play safe to avoid loss in the business. When price of the black pepper was high the profits for the traders were high and when the price decreases, their profit also gets reduced. Further, that it's not possible to pinpoint the informal rules exists in other areas, but they agreed that there exist certain practices like engaging the same labourers for cleaning and drying and loading and unloading of black pepper.

8) Conclusion

Value chain governance comprises of government regulatory frameworks enforced, contracts between value chain participants to even the unwritten “norms” that determines the participants in the market. It is noticed that the participants in black pepper value chain also have to follow certain informal rules other than the formal rules enacted by the rule setting authorities. Delay in getting permission at Government offices as an important informal rule that affected the exporters, while down grading of the black pepper to reduce the price purposefully by the dealers was revealed by the farmers. Thus the farmers get less price than the market price which shows that the black pepper farmers are more affected by the informal rather than the formal rules imposed over them.

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AN ANALYSIS OF WORKING CAPITAL MANAGEMENT IN SAIL AND RINL

Dr. N.K. PRADEEP KUMAR

Academic Consultant

Department of Commerce, S.V.U College of CM&CS

Sri Venkateswara University, Tirupati – 517 502

Andhra Pradesh, India

Abstract

Working Capital Management has its impact on liquidity as well profitability. The impact on effectiveness and profitability of working capital is tried to find out by measuring the fluctuation in fixed assets, current assets and sales. For this, two major companies i.e. Steel Authority of India Limited (SAIL) and Rashtriya Ispat Nigam Limited (RINL) is taken. An adequate level of working capital provides a business with operational flexibility. Business with an adequate level of working capital have more options available to it, and can make its own choice as to when working capital will be used and how it will be used. On the other hand, if a firm is short of working capital, it may be forced to limit business operations, extension of credit to customers and the amount that it invests in inventory. This will adversely affect production as well as sales which in turn will affect profitability of the concern. The paper makes an assessment of management of working capital, examines the adequacy of the working capital, observes the actual liquidity and solvency position and offers the valuable suggestions for the adequacy and healthy management of working capital in these units.

Keywords: Working Capital, SAIL, RINL, Liquidity, Profitability.

INTRODUCTION

Working capital is life blood of business enterprises. It has been now established that the utilization of working capital magnifies the profitability of an enterprise considerably. The firms have therefore, to optimize the use of limited available sources through efficient and effective management of working capital. Usually, working capital management is concerned with the problems that arise in attempting to manage the current

assets, the current liabilities and the inter-relationship that exists between them. The aim of working capital management is to manage the concern's current assets and current liabilities in such a way that an adequate working capital is maintained. An adequate level of working capital provides a business with operational flexibility. Business with an adequate level of working capital have more options available to it, and can make its own choice as to when working capital

will be used and how it will be used. On the other hand, if a firm is short of working capital, it may be forced to limit business operations, extension of credit to customers and the amount that it invests in inventory. This will adversely affect production as well as sales which in turn will affect profitability of the concern.

PROFILE OF SAIL AND RINL

The Iron and steel industry in India features a strong incumbent footing as well as rapidly developing companies. The government owned Steel Authority of India with its five integrated plants and three special alloy plants is the biggest and most diverse in terms of production and acts like an operating company with an annual production of 13.5 million metric tons. SAIL is the 24th largest steel producer in the world. Rashtriya Ispat Nigam Limited (RINL) is the corporate entity of Visakhapatnam Steel plant, the most modern and successful plant owned by the government. Visakhapatnam Steel Plant – popularly known as “Vizag Steel”, is one of the first shore-based integrated steel plants in India with more than 75 per cent of value added products in its basket, RINL has a wide marketing network spread across the country. In order to maintain its techno economic supremacy, RINL is modernizing its existing assets, which would further increase the capacity to 7.3 million tons by 2017. These two account for a quarter of production in India. They not only play an important role in the production of primary and secondary steel, but also contribute substantially to value addition in terms of quality, innovation and cost effectiveness.

OBJECTIVES

The working capital management of the companies has been studied keeping in view the following objectives:

- To assess the inventory effectiveness; and
- To evaluate liquidity and solvency

HYPOTHESES

Null hypothesis is framed in the present study. In order to test the variables of working capital viz., inventory efficiency and current ratio the following are employed:

- (i) there is significant difference in the inventory ratio; and
- (ii) there is no significant difference in the current ratio.

RESEARCH METHODOLOGY

Sample Design

The study confines public sector units in India according to the Ministry of Steel website, Government of India, the universe for the study consists of 9 iron and steel units spread over public sector out of them 2 units are conveniently selected. The sample thereafter constitutes two public iron and steel industrial units viz. Steel Authority of India Limited (SAIL) and Rashtriya Ispat Nigam Limited (RINL).

Data Base

The present study is based on the secondary sources. The data have been collected through various published annual reports of the SAIL and RINL and other selected official websites; books, magazines, journals have been referred and used for the purpose of the study.

Period of the study

A ten year period commencing with the financial year 2003-04 and ending with 2012-13 has been adopted.

LIMITATIONS OF THE STUDY

The present study is confined to the working capital management analysis in terms of inventory, solvency and liquidity. The figures taken from the annual reports have been rounded off to two decimals of rupees in crores. Secondary data have been collected from more than one source. Hence, there may be slight divergence between one source and another on the same variable.

TOOLS OF ANALYSIS

The data culled from different sources are synthesized, tabulated, analyzed and interpreted. Further,

statistical tool t-test is applied to analyze the data.

ANALYSIS OF WORKING CAPITAL

Analysis of Working Capital has been carried out keeping in view the objectives as set for the present research paper.

INVENTORY EFFICIENCY

Inventory Turnover Ratio

The ratio establishes a relationship between costs of goods sold and average inventory of finished goods. The objective of computing this ratio is to determine the efficiency with which the inventory is converted into sales. Financial analysts have fixed a norm of eight times as an optimum turnover of inventory. A relatively low inventory may be the result of ineffective inventory management i.e. carrying too large an inventory and poor sales or carrying expired inventory to avoid writing off inventory losses against income. Normally a high number indicates greater sales efficiency and a lower risk of loss through un-saleable stock. A high inventory turnover ratio indicates that stock is fast moving. As a result inventory is effectively turned into sales. The inventory turnover ratio is shown in Table 1.

Table 1
Inventory Turnover Ratio
(in times)

| Year | SAIL | RINL |
|----------------|-------------|-------------|
| 2003-04 | 4.83 | 4.04 |
| 2004-05 | 4.83 | 3.90 |
| 2005-06 | 4.06 | 3.96 |
| 2006-07 | 3.76 | 4.43 |
| 2007-08 | 4.18 | 3.86 |
| 2008-09 | 4.04 | 2.86 |
| 2009-10 | 3.07 | 2.95 |
| 2010-11 | 3.32 | 3.14 |
| 2011-12 | 3.02 | 3.34 |
| 2012-13 | 2.52 | 2.94 |
| Average | 3.76 | 3.54 |
| CSLD | 3.65 | |

Source: Compiled from the annual reports of SAIL and RIN

It is evident that in the case of SAIL and RINL, the inventory turnover ratio had reported a mixed trend of rise

and fall over the study period. Further, it is noticed that the ratio also had depicted a decline during the latter years of the study period in both the firms i.e. SAIL and RINL. The highest ratio registered was 4.83 times in 2003-04, the lowest being 2.52 times in 2012-13 in SAIL. But in the case of RINL, the ratio had ranged between the highest of 4.43 times in 2006-07 and the lowest of 2.94 times in 2012-13. The ratio recorded on an average 3.76 times and 3.54 times in SAIL and RINL respectively which is more or less nearer to the consolidated average ratio of 3.65 times. It is obvious that inventory turnover ratio was less than the standard norm of eight times during entire period of study in SAIL and RINL. It indicates that the inventory was not turned into sales effectively in these companies.

DEBTORS EFFICIENCY

Debtors Turnover Ratio

The ratio establishes a relationship between net credit sales and average account receivables (average debtors). The ratio is intended to evaluate the ability of a company to efficiently issue credit to its customers and collect funds from them in a timely manner. There is no general norm for the receivables turnover ratio; it strongly depends on the industry and other factors. A high turnover ratio indicates a combination of a conservative credit policy and efficient management in collecting the accounts receivables, as well as a number of high-quality customers. A low debtor's turnover ratio implies inefficient management of debtors or less liquid debtors. It is also quite likely that a low turnover level indicates an excessive amount of bad debt. But in some cases, too high a ratio can indicate that the company's credit lending policies are too stringent, preventing prime borrowing candidates from becoming customers. This ratio is computed by dividing the net credit sales by the average account receivables (average debtors). The debtors' turnover ratio is presented in Table 2

Table 2
Debtors Turnover Ratio
(in times)

| Year | SAIL | RINL |
|----------------|--------------|--------------|
| 2003-04 | 13.74 | 63.81 |
| 2004-05 | 14.85 | 149.29 |
| 2005-06 | 14.81 | 44.10 |
| 2006-07 | 14.66 | 36.59 |
| 2007-08 | 12.98 | 97.30 |
| 2008-09 | 14.29 | 47.72 |
| 2009-10 | 11.61 | 54.14 |
| 2010-11 | 10.27 | 31.67 |
| 2011-12 | 9.73 | 31.02 |
| 2012-13 | 10.08 | 11.99 |
| Average | 12.70 | 56.76 |
| CSLD | 34.73 | |

Source: Compiled from the annual reports of SAIL and RINL

In the case of SAIL, the debtors' turnover ratio had varied between 9.73 times in 2011-12 and 14.85 times in 2004-05. The ratio had shown fluctuating trend over the study period. The average debtor turnover ratio registered was 12.70 times. It is interesting to note that the highest ratio of 149.29 times was registered in 2004-05, the lowest being 11.99 times in 2012-13 with an average ratio of 56.76 times. The ratio had remarkably slid down to 11.99 times in 2012-13 from 63.81 times in 2003-04. Between these two public sector companies the average debtors' turnover ratio was higher in RINL. Further, it may be observed that the RINL had adopted a stringent credit policy. The debtors were less liquid leading to inefficient management of debtors in the case of SAIL.

TECHNICAL AND LIQUIDITY PERFORMANCE

Current Ratio

The ratio establishes a relationship between current assets and current liabilities. The objective of computing this ratio is to measure the ability of the firms to meet its short term obligations and to reflect the short term financial strength/solvency of the firm. In other words, the objective is to measure the safety margin available for short term

creditors. A higher current ratio is a clue that a company is able to pay its debts maturing within a year. On the other hand, a low current ratio points to the possibility of a firm not being able to pay its short term debt. However, too high a ratio indicate the presence of idle funds with the firm or the absence of investment opportunities with the firm and too low ratio may indicate the inadequacy of working capital which may deter the smooth functioning of the firm. The current ratio is shown in Table 3

Table 3
Current Ratio
(in times)

| Year | SAIL | RINL |
|----------------|-------------|-------------|
| 2003-04 | 0.92 | 4.57 |
| 2004-05 | 1.41 | 4.88 |
| 2005-06 | 1.46 | 5.20 |
| 2006-07 | 1.86 | 4.97 |
| 2007-08 | 1.99 | 3.70 |
| 2008-09 | 2.02 | 2.84 |
| 2009-10 | 2.28 | 2.22 |
| 2010-11 | 2.19 | 1.65 |
| 2011-12 | 1.63 | 1.21 |
| 2012-13 | 1.37 | 1.03 |
| Average | 1.71 | 3.23 |
| CSLD | 2.47 | |

Source: Compiled from the annual reports of SAIL and RINL

It is evident that the current ratio depicted wide fluctuations in the both the iron and steel companies. The current ratio in SAIL had varied between the lowest of 0.92 times and the highest of 2.28 times over the study period with an average ratio of 1.71 times. The ratio was less than the standard norm of 2:1 times in six years out of a decade under study. It indicates that the SAIL was unable to meet its currently maturing obligations during the study period barring four years. In other words, the liquidity performance was unsatisfactory in a majority of the years under report. In RINL the ratio had reported a decline which came down to 1.03 times in 2012-13 from 4.57 times in

2003-04. In RINL, the ratio was too high in the first five years of the study period. It implies that the more working funds were blocked up unnecessarily in current assets upto 2007-08. Further, it is noticed that the company was unable to repay its current liabilities out of current assets from 2010-11 onwards as the ratio was less than the standard norm of 2:1. Between these two companies, the liquidity performance of RINL was better.

APPLICATION OF 't' – TEST FOR CURRENT RATIO

Application of 't' – test for current ratio of SAIL and RINL companies is presented in Table 4

To determine whether there was any significant variation in the current ratio between the individual iron and steel companies and the industry, the following null hypothesis was formulated and it was tested through students 't' test.

H₀: "There is no significant difference in the current ratio".

Table 4
Application of 't' Test For Current Ratio

| Particulars | SAIL | RINL |
|-------------------------|-------------|-----------|
| Mean of Current ratio | 1.71 | 3.23 |
| SD of Current ratio | 0.43 | 1.64 |
| CV of Current ratio | 25.15 | 50.77 |
| 'r' Current ratio | 0.83 | 0.37 |
| Calculated value of 't' | 0.140595827 | 2.84896 |
| p – value | 0.882813774 | 0.010911* |
| Table value of 't' | 2.262 | 2.262 |

Note : * indicates Significant

Source: Computed from Table 3

It is found that there is no significant difference in the current ratio of SAIL, whereas there is significant difference in the current ratio of RINL. Hence, it is concluded that null hypotheses

was accepted for SAIL but rejected for RINL.

't' – TEST FOR TESTING THE HYPOTHETICAL CURRENT RATIO

Students't' – test is applied to test the hypothetical current ratio of 2:1. The details of SAIL and RINL units are furnished in Table 5

Table 5
't' – Test for Testing the Hypothetical Current Ratio

| Particulars | SAIL | RINL |
|-----------------------|-------------|----------|
| Mean of Current ratio | 1.71 | 3.23 |
| SD of Current ratio | 0.428280 | 1.641016 |
| Value of 't' | -2.03138134 | 2.2486 |
| Table value | 2.262 | 2.262 |

Note : i) No. of observations in each case are 10(No of years=10)

ii) Hypothetical ratio is 2:1 for all the enterprises.

iii) Degree of Freedom (N-1) or (10-1=9) for all the enterprises

Source: Computed from Table 4

The calculated value of 't' is less than the table value of 't' at 5 per cent level of significance for current ratio in SAIL and RINL. It shows that the hypothetical current ratio holds good over the years.

QUICK RATIO

The quick ratio establishes a relationship between quick assets and current liabilities. The objective of computing this ratio is to measure the ability of the firm to meet its short term obligations as and when due without relying upon the realization of stock. The higher the quick ratio, the better the position of the company. The commonly acceptable quick ratio is 1:1 but may vary from industry to industry. A company with a quick ratio of less than one cannot currently pay back its current liabilities. It is a sad sign for investors and partners. This ratio is computed by dividing the quick assets with the current liabilities.

The quick assets ratio is presented in Table 6.

Table 6
Quick Ratio

(in times)

| Year | SAIL | RINL |
|----------------|-------------|-------------|
| 2003-04 | 0.58 | 3.99 |
| 2004-05 | 0.99 | 4.00 |
| 2005-06 | 0.88 | 4.43 |
| 2006-07 | 1.25 | 4.39 |
| 2007-08 | 1.47 | 3.15 |
| 2008-09 | 1.42 | 2.07 |
| 2009-10 | 1.75 | 1.65 |
| 2010-11 | 1.54 | 0.95 |
| 2011-12 | 0.90 | 0.74 |
| 2012-13 | 0.66 | 0.66 |
| Average | 1.14 | 2.60 |
| CSLD | 1.87 | |

Source: Compiled from the annual reports of SAIL and RINL

It is obvious that the quick ratio recorded on an average was 1:14 times and 2.60 times in SAIL and RINL respectively over the study period. The highest quick ratio of 4.43 times in 2005-06 was recorded in RINL, while the lowest of 0.58 times in SAIL in 2003-04. The liquid ratio was too high in six years out of ten years in RINL. It implies that more working funds were blocked up in current assets even after excluding the inventory from total current assets. The situation had resulted in under-trading in RINL. The liquid ratio was satisfactory on an average in SAIL as the ratio had just exceeded the standard norm of 1:1.

ACTUAL LIQUIDITY AND SOLVENCY POSITION

Actual liquidity position of an enterprise mostly depends on its ability to pay off its current financial obligations from the net cash flows generated from its own operations but not by current assets alone, when it is being run. It is understandable that a manufacturing concern is unable to dispose of its current assets due to either lack of demand in the market or current assets lack the quality of

conversion into cash at a given point of time. The higher the cash flow ratio, the greater the degree of liquidity and solvency of a firm and vice-versa. Hence, the relationship of current liabilities with the net cash flows may be measured by computing net cash flow to current liabilities.

Net Cash Flows to Current Liabilities

The ratio of net cash flows to current liabilities can be computed as follows:

$$\text{Net Cash Flows to Current Liabilities} = \frac{\text{Net Profit} + \text{Non-cash expenses}}{\text{Current Liabilities}} \times 100$$

The net cash flows to current liabilities ratio is portrayed in Table 7.

Table 7

Net Cash Flows to Current Liabilities

(in percentage)

| Year | SAIL | RINL |
|----------------|--------------|--------------|
| 2003-04 | 29.67 | 160.53 |
| 2004-05 | 63.72 | 207.75 |
| 2005-06 | 31.25 | 102.55 |
| 2006-07 | 49.93 | 78.65 |
| 2007-08 | 48.39 | 71.65 |
| 2008-09 | 28.12 | 33.94 |
| 2009-10 | 45.83 | 20.94 |
| 2010-11 | 36.32 | 16.34 |
| 2011-12 | 28.80 | 14.40 |
| 2012-13 | 12.83 | 4.64 |
| Average | 37.49 | 71.14 |
| CSLD | 54.32 | |

Source: Compiled from the annual reports of SAIL and RINL

It is evident from Table 7 that an analysis of individual public sector companies reveals that the net cash flow to current liabilities ratio was positive throughout the period of the study in SAIL and RINL. The net cash flow to current liabilities ratio had remarkably slashed down from 29.67 per cent to 12.83 per cent in SAIL and from 160.53 per cent to a mere 4.64 per cent in RINL over the study period. It indicates that the actual liquidity performance had deteriorated more particularly in RINL during the later years

of study. It may be noted that the ratio had exceeded the cent per cent norm in the three years out of ten years in RINL.

CONCLUSION

The following are the conclusion and suggestions offered for the better financial health of sample companies.

- Inventory turnover ratio was less than the standard norm of eight times in SAIL and RINL. It indicates that the inventory was ineffectively turned into sales. Consequently, there is a high risk of loss due to unsalable stock.
- In RINL, liquid ratio was too high in six out of ten years. It implies that more working funds were blocked up in current assets. The situation had resulted in under-trading. Liquid ratio is better in the SAIL as it had exceeded the standard norm of 1:1.
- In RINL, the net cash flow to current liabilities ratio had exceeded the cent per cent norm in three out of ten years. The actual liquidity performance was relatively better in RINL. Analysis purports that the coverage of current liabilities was satisfactory in both these units.
- It may be further suggested that inventory efficiency results can be strengthened if inventory methods shall be scientifically specified so as to reduce the risk of loss due to unnecessary blocking up of working funds.
- ABC analysis (Selective Inventory Control) shall be carried out for all the components of inventory.
- JIT shall be followed to reduce the blocking up of working funds in inventory. Inventory methods shall be scientifically specified so as to reduce the risk of loss due to unnecessary blocking up of working funds as already pointed out.

- SAIL shall improve liquidity performance either by increasing current assets or reducing current liabilities.
- RINL shall minimize working funds in current assets to the possible extent.

These suggestions if implemented working capital performance of public sector units' i.e. Steel Authority of India Limited and Rashtriya Ispat Nigam Limited shall be improved to desired levels.

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ANALYSIS OF FINANCIAL PERFORMANCE OF PUBLIC AND PRIVATE SECTOR BANKS IN ANDHRA PRADESH

Dr.M.BALAJI REDDY

Principal,
GITAMS, Kadapa

&

Dr.K.KISHORE KUMAR REDDY

Academic Consultant
Department of Commerce, S.V.U, Andhra Pradesh

Abstract

Bank expansions are widely observed from the technical phenomena of merger and acquisitions, specifically for those banks that approach commanding heights in international financial markets. An appealing change is developed by bank mergers in the structure of banking industry. Thereby, Indian banks are establishing more branches and subsidiaries to acquire local banks and expand their operations throughout the country. It is understood that bidder banks in post-merger phase acquire vulnerable banks to compete in the market, and maintain their stability in terms of profitability and liquidity using mergers and acquisitions. Indian banking sector is an important component of Indian financial system. It has a strong impact on the economic development and growth of the nation. The present study is made to measure the financial position, performance and efficiency of the largest public sector bank and private sector bank. The objective of the study is to identify financial position and performance of the selected banks and to examine whether any significant difference exists in their performance.

Keywords: Financial, Position, Performance, Bank, Commanding, Economic, Development.

INTRODUCTION

The improvement financial system is the key to the economic development of a nation. The Banking sector is one of the vital components of the financial system. The sector provides financial services not only to the industry but also to the agriculture and household sectors. It also plays important role in formation of capital in the economy. India Banking sector has a

great contribution in the economic growth of the nation. Reserve Bank of India (RBI) is the apex body of the Indian Banking sector. It ensures the stability in the monetary system of the country. Since independence, RBI has initiated several measures to improve more access to financial services through financial education, awareness and technological up gradations in an affordable manner. The

performance of the banking sector is supposed to be a crucial economic active of Indian economy. So, the reforms in banking sector are intended to make the banks more efficient. However, the Banking sector is facing alarming challenges like rising in competition, level of Non-Performing Assets and weakening asset quality. These may have a negative impact on the economy of the nation.¹

THE OBJECTIVE OF THE STUDY

The objective of the study is to analyze and compare the financial position and performance of public sector bank and private sector bank in Andhra Pradesh. For the purpose of this study, public sector banks and private sector banks have the largest market capitalization at present.

REVIEW OF LITERATURE

Mistry, D.S. and Savani,V. (2015) classified Indian private sector banks on the basis of their financial characteristics and analyzed their financial performance. They found that return on assets and interest income have a negative correlation with operational efficiency whereas, positive correlation with asset utilization and asset size. They also revealed that operational efficiency, asset management and bank size have an impact on the financial performance of the Indian private sector banks.²

Sodhi,A.K. and Waraich, S. (2016) made a fundamental analysis with the help of key financial ratios to identify the value of stocks of the selected banks and their investment opportunities. They found that private and foreign banks are trying to improve their performance due to increasing competition in the banking sector.³

Majumder, T.H. and Rahaman, M.M. (2016) measured the financial performance of the fifteen selected banks in Bangladesh and identified the significant difference in their performances for the period 2009-2013. The suggested that the lower ranking banks should take necessary steps to improve their weaknesses.⁴

Balaji, C. and Kumar, G.P. (2017) examined and compared the overall financial performance of selected public and private sector banks in India during the period 2011-12 to 2015-16 with help of mean and T-Test . They concluded that public sector banks must redefine their strategies by considering their strengths, weakness and operating market.⁵

Taqi, M and Mustafa, M.S.M. (2018) analyzed the growth and performance of Punjab National Bank and HDFC bank for the period 2006-07 to 2015-16. They made quantitative analysis and found that PNB is more financially sound than HDFC but in context of deposits and expenditure HDFC has better managing efficiency.⁶

ANALYSIS OF FINANCIAL PERFORMANCE IN ANDHRA PRADESH

Meaning of Finance

Finance may be defined, as the provision of money at the time is wanted. However, as management function it has a special meaning of funds and their effective utilization. Finance is concerned with everything that takes place in the conduct business

IMPORTANCE OF FINANCE

Finance is regarded as the life blood of a business enterprise. This is because in the modern money oriented economy, finance is one of the basis foundations of all kinds of economic activities. It has been rightly said that "Business needs money to make money". It is also true that money be gets more, only when it is properly managed. It has rightly been said that business needs money to make more money. However, it is also true that money can earn more money only when it is properly manages.

NATURE OF FINANCIAL ANALYSIS

The financial statements are prepared on the basis of recorded facts. The recorded facts are these that can be expressed in monetary terms. The accounting records and financial statements are from those records are based on historical costs. The financial

statements are prepared periodically for the accounting period.

1. Financial statements as composed of data, which are the results.
2. Recorded facts concerning business transaction.
3. Convention adopted to facilitate the accounting technique.
4. Postulates or assumptions made to personal judgment.
5. Application of correction and postulates.

FINANCIAL PERFORMANCE ANALYSIS

The financial statement provides the basic data for financial performance analysis. Basic limitation of the financial statement comprising the balance sheet and the profit and loss account is that they do not give all the information regarding the financial operations of firm. Nevertheless, they provide some useful information to the extent the balance sheet mirrors the financial position on a particular date in terms of the structure of asset, liabilities and owners equity, and so on. The profit and loss account shows the result of operation during a certain period of time in terms of the revenues obtained a summarized view of the financial position and operation of firm. Therefore, much can be learn about a firm from a careful examination of its financial statement as invaluable document / performance reports. The analysis of financial statements is, thus, an important aid to financial analysis.

The word 'Performance is derived from the word 'performed', which means 'to do', 'to carry out' or 'to render'. It refers the act of performing; execution, accomplishment, fulfilment, etc. In border sense, performance refers to the accomplishment of a given task measured against preset standards of accuracy, completeness, cost, and speed. In other words, it refers to the degree to which an achievement is being or has been accomplished. In the words of Frich Kohlar "The performance is a general term

applied to a part or to all the conducts of activities of an organization over a period of time often with reference to past or projected cost efficiency, management responsibility or accountability or the like. Thus, not just the presentation, but the quality of results achieved refers to the performance. Performance is used to indicate firm's success, conditions, and compliance.

Financial performance refers to the act of performing financial activity. In broader sense, financial performance refers to the degree to which financial objectives being or has been accomplished. It is the process of measuring the results of a firm's policies and operations in monetary terms. It is used to measure firm's overall financial health over a given period of time and can also be used to compare similar firms across the same industry or to compare industries or sectors in aggregation.⁷

AREAS OF FINANCIAL PERFORMANCE ANALYSIS

Financial analysts often assess firm's production and productivity performance, profitability performance, liquidity performance, working capital performance, fixed assets performance, fund flow performance and social performance. However in the present study financial health of GSRTC is measured from the following perspectives:

1. Working capital Analysis
2. Financial structure Analysis
3. Activity Analysis
4. Profitability Analysis

FINANCIAL PERFORMANCE OF PUBLIC AND PRIVATE SECTOR BANKS IN ANDHRA PRADESH Banks in World

There are different types of banks being present in the world. Some of the types are: Commercial Banks, Community Development Banks, Cooperative Bank, Credit Unions, Ethical Banks, Exchange Bank, Federal or National Banks, Indigenous Bank, Industrial Development Bank, Internet Banking, Investment Bank, Islamic Banks, Land Development Bank,

Merchant Banks, Mortgage Banks, Postal Savings Bank, Private Bank, Savings Banks.

Type of Banks in India

1. Public Sector Banks
2. Private Sector Banks

Public Sector Banks

A Public Sector bank is one in which, the Government of India holds a majority stake. It is as good as the government running the bank. Since the public decide on whom runs the government, these banks that are fully or partially owned by the government are called public sector banks. Public Sector bank means any Government Sector Bank is Institute that goes public... means that issues its share to general public. It also has a greater share of government (more than 50 per cent) so that the main motto of social welfare other than Maximizing Profit remains. Whereas Private Sector Banks are those Banks where the management is controlled by Private individuals and Government does not have any say in the management of these banks. Maximizing profit is the basic motto. Liberalization (or liberalization) refers to a relaxation of previous government restrictions, usually in areas of social or economic policy. In some contexts this process or concept is often, but not always, referred to as deregulation. In the arena of social policy it may refer to a relaxation of laws restricting. Most often, the term is used to refer to economic liberalization, especially trade liberalization or capital market liberalization.

NPA is a banking jargon for bad loans. The management of NPAs by Indian banks has improved substantially post liberalization. Various reasons can be attributed to the same, like the establishment of the Debt Recovery Tribunals (DRTs), the adoption of the Corporate Debt Restructuring (CDR) mechanism etc. A significant event in NPA management is the passage of the Securitization and Reconstruction of Financial Assets and Enforcement of

Security Interest Act, (SARFESI) in 2002. This act of SARFESI has helped allows banks and financial institutions manage their NPAs better. The lenders can now auction properties (residential and commercial) after giving sufficient notice, when the borrowers fail to repay their loans. Though the SARFAESI Act was challenged in the courts, the Supreme Court upheld the Act (Maria Chemicals v/s ICICI Bank) in 2004 tilting the balance for the banks. The RBI also has also been encouraging banks to use the provisions of the SARFAESI Act. The ratio of Gross NPAs as a percentage of Total Assets has fallen from 12 per cent in 2000 to about 2.5 per cent as on March 31, 2019. Thus, post liberalization, banks have reduced their NPAs. However with the current slow-down in the Indian economy, there is a worry that NPAs will rise again.

Private Sector Banks

The private-sector banks in India represent part of the Indian banking sector that is made up of both private and public sector banks. The "private-sector banks" are banks where greater parts of stake or equity are held by the private shareholders and not by government. Banking in India has been dominated by public sector banks since the 1969 when all major banks were nationalised by the Indian government. However since liberalisation in government banking policy in 1990s, old and new private sector banks have re-emerged. They have grown faster and bigger over the two decades since liberalisation using the latest technology, providing contemporary innovations and monetary tools and techniques. The private sector banks are split into two groups by financial regulators in India, old and new. The old private sector banks existed prior to the nationalisation in 1969 and kept their independence because they were either too small or specialist to be included in nationalisation. The new private sector banks are those that have gained their banking license since the liberalisation in the 1990s.

At present, there are 32 private banks comprising of 24 old banks, which existed prior to 1993-94 and eight new private banks, which were established during 1993- 94 and onwards after the RBI announced guidelines in January 1993 for establishment of new banks in private sector following the recommendations of Narasimham Committee-I (1991). Compared to New private sector banks, the old banks are smaller in size. For example, at end March 2000, the average net worth of the 24 Old Private Banks (OPBs) was Rs.179.67 Crore per OPB compared to that of the New Private Bank (NPB) at Rs. 479.88 Crore per NPB. The OPBs are essentially regional in character although some of them have scattered presence in areas other than in and around the areas of their origin. The number of branches of the NPBs was 999 at end March 2003, while those of OPBs 3491. The NPBs are extremely cautious in expanding their branch network and business because their managers, mostly drawn from the public sector banks know very well the ills of unbridled expansion of branches by public sector banks in the post-nationalization era.⁸

CONCLUSION

Financial sector reforms have made favourable changes in the banking industry. The service levels have been redefined along with the extension of activities performed by banks. Although there was increase in profitability for both sector banks the rate of growth is higher for private sector banks. Public sector banks are lagging in many financial parameters and they are facing many challenges also. But their contributions to social aspects are also on the higher side which has an impact in the parameters. Public sector banks must redefine their strategies by considering their strengths and weakness and the type of market they are operating with whereas private sector banks must also consider priority sector lending in its fullest form along with meeting of societal aspects so that there

exists a balanced growth for the industry and for the nation. Public sector banks must enhance their performance by implementing professionalised management scenario and better customer service. The rate of growth for almost all the parameters is high for private sector even though magnitude is high for public sector banks. Net profit and its growth rate must be considered seriously reviewed by public sector banks. Operating expenses must be reduced by implementing cost control measures. Employee wise performance must also be checked for ensuring adequate performance.

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ETHICS IN ACADEMIC RESEARCH PROJECT WORK AT PRESENT ERA : A CONCEPTUAL FRAMEWORK

SUBHADEEP DUTTA

B.Com (CU) and CA (ICAI) Student
West Bengal, India

Abstract

Human-beings face many challenges especially when they are expected to make certain ethical decisions in life. Sometimes, it is difficult to classify the difference between ethics and morality. Ethics or moral philosophy is a branch of philosophy that involves systematizing, defending and recommending concepts of right and wrong conduct. The field of ethics, along with aesthetics, concerns matters of value, and thus comprises the branch of philosophy called axiology. Ethics seeks to resolve questions of human morality by defining concepts such as good and evil, right and wrong, virtue and vice, justice and crime. As a field of intellectual inquiry, moral philosophy also is related to the fields of moral psychology, descriptive ethics, and value theory. By considering above said theory of ethics now we are trying to understand importance, issues and challenges of ethics in research or research project work or social science research in present era. The research design undertaken for the study was descriptive research in nature. Only literature survey method used to analyse theoretical studied data and results of the study shows that ethical research project work has both positive-negative impact on our daily life and society.

Keywords: Research, Code of Ethics and Philosophy, Ethics in Research or Project work, Issues and Challenges in Ethical Research.

PREAMBLE

Keeping in mind the above statement of Albert Einstein, I can ask you that, 'What is **'Good'** or Good thing or Good boy/girl in our environment-society?' I think audiences have not any specific answer. But if I ask, 'What is

'Bad' or Bad thing or Bad boy/girl in our environment-society?' now, audiences have had many answers. I think, ethics also follow that's the way. We can feel-see ethics in everywhere more specifically personal and professional life of human-beings. However, ethical considerations in

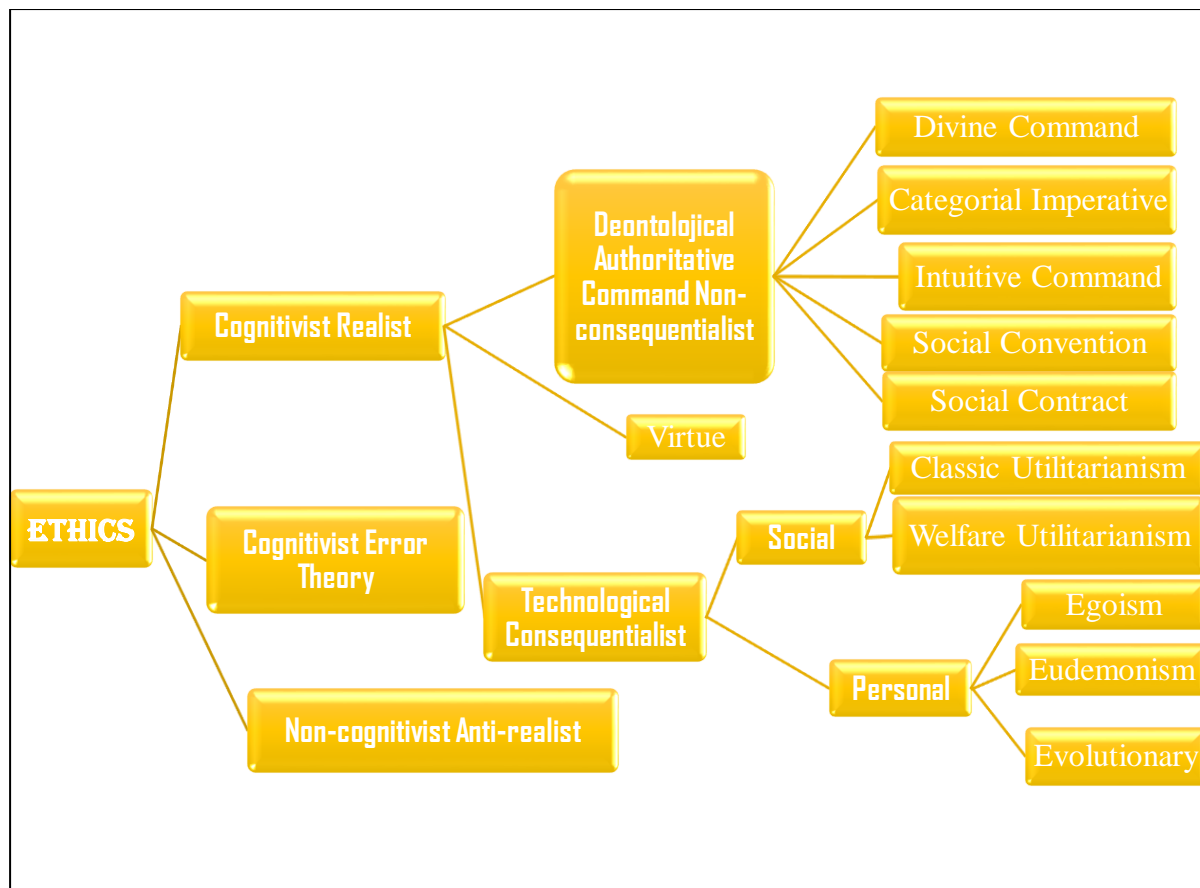
educational research may be found as a dream unless the researcher is aware of ethics and academic honesty. A lot of people learn ethical norms informally - at home, school, religious place or in a good social environment. Although most people acquire their sense of right and wrong during childhood, moral development occurs throughout the life span consequently, human beings pass through different stages of growth as they mature. Similar tendencies may enter into one's professional career, and an academician may not find it wrong if researcher does something un-ethical. More precisely, a researcher may copy something from other sources, but the researcher may not realize that he/she has done something wrong or un-ethical. Doing ethical research is a fundamentally important part of educational academic practice. It refers to a system of principles which can critically change previous considerations about choices and actions which deals with the dynamics of decision making concerning what is right or wrong. Research ethics involve requirements on daily work, the protection of dignity of subjects and the publication of the information in the research. Ethics is an intangible asset for human-beings so, I think ethics is like the reputation or good-will of business for researchers, if researcher lost or losing his/her ethics then it is too much difficult to get-back or recover ethics in their personal-professional life like a business.

Education is not an occupation rather a noble profession. One of the characteristics of profession is

commitment. Education is not only a subject of study for earning bread and butter, but a means and betterment of human life. If, ethics is not considered important in this field, the whole social system will be adversely affected; eventually perhaps the value system will collapse. Morality and ethics are quite closely related to each other, and these are integral parts of Education. Teachers are the agent that brings about desired changes in the society. Teachers are the role models, and teaching is the foundation of human development. Therefore, teachers need to be ethical in a real sense while teaching or conducting researches. However, research is an academic activity. It enables people to find answer to various questions raised. It helps to solve problem confronted by individuals in their day-to-day life. Many people pursue research for the purpose of fulfilling the thirst for knowledge. Knowledge can be gained through different ways such as method of tenacity method of authority and method of intuition. All these methods are unscientific and research is the only scientific method of gaining knowledge.

Ethics

The English word '*ethics*' is derived from the Ancient Greek word '*ethikos*' meaning '*relating to one's character*', which itself comes from the root word '*ethos*' meaning '*character, moral nature*'. This word was transferred into Latin as '*ethica*' and then into French as '*ethique*', from which it was transferred into English.



Source: www.google.com

✍ Project

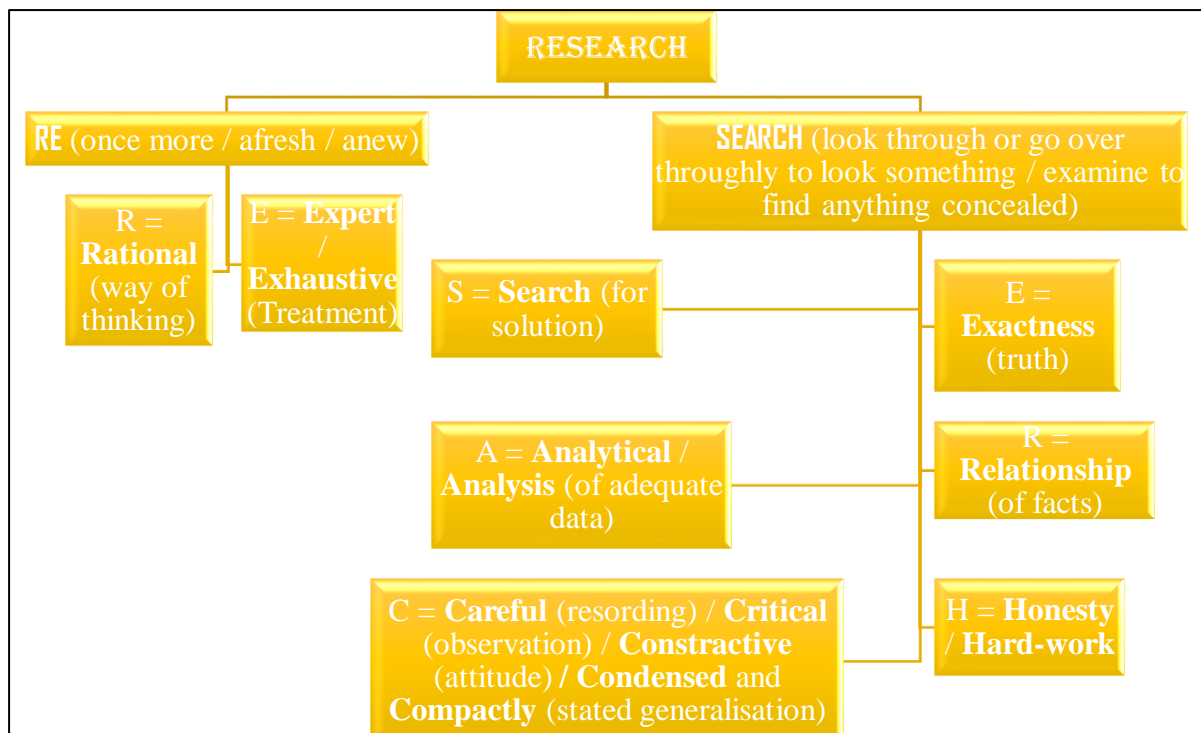
The word ‘*project*’ stands for a planned piece of work that is designed to produce something new, or to improve something. In the architectural field it describes a proposal, scheme, or design, but it keeps a broader sense. A project is the idea put forward, but also the plan proposed in order to carry out this idea. The verb, ‘to project’, means to throw or direct something forwards, with force (from latin, *proiectum*, something thrown forth). In that sense, the verb ‘to project’ reveals a much more active posture, suggesting violence, passion and intensity.

✍ Research

The word ‘*research*’ stands for a detailed study of a subject, especially in order to discover (new) information or reach a (new) understanding. It comes

from French, ‘*rechercher*’, which means to seek out, to search closely. It therefore presupposes a perspicacious and meticulous posture. It implies patience, quietness and distance. Research has been defined in a number of different ways, and while there are similarities, there does not appear to be a single, all-encompassing definition that is embraced by all who engage in it.

Full form of the word ‘RESEARCH’ is “Renewable Energy Society for Education, Awareness, Research & Community Help” and the word ‘Researched’ means “researching restless extravagant sophisticated encouraging average rebellious confident honorable ethical discriminating”.



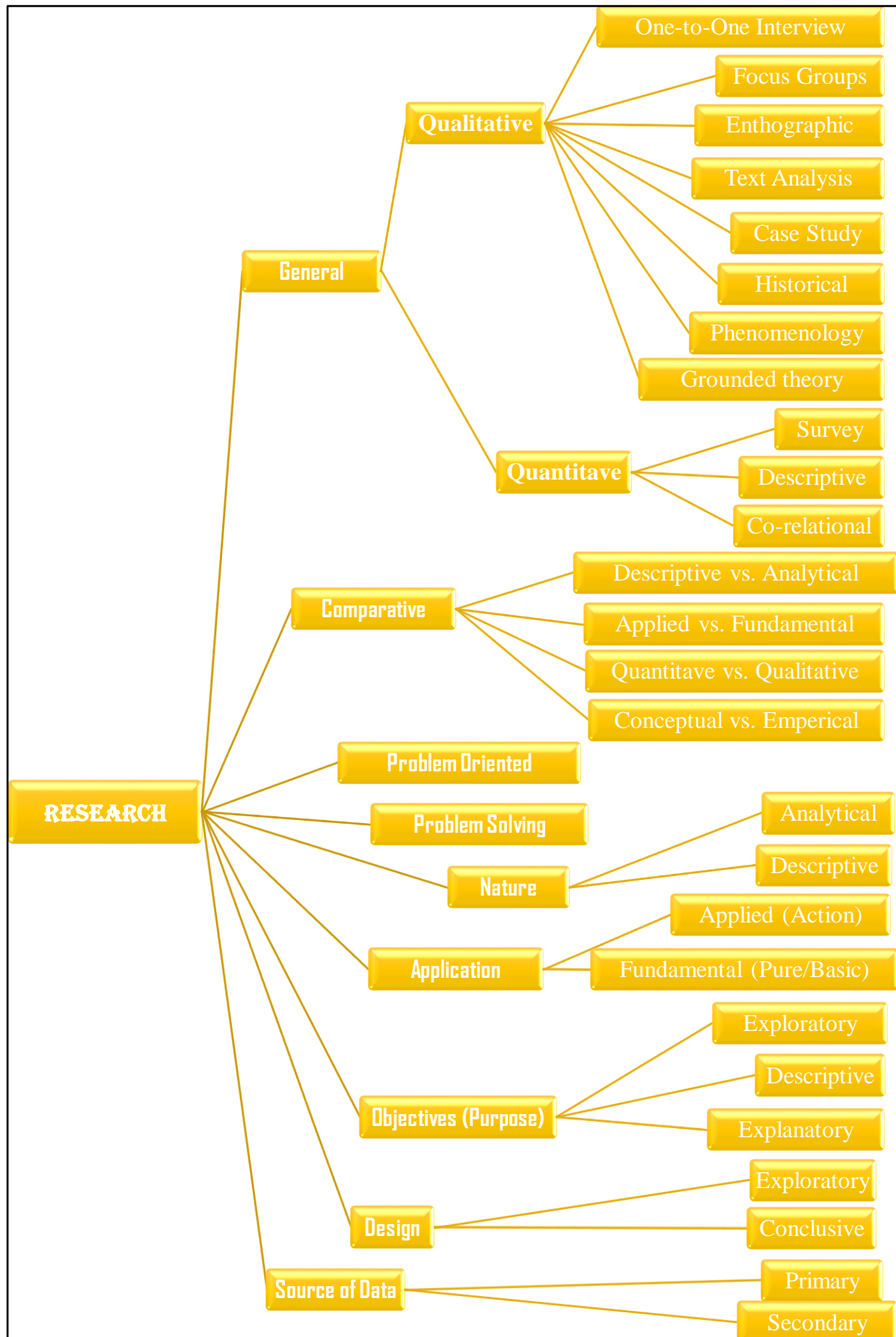
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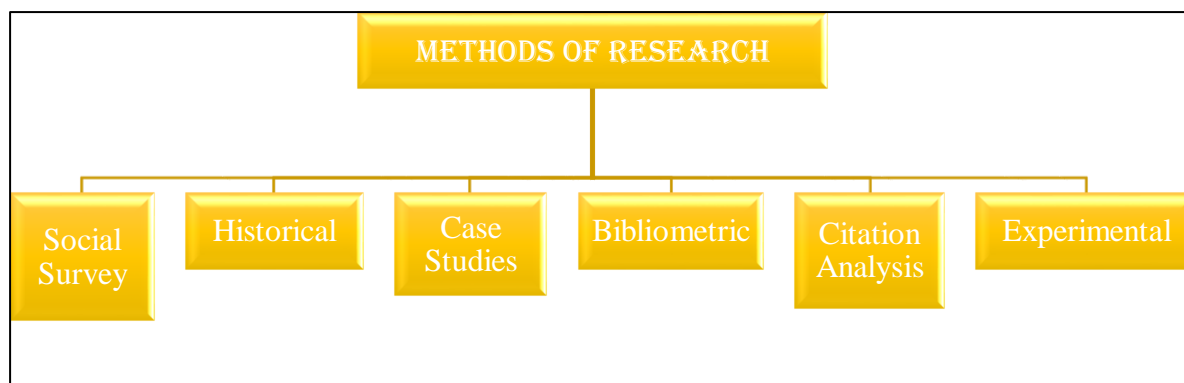
According to **OECD** (OECD Glossary of Statistical Terms - Research and development UNESCO Definition. stats.oecd.org. Archived from the original on 19th February, 2007. Retrieved 20th May, 2018), “Any creative systematic activity undertaken in order to increase the stock of knowledge, including knowledge of man, culture and society, and the use of this knowledge to devise new applications.”

According to **John W. Creswell** (2008, Educational Research: Planning, conducting, and evaluating quantitative and qualitative research (3rd ed.). Upper Saddle River: Pearson.), “research is a process of steps used to collect and analyze information to increase our understanding of a topic or issue”. It

consists of three steps like - pose a question, collect data to answer the question, and present an answer to the question.

The primary purposes of basic research (as opposed to applied research) are documentation, discovery, interpretation, or the research and development (R&D) of methods and systems for the advancement of human knowledge. Approaches to research depend on epistemologies, which vary considerably both within and between humanities and sciences. There are several forms of research like - scientific, humanities, artistic, economic, social, business, marketing, practitioner research, life, technological, etc...

Source: www.google.com



Source: www.google.com

OBJECTIVES

The central objective of my research study is to understand conceptually about research and ethical-research. The objectives are –

- ☛ To study about research, project and ethics;
- ☛ To understand classification of research and ethics;
- ☛ To aware different ethical issues;
- ☛ To understand importance of ethics in research work; and
- ☛ To know about code of ethics.

SIGNIFICANCE OR NEED

There is always a need to ensure that the process of educational research is genuinely based on ethical standards, principles and guidelines. Some ethical principles are inevitable to conclude that the research process and findings are authentic. With the constant increase in the quantity of educational research the concern grows among the critics and educationists that the current research approaches are not free from unethical elements. This paper aims to explore, analyze and criticize the importance of ethics in educational research. In addition, it also takes into account what, why and how the researchers plagiarize. It will enable the educationists, pedagogues, researchers and research guides to take the facts into account while engaging them-

selves in the process of research of any type in the field of education.

SCOPE

The main scope of this paper is to shed light on some crucial ethical issues as perceived by the researcher on the basis of his experience and secondary data. The discussion is expected to evolve some compatible strategies in the future to check the elements of plagiarism.

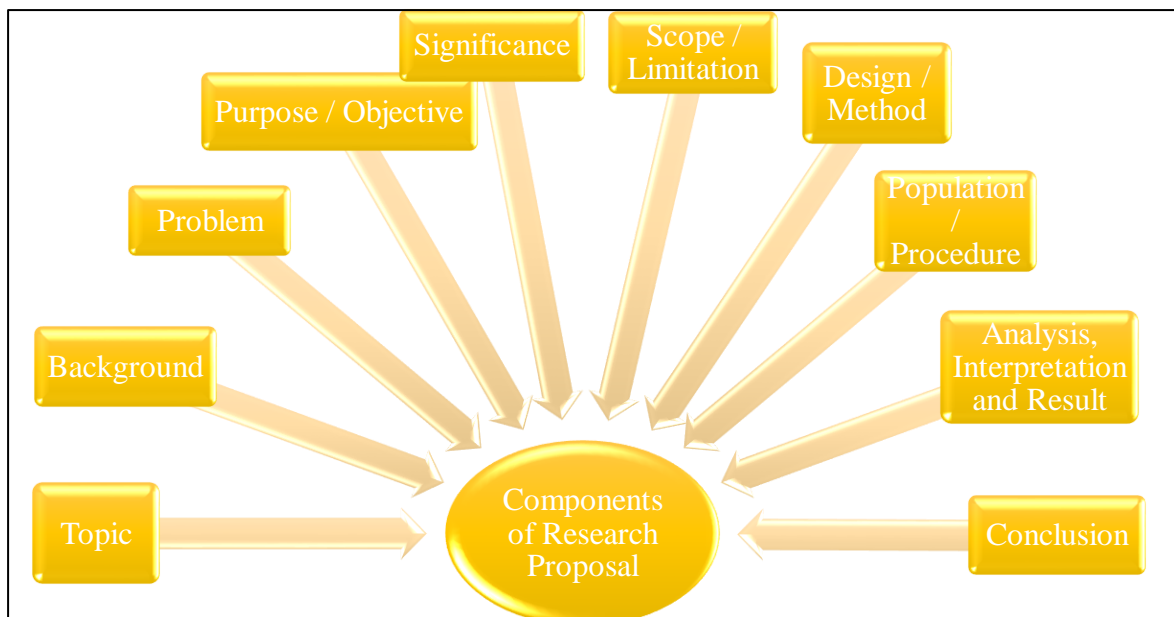
LIMITATION

During the study time was the major constraint faced by the researcher, due short time period researcher cover the behaviors of the people at a particular time. There is a lot of scope for further researches on this issue by considering other factors which I have not considered in my present empirical, comparative study, it would have been more. However, all possible effort has been made to make the study successful.

LITERATURE REVIEWS

According to **Dr. B. R. Ambedker**, “*They cannot make history; who forget history*”.

The literature review process was conducted in four steps those are determine the topic of interest; define inclusion and exclusion criteria; compile the literature; and evaluate the literature to determine ‘relevant hits’ by relevance of the identified literature to the topic of interest.



Source: www.google.com

BACKGROUND

Most societies have legal rules and civil codes that check the behavior of the people of those societies and even others. But, ethical norms appear to be more important. One may define 'ethics' that broadly studies code of conduct, and value systems. It has a deep connection with other disciplines like anthropology, philosophy, theology, law, psychology, sociology and humanities. Professional ethics of education may differ from professional ethics in health sciences or business. However, the root is the same. Teaching and medical professions are considered as the noblest professions simply because of the fact that these fields are related to social service in which 'dedication' is a must. Similarly, ethical norms are very important in the area of educational research that sometimes modifies the principles and practices of education and elevates the standards.

RESEARCH ETHICS IN INDIA

Mostly matters of research ethics differ from method to method. Most importantly, ethics also vary from place to place. We can give an example from PK movies where we saw the main character-actor Amir Khan who known as PK in the cinema, he is very much confused about

white dress when a Christian-lady in white that indicates a bride, while a hindu-lady in white that indicates a widow. In most of the cases, cultures in India vary from state to state, and even from city to city. So, researchers should have a depth knowledge of cultures and other-things of the place, they are working in.

- ☞ During the study, Indian researchers should give utmost importance to the cultural diversity and religiosity of the country.
- ☞ They must work within a framework suitable for all the customs, traditions, languages, castes, creed, colours, classes, regions etc...
- ☞ They must work for the promotions of all the cultures, religions etc..., not the other way round.
- ☞ During the research, the researchers must keep in mind the wide economical, knowledge and technological gap between the people of India.

ETHICS IN RESEARCH OR PROJECT WORK

✍ Ethical issues

Norms enhance the purpose of research which includes the dissemination of knowledge, reporting or saying the truth and finally the need to counteract errors. Various steps that are vital in research

begin with research proposal writing and approval leading to the actual research study. A researcher must select the appropriate methodology to employ, relevant ways of collecting data, present the research findings and interpret them accordingly leading to presentation of information in a logical sequence. The data is then analyzed and reported well in form of an article, project report, thesis or a book. It is vital that a researcher must observe appropriate values at all these stages while conducting research. If this is not observed, it could result into research misconduct. And, it is within this framework that we discuss ethical issues related to research emphasizing on those related to the research itself, research subjects and the research process. A researcher must be cautious in revealing his or her research findings if they may impede the good working relations of his/her sponsor. This is evident if the information focuses on the policies of the organization and could reveal sensitive matters of the people or organization. This calls for the need to collaborate well with other researchers and yet uphold the intellectual rights of the researchers. If this is not well adhered to, it could lead to rebellion or even protests.

✍ **Features**

- ☞ Should be systematic in nature;
- ☞ Should be logical;
- ☞ Should be empirical and replicable in nature;
- ☞ Should be according to plans;
- ☞ Should be according to the rules and the assumptions should not be based on the false bases or judgments;
- ☞ Should be relevant to what is required;
- ☞ Procedure should be reproducible in nature; and
- ☞ Controlled movement of the research procedure.

✍ **Characteristics**

- ☞ Research is based on the scientific method;

- ☞ Helps in answering various pertinent questions;
- ☞ It is an organized, planned and patient investigation or a critical enquiry; and
- ☞ It has logical roots, helping to establish facts or principles.

✍ **Limitations**

- ☞ Problems of collection of data and conceptualization may occur;
- ☞ Repetition problems;
- ☞ Outdated and insufficient information system may cause problems;
- ☞ Sometimes lack of resources becomes an obstacle;
- ☞ Non-availability of trained researchers; and
- ☞ Absence of code of conduct.

✍ **Code of Ethics**

A code of ethics is a guide of principles designed to help professionals conduct business honestly and with integrity. A code of ethics document may outline the mission and values of the business or organization, how professionals are supposed to approach problems, the ethical principles based on the organization's core values and the standards to which the professional is held. A code of ethics also referred to as an "ethical code," may encompass areas such as business ethics, a code of professional practice and an employee code of conduct. Ethical codes are often adopted by management, not to promote a particular moral theory, but rather because they are seen as pragmatic necessities for running an organization in a complex society in which moral concepts play an important part. Followings are code of ethics,-

- ☞ **Honesty:** Strive for honesty in all scientific communications. Honestly report data, results, methods and procedures, and publication status. Do not fabricate, falsify, or misrepresent data. Do not deceive colleagues, research sponsors, or the public.
- ☞ **Objectivity:** Strive to avoid bias in experimental design, data analysis, data interpretation, peer review, personnel decisions, grant writing,

expert testimony, and other aspects of research where objectivity is expected or required. Avoid or minimize bias or self-deception. Disclose personal or financial interests that may affect research.

- ☞ **Integrity:** Keep your promises and agreements; act with sincerity; strive for consistency of thought and action.
- ☞ **Carefulness:** Avoid careless errors and negligence; carefully and critically examine your own work and the work of your peers. Keep good records of research activities, such as data collection, research design, and correspondence with agencies or journals.
- ☞ **Openness:** Share data, results, ideas, tools, resources. Be open to criticism and new ideas.
- ☞ **Respect for Intellectual Property:** Honor patents, copyrights, and other forms of intellectual property. Do not use unpublished data, methods, or results without permission. Give proper acknowledgement or credit for all contributions to research. Never plagiarize.
- ☞ **Confidentiality:** Protect confidential communications, such as papers or grants submitted for publication, personnel records, trade or military secrets, and patient records.
- ☞ **Responsible Publication:** Publish in order to advance research and scholarship, not to advance just your own career. Avoid wasteful and duplicative publication.
- ☞ **Responsible Mentoring:** Help to educate, mentor, and advise students. Promote their welfare and allow them to make their own decisions.
- ☞ **Respect for colleagues:** Respect your colleagues and treat them fairly.
- ☞ **Social Responsibility:** Strive to promote social good and prevent or mitigate social harms through research, public education, and advocacy.
- ☞ **Non-Discrimination:** Avoid discrimination against colleagues or

students on the basis of sex, race, ethnicity, or other factors not related to scientific competence and integrity.

- ☞ **Competence:** Maintain and improve your own professional competence and expertise through lifelong education and learning; take steps to promote competence in science as a whole.
- ☞ **Legality:** Know and obey relevant laws and institutional and governmental policies.
- ☞ **Animal Care:** Show proper respect and care for animals when using them in research. Do not conduct unnecessary or poorly designed animal experiments.
- ☞ **Human Subjects Protection:** When conducting research on human subjects, minimize harms and risks and maximize benefits; respect human dignity, privacy, and autonomy; take special precautions with vulnerable populations; and strive to distribute the benefits and burdens of research fairly.

PLAGIARISM IN RESEARCH OR PROJECT WORK

Plagiarism is the act of passing off somebody else's ideas, thoughts, pictures, theories, words, or stories as your own. If a researcher plagiarizes the work of others, they are bringing into question the integrity, ethics, and trustworthiness of the sum total of his/her research. In addition, plagiarism is both an illegal act and punishable, considered to be on the same level as stealing from the author that which he/she originally created. Plagiarism takes many forms. On one end of the spectrum are people who intentionally take a passage word-for-word, put it in their own work, and do not properly credit the original author. The other end consists of unintentional (or simply lazy) paraphrased and fragmented texts the author has pieced together from several works without properly citing the original sources. No part of the spectrum of potential plagiaristic acts are tolerated by the scientific community, and research manuscripts will be rejected by publishers

if they contain any form of plagiarism – including unintentional plagiarism.

RELATIONS AMONG RESEARCH, SOCIETY AND ETHICS

| | |
|-------------------------------------|---|
| Norms and values of research | <p>Researchers are obliged to comply with recognised norms of research ethics.</p> <p>Research is a quest for new and improved or deeper insight. It is a systematic and socially organised activity governed by various specific and values. The most fundamental obligation of science is the pursuit for truth. At the same time, research can never fully achieve this goal. Most conclusions are contingent and limited. Nevertheless, the norms of science have a value in themselves as guidelines and regulatory principles for the research community's collective pursuit for truth. In the humanities and social sciences, involvement and interpretation are often integral parts of the research process. Different academic approaches and theoretical positions may also allow for different but nonetheless reasonable, interpretations of the same material. Consequently, it is important to reflect on and account for how one's own values and attitudes affect the choice of topic, data sources and interpretations. Integrity in documentation, consistency in argumentation, impartiality in assessment and openness regarding uncertainty are common obligations in research ethics, irrespective of the values, positions or perspectives of the researchers.</p> |
| Freedom of research | <p>Both researchers and research institutions are responsible for preserving the freedom and independence of research, especially when the topic is controversial or when strategic or commercial considerations impose pressure and constraints on research.</p> <p>Scientific norms regarding originality, openness and trustworthiness may conflict with the desire of other parties to prevent or govern research. Research must be safeguarded against internal or external pressure that limits the exploration of well-defined problems that may intersect financial, political, social, cultural or religious interests and traditions. However, the independence of research exists as a norm independently of this codification, while at the same time the law now states that teaching and research must comply with recognised scientific and ethical principles. It is the soundness and relevance of the arguments and the quality of the documentation that should provide the foundation for research based conclusions and for knowledge production in research in general not any established interests and traditions in or outside the research community. The duty and obligation of openness and publication means that neither researchers nor research institutions may withhold or selectively report results and conclusions. Any attempts to impose or dictate what results the research should lead to are illegitimate. This calls for arrangements to ensure both the independence of institutions and the independence of researchers within the institutions. Research presupposes the freedom to seek, produce and disseminate scientific knowledge to the wider public.</p> |
| Responsibility of research | <p>Responsible research requires freedom from control and constraints, while trust in research requires the exercise of responsibility by both</p> |

| | |
|---------------------------------------|--|
| | <p>researchers and research institutions.</p> <p>Scientific, ethical and legal norms and values regulate the responsibility of research. Research also has a social responsibility, whether it be instrumental as a foundation for societal decisions, critical as a source of correctives and alternative choices of action or deliberative as a supplier of research based knowledge to the public discourse. Great demands are placed on the justifications of the researchers for their choice of questions, methods and analytical perspectives, and also on the quality of the documentation used to support conclusions, so that preconceived notions and unwitting options have minimal influence on the research. The methodological requirements posed by the research community in respect of argumentation, reasoning, documentation and willingness to revise opinions in the light of well-founded criticism may serve as a model for how to deal with disagreement in other segments of society.</p> |
| Responsibility of institutions | <p>Research institutions must guarantee that is good and responsible by preventing misconduct and promoting the guidelines for research ethics.</p> <p>The institutions must facilitate the development and maintenance of good scientific practice. They should communicate the guidelines for research ethics to their employees and students and also provide training in research ethics and the relevant rules of law that govern research. This would facilitate individual reflection on research ethics and good discussions in the research communities about norms and dilemmas related to research ethics. The institutions must ensure that they manage the guiding and advisory function of research ethics properly, so that the distribution of roles and responsibilities is clear. In this context, the guidelines for research ethics will be an important tool for preventing undesirable practice and ensuring that research is good and responsible. The institutions should also have clear procedures for handling suspicions and accusations of serious breaches of good scientific practice, for example by establishing mis-conduct committees with responsibility for oversight and investigation.</p> |

RECOMMENDATIONS

Through this paper, also recommend the establishment of research ethics committees at the national and/or international level for each and every country across world by remove from every university-institutional-authority level ethics committees. Researcher of the

study paper suggest for centralize ethics committee because I think, ethics is a software which is non-programmable. Ethics have no particular-specific rules and regulations it depends on situation-case also person wise. Following is the proposed-recommended ethics committee body;



EPILOGUE

I think morality or ethics can be varying person to persons in our daily life. For an example can say, when I was coming to attend to-day's seminar I saw road accident where a dog wounded by a bike driver and the driver also injured to save the dog. In that situation, what should I have done? That time I have two options either I should have to go nearest hospital/clinic with their or which I have done i.e., ignore/avoid the accident. But now question is I am ethical or not. Most of the persons will say, 'You are wrong-hearted-unethical', yes, I am heartless but my point of view was, beforehand I committed to attend to-day's seminar which held at 12 noon but the accident happened suddenly. If I could go hospital then I cannot attend to-day's seminar and with I was broken my beforehand promise. From this view I think, break the promise is unethical. But in case there (accident spot) present a doctor; if the doctors ignore/avoid the accident without first-aid, then that's it wrong-hearted-unethical. However, now come to our point there exists many reasons why ethical norms are maintained while conducting research. **First**, they promote the main aims of the research which include among others, the acquisition of knowledge, promoting the truth in research by avoiding errors that could arise due to providing false information, fabricating or misrepresenting information. **Second**, research involves great efforts which require the cooperation and coordination among many people and

researchers. It is therefore vital for the researchers and consumers to trust each other respect the views of other scholars and treat them fairly and are accountable to their research endeavours. In this regard, there exist guidelines which are produced so as to maintain the copyright and patenting policies of their products. But, this can only be achieved if appropriate rules are executed to enhance confidentiality. **Third**, any work that researchers are involved in or any work that is published must be read by the public who also appreciate the efforts of the researcher. **Fourth**, if the research is being sponsored by funds from the public coffers, it must be well accounted for because, such research must be supported so as to enhance its quality and integrity. **Finally**, research ethics focuses on values which are societal in nature. Hence, researchers should enhance social responsibility, maintain the integrity of human values, and protect the welfare of the research subjects and animals in compliance with the international law and safety standards.

Through this study, we explored the dimensions of an ethical research. We also came to learn about the obligations a researcher has towards the participants in particular and society in general. Apart from the general ethics, the paper also examines the ethical issues researchers in India must keep in mind while conducting research.

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TIRUPUR TEXTILE START-UPS IN COVID 19 PANDEMIC SITUATIONS - SCOT ANALYSIS

Dr. K.MEENAKSHI SUNDARI

Associate Professor of Commerce
Tiruppur Kumaran College for Women
Tiruppur

&

Ms. B.SOWMIYA

M.Phil. Research Scholar of Commerce
Tiruppur Kumaran College for Women
Tiruppur

Abstract

A start-up is a young company that is beginning to develop and grow, is in the first stages of operation and is usually financed by an individual small group of individuals or financial investor. Textile is a type of material composed of natural or synthetic fibres. Types of textiles include animal-based material such as wool or silk, plant-based material such as linen and cotton, and synthetic material such as polyester and rayon. Textiles are often associated with the production of clothing. The word "textile" was originally used to define a woven fabric and the processes involved in weaving. The production of textiles is a craft whose speed and scale of production has been altered almost beyond recognition by industrialization and the introduction of modern manufacturing techniques.

Keywords: Covid 19, Management, SCOT, Pandemic, Respondents, Organization.

Introduction

The objectives of start-up are to be one's own boss and to create employment to others which warrants lot of endurance and sacrifice. Large population with high percentage of middle income group educated youth with technical background IT domination, high internet and mobile penetration are some of the drivers that have thrown up opportunities for spreading

start-up revolution in India. In fact, history is replete with examples of start-ups which began with big fanfare but ended as damp squibs within a short span of time due to various reasons. The Inheritor profile calls for management style that is not too entrepreneurial more conservative and the start-up in COVID 19 Pandemic Situations should have an incremental invention building on a previous standard. This

profile is set out to be more successful in finding a business partner in a market that has a dominant design a clear standard is applied in the market. New start-ups in COVID 19 Pandemic Situations should align the prospective entrepreneur in commercializing an invention to be able to find and be attractive to a business partner. By finding a business partner a start-up will have greater chances to become successful. With these idea, this article discusses few threats and challenges that the Tiruppur Textile start-up in COVID 19 Pandemic Situations has faced and the strength opportunities that support the current textile environment.

The acronym for SCOT is Strengths, Challenges, Opportunities, and Threats. Strengths and Challenges are internal SCOT factors. Opportunities and Threats are external SCOT factors. Strength is considered as positive internal factor. Challenges are considered as a negative internal factor. Similarly, an opportunity is considered as a positive external factor and finally a threat is known as a negative external factor. Apart from understanding the business environment, another function of SCOT analysis is to turn company's Challenges into strengths and threats into opportunities. Moreover it allows management to integrate internal strengths with external opportunities.

SCOT stands for Strengths, Challenges, Opportunities, and Threats. SCOT Analysis is a technique for assessing these four aspects of the business. SCOT Analysis identifies most of what that got, to the organization's best advantage. With the help of this analysis the new start-ups can reduce the chances of failure, by understanding what are lacking, by eliminating hazards the entrepreneur would otherwise catch the unawares. Better still, the business can start to craft a strategy that distinguishes from the competitors and so compete successfully in the market. When the goals of the business are determined or a specific

project, a SCOT analysis can help to determine if it's a good enough idea to move forward. Through careful analysis, the mistakes can be avoided. SCOT analysis is approach for auditing a business organization and its environment where it operates. Generally SCOT analysis is the initial stage of planning that helps policy makers and marketers to identify and focus on key issues.

Review of literature

Bhadouria, P.S. &Verma, N.M.P. (2017): Intra-industry Trade in Textile Industry: The case of India. *Int. J. of Economics and Business Research*, 4 (1/2), 199 – 212: in his article emphasized on the impact on the Indian textile and clothing industry after quota elimination. It says that Indian textile and clothing exporters have to bring in necessary changes in their methods of production, management style, capacities, marketing skills and productivity level in order to remain competitive in international market.

Gurusamy, M., Umamaheswari, P. &Rajasekar, N. (2017). Entrepreneur Development in Indian Textile Industry. *International Journal of Multidisciplinary Research*, 2(5), 62-67: in Indian Textile Industry that entrepreneurial development was one of the significant factors for sustainable socio-economic development. Especially, development of women had special significance because many small and medium firms were well operated through women though it was less recognized. Contemporarily less research had been conducted in rural and semi urban areas that had given specific focus on entrepreneurs' motivational factors. It was also found that how the government created awareness among entrepreneurs and was encouraging them to invest in textiles and technical textile sector.

Tandon, N. & Reddy, N.E. (2013). A Study on Emerging Trends in Textile Industry in India, *AMET International Journal of Management*, 2(7), 81-88: observed that sustainability in Textile and Apparel industry had three facets social,

economic and environmental. Globalization had a positive impact on textile exports of India. Countries producing and exporting textiles had increased investment in spinning and weaving equipment. Even though Developing countries had comparative cost advantage in domestic and international market still they were implementing structural changes to meet the needs of the global stringent buyer. Indian Government had changed its aim of incipient export growth to increasing productivity. Technology up gradation Fund Scheme, E marketing, CETP in Tiruppur, Integrated Textiles and Business were considered as the strengthening factors.

Narayanaswamy, K. & Joseph, J. (2017). Study on the Government Role in Promotion of Apparel Exports from India. National Monthly Refereed Journal of Research In Commerce & Management, 2(7), 62-68: stated that Indian Textile Industry had omnipresence in the economic life of the country. They found that apart from providing one of the basic necessities of life, the textile industry also played a pivotal role through its contribution to industrial output, employment generation and the export earnings of the country. The textile sector was the second largest provider of employment after agriculture. The Ministry of Textiles was responsible for policy formulation, planning, development export promotion and trade regulation in respect of the textile sector.

Objectives:

1. To study the socio economic factors of the new entrepreneurs.
2. To identify the key factors induce them to start the new business.

To analysis the opinion of the entrepreneurs through SCOT analysis

Table 1
Nature of the Organization

| S. No . | Nature | No. of Respondents | Percentage |
|---------|--------------|--------------------|------------|
| 1 | Sole trade | 15 | 60 |
| 2 | Partnership | 10 | 40 |
| | Total | 25 | 100 |

Source: Survey data

Interpretation:

The table indicates that from the above table it had been found that 60 percent of the respondents are sole trader and 40 percent of the respondents had been partnership form of business as their nature of business.

Table 2
Years of Experience

| S. No . | Experience | No. of Respondents | Percentage |
|---------|------------------|--------------------|------------|
| 1 | Less than 1 year | 5 | 20 |
| 2 | 1-2 year | 15 | 60 |
| 3 | 2-3year | 5 | 20 |
| | Total | 25 | 100 |

Source: Survey data

Interpretation:

Table 2 shows that the above table reveals that 60 percent of the respondents had between 1-2 years of experience, 20 percent of the respondents had less than 1year and between 2-3 years of experience in the textile business.

Table 3
Nature of the Business

| S. No . | Nature | No. of Respondents | Percentage |
|---------|----------------|--------------------|------------|
| 1 | Knitting | 5 | 20 |
| 2 | Printing | 5 | 20 |
| 3 | Compacting | 5 | 20 |
| 4 | Ironing | 5 | 20 |
| 5 | Stitching unit | 5 | 20 |
| | Total | 25 | 100 |

Source: survey data

Interpretation:

Table 3 above the table indicates that 20 percent of the respondents had been involved Knitting, Printing, Compacting, Ironing and stitching as their nature of business.

Table 4**Amount of capital**

Source: Survey data

| S. No. | Capital | No. of Respondents | Percentage |
|--------|-------------------|--------------------|------------|
| 1 | Less than 5 lakhs | 10 | 40 |
| 2 | 5-10 lakhs | 5 | 20 |
| 3 | 10-15 lakhs | 5 | 20 |
| 4 | 15-20 lakhs | 5 | 20 |
| | Total | 25 | 100 |

Interpretation:

Table 4 shows above the table, it is cleared that 40 percent of the concern had between capital less than 5 lakhs, 20 percent of the concern's had the capital between 5-10 lakhs, 10-15 lakhs and 15-20 lakhs as their amount of capital.

Table 5**Source of capital**

| S. No. | Source | No. of Respondents | Percentage |
|--------|----------------------|--------------------|------------|
| 1 | Own capital | 10 | 40 |
| 2 | Financial Institutio | 5 | 20 |

| | | | |
|---|--------------------|-----------|------------|
| | ns | | |
| 3 | Friends & relative | 10 | 40 |
| | Total | 25 | 100 |

Source: Survey data

Interpretation:

The above table indicates that 40 percent of respondents had own capital and borrowed from friends & relative, 20 percent of the respondents had been raised long term loan from financial institutions as their source of capital.

Table 6**Influencing Factor to induce start-ups - Rank Analysis**

| S. No. | Factors | 1 | 2 | 3 | 4 | 5 | Total Score | Rank |
|--------|------------------|----|----|----|----|---|-------------|------|
| 1 | Motivated | 40 | 28 | 15 | 8 | 1 | 92 | 2 |
| 2 | Career | 40 | 32 | 12 | 8 | 1 | 93 | 1 |
| 3 | Infrastructure | 45 | 24 | 12 | 8 | 2 | 91 | 3 |
| 4 | Family situation | 25 | 20 | 15 | 10 | 5 | 75 | 4 |
| 5 | Self interest | 5 | 16 | 15 | 14 | 8 | 58 | 5 |

Source: Survey data

Interpretation:

The above table indicates that, Career assigned to first rank, Motivated assigned to second rank, Infrastructure assigned to third rank, family situation assigned to fourth rank, self interest assigned to fifth rank by the respondents as the factors that induce them to make new start-ups in the textile business.

Table 7**Agreeability of strength factors of startups**

| S. No | Factors | SA | A | N | DA | SDA | Points | Mean score | Indicator |
|-------|-------------------|----|----|----|----|-----|--------|------------|-----------|
| 1 | Ability | 50 | 20 | 12 | 8 | 2 | 92 | 3.68 | A |
| 2 | Work environment | 45 | 28 | 12 | 8 | 1 | 94 | 3.76 | A |
| 3 | Less formal | 50 | 20 | 15 | 6 | 2 | 93 | 3.72 | A |
| 4 | Raw material base | 25 | 20 | 15 | 10 | 5 | 75 | 3.00 | N |
| 5 | Flexibility | 75 | 16 | 9 | 4 | 1 | 105 | 4.2 | SA |

Source: Survey data

Interpretation:

The above table reveals the Flexibility had been accepted by the respondents as the most strength factor with the mean score of 4.2. The ability,

work environment and less formal had been accepted as agreed factors and Raw material base is agreed as Neutral factor with mean score of 3.00.

Table 8
Agreeability of challenge factors of startups

| S.No | Challenges | SA | A | N | DA | SDA | Point | Mean score | Indicator |
|------|--------------------|----|----|----|----|-----|-------|------------|-----------|
| 1 | Raising finance | 50 | 36 | 9 | 4 | 2 | 101 | 4.04 | A |
| 2 | Research | 45 | 28 | 15 | 4 | 2 | 94 | 3.76 | A |
| 3 | Decision making | 55 | 32 | 6 | 4 | 2 | 99 | 3.96 | A |
| 4 | Facing competitors | 75 | 8 | 6 | 8 | 2 | 99 | 3.96 | A |
| 5 | Time management | 65 | 20 | 12 | 4 | 2 | 103 | 4.12 | A |

Source: survey data

Interpretation:

The above table reveals that the challenging factors of startup in the textile, all the factors had been accepted as

agreeable factors with a mean value of 4.12, 4.04, 3.96 and 3.76.

Table 9
Agreeability of Opportunities factors of startups

| S.NO | Factors | SA | A | N | DA | SDA | Point | Mean score | Indicator |
|------|--------------------------------|----|----|----|----|-----|-------|------------|-----------|
| 1 | Career planning | 60 | 32 | 6 | 4 | 1 | 103 | 4.12 | A |
| 2 | Availability of skilled labour | 55 | 36 | 6 | 2 | 2 | 101 | 4.04 | A |
| 3 | Government initiatives | 60 | 12 | 15 | 6 | 2 | 95 | 3.84 | A |
| 4 | Infrastructure | 45 | 40 | 6 | 4 | 2 | 97 | 3.88 | A |

Source: Survey data

Interpretation

The above table reveals the agreeability on the opportunities of factors startup textile business. All the factors

mentioned in the study had been agreed by the respondents as agreeable opportunities involved in startups.

Table 10
Agreeability of Threaten factors of startups

| S.No | Factors | SA | A | N | DA | SDA | Point | Mean Score | Indicator |
|------|------------------------|----|----|----|----|-----|-------|------------|-----------|
| 1 | Lack of experience | 60 | 12 | 15 | 6 | 2 | 95 | 3.8 | A |
| 2 | Political problems | 65 | 28 | 6 | 4 | 1 | 104 | 4.16 | A |
| 3 | Economical instability | 75 | 16 | 9 | 4 | 1 | 105 | 4.2 | SA |
| 4 | Labour productivity | 70 | 16 | 6 | 6 | 2 | 100 | 4.0 | A |
| 5 | Predicting demand | 55 | 36 | 6 | 4 | 1 | 102 | 4.08 | A |

Source: Survey data

Interpretation

The above table reveals the threatening factors in start-up textile business. Economical Instability had been agreed by the respondents as strongly

agreeable factor among the mentioned factors and other factors mentioned had been the agreeable threatening factors of the respondents.

Table 11
Suggestions to support further startups

| S. No | Factors | SA | A | N | DA | SDA | Point | Mean Score | Indicator |
|-------|--------------------------------|----|----|----|----|-----|-------|------------|-----------|
| 1 | Believe in yourselves | 50 | 36 | 9 | 4 | 1 | 100 | 4.0 | A |
| 2 | Keep an eye on the market | 75 | 12 | 9 | 4 | 1 | 101 | 4.04 | A |
| 3 | Track on the change | 60 | 12 | 15 | 6 | 2 | 95 | 3.8 | A |
| 4 | Touch on the exports | 65 | 12 | 9 | 8 | 2 | 96 | 3.84 | A |
| 5 | Aware of government incentives | 70 | 16 | 9 | 6 | 1 | 102 | 4.08 | A |

Source: Survey data

Interpretation

The above table reveals the agreeability on the suggestions to support further startups. In textile business all the factors mentioned in the study had been agreed by the respondents as suggested factors for the developments of textile business.

Findings

- Majority of the respondents (60%) belong to Sole Trader form of organization
- Majority of the respondents (60%) had 1-2 years of period experience in their start-up.
- Equal number of the respondents (20%) had been selected from the knitting, printing, compacting, Ironing and stitching units.
- Majority of the respondents (40%) had the capital less than 5 lakhs.
- Majority of the respondents (40%) had been raised through own capital and from friends & relative.

RANK ANALYSIS

- The respondents assigned first rank to career as the main factor for the textile start-up business

POINT ANALYSIS

- Flexibility had been accepted by the respondents as the most strength factor with the mean score of 4.2.
- Among the mention challenging factors of startup in the textile, all the factors had been accepted as agreeable factors.

- All the factors mentioned in the study had been agreed by the respondents as agreeable opportunities involved in startups.
- Economical Instability had been agreed by the respondents as strongly agreeable factor among the mentioned factors.
- In textile business all the factors mentioned in the study had been agreed by the respondents as suggested factors for the developments of textile business.

SUGGESTION

- Believe in yourselves
- Keep an eye on the market
- Track on the change
- Touch on the exports
- Aware of government incentives

CONCLUSION

The Indian textile industry is one of the largest and most important sectors in the economy in terms of output, foreign exchange earnings and employment during this pandemic COVID – 19 situations. The Textile industry has the enriched potential to scale new height in the globalized economy. The textile industry in India has gone through significant changes in anticipation of increased international competition. The long- range problems include the need for sufficient modernization and restructuring of the entire industry to cater more effectively to the demands of the domestic and foreign markets for textiles as per the needs of today and tomorrow. A realistic

recognition of the challenges and threats that exist, the effort is the first step to countering them with a robust and creative set of strengths and opportunities. A SCOT analysis identifies the strengths, challenges, opportunities and threats to assist how to make strategic plans and decisions.

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A STUDY ON EMPLOYEE TRAINING AND DEVELOPMENT IN SALEM TEXTILES LTD

Dr.R.VANADHI

Assistant Professor

Department of Management Studies

AVS Engineering College, Salem

Abstract

Today Training and Development plays a vital role in all areas in such a manner that employees productivity increases and thus profit of the organization gets increased. Training and Development does not improve skill of employees alone also it keeps employees in a comfortable position; it is also a kind of motivation that changes the attitude of employees towards organization policies and success. This study is done in Salem Textiles Ltd the main objective of study is to evaluate the training effectiveness and to study the knowledge gained by the employee. The study is based on both primary and secondary data and its found that training are given only at the early stage and thus there is a need to increase the training for further development of employees and also as a motivating tool.

Keywords: Training and Development, Methods & Models, Evaluation of Training Methods, Effectiveness of Training.

INTRODUCTION TO TRAINING AND DEVELOPMENT:-

TRAINING:

“The aim of training is to develop potential knowledge and skills of the trainees to carry out defined tasks and responsibilities”.

DEVELOPMENT:-

Development process is flexible and continuous; linking an individual's organization development is ongoing education to improve skills for present and future jobs.

OBJECTIVES OF STUDY

- To analyse the Quality & methods of training program in Salem Textiles Ltd
- To study the performance of the employees after attending the training
- To study the satisfaction level of respondents towards training program

SCOPE OF STUDY

- This aims at developing expertise for the performance improvement.
- This study focus mainly on closing gap in skills and competencies in Senthil Textile Mill (P) Ltd.

LIMITATION OF THE STUDY

- Since many times employees were busy researcher has found very difficult to set appreciation
- Findings are based only on the information given by the respondents
- Literacy of workmen also proved to a limit analyzing of various factors to research

RESEARCH DESIGN

The research is being conducted for 100 employees and the research method used is the descriptive research what includes survey. The survey is been conducted using a well-planned questionnaire. The questions are carefully formed after reviewing necessary literatures related to "Training and Development". The data was collected by using both primary data & secondary data.

FRAME WORK OF ANALYSIS

In order to study the respondent's level of satisfaction and quality and method of training program we have used are percentage analysis and chi square test was employed to judge the benefits obtained by employees through training program and also to see any significant difference in satisfaction level of respondent's towards employee training and development.

ANALYSIS & INTERPRETATION**PERCENTAGE ANALYSIS****TABLE 1****NATURE OF TRAINING PROGRAM ATTENDED**

| Num ber | Training program | Number of respond ents | Percent age (%) |
|------------|--------------------------------|---------------------------------|--------------------|
| 1 | Demonstra tion | 30 | 30 |
| 2 | Discussion s | 22 | 22 |
| 3 | In-basket training | 10 | 10 |
| 4 | Behavior modeling | 8 | 8 |
| 5 | Apprentice ship training | 30 | 30 |
| | Total | 100 | 100 |

Inference:

Out of 100 respondent 30% have undergone demonstration model and 22% have undergone discussions and 10% have attended In-basket technique and 8% have

undergone behavior modeling and 30% have attended apprenticeship

TABLE 2
DURATION OF THE TRAINING PROGRAM

| Number | Duration | Number of respondents | Percentage (%) |
|--------|-------------------|-----------------------|----------------|
| 1 | 15 days | 26 | 26 |
| 2 | 1 month | 32 | 32 |
| 3 | 3 month | 29 | 29 |
| 4 | 6 month | 8 | 8 |
| 5 | Seasonal training | 5 | 5 |
| | | 100 | 100 |

Source: primary data

Inference :

Out of 100 respondent 26% have undergone 15 days program, 32% people have attended one-month program 29% have attended 3 month program 8% have attended 6 months of program and 5% have attended seasonal training.

TABLE 3
TEACHING AIDS USED IN TRAINING PROGRAM

| Number | Teaching aids | Number of respondents | Percentage (%) |
|--------|---------------|-----------------------|----------------|
| 1 | Flip charts / | 12 | 12 |

| | | | |
|---|------------------------------------|-----|-----|
| | newsprint | | |
| 2 | Slides and electronic presentation | 18 | 18 |
| 3 | White board | 24 | 24 |
| 4 | Overhead projector | 16 | 16 |
| 5 | Audio tapes / moving films | 30 | 30 |
| | | 100 | 100 |

Source: primary data

Inference:-

Out of 100 respondents 12% have been thought under flipcharts / newsprints and 18% have been thought under slides and electronic presentation 24% have been trained through white board's, 16% are thought under overhead projectors and 30% are trained through audiotapes / major films.

TABLE 4
TRAINING MODEL IN THE ORGANIZATION

| Number | Training model | Number of respondents | Percentage (%) |
|--------|------------------------|-----------------------|----------------|
| 1 | Open system | 66 | 66 |
| 2 | Continuous improvement | 34 | 34 |
| | Total | 100 | 100 |

Inference

Out of 100 respondents 66% have been undergone open system model and 34% have undergone continuous improvement model.

TABLE 5**IMPORTANT BENEFITS OF TRAINING PROGRAM**

| Number | Benefits | Number of respondents | Percentage (%) |
|--------|------------------------------------|-----------------------|----------------|
| 1 | Attainment of self-awareness | 11 | 11 |
| 2 | Acquisition of skills/ knowledge | 41 | 41 |
| 3 | Adaptability to changing condition | 9 | 9 |
| 4 | Specialized technical competence | 20 | 20 |
| 5 | Development of diagnostic | 19 | 19 |
| | Total | 100 | 100 |

Source: primary data

Inference:

Out of 100 respondents 41% feel acquisition of skills / knowledge is beneficial 11% feel attainment of self awareness is beneficial 9% feel

adaptability to changing condition is beneficial and 20% feel specialized technical competence skills, and 19% feel development of diagnostic skills.

TABLE 6**EVALUATION DESIGN UNDERGONE IN TRAINING PERIOD**

| Number | Design | Number of respondents | Percentage (%) |
|--------|----------------------|-----------------------|----------------|
| 1 | Post-test only | 33 | 33 |
| 2 | Pre-test only | 29 | 29 |
| 3 | Internal referencing | 18 | 18 |
| 4 | Control group | 13 | 13 |
| 5 | Random assignment | 7 | 7 |
| | Total | 100 | 100 |

Inference:-

Out of 100 respondents 33% have undergone an evaluation design of post test only 29% have undergone an evaluation design of pre-test only and 18% have undergone under internal referencing design and 13% under control group and 7% undergone random assignment

TABLE 7**REFLECTION OF CONTINUOUS IMPROVEMENT**

| Number | Particular | Number of respondents | Percentage (%) |
|--------|---------------------------------|-----------------------|----------------|
| 1 | New theory and innovation | 25 | 25 |
| 2 | Decrease in absenteeism | 15 | 15 |
| 3 | Increase in absenteeism | 35 | 35 |
| 4 | Retention of specialized people | 25 | 25 |
| | | 100 | 100 |

Inference

Out of 100 respondents 25% feel new theory and innovation only improve continuously 15% feel that decrease in absenteeism only improve and 35% feel increase in sales turnover and 25% feel retention of specialized people only reflect continuously.

TABLE 8**OUTCOME OF INTEREST IN TRAINING PROGRAM**

| Number | Interests | Number of respondents | Percentage (%) |
|--------|-----------------------------|-----------------------|----------------|
| 1 | Being punctual | 21 | 21 |
| 2 | Raising necessary questions | 31 | 31 |
| 3 | Experimenting the learning | 19 | 19 |
| 4 | Role ambiguity reduction | 9 | 9 |
| 5 | Raise to goal | 20 | 20 |
| | | 100 | 100 |

Inference:

Out of 100 respondents 21% say their outcome reflect by being punctual to organization and 31% feel there is a necessary to raise questions 19% feel the learning by experimenting and 9% are showing as role ambiguity reduction and 20% raise their goals.

TABLE 9

**OPINION STATING THAT TRAINING OBJECTIVE HAS BEEN MET
(CATEGORY WISE)**

| Number | Opinion | Number of workers | Percentage (%) | Number of staff | Percentage (%) |
|--------------|---------------------|-------------------|----------------|-----------------|----------------|
| 1 | Highly satisfied | 31 | 38.75 | 9 | 45 |
| 2 | Satisfied | 18 | 22.5 | 6 | 30 |
| 3 | Moderate | 18 | 22.5 | 2 | 10 |
| 4 | Dissatisfied | 10 | 12.5 | 2 | 10 |
| 5 | Highly dissatisfied | 3 | 3.75 | 1 | 5 |
| Total | | 80 | 100 | 20 | 100 |

Inference:-

Out of 100 respondent 45% of staff are highly satisfied with training objectives, 30% of the staff are satisfied with the training objective, 22.5 % of workers feel moderate and training objectives, 12.5 % of workers feel dissatisfied with training objectives. 5% of staff is highly dissatisfied with training objective

Inference:

Out of 100 respondents 24% feel orientation training model is best in key area and 22% feel team training is best for key areas and 19% feel diversity training is the best and 11% safety training is the best for key area and 24% feel glass ceiling is the best training model in key areas.

TABLE 10**TRAINING MODELS IN KEY AREAS**

| Number | Training model | Number of respondents | Percentage (%) |
|--------|----------------------|-----------------------|----------------|
| 1 | Orientation training | 24 | 24 |
| 2 | Team training | 22 | 22 |
| 3 | Diversity training | 19 | 19 |
| 4 | Safety training | 11 | 11 |
| 5 | Glass ceiling | 24 | 24 |
| | Total | 100 | 100 |

TABLE 11**BARRIERS TO LEARNING IN TRAINING PROGRAM**

| Number | Barriers of learning | Number of respondents | Percentage (%) |
|--------|------------------------|-----------------------|----------------|
| 1 | Red tape | 33 | 33 |
| 2 | Scheduling program | 29 | 29 |
| 3 | Short lead time | 18 | 18 |
| 4 | Differences in ability | 13 | 13 |

| | | | |
|---|------------------|-----|-----|
| | level | | |
| 5 | Lack of interest | 7 | 7 |
| | | 100 | 100 |

Inference:

Out of 100 respondent 33% feel red tape is the barrier to learn and 29% feel scheduling program is the next barrier and 18% feel short lead-time is a problem and 13% feel difference in ability level is a barrier and 7% feel lack of interest / confidence is a barrier for learning.

TABLE 12**IMPORTANT COMPONENT OF TRAINING**

| Number | Components | Number of respondents | Percentage (%) |
|--------|---------------------------------------|-----------------------|----------------|
| 1 | Insight | 28 | 28 |
| 2 | Motivational | 23 | 23 |
| 3 | Follow up | 11 | 11 |
| 4 | Opportunity to learn | 28 | 28 |
| 5 | Opportunity to practice in real world | 10 | 10 |
| | | 100 | 100 |

Inference:-

Out of 100 respondent 28% feel insight as an important component and 23% feel motivation as an important, 11% feel follow up as an important component of training, 28% feel opportunity to learn as an important component and 10% feel

opportunity to practice in real world as important component of training.

CHI SQUARE TEST**TABLE 13****RELATIONSHIP WITH PEER GROUP (CATEGORY WISE)**

| Respondent | Excellent | Very good | Good | Fair | Poor | Total |
|------------|-----------|-----------|------|------|------|-------|
| Worker | 31 | 24 | 15 | 6 | 4 | 80 |
| Staff | 10 | 4 | 2 | 2 | 2 | 20 |
| Total | 41 | 28 | 17 | 8 | 6 | 100 |

SOLUTION:

5% significance of degree of freedom

H₀ = there is no significance difference between the level of Excellency and employee category.

H₁ = there is significance difference between the level of Excellency and employee category

EXPECTED FREQUENCY:-

| Respondent | Excellent | Very good | Good | Fair | Poor |
|------------|-----------|-----------|------|------|------|
| Worker | 32.8 | 22.4 | 13.6 | 6.4 | 4.8 |
| Staff | 8.2 | 5.6 | 3.4 | 1.6 | 1.2 |

Calculated value= 1.4

Degree of freedom df = (r-1) (c-1) = (2-1) (5-1)

$$= 1 \times 4$$

$$= 4$$

So the tabulated value for degree of freedom 4 at 5% level of significance is 9.49.

**Calculated value < tabulated value:
Therefore H_0 is accepted**

INFERENCE:- There is no significance difference between the level of excellency and employee category.

TABLE 14

**OPINION STATING THAT
TRAINING OBJECTIVE HAS BEEN
MET (CATEGORY-WISE)**

| Respondent | Highly satisfied | satisfied | moderate | Dissatisfied | Highly dissatisfied | Total |
|------------|------------------|-----------|----------|--------------|---------------------|-------|
| Worker | 31 | 18 | 18 | 10 | 3 | 80 |
| Staff | 9 | 6 | 2 | 2 | 1 | 20 |
| Total | 40 | 24 | 20 | 12 | 4 | 100 |

SOLUTION:

5% significance of degree of freedom

H_0 = there is no significance difference between the level of Excellency and employee category.

H_1 = there is significance difference between the level of Excellency and employee category.

EXPECTED FREQUENCY:-

| Respondent | Highly satisfied | satisfied | moderate | Dissatisfied | Highly dissatisfied |
|------------|------------------|-----------|----------|--------------|---------------------|
| Worker | 32 | 19.2 | 16 | 9.6 | 3.2 |
| Staff | 8 | 4.8 | 4 | 2.4 | 0.8 |

Calculated value= 0.52

Degree of freedom $df = (r-1)(c-1) = (2-1)(5-1)$

$$= 1 \times 4$$

$$= 4$$

So the tabulated value for degree of freedom 4 at 5% level of significance is 9.49

**Calculated value < tabulated value :
Therefore H_0 is accepted**

INFERENCE:- There are no significant differences between the level of satisfaction and employee category.

TABLE 15

**OVERVIEW OF TRAINING AND
DEVELOPMENT**

| Respondent | Highly satisfied | satisfied | moderate | Dissatisfied | Highly dissatisfied | Total |
|------------|------------------|-----------|----------|--------------|---------------------|-------|
| Worker | 22 | 20 | 19 | 14 | 5 | 80 |
| Staff | 6 | 6 | 3 | 3 | 2 | 20 |
| Total | 28 | 26 | 22 | 17 | 7 | 100 |

SOLUTION:

5% significance of degree of freedom

H_0 = there is no significance difference between the level of Excellency and employee category.

H_1 = there is significance difference between the level of Excellency and employee category

EXPECTED FREQUENCY:

| Respondent | Highly satisfied | satisfied | moderate | Dissatisfied | Highly dissatisfied |
|------------|------------------|-----------|----------|--------------|---------------------|
| Worker | 22.4 | 20.8 | 17.6 | 13.6 | 5.6 |
| Staff | 5.6 | 5.2 | 4.4 | 3.4 | 1.4 |

Calculated value = 0.53

Degree of freedom $df = (r-1)(c-1) = (2-1)(5-1)$

$$= 1 * 4 = 4$$

So the tabulated value for degree of freedom 4 at 5% level of significance is 9.49

Calculated value < tabulated value:
Therefore H_0 is accepted

INFERENCE:

There are no significant differences between the level of satisfaction and employee category.

FINDINGS:

- The employee are interested in learning practically
- The organization picks up only interested people for the training and development program
- Most of the workers and staff gain new set of knowledge and skills through training and development
- People of this concern not stick only to their attitude they also tune their attitude according to the organizational goal
- There is always a dramatically increase in the sales turnover this year because of training program
- There is no significance difference between the level of satisfaction and employee category.

SUGGESTION:

- Post-programmed training should be evaluated periodically
- Training program should be organized in 2nd and 3rd week of a month and not in 1st week to avoid absenteeism
- External training program should be conducted in related fields
- Latest concept in relevant field should be collected for future reference

CONCLUSION

The training and development program in Salem Textiles Ltd is good and the study reveals the training and development is the continuous process from the employees suggestions through survey and records collected through questionnaire. Training is an investment. Benefits of industry training include rapid development of workers capacity; increase productions of quality goods less production scraping quality goods less production scraping. This reveals the co-ordination of trainers and the highly satisfied employees.

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PROBLEMS OF ADVERTISEMENT TO IMPACT TOWARDS ON CONSUMER BEHAVIOUR IN ATTUR TALUK

KUMARESAN K

Head & Assistant Professor of Commerce

Pavendhar College of Arts & Science

Salem.

Abstract

India is one of the largest consuming consisting country in the world. The second largest human resource producing country in Asian and world level. India is the base of the country in consuming products. Consuming is the basic requirements of all the people, but in this consuming level is varying for differ from the people. So that, on in the imbalance of the sequence has compensate is very important one. Hence the executives has use the some strategy for this smoothness of consuming level. The mantra for the strategy is called advertisement. Advertisement is one of the strategic tool for which one of the product for buying and selling activities. In this reason on the advertisement is one of the popular choice of the all the products. Hence, which one of the product that product is primary or secondary product to depend based on advertisement. Advertisement is attract to motivate the buying products through people. The consumer or customer has buying product the prevent activities has they are Severely think about the product and our brand ambassador name. In this all information has clearly say the one tool that is called is advertisement. Attur is major taluk in Salem district of Tamil Nadu. In this taluk has economically has more support in Salem district. Attur taluk is second important base of Salem district towards consuming the products consuming. In this study has consist on problems faced on advertisement to impact on consumer behaviour in Attur taluk.

Keywords: Consume, Advertisement, Brand, Ambassador, Economic.

Introduction

India is one of the largest customer, and consumer producing country in the world. Because, of their effectiveness of better advertising method. Customer has determined only for the effective trade determiner, but the consumer has also mainly product quality determiner. Advertising is one the key tool of every

one like as old or new product. Which one, the product is necessary need for advertising yet it does not attain for the overall achievement. So that advertising is a blood and soul of the every one organization. India has here on huge industry. In this, industry has like as divided to micro, small, medium, and large scale industries. This those level of

organization has create customer and consumer for the purpose of own industry profitability. So that which one of the industry has like that how to attract the consumer and customer particularly consumer because of their only identify the product quality identifier. So that, the industry must watch and keep up for the consumer strengthens. This oriented instruction how to possible it is one of the multi task problem. But, their through the message for the people successfully the reason for advertising. Advertising in only to attract the customer and consumer. In this study has consist to analyze the problems of advertisement to impact to impact on consumer behaviour in Attur Taluk.

Scope of the research work

Advertisement is one of the key elements for the new product. Whenever the industry has manufacturing the new product, has must publicity for the centralize of the people. While that the product has reach for the people, the advertisement has stimulate the more sale of the product. Therefore there is a need to promote the advertisement towards the consumer in Attur taluk of Salem district of Tamil Nadu. This study, has also concern with the status of advertisement to impact on consumer behavior, socio economic profile of the consumer, problems of advertisement to impact on consumer behavior in Attur taluk of Salem district.

Review of Literature

Samar Fatima (2015). Advertisements have been used for many years to influence the buying behaviors of the consumers. Advertisements are helpful in creating the awareness and perception among the customers of cosmetic products; both of these variables are lethal combination to influence the buying behaviors of the consumers. This particular research was conducted on the 200 young male or female who use different brands of cosmetics to check the influence of advertisement on their buying

behavior while creating the awareness and building the perceptions.

Samar Fatima and Samreen Lodhi (2015) Revealed that Advertisement helps the company to create the awareness in their customers and ingredients the advertisements shape the perception of the customers either in the positive or in a negative way. People can perceive the quality of the products by gathering the information which they usually get through advertisements. The perception of the quality, awareness of the product and consumer opinion drives the consumer buying decision. Study critically evaluates these factors which shape the buying behavior and provides the deep insights towards the role of advertisements shaping the consumer behavior.

Sathya and Indirajith (2016). Conveys that the consumer buying preferences are rapidly changing and moving towards high-end technology products with acculturation. Products which were once considered luxury items have become a necessity because of the changing lifestyle and rising income levels. With growth in disposable incomes, the demand for high-end products such as television, washing machine, refrigerator, and air conditioners has increased considerably. It is also facilitated by the easy availability of finance and prevalence of nuclear families. Increasing in demand for consumer durable in the market the fall in prices as Indian consumers are continue to attach a high degree of importance to value for money.

Seema Johar (2015) Explained that the character, behaviour and attitude of consumer are the important dimensions in the decision-making process. All the purchases made by a consumer follow a certain decision-making process. A consumer is one who does some physical activities and deliberates to take decisions concerning purchase and to dispose of on to evaluate products and services. Purchase decision process which is characterized as more complex in its

nature, has been subject to research often, only recently.

Sindhya (2013) Concluded that while advertisements often include information that cross cut all personality profiles, some consumers ignore some of this information and rely primarily on advertising claims and on personal experience in forming judgments about advertised products. On the other hand, some consumers defer decisions until the advertising claims have some credibility behind them before making product purchase decisions.

Singh (2012) Studied the impact of advertisement on the brand preferences of aerated drinks among 150 respondents. The study concludes that the advertisement impacts the consumer regarding the choice of their brand, and the product brand influences the buying behavior of the consumers regardless of their price. The study also found that the respondents recalled the advertisements of their brand and celebrity endorsement which influences the buying behavior.

Tashrif Haider (2017). This research was a study on the impact of advertisement on consumer buying behaviour. For this purpose four independent variables, Entertainment in Advertisement, Familiarity of Advertisement, Social Imaging in Advertisement and Advertisement Spending were considered. Based on the analysis it can be concluded that advertisement has significant impact on consumer buying behaviour.

Statement of the problem

Salem district is one of the major economic growth district in Tamil Nadu. In the, district is one of the 6th largest district and lot of sourced available on particularly SALEM- Silver Aluminum Limestone Electricity Mango and follow that other sources like that areca nut, betel leaf, tapioca, coir, cottage, steel and software has been here on that the district. In the district not at overall all sources could be here on only for Salem south and west taluk. Besides, a nether major income source taluk should be here o that that the

taluk name is Attur. Attur taluk is one of the major income source taluk of Salem district. In the, taluk has rapidly growth on that. The recent year lot of facilities should be comes on that like as coir industry, automobile shop, sago factory, jewels and extra. Recently the Tamil Nadu government has announced the Attur taluk is sanitary district. Attur taluk has here on lot sources here on that at the same time lot of industry has express the advertisement to attract on the consumer and customer like that. The customer and consumer population like as more than expected them although the industry has not often advertisement to our regular product. In that reason on the consumer has forgot about the product. So that, the industry more affect for that the activities.

Objectives of the study

1. To analyze the problems of advertisement to impact towards the consumer behavior in Attur taluk of Salem district of Tamil Nadu.

Hypothesis

The following are the major hypothesis are formulated to find out the relationship variables.

1. There is no significant association between the socio economic profile and problems of advertisement towards impact on consumer behavior.

Research methodology

The present study is descriptive in character using both primary and secondary data. Primary data was collected with the help of structured interview schedule. Study area is restricted Attur taluk of Salem district. Convenience random sampling methods was applied to select the sample respondents. Advanced and appropriate statistical tools was applied to analyze the data. A pilot study was undertaken among 50 respondent with the help of pre-interview scheduled based on the result of the reliability and validity test. The interview schedule was redesigning and finalized.

Study area

The study area is Attur taluk of in the Salem district of Tamil Nadu. There were 120 village and it is considered as but the researcher has convenience universe for the purpose of collection and analyses of data.

Sampling technique

Convenience random sampling technique was applied to select the sample respondent. There are 1230 consumers on A.V.R. Jewels, L.R.C. Jewels, Poorvika mobiles, Vasanth & Co., Aswin Sweets, and Mobile express which is consider as the population size of the research study. From, 20 village taken 15 respondents were identified hence the total sample was 301, of which 1 interview scheduled were incomplete. Therefore total sample is 300.

Table 1
Correlation analysis for problems of advertisement towards to impact on consumer behavior with regard to problems

| Correlations | | | | | | | | |
|--|---------------------|----------|----------|----------------|-----------------------|------------------|--------------|-----------|
| | | behavior | Cultural | Social factors | Psychological factors | Personal factors | Anthropology | Economics |
| Problems of add to impact on consumer behaviour | Pearson Correlation | 1 | .021 | .478** | .160** | .041 | .147* | .133* |
| | Sig. (2-tailed) | | .716 | .000 | .005 | .478 | .011 | .021 |
| | N | 300 | 300 | 300 | 300 | 300 | 300 | 300 |
| Cultural | Pearson Correlation | .021 | 1 | -.017 | .248** | .144* | .255** | .113 |
| | Sig. (2-tailed) | .716 | | .764 | .000 | .013 | .000 | .051 |
| | N | 300 | 300 | 300 | 300 | 300 | 300 | 300 |
| Social factors | Pearson Correlation | .478** | -.017 | 1 | .247** | .064 | .138* | .178* |
| | Sig. (2-tailed) | .000 | .764 | | .000 | .272 | .017 | .002 |
| | N | 300 | 300 | 300 | 300 | 300 | 300 | 300 |
| Psychological factors | Pearson Correlation | .160** | .248** | .247** | 1 | -.083 | .071 | .051 |
| | Sig. (2-tailed) | .005 | .000 | .000 | | .150 | .218 | .374 |
| | N | 300 | 300 | 300 | 300 | 300 | 300 | 300 |
| Personal factors | Pearson | .041 | .144 | .064 | -.083 | 1 | .021 | .081 |

| | | | | | | | | |
|--|---------------------|-------|--------|--------|------|------|------|------|
| | Correlation | | * | | | | | |
| | Sig. (2-tailed) | .478 | .013 | .272 | .150 | | .714 | .160 |
| | N | 300 | 300 | 300 | 300 | 300 | 300 | 300 |
| Anthropology | Pearson Correlation | .147* | .255** | .138* | .071 | .021 | 1 | .031 |
| | Sig. (2-tailed) | .011 | .000 | .017 | .218 | .714 | | .592 |
| | N | 300 | 300 | 300 | 300 | 300 | 300 | 300 |
| Economics | Pearson Correlation | .133* | .113 | .178** | .051 | .081 | .031 | 1 |
| | Sig. (2-tailed) | .021 | .051 | .002 | .374 | .160 | .592 | |
| | N | 300 | 300 | 300 | 300 | 300 | 300 | 300 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |
| *. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | |

Table 1 shows that the correlation coefficient between the problems of advertisement towards to impact on consumer behavior and the variable 'Cultural' is .021 which indicates that 21 percent positive relationship between the two is significant at 1 percent level. The correlation coefficient between the problems of advertisement towards to impact on consumer behavior and the variable 'Social factor' is .478 which shows that 47.8 percent positive relationship between the two is significant at 1 percent level. The correlation coefficient between the problems of advertisement towards to impact on consumer behavior and the variable 'Psychological factor' is .041 which shows that 41 percent positive relationship between the two is significant at 1 percent

level. The correlation coefficient between the problems of advertisement towards to impact on consumer behavior and the variable 'Personal factor' is .041 which shows that 41 percent positive relationship between the two is significant at 1 percent level. The correlation coefficient between the problems of advertisement towards to impact on consumer behavior and the variable 'Anthropology' is .147 which shows that 14.7 percent positive relationship between the two is significant at 1 percent level. The correlation coefficient between the problems of advertisement towards to impact on consumer behavior and the variable 'Economic' is .133 which shows that 13.36 percent positive relationship between the two is significant at 1 percent level

Table 2
Model Summary for problems of advertisement towards to impact on consumer behaviour with regard to Problems

| Model Summary | | | | |
|---------------|---|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |

| | | | | |
|---|-------------------|------|------|---------|
| 1 | .489 ^a | .239 | .224 | 1.47533 |
|---|-------------------|------|------|---------|

The R Square value is .239. It indicates that 23.9 percent of variation in the Problems of advertisement towards to impact on consumer behavior determined by the set of all the independent variables included in the model (Table 2.).

Hypothesis: There is no association between Problems of advertisement towards to impact on consumer behavior and socio economic profile

Table 3
ANOVA for Regression Coefficient of problems of advertisement towards to impact on consumer behavior with regard to problems

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|-----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 200.457 | 6 | 33.409 | 15.349 | .000 ^b |
| | Residual | 637.740 | 293 | 2.177 | | |
| | Total | 838.197 | 299 | | | |

a. Dependent Variable: Problems

b. Predictors: (Constant), Cultural, Social factor, Psychological factor, Personal factor, Anthropology, Economic.

The multiple correlation between dependent variables and independent

variables is significant at 1 percent level (F=15.349, p<.000). This indicates that there is a high degree of positive correlation between the set of independent variables and dependent variables (Table 3).

Table 4
Regression Coefficient for problems of advertisement towards to impact on consumer behavior with regard to problems

| Coefficients ^a | | | | | | |
|---------------------------|-----------------------|------------------------------|------------|---------------------------|-------|------|
| Model | | Un standardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.056 | .362 | | 2.919 | .004 |
| | Cultural | -.016 | .081 | -.011 | -.197 | .844 |
| | Social factors | .845 | .103 | .445 | 8.164 | .000 |
| | Psychological factors | .064 | .077 | .046 | .831 | .406 |
| | Personal factors | .006 | .024 | .012 | .236 | .813 |
| | Anthropology | .113 | .072 | .083 | 1.556 | .121 |

| | | | | | | |
|--|-----------|------|------|------|------|------|
| | Economics | .062 | .065 | .050 | .948 | .344 |
|--|-----------|------|------|------|------|------|

The regression coefficients show that the variables of problems of advertisement towards to impact on consumer behaviour about problems such as Cultural, Social factors, Psychological factor, Personal factor, Anthropology, Economic, have positively influenced ($p < 0.05$) their impact. (Table 4.).

Conclusion

Advertisement is a lead spar to earned more consumer and customer. In these activities has the industries and corporate organization our self benefits particularly monetary benefits. Nowadays to say that overstate of advertisement to occupy the world is not a wrong question its true. So that the industry advertisement has only involve monetary benefits but service based advertisement is very limited level to express the information to the people. Hence, the advertisement to react the both monetary and service related to express the people. In this moments on both are earn the benefits at the same time the advertisement does not debauch the cultural, social, psychological, personal, anthropology, and economic factors. In this following factors should not be affect that the society that is the true victory of the advertisement.

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CONSUMERS PREFERENCES TOWARDS FMCG PRODUCTS : A STUDY IN MYSORE CITY

Dr. H. M. CHANDRASHEKAR

Associate Professor of Agribusiness Management

Institute of Development Studies

University of Mysore, Mysore, 570 006, Karnataka

Abstract

Indian FMCG sector is the fourth largest sector in the economy with an estimated size of Rs.1,300 billion. Characterized by strong MNC presence, well established distribution network, intense competition between the organized and unorganized players and low operational cost. Easy availability of important raw materials, cheaper labor costs and presence across the entire value chain gives India a competitive advantage. Penetration level and per capita consumption in many product categories is very low compared to world average standards representing the unexploited market potential. Mushrooming Indian population, particularly the middle class and the rural segments, presents the huge untapped opportunity to FMCG players. Over the three decades marketers have moved from mass market to dynamic market. During times of traditional marketing consumers were passive in nature. But in the changed business environment of economic liberalization, intense competition, crowding of goods and services, exacting demand for better quality and customer delight, enlightened and informed consumers etc., marketers have moved from the traditional marketing to a responsive and sensitive marketing process which calls for more than developing a marketing mix . The real marketing begins when offering is transferred to the consumer. The sector has shown an average annual growth of about 11% per annum over the last decade. Unlike the developed markets, which are prominently dominated by few large players, India's FMCG market is highly fragmented and a considerable part of the market comprises of unorganized players selling unbranded and unpackaged products. There are approximately 12-13 million retail stores in India, out of which 9 million are FMCG stores. An attempt is made in this paper to analyse the consumers preferences towards FMCD product such as MAGGI products in Mysore city.

Keywords: FMCG, MAGGI, Consumers preferences, Marketing preferences..

FMCG Scenario in INDIA

Our country has a varied agro-climatic condition which enables to offer extended raw material base suitable for

many FMCG sub sections like food processing industries etc. India is the one of the major producer of livestock, milk, sugarcane, coconut, spices and cashew and

is the second largest producer of rice, wheat and fruits & vegetables. Similarly, India has an abundant supply of caustic soda and soda ash, the chief raw materials required in the production of soaps and detergents, which enables the household section of the industry to excel and grow. The accessibility of these raw materials gives India the locational advantage. Around 60% of Indian FMCG market is unorganized. Local players had nearly 70% of the FMCG market. In the FMCG sector increasing competition is the main reason for loss of pricing power in most brands. In the FMCG industry in India, companies distribute their products to over 10 lakh retail outlets or point of sales. Cash poor & low level of income the poor consumer has to be accessed differently. Major Indian consumer product companies (Britannia, P&G, HLL, Colgate etc.) have a very sound presence throughout the Indian market with their strong brands. The leading companies make considerable investment in R & D to sharpen & maintain their edge in the business. Brand equity, therefore is an extremely important factor in FMCG Industry.

Significance of the Study

The FMCG sector seems to have final growth partly by posting double-digit growth in sales in the past couple of years. With annual revenues of Rs 72,000 crores, it is one of the largest sectors in the Index economy (Kiran Kabtta, 2008). The industry's future prospects look bright, considering rising house hold income and the spread of modern retail business. The per capita income level in India is still low as compared to the other developing economies like China Besides, the penetration level of many branded FMCG products is relatively low and several local brands are popular with certain pocketing the market. However, there is a huge untapped potential for FMCG industry. In contrast to other manufacturing sectors, FMCG is relatively less capital-intensive, but demands creating marketing skills accompanied by powerful advertisement

and promotion. Most companies in this sector create value through product differentiation, package innovation and differential pricing and highlighting the functional aspect of goods. While recession restricts the demand for goods in general, many FMCG companies escape the trend. Most companies pass on the cost inflation to consumers, via a judicious blend of price hikes, packaged size reduction and change in product mix. Few consumers react by down trading to lower priced products, but most hang on to their preferred brands price hikes are moderate.

Objectives of the Study

The study aims at identifying the marketing performance of FMCG products in respect of MAGGI products. The following are specific objectives of the study:

1. To study the marketing performance of MAGGI products.
2. To analyze the consumer attitude and perception towards MAGGI products.
3. To examine the problems prevailed in buying of MAGGI products.
4. To suggest the suitable measures to overcome the problems in buying of MAGGI products.

Scope of the Study

The study covers FMCG Sector and Marketing Performance of FMCG products. a market survey on MAGGI products of Nestle Food Processing Company is carried out with the help of a questionnaire to assess the nature of marketing performance of the product. A cross section study involving sample respondents selected from various segments in Mysore is carried out. The collected data is analyzed using appropriate statistical tools.

Methodology

Research Design

This research is exploratory as well as descriptive in design; the exploratory technique is used in this research to define the problem variables and to map problem environment. A pilot study was also

undertaken to determine the characteristics of the population to design the research objectives. A descriptive research involves collection and analysis of primary and secondary data pertaining to a phenomenon or an event.

The primary data is gathered through the open-ended and closed ended structured questionnaires which were distributed to consumers of FMCG in Mysore for comparative study of consumer behavior and perception.

Secondary data consists of Company published documents and statistics published by various agencies. This study has used secondary sources like reports of association of FMCG Industries, consumer protection organizations, FICCI, CII and industry archives. Data has been collected from published journals, books, and some research thesis.

Sampling Size

The sample size consists of 50 respondents (consumers) selected on stratified and convenience basis. A structured questionnaire was distributed to 50 respondents in Mysore.

Questionnaire Design

A structured questionnaire is used to elicit opinion from respondent. It contains both closed-ended and open-ended questions and rating scales and is bilingual i.e., English and Kannada. It consisted of 23 questions pertaining to attributes of MAGGI products, awareness, usage patterns, consumer perception etc.

Questions also pertained to the opinion of the respondents on MAGGI, brand awareness, kind of product that the respondents are currently using, be used earlier, product attributes, requirements, consumer preferences, perception about the existing products etc.

Data Analysis

The SPSS has been adopted in the study to analyze the collected primary data. The frequency analysis is used to draw an appropriate inference in the study.

Limitations of the Research

The study is mainly based on survey method of research. Therefore the limitations of survey method are expected to influence the outcome of the research.

The study is also limited by the information provided by the respondents in Mysore city. And this survey questionnaire is made on four type of products of MAGGI i.e. 2 minute noodles, ketchups, soups and maggi stocks. The inferences will be based on the data gathered from the market survey.

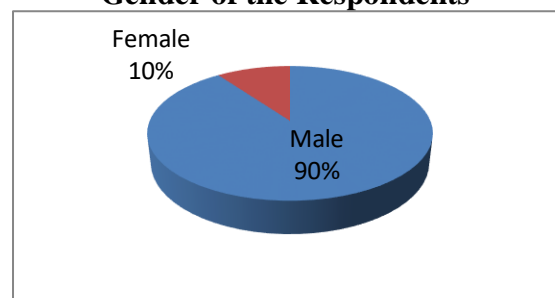
RESULTS AND DISCUSSION

Table 1
Gender of the Respondents

| SL No. | Particular | No. Of respondent | Percentage |
|--------|------------|-------------------|------------|
| 1 | Male | 45 | 90 |
| 2 | Female | 05 | 10 |
| | Total | 50 | 100 |

Source: Primary Data-2020

Figure 1
Gender of the Respondents



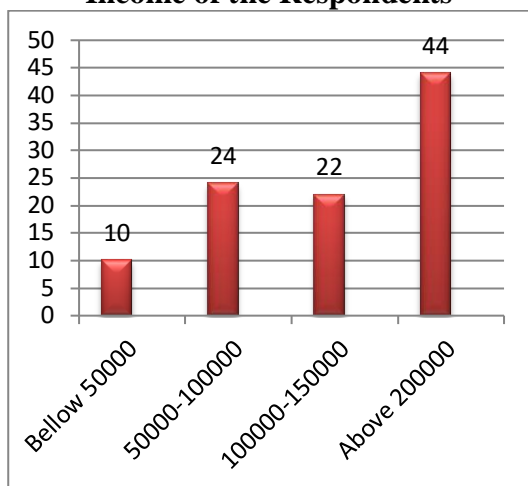
In the study of 50 household 10 percent respondents are female where as 90 percent of them are male respondents in the study.

Table 2
Classification of Income among the Respondents

| SL No. | Particular | No. Of respondent | Percentage |
|--------|---------------|-------------------|------------|
| 1 | Bellow 50000 | 5 | 10 |
| 2 | 50000-100000 | 12 | 24 |
| 3 | 100000-150000 | 11 | 22 |
| 4 | Above 200000 | 22 | 44 |
| | Total | 50 | 100 |

Source: Primary Data-2020

Figure 2
Income of the Respondents



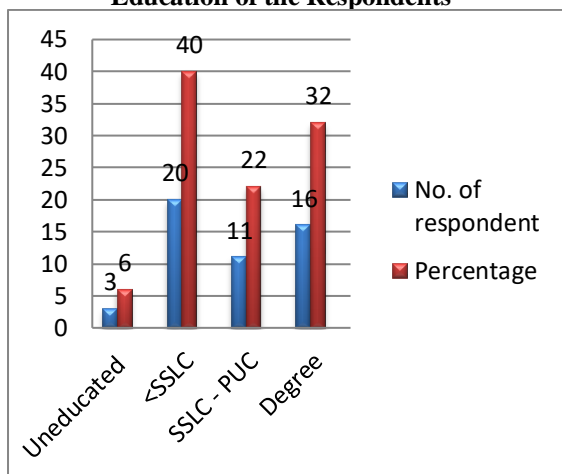
The table 2 reveals that, when the income increases the usage of maggi products also increases so more than 40 percent of the study contains people of income group who are having more than 2 lakh. Out of 50 respondents, 40 percent of them are having above 2 lakh followed by Rs.1 lakh-150000, 50000-100000 and 10 percent of the respondents has below Rs.50000 of Income as observed in the study.

Table 3
Education of the Respondents

| SL No. | Particular | No. Of respondent | Percentage |
|--------|--------------|-------------------|------------|
| 1 | Uneducated | 03 | 06 |
| 2 | < SSLC | 20 | 40 |
| 3 | SSLC- PUC | 11 | 22 |
| 4 | Degree | 16 | 32 |
| | Total | 50 | 100 |

Source: Primary Data-2020

Figure 3
Education of the Respondents



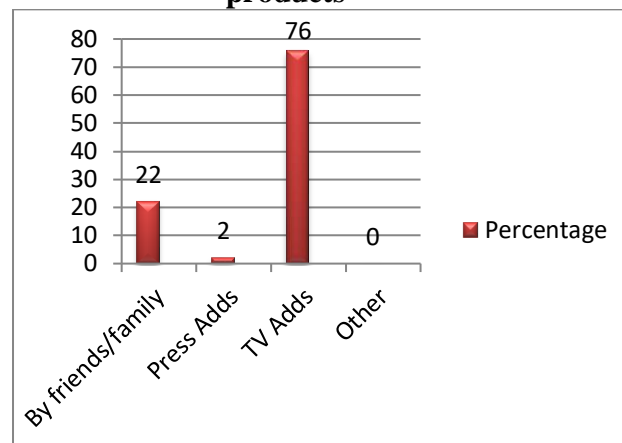
As the study conducted in Mysore city the city is having high literacy rate. As the literacy rate is high so the education level attainment is also high and their knowledge towards maggi products also increases based on their education. We could observe that educated people are more than uneducated.

Table.4
Sources of information about MAGGI products

| SL No. | Particular | No. Of respondent | Percentage |
|--------|-------------------|-------------------|------------|
| 1 | By friends/family | 11 | 22 |
| 2 | Press Adds | 01 | 02 |
| 3 | TV Adds | 38 | 76 |
| 4 | Other | 00 | 00 |
| | Total | 50 | 100 |

Source: Primary Data-2020

Figure.4
Source of information of MAGGI products



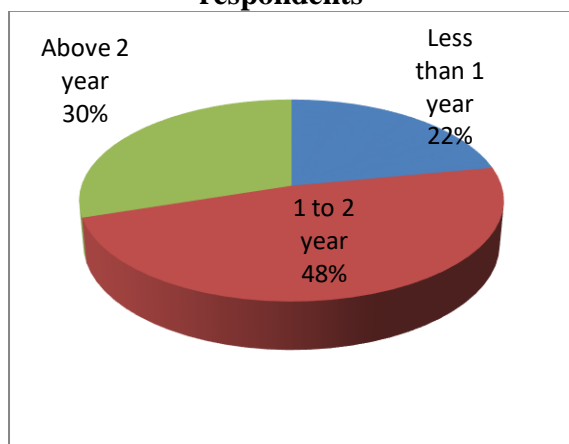
The table 4 reveals the advertisement of maggi products is majority by T.V Adds with 76 percent; there is very less or negligible amount of advertisement by face to face. From the above analysis it is evident that more no of people are addicted to Digital media rather than social medium. So it is more worthful to use T.V adds and Press to reach the public in promotion of MAGGI products in the study area. So we could observe that 76 percent of the respondents are attracted towards T.V. adds and 22 percent are by family/friends.

Table.5
Duration of using Maggi products
among Respondents

| SL No. | Particular | No. Of respondent | Percentage |
|--------|------------------|-------------------|------------|
| 1 | Less than 1 year | 11 | 22 |
| 2 | 1 to 2 year | 24 | 48 |
| 3 | Above 2 year | 15 | 30 |
| | Total | 50 | 100 |

Source: Primary Data-2020

Figure 5
Duration of using Maggi products by
respondents



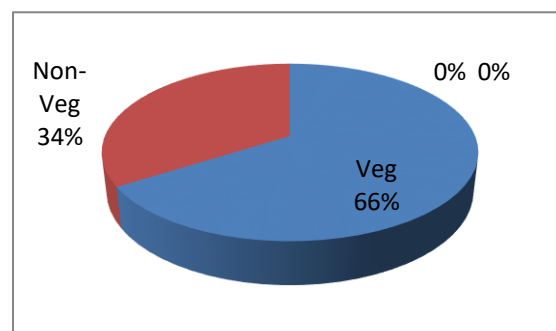
The Maggi product started in India from 1982 but the product is regularly used or more used by from 2 to 3 years so, from the analysis it is evident that the Maggi products are old and used by people more than 2 years. The figure shows that the product has a gradual increase in number of users from more than 2 years to 1 year where as very less no of people in the recent years i.e. it has reached the saturation point. So the study reveals that 48 percent of the respondents are using from 1-2 years, 30 percent are using from above 2 years and 22 percent are using the product from less than 1 year.

Table.6
Preference of Maggi Products by
Respondents

| SL No. | Particular | No. Of respondents | Percentage |
|--------|--------------|--------------------|------------|
| 1 | Veg | 33 | 66 |
| 2 | Non-Veg | 17 | 34 |
| | Total | 50 | 100 |

Source: Primary Data-2020

Figure 6
Preference of MAGGI Products by
Respondents



There is a large amount of attraction toward the veg product of Maggi comparatively to non-veg product i.e. from the study around 66 percent of are veg buyers where as 34 percent are non-veg buyers.

Table 7
Preference in liking the MAGGI
products

| SL No. | Particular | No. Of respondent | Percentage |
|--------|-------------------|-------------------|------------|
| 1 | 2 minutes noodles | 35 | 70 |
| 2 | Ketchups | 10 | 20 |
| 3 | Magi Stocks | 02 | 04 |
| 4 | Soups | 03 | 06 |
| | Total | 50 | 100 |

Source: Primary Data-2020

Figures 7
Preference in liking the MAGGI products

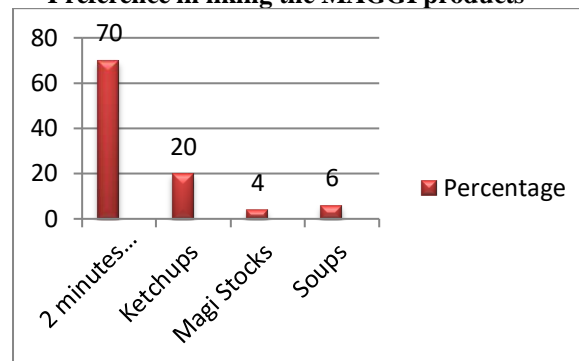


Table 9 analyses that it is a general perception that noodles are more preferred products in the Maggi family and also when it comes to liking of the product Maggi grabs all attention of user towards it i.e. from the figure it is evident that 70 percent of people like Maggi, where as Ketchups stands second by 20 percent

likings and rest 4 percent and 6 percent belongs to other 2 products of MAGGI i.e. Maggi Stocks and Soups among the respondents.

Table 8
Factors influencing to buy MAGGI products

| SL No. | Particular | No. Of respondents | Percentage |
|--------|--------------|--------------------|------------|
| 1 | Quality | 30 | 60 |
| 2 | Service | 08 | 16 |
| 3 | Price | 09 | 18 |
| 4 | Other | 03 | 06 |
| | Total | 50 | 100 |

Source: Primary Data-2020

Figure 8
Factors influencing to buy MAGGI products



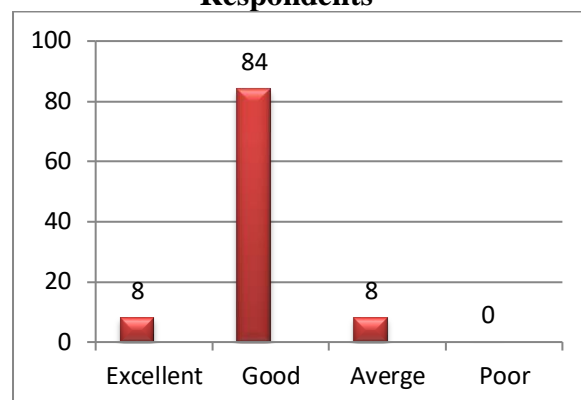
Table 8 examines to buy any product in a market there is a lot of choices but any consumer would prefer product with good quality within his/her budget, even my analysis on factors influencing for preference of product shows that 60 percent of buyers prefer quality as prime importance and followed by service 18 percent and price 16 percent.

Table 9
Opinion about the MAGGI products by Respondents

| SL No. | Particular | No. Of respondents | Percentage |
|--------|--------------|--------------------|------------|
| 1 | Excellent | 04 | 08 |
| 2 | Good | 42 | 84 |
| 3 | Average | 04 | 08 |
| 4 | Poor | 00 | 00 |
| | Total | 50 | 100 |

Source: Primary Data-2020

Figure 9
Opinion about the MAGGI products by Respondents



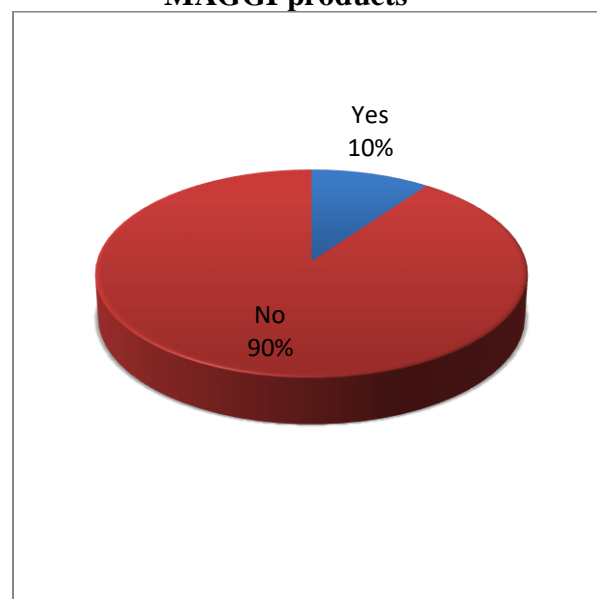
The Maggi products are not worse that is the outcome of the study in beginning, as we see further in analysis we could know that Maggi products are good enough to sustain rather than excellent. I.e. around 84 percent of people feel the product as good and 8 percent feel as excellent and so on.

Table 10
Problems facing by respondents in MAGGI products

| SL No. | Particular | No. Of respondent | Percentage |
|--------|--------------|-------------------|------------|
| 1 | Yes | 05 | 10 |
| 2 | No | 45 | 90 |
| | Total | 50 | 100 |

Source: Primary Data-2020

Figure 10
Problems facing by respondents in MAGGI products



The maggi products have very less problems i.e. 10 percent. The majority of the problems revolves around packaging, quantity of products to be mixed, less number of promotional offers, pricing of the products, there are huge set of population around 90 percent are facing no problems.

The problems are: - High level of price, low level of quality, number of ingredients added, mode of packaging, etc....

Findings of the Study, Suggestions and Conclusion

In order to fulfill the research objectives, an exploratory research methodology was adopted. A sample survey was conducted using the consumers in Mysore City.

Consumers were interviewed using open ended and close ended questions. Secondary data analysis was also carried out. The data collected through questionnaire method.

Inferences have been made on consumer awareness, product exposure, preferred attributes, geographical variance, and other demographic variables with reference to 2 Minute Noodles, Ketchups, Maggi Stocks, Soups of MAGGI products.

1. NESTLE has evolved a marketing strategy where it caters products in the price band from lowest to highest. Consequently it has captured the major population of Maggi products in India. The advertisement campaign of NESTLE attracts the common man as well as the more affordable people.
2. Data analysis indicates that more consumers in Mysore are going with 2Minute Noodles of MAGGI Products. And also it reveals that the Brand NESTLE has increased the affordable capacity of consumers.
3. The study and the data analysis reveal that the consumers preferred all the kind products of MAGGI. But if we take a close view on the analysis it explains that most preference is for 2

Minute Noodles and Ketchups. Preference to Maggi Stocks and Ketchups are relatively less.

4. Demand for consumer goods ranging from passenger to decorative paints is affected by the recent economic slowdown. But Fast Moving Consumer Goods (FMCGs) have so far defied this trend. Sales growth for 10 large listed FMCG company actually accelerated from 14.5 percent in the last two financial years to 20 percent in the first nine months of 2009-2010.
5. In Maggi products for instance, as prices crept up, there are early signs of consumers "down trading" from premium to cheaper brands, in an effort to economize on purchases.
6. With the opening of the economy from 1991 onwards and with the emergence of the WTO regime down the worlds, the concept of global marketing strategy has taken a new dimension. The first of products that benefited out of the liberalization process were the fast moving consumer goods and the companies round the works. The opening of the economy has created abundant opportunities for FMCGA companies in India and also to its competitors in U.S & U.K market. Though the opportunities have expanded and demand for the product increased, the competition is a major threat to the existing portfolios of products.
7. In this context, a study on Marketing Performance of FMCG acquires a new dimension with rising income globally and the increased purchasing power especially amongst the youngsters ratchets unheard of demand for products for all FMCG companies. The study has focused to FMCG business giants of NESTLE. The study analyses how the company, inspite of the unprecedented competition, have been able to sustain its brand and market share position.

8. NESTLE has historical background in India primarily because of its long presence both of its product and company image. Its strategy of selling product that are satisfied by Indian consumers through their affordability pricing factor and distribution strategy has played a key role in sustaining their presence. In these exercise NESTLE has the advantage over all other FMCG in India. The success of NESTLE arises because of various strategic reasons from the economy point of view and also the NESTLE's operations management which had provide big success.
9. Just as other global FMCG players are watching the new emerging markets such as Brazil, Russia, India, China and South Africa (BRICS) and India being termed as a leading Asian market, NESTLE can reconsider its decision of expanding portfolio of products. The study inferred that with the raising demand for FMCG products there is a definitive opportunity to expand operations in India and increase the profitability ratios. Perhaps with the existing recession in the advanced countries, this could be an appropriate time to enter for expanding marketing operations by segmenting the market and targeting key untapped market.

SUGGESTIONS

1. FMCG Companies need to continuously explore different marketing strategies to enhance their presence through extensive research on market.
2. Constant innovation is a fundamental aspect of developing new products and enhancing the market share through people patronization of the brand.
3. Strategies used by the company must follow up the performance from the end users.

CONCLUSION

In this age of globalization hyper competition has become a regular feature. Today the markets are no less than

battlegrounds and one has to strive very hard for survival and growth. Now a day most of the FMCG companies considering sales promotion as an important part of their marketing strategy. From the analysis of survey it becomes clear that consumers do response to the sales promotion campaign, but there are customers who strongly prefer to stick to brand name. Post liberalization not only saw higher number of domestic choices, but also imported products. The lowering of the trade barriers encouraged MNCs to come and invest in India to cater to 1bn Indians needs. What does all this mean for the future of FMCG industry in India? Undoubtedly, all this is good for the consumers, who can now choose a variety of products, from a number of companies, at different price points. But for the players who cater to the Indian consumer, the future brings a lot more competition.

It is finally conclude from the study that NESTLE company is the top food processing company in India and attracts more consumers. The Products of MAGGI has increased its sales by its best offer and brand. The of people are facing problem in MAGGI products rest are without any problems.

The company needs to provide some more attractive offers to maintain and increase its sales. So it is finally conclude that the products of MAGGI are acquiring the global market. The marketing performance of MAGGI products are relatively more as per the result of the study.

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A STUDY ON PERSONALIZED BANKING SERVICES - A STEP TOWARDS RURAL DEVELOPMENT

SHRUTHI.M.T

Assistant Professor

Maharaja's College, University of Mysore,
Mysore

Abstract

Ever since the country gained independence, the Government of India has taken a plethora of measures for the development of rural areas along with the urban areas. This is perceptible from the first Five-year plan to the latest schemes announced by the Government, which distinguishably emphasize on rural development and enhancing farmers' income & welfare. To achieve these aims, RBI gives directives to banks for development of rural areas and for opening of bank branches in these areas. Personalized services targeted for the rural residents will make them active participants in the banking sector and they will contribute towards the growth of the economy. The objective of this research paper is to understand the preference of personalized services by bank customers residing in different areas of the Mysore and Tumkur. More than half of the population in Karnataka is residing in rural areas. The results of the study reveal that the urban bank customers have more preference for personalized services as compared to their rural counterparts and there is need to motivate the rural dwellers for utilizing more personalized banking services for their own development and for the development of the economy.

Keywords: bank customers, finance, personalized services, rural areas.

Introduction

To achieve the objectives of all-encompassing growth, RBI initiates various development programs and gives directives to banks for development of rural areas. As rural economy is mostly based upon agriculture and allied activities, their requirement for finance is different from those of urban areas. They need specialized products suitable for their

requirements. Tailor-made banking services, specially designed according to their requirements, will assist them in carrying out their activities effectively and efficiently. Personalized services are essential for meeting the requirement of the rural residents and also to make them understand regarding finance.

Personalized banking services would also aid the financially illiterate rural folk

in better managing their money with the help of professional financial consultancy services provided by the banks. For instance, there have been several cases in the Mysore and Tumkur, where the rural people came into windfall fortunes when their lands were acquired by industrialists or the government for setting up of factories, infrastructural projects etc. However, being financially illiterate, they could not manage their funds and soon exhausted all of it and endangered their future as they had already sold out their lands which were their only source of income. If such people had access to professional financial management services, they could have invested their fortunes wisely and secured their future with the substantial amount they obtained from the sale of their lands.

A personalized banking service not only satisfies bank customers but also delights them. Personalized banking services create an impression of special care and concern for bank customers. It creates an environment of trust which not only increases communication between the banks and their customers but also increase customers' loyalty towards their banks. A loyal customer becomes source of recurring income for the bank. Banking is a service-oriented industry and its existence depends upon the customers. So, providing them with world class services is necessity for the banks in this competitive environment of financial sector.

This paper is an effort to understand the preference of personalized services by bank customers residing in different areas of Mysore and Tumkur. As more than half of its population resides in rural areas, examining the choice of personalized services in this area becomes significant and can be extrapolated for understanding the preference for personalized banking services in the country as a whole.

Literature Review

A research study conducted by Manal Mansour Alharth et al. (2017)

acknowledged the impact and attributes of the total quality management in banking services, reveals the significance and role of providing quality banking services to bank customers for enhancing the competitiveness of banks.

A study conducted in Nepal by Keshav Raj Bhatta and Bhanu Pratap Durgapal, (2016) aims to identify bank customers' perception about quality of service and customer satisfaction. Data is collected from 300 respondents from Mysore and Tumkur for this purpose. It found correlation between service quality dimensions and customer satisfaction.

A study was conducted in Ghana by Agbemabiese George Cudjoe (2015), on 120 respondents, the objectives of the study was to learn the effects of service quality on customer satisfaction in the Ghanaian banking industry. It took Ghana Commercial Bank as its research base. Five dimensions of SERVQUAL were applied to examine the data collected from respondents, under which the expectations and perceptions of GCB customers were studied. It reveals the effect of SERVQUAL on the quality of service. For better customer satisfaction, it proposes for excellent quality services to bank consumers.

A study was conducted in Algeria by HallouzWafaa and BenhabibAbderrezak (2014), to identify the factors affecting customer satisfaction in banking sector. Sample size is 650 respondents of Algerian public sector banks. The results show that there exists significant relationship between good quality banking services and customer satisfaction

Amudha Ramachandran and Vijayabanu Chidambaram, (2012), conducted a study to recognize degree of customer satisfaction. The results disclose that customer satisfaction is affected by services of a bank provided on five scales of service encounters, waiting time of the customer, role of mediators, quality of service and handling of customer complaints by the bank. Their study

proposed for maintaining long term customer relationships.

A study conducted by Canon Tong (2012) in Hong Kong on 306 respondents found out the effects of personalized banking services on customer satisfaction and loyalty. It found that there is important relationship between personalized services and consumer satisfaction. It also found that consumer satisfaction has direct influence on loyalty.

Objectives of the Study

The main objective of the present research paper is to find out the preference for personalized banking services by bank customers residing in urban and rural areas.

Research Area

Mysore and Tumkur is the selected geographical area for the present research study. More than half of its population resides in rural areas and constitute an important segment of this area. It consists of 65 villages grouped into 11 village panchayats and 6 urban areas. Thus, results of the research carried out in this area can have implications at the national level.

Hypothesis

The hypothesis tested based on the primary data collected from the respondents is

H_0 = There is no significant difference in the preference for personalized banking services by the bank customers residing in urban and rural areas.

Methodology

The study is empirical in nature as data is collected from primary sources. For this purpose, structured questionnaires were distributed in 11 village panchayats and 6 urban areas of Mysore and Tumkur. Sample size of the study is 382 bank customers.

Data Analysis and Interpretation

The objective of the present study is to comprehend the choice for personalized services provided by the banks to their customers residing in different areas. a

variety of statistical tools and techniques are used on data collected from respondents. In the present research paper, percent analysis and Independent Samples T-Test are used for analysis and interpretation of data with the help of SPSS software.

Demographic Variable: Residential Area

The data is collected from a total of 382 respondents, out of which 69 percent residing in rural areas whereas resident of urban area constitutes 31 percent of total sample size. The analysis of the data shows that the number of rural residents is more than that of the urban residents.

Selection of Personalized Services in different residential groups

The research study reveals that urban residents have more choice of personalized services as compare to rural residents. Out of total urban residents 60 percent prefer personalized services. This percentage is 41 percent in case of rural residents who opt for personalized services which is less than 50 percent. This may be due to less awareness of personalized services among rural population. Table No. 1 presents the above statistics.

Table No. 1

Preference of Personalized Services in Different Residential Areas

(Figures are in percent)

| Residential Area (in years) | Yes | No | Total |
|-----------------------------|-----|----|-------|
| Urban | 60 | 40 | 100 |
| Rural | 41 | 59 | 100 |

Source: Primary Data

To identify with the probable differences existing in the preference of personalized service of banks by urban and rural bank customers, collected data was investigated through testing the hypothesis. Statistical technique Independent Samples T-Test is applied on the collected data, results into Table No. 2 and 3.

Table No. 2
Mean Value Analysis- Residential Area

| Area | N | Mean | Std. Deviation | Std. Error Mean |
|-------|-----|------|----------------|-----------------|
| Urban | 117 | 1.40 | .492 | .046 |
| Rural | 265 | 1.59 | .492 | .030 |

Source: Primary data

Mean value of rural bank customers is 1.59, which is higher than mean value of urban bank customers at 1.40 as revealed by Table no.2. This shows that bank customers dwelling in rural areas have desire for more personalized services as compare to their urban counterparts.

Table No. 3
Residential Area – Independent Samples T-Test

| Personalized Banking Services | Levene's Test for Equality of Variances | | T-test for Equality of Means | | | | |
|-------------------------------|---|------|------------------------------|-------|-----------------|-----------------|-----------------------|
| | F | Sig. | t | Df | Sig. (2-tailed) | Mean Difference | Std. Error Difference |
| Equal variances assumed | .047 | .829 | -3.490 | 380 | .001 | -.191 | .055 |
| Equal variances not assumed | | | -3.490 | 222.0 | .001 | -.191 | .055 |

As per above table, sign. Value is 0.001(2-tailed) which is less than 0.05 (at 95 percent confidence interval). It signifies that there exists significant difference in preference of personalized services of banks by bank customers or urban and rural areas. Thus, H₀ is rejected.

Suggestions

The results of the study reveal that, in rural areas, preference for personalized banking services is very less. It can be increased by creating awareness among the rural people. When they will be well informed about availability of personalized services, only then they can avail the benefit of these services. Ignorant customers cannot demand personalized services because they have no knowledge about their availability. Creating well informed environment in rural areas is an urgent requirement which the banks should work towards. For this purpose, organizing outreach camps in rural areas can be helpful. Information should be provided in

native language of rural residents for more understanding and better retention. Financial consultancy services should be provided as part of personalized services, so as to help the rural people in managing their finances in a better manner. Helping rural people in managing their finance, on an individual basis, will help them in investing their funds wisely and securing their and their family's future. It will help them to grow which will ultimately help the economy to grow.

1. Conclusion

The outcome of the research shows that highlighting the need for personalized services will help bank customers in managing their finances better. It will safeguard their future and will help them to lead a prosperous life. Also, it will bring more business for the banks and help in development of the banking sector.

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STRATEGIC COMPLIANCE OF INNOVATIONS FOR NEW NORMAL CONDITIONS OF LOOM WEAVER'S MARKETING ISSUES

Dr.SASIKALA M S

Project Director – ICSSR IMPRESS (MRP)

Associate Professor of Commerce

Acharya Institute of Graduate Studies

Bangalore – 560 107

Abstract

It is well known that economy comprise of three sectors namely agriculture, industry and service sector. Agricultural sector is the prime occupation of Indian economy which satisfies basic need of all individuals. Second basic need is clothing which is offered by textile industry whereas this industry comprises of so many wings such as spinning, knitting, weaving etc., Among these wings, researcher intended to focus on weaving industry which is of handloom and power loom industries. Handloom industry is a traditional craftsmanship achieved excellence in our economy by offering sarees, dhotis, towels etc., Power loom industries are not inferior compared to handloom industry. Here to note a difference between these two industries are handloom products are man made and power loom products are machine made. Both serves the purpose which acts as rivalry in weaving industry. One side all colorful thing is happening. But the other side people who weaves the product called weavers livelihood is an ultimate question mark during this pandemic situation. Hence researcher tried to probe into the issues lie in the line of marketing channels and issues faced by weavers and to implement strategic compliance which finds positive transformation to weavers' community to have normal and peaceful life through Conceptual Model.

Keywords: strategic compliance, innovation, new normal, weaver's community, marketing issues..

Introduction

Handloom weaving segment is a prehistoric industry. The textile cottage industry includes cotton, silk, dying, finishing, embroidery, reeling, twisting. This weaving industry is the principal

means of livelihood to people who entirely depend upon it named handloom weavers. Handloom sector plays vital role in our economy. Ethnic Weaving is the basic procedure to manufacture clothing with some devices named pedal, beam, silk,

yarn etc. This weaving profession offers prestigious living among rural villages. Also, it maintains peace and harmony in weaver's lives where they were having meal all three times per day. In spite of robust competition from mill-based textiles, the handloom products are still in great demand, therefore striking a premium price in the modern industrialized market.

'The hand-woven fabric' is symbol of weaver's endeavour to bring gorgeousness and happy into weaver life. Methods adopted in handloom fabric making is simple but the result is extraordinary. This industry is labour intensive, tradition oriented, having a legacy of unparalleled craftsmanship with a decentralized set-up, that has spread throughout the length and breadth of the state. The Indian textile industry contributes to 7% of Industrial output in value terms, 2% of India's GDP and to 15% of Country's export earnings with more than 45 million people employed directly. The textile industry is also acting as revenue and employment generation source in domestic market. Our State has a strong presence in textiles and the second largest contributor to the Indian Textiles Industry and predominantly cotton based.

REVIEW OF LITERATURE

Reddy, Danda. (2019). This article focussed on the issues of Marketing of handloom products due to various reasons such as customers taste and preferences, tough competition, lack of government support etc., Researcher made this study with target area of Andhra Pradesh with the selected sample size of 100 in Guntur District. Empirical research had been undertaken by the researcher with the structure questionnaire. Researcher analysed the data and found that majority of the marketers run their business with their own fund. Meagre people borrow loan to run the business in the set area. It was highlighted that hand loom sector gains low profit margin. In spite of this, it is felt by the handloom weavers that

innovative designs and skills of handloom weavers makes the sales to be increased.

Tallapaneni Madhavi (2019), Author prescribed this article on Inventory Management which is beneficial for the organizations who manufacture essential industrial products. Stumbled inventory suggests disenchanted clients, an excessive amount of money tied up in warehouses and more slow sales. This task arranges of the administrative work, human issues, manual postponement and accelerate process. Inventory Management System will be able to follow sales and accessible inventory, tells a storekeeper when it's time to reorder and the amount to purchase. Inventory Management System is a windows application created for Windows working systems which galloped in the region of Inventory control and produces the Various required reports.

Dr. Rachana Goswami & Dr. Ruby Jain (2014), this article titled on strategy for sustainable development of handloom industry. In this article researcher focussed on framing strategies for handloom industry sustenance. Also, researcher developed business model is to be applicable in handloom industry which makes this to be successful. This study enables the researcher to identify the strategies with the ways of gaining profit and to compete with other products prevailing in handloom industry such as Overall cost leadership, Differentiation and Focus. The result of the study revealed that handloom industry was not following any suitable strategy for raw material procurement, product planning and promotional activities. Hence, researcher suggested that strategic plan makes to address all these challenges and to achieve profit in hand loom industry

Vijaya Bhaskar (2014), researcher aimed to highlight about the importance of traditional weaving method which represents a philosophy- a way of life on their own. This philosophy is the simple faith of Indian folk artisan- the handloom weaver- the man behind the loom.

Handloom stands for the revitalization of traditional creative energies and the certainty that they can be infused into our modern civilization. Though the method employed in making handloom products are simple, the results are extraordinary. The human effort results in creation which are both aesthetically delightful and extremely durable. This research work highlights on certain region of some specific issues of hand loom industry. None of the studies focused on handloom clusters and measured the impact of the clusters on the socioeconomic conditions of the weavers. The current research work tried to close the gap for handloom industry development.

Dr. Manoj P K and Rajesh S (2013), researchers have studied the quality of work life (QWL) in this article and focus on various issues of hand loom weavers and also highlighted the importance of this ethnic profession. Weavers face much issues for their life sustenance and they face issues in their livelihood. Also, researcher identified other variables relating to industrial relations scenario in textile units in Kannur district of North Kerala. Researcher suggested the ways of improving Quality of work life among weaver's community

Rama Ramaswamy, N. V. R. Jyoti Kumar (2012), researcher focussed on handloom cluster in which handloom enterprises are traditional house hold based which generates rural employment in the set target area of Mizoram village named Thenzawl. This house hold profession promotes entrepreneurship among tribal women where this paper analysed the important aspect of marketing of different products in terms of sales, distribution channels, sales promotion schemes.

Author suggested the ways of marketing practices through cluster intervention enables to sustain and grow

RESEARCH GAP

Many researchers done their research work on socio economic status of handloom weavers in other states. Very few research work is done on the area of hand loom and power loom weavers and weaving industry and to market weavers product. But no extensive study had been focused by any of the researcher in addressing marketing issues and strategy formed to redress the challenges faced by the researcher. To close this gap, current research is focused on by the researcher

OBJECTIVES

- To gain insight into marketing issues of handloom product
- To formulate strategies to redress marketing issues
- To draft conceptual model on strategic compliance on Marketing issues of handloom weaver's product

SCOPE OF THE STUDY

- i) Current research focus on innovative strategies of Marketing issues of weaver's product
- ii) It covers the issues of whole hand loom weavers segment

LIMITATIONS OF THE STUDY

- This study covers only the issue of hand loom product and fails to focus on another segments of textile industry

Only conceptual model is executed by the researcher. Researcher would have adopted empirical study to research still more effective.

CONCEPTUAL MODEL

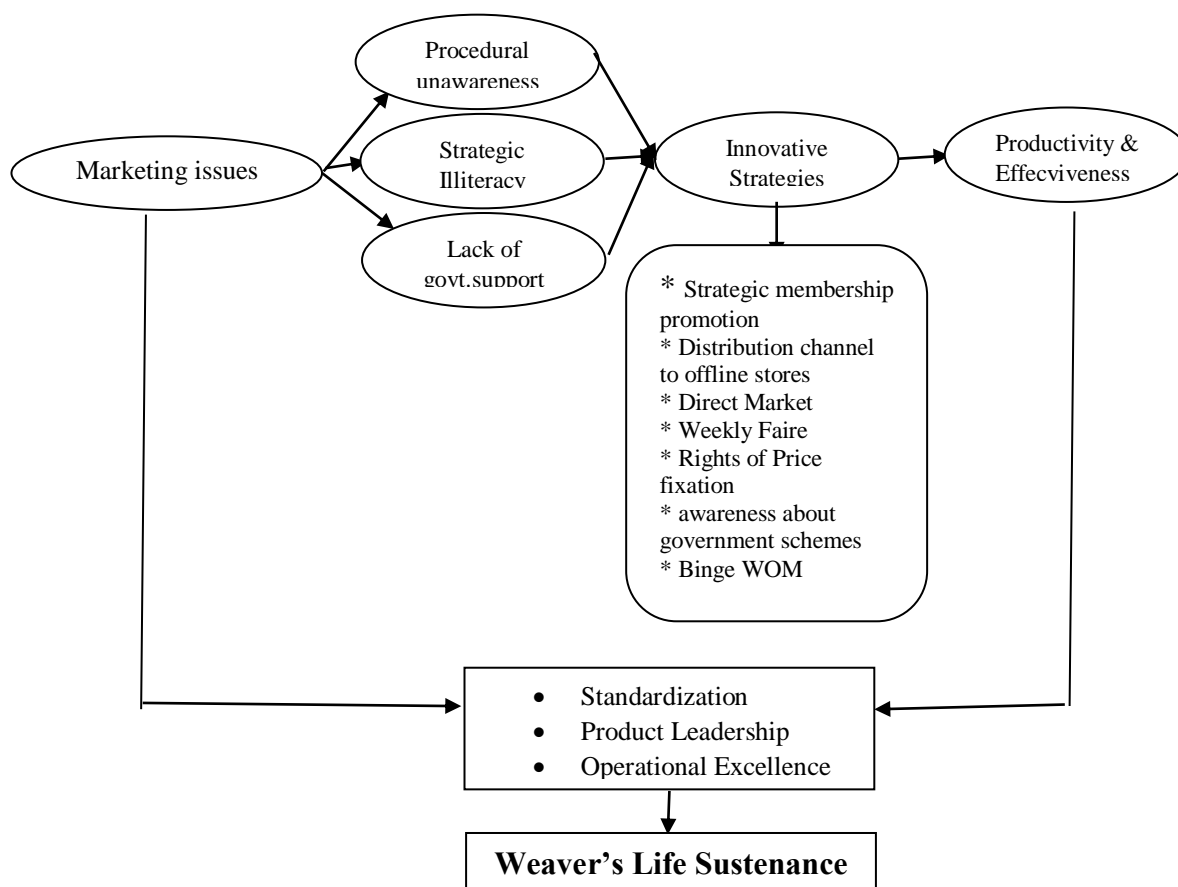


Fig. Conceptual Model on strategic compliance on Marketing issues of handloom weaver's product

From the above conceptual model, it is quite transparent that weavers face multi aspects of marketing issues such as follows:

- i) **Procedural Unawareness:** Weavers does not possess any knowledge procedures to be adopted to market their products. But they were acting as expert in bringing out well designed and trendy outcome of final product which will be attractive for others.
- ii) **Strategic illiteracy:** Strategy refers to plan of action for long term. But weavers focus to satisfy daily needs. They never

think to save for future due to high illiteracy rate.

- iii) **Lack of govt. support:** Government offers much facility to weavers' community but pettiest part is that none of the facility reached weavers which makes them to feel that government is least bothered about their welfare measures. Here the point is to be notified that due to intermediaries' politics, government image gone down literally.

All the above-mentioned issues can be redressed with the help of innovative strategies namely;

- a) **Strategic membership promotion** – Promoting knowledge about strategies on weaver's community
- b) **Distribution channel to offline stores** – Weavers directly involve in distribution channel
- c) **Direct Market** – Weavers themselves acquire right to sell the products they weave
- d) **Weekly Faire** – Promotion of trade fair on weekly basis
- e) **Rights of Price fixation** – Weavers should fix price but not owners
- f) **Awareness about government schemes** – Weavers gain knowledge on Government schemes
- g) **Binge WOM** – Positive word of mouth should be wide spread and highlight the importance of clothing in handloom industry

Researcher recommended all these innovative strategies to redress Marketing challenges by the weaver's community to achieve productivity and Effectiveness and make this weaving profession as professional occupation

The combination of Marketing issues and Productivity & Effectiveness promotes Product leadership and Standardization

CONCLUSION

Researcher found gap from the literature survey about the marketing issues faced by hand loom weavers and tried to close the gap with the conceptual model which touches on several aspects of Marketing issues and the strategies not only from the weavers. But also strategies can be applied to Weaver's owner, Weavers Association, Co-operative society and so on. It is the responsibility of all these bodies to give helping hand to increase their life standard whenever they are down. By adopting all these exclusive strategies also weavers can come to light from the dark side i.e. they can attain new normal life after facing much struggles.

Inclusive strategy also should be adopted by weaver to satisfy their personal and occupational requirements.

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SUMMER TRAINING: SUMMER PROJECT GUIDANCE & PREPARATION OF REPORT (AN ORGANISATIONAL STUDY- A CASE STUDY OF AN ORGANISATION)

Dr. R. TAMILARASAN

Professor & Head
Department of Management Studies,
Dr. Sivanthi Aditanar College of Engineering,
Tiruchendur

Abstract

In Civil Construction branch of Civil Engineer to study various activities closely related to the information which is produced in any stage of the Civil Engineering business and collected, managed, circulated, and used for the efficient and effective realization of the safer and more comfortable society is known as Civil Information their tasks is Observation / measurement / production, collection/arrangement, management/circulation, usage Businesses: acquisition, Investigation, Design, Construction, maintenance, Transportation, Risk management, Weather, Environment, Lifeline. Required technology Acquisition: Clear definition of contents and its quality, estimation and choice of contents and quality of existent information Pre-processing: Format conversion and so forth Software CAD, GIS, Image processing, 3D design, planning, BIM and various business applications. When disaster strikes the land, so-called long-term reference of information can be helpful to make decision (long-term reference), Knowledge acquisition, Know-how and case-base reasoning. Management strategy suitable for lifecycle of each information should be established. Two aims of IT in Civil is discussed in this Research Paper: Information management to promote civil engineering works effectively, and to offer safer and more comfortable land space Necessity of Master-plan: Purposes, policy, organizations and their roles, rules or standards for data-exchange or data-sharing. Roles based on the master-plan: Observation, measurements, generation, collections, management, circulation, re-use or sharing, and organization to complete the purposes. Information generated on the upstream process of survey, investigation, or design goes downstream toward maintenance. In each process, additional information is generated and this information can be referred on the downstream activities.

Keywords: Information Technology, Civil Engineering, Construction, Modeling, 3-Dimensional Designs.

Introduction

This brief write-up about Summer (Projects) Training gives an overall view of summer training, its necessity, importance, exposure to the functional areas of management and about 'SWOT' analysis. It also narrates the guidelines and the format for preparation of the summer training report. This write-up briefly guides the students regarding the basics of summer training and preparation of the report. Students are all well aware that they have to undergo summer training as part of the MBA curriculum.

SUMMER TRAINING : SCOPE AND NEED OF THE STUDY

The students have to undergo rigorous training in the organization / company as part of this summer training. Specifically, they have to undergo rigorous training in all the functional departments / areas such as Production, Marketing, Finance, HR, Maintenance, Secretarial, Accounts and other areas in the company / organization. Further, they are expected to learn and gain overall insights into the company where they are undergoing training, specifically in the functional areas of management.

In addition, while training is in progress, they have to make an in-depth "SWOT" analysis about the organization / company.

The summer training at XYZ Ltd., imbibes necessary knowledge and practice being adopted in the organization under study. This summer training enables the trainees to link the theory that is taught in the classroom with the practice being adopted in the organization. This study helps to have an overall understanding of the organization and the activities being carried out in the organization. This training helps to have a firsthand information about the actual business practices implemented in the organization. In general, it gives the trainees the overall bird's-eye view of the whole organization and its functions. Specifically, it helps to learn the practices involved in the functional areas of management, such as Marketing, Finance, HR, Manufacturing,

Secretarial, Maintenance and other Specialized functions.

This summer training is just like a "Case Study" of the organization. It enhances the trainees' power of decision-making, the art of communication and analytical skills etc during this period of training. It helps them to understand the principles of management, such as authority, delegation, centralization, decentralization, the flow of communication and other principles which are vital to the organizations' success. It helps the trainees to understand the overall organizational structure and the role and functions of each individual in the organizational structure. It also helps them to learn the interpersonal skills, the art of teamwork, group decision making etc.

The "SWOT analysis" in turn helps the trainees to analyze and understand the Strengths, Weaknesses, Opportunities and Threats in the context of the organization under study. At the outset, based on this SWOT analysis, the trainees could also suggest measures to improve the performance of the organization.

In a nutshell, this field training gives them the hands-on training on the managerial aspects of an organization, that is, the functional areas of management.

At the outset, the trainee is trained on-the-day-to-day managerial tasks and the intricacies involved in the decision-making process. It is a training to understand the "Do's" and "Don'ts" of managerial practices.

INTRODUCTION TO YOUR SUMMER TRAINING REPORT (A TYPICAL EXAMPLE)

Today, the business environment witnesses various changes and competition within and outside India. In view of such drastic changes and stiff competition, every business / firm is keen to change the business moves / strategies. Without counter moves/ strategies, no firm can survive and succeed in the marketplace / business world. In order to cope with such evolving changes in the economic, political, social, cultural, legal and technology environments - externally as

well internal changes within the firm, the firm needs to adapt strategies and tactics, both short-term and long-term, to make sure that the firm survives and succeeds in the mighty business world.

At the outset, the internal environment that is the micro environmental changes could be tackled better since it is within the control of the firms. Whereas, the external environment is the mega – uncontrollable environment that could be a problem to tackle with / manage in the real business world.

As a result of liberalization, privatization and globalization, the business tasks have become multi-faceted and complex to manage with. Further, the entry of global marketers / multinational companies had become a threat besides providing opportunities to exploit with for success in business. In other words, this proliferation of ‘LPG’ has made the task of managing the firms manifold and highly complex. This becomes true in the case of all sectors namely primary sector, secondary sector and tertiary sector. Every sector is prone to the above changes and demands which leads to changes in their strategic business moves within and outside. Equally, such changes pervade all kinds of industry –micro, small, medium and large-scale enterprises. The magnitude of complexity and changes varies from one kind of enterprise to the other. However, all firms of any kind have to make critical and in-depth analysis of their business – internal & external environmental factors that would help them to succeed in their business. Otherwise, firms have to be market vigilant which would help them to face any kind of threats in the short-run and long-run.

By anticipating changes in the business world, every business is undertaking the “SWOT” analysis, which would help them to critically analyze their “strengths, weaknesses, opportunities and threats” which will guide them to take

strategically sound decisions to manage any kind of changes in the business world.

In this context, it may be remembered that in the traditional business world / family business world, the decisions were taken based on trial and error method which were time consuming and not a sound method to be followed. It had its own merits and demerits. Today, we live in the world of proven management thinking & thoughts. It is a modern business era with diversified management thinking & thoughts which helps us to take right managerial decisions.

Further, in today’s context, every firm rather applies the principles of management such that the managerial process involving planning, organizing, staffing, motivating, communicating, directing, budgeting and reporting on their day-to-day business activities / business environment. Each principle stated helps every firm to manage their activities successfully. No business firm could leave these principles untouched. Otherwise, every firm is undertaking/implementing such management principles either knowingly or unknowingly.

At the outset, this summer training which students have undergone in a company helps them to undertake this, as a “Case Study” to know and understand what is being practiced, in the company under reference.

The training, on the other hand, helps trainees to have first-hand information about the strategies, tactics and the goals being pursued by the company under study.

This training helps to have a study of applications of the principles of management and SWOT analysis of the company under study.

Further, it also helps to have an overall picture of the company, its business, organizational structure, industry profile, company profile, product profile, authority & communication system, social responsibility undertaken, SWOT analysis undertaken etc.,

At the outset, it helps to have a roadmap which gives clear direction about business – a practical exposure to manage business as an entrepreneur or a career in companies.

Moreover, always maintain a diary indicating the date and time of training in the organization / departments which you have to submit to assess your regularity and performance.

Students are also advised to refer to previous summer training projects available in the department / library to enable them to prepare a better report based on your rigorous training undergone in a particular company. Herewith, a project report format is enclosed for your reference.

Summer Training – Organizational Study Contents of a Report / Study

Title Page

Bonafide Certificate

Letter from the company – Completion Letter

Acknowledgement

Declaration

Introduction (About two pages)

Aim of the study

Objectives of the study

Need for the study

Scope of the study

Limitations of the study (if any)

Profiles

Industry profile

Company profile

Product profile

Organizational Structure

Organizational Structure / Chart

Authority system / Flow

Communication system / Flow

Departmentation : Functions and Performance of Departments

Production department

Marketing department

HR department / training department

Finance department

Maintenance department

Electrical department

Secretarial department

Logistics department

Quality control department

Any other department

Corporate Social Responsibility of the Company

SWOT analysis of the Company / Organization

Strengths – to be exploited by the company

Weaknesses – to overcome by the company

Opportunities – to be utilized by the company

Threats – to meet / overcome by the company

Conclusion

Weekly report

Bibliography

Annexures (if any)

For further reference by students:

1. <http://docshare01.docshare.tips/files/8366/83666690.pdf>
2. http://www.kkhsou.in/web/student_corner/DownloadableFiles/MBA/Organisational%20study.pdf
3. <https://www.futurecaptains.com/uploads/portfolio/document/1612237612.pdf>
4. <https://pdfslide.net/documents/organisational-study-in-mba-internship-project.html>
5. http://www.sumba.org.in/img/news_images/150198.pdf
6. <http://www.ramanujan.edu.in/rcm/sites/default/files/STR-Guidelines.pdf>
7. <https://www.termpaperwarehouse.com/essay-on/Organisational-Study-Nims-Hospital/403856>

Note:

This is only an organizational study. In other words, it is only a functional areas based study. It involves no research methodology, data collection, data analysis and interpretation. However, students can use data related to the organization under study.

Endnote:

The Guidelines and the format give a brief understanding about summer training. It only gives the basics which would help the students to lay a strong foundation to link the theory with practice, the means to acquire knowledge with skills, through this summer training, which is essentially a part of MBA and other curriculum.

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RETAIL INVESTORS' BEHAVIOR AND PERCEPTION OF MUTUAL FUND IN SELECTED DISTRICT IN TAMILNADU

Dr. S. SUDHA CHRISTY JOY

Principal,
BWDA Arts and Science College,
Kolliyangunam – 604304

&

Dr. V. GANESHKUMAR

PG Head, Department of Commerce,
BWDA Arts & Science College,
Kolliyangunam – 604304

Abstract

Mutual funds play an important role in mobilizing savings of millions of investors across the country. In mutual funds, savings of small investors are mobilized, invested and returns are distributed in the same proportion to the unit holders. Now-a-days bank rates have become very low so, keeping large amount of money in bank does not give higher returns. People can invest in stock market. But a common investor is not well informed about the complexities involved in stock market movements. Here mutual funds play an important role in helping common public to get higher returns. A small investor is not safe in share market. In mutual industry there is no such risk. Mutual funds help to reduce the risk of investing in stocks by spreading or diversifying investments. Small investors enjoy the benefit of diversification.

Keywords: Investors, Companies, Government, Risk, Return, Tax.

Introduction

The mutual fund has been operating for the last two decades. Thus, it is too early to evaluate its operations. However one should not lose sight to the fact that the formation years of any institution is very important to evaluate as they could be able to know the good or bad systems get evolved around this time. Following are some of the shortcomings in

operation of mutual fund. The mutual funds are externally managed. They do not have employees of their own. Also there is no specific law to supervise the mutual funds in India. There are multiple regulations. While UTI is governed by its own regulations, the banks are supervised by Reserve Bank of India, the Central Government and insurance company mutual regulations funds are regulated by

Central Government At present, the investors in India prefer to invest in mutual fund as a substitute of fixed deposits in banks; about 75 percent of the investors are not willing to invest in mutual funds unless there was a promise of a minimum return, Sponsorship of mutual funds has a bearing on the integrity and efficiency of fund management which are keys to establishing investor's confidence. So far, only public sector sponsorship or ownership of mutual fund organizations had taken care of this need. Unrestrained fund rising by schemes without adequate supply of scripts can create severe imbalance in the market and exacerbate the distortions Many small companies did very well last year, by schemes without adequate imbalance in the market but mutual funds cannot reap their benefits because they are not allowed to invest in smaller companies. Not only this, a mutual fund is allowed to hold only a fixed maximum percentage of shares in a particular industry. The mutual fund in India is formed as trusts. As there is no distinction made between sponsors, trustees and fund managers, the trustees play the role of fund managers. The increase in the number of mutual funds and various schemes has increased competition. Hence it has been remarked by Senior Broker "mutual funds are too busy trying to race against each other". As a result they lose their stabilizing factor in the market While UTI publishes details of accounts their investments but mutual funds have not published any profit and loss Account and balance sheet even after its operation.

Sampling Design

The sample size covered 500 investors of Tamil Nadu who were spread through five different districts namely, Cuddalore, Coimbatore, Chennai, Madurai and Trichy districts of Tamil Nadu. These districts where large numbers of MFs investors are available are identified for this study using Purposive Sampling Method. In order to collect referred

information from the retail investors, the sampling design was carefully decided and properly chosen for the study. From each identified districts, five approved brokers of were chosen and twenty MF investors were contacted with the help of brokers. Thus, this study was based on the responses by 500 selected respondents.

Collection of Data

The researcher was used survey method for data collection. This study gathered the desired data through both primary and secondary sources. Primary data were collected through a structured questionnaire from the retail investors living in selected districts of Tamil Nadu and invested in MF schemes. The secondary was collected from different investment periodicals, magazines, various newspapers, RBI reports, AMFI reports, SEBI annual reports; securities market reviews, study of existing literature of different authors in the related field etc.

Table 1

Percentage of savings

| Sl. No | Percentage of Savings | No. of Respondents | Percentage |
|--------|-----------------------|--------------------|------------|
| 1. | Up to 10 | 132 | 26.40 |
| 2. | 11 to 20 | 259 | 51.80 |
| 3. | 21 to 30 | 78 | 15.60 |
| 4. | Above 30 | 31 | 6.20 |
| | Total | 500 | 100 |

Source: Primary data.

Out of the 500 respondents, 26.40 per cent of the respondents save up to 10 per cent of their earnings, 51.80 per cent of the respondents save 11 to 20 of their earnings, 15.60 per cent of the respondents save 21 to 30 per cent and 6.20 per cent of respondents save above 30 of their earnings. It is found that majority of the respondents save 21 to 30 per cent of their earnings in different forms.

Table 2
Objectives of savings

| Sl. No | Objective | No. of Respondents | Percentage |
|--------|---------------------------|--------------------|------------|
| 1. | Son/daughter wedding | 107 | 21.40 |
| 2. | Provide for my retirement | 58 | 11.60 |
| 3. | Buying an Assets | 50 | 10.00 |
| 4. | Tax benefits | 71 | 14.20 |
| 5. | Children's education | 40 | 8.00 |
| 6. | Earn more money | 163 | 32.60 |
| 7. | For contingencies | 11 | 2.20 |
| | Total | 500 | 100 |

Source: Primary data

According to table the main objective of the respondents behind savings in different forms is earning more money followed by Son/daughter wedding (21.40%), Tax benefits (14.20%), Provide for my retirement (11.60 %), Buying an Assets (10.00%), Children's education (8.00%) and for contingencies (2.20%). Therefore earning more money is the main motive of the investors behind their investment in mutual funds.

Table 3
Objectives behind investing in mutual funds

| Sl. No | Objective | Mean score | Rank |
|--------|-----------------|------------|------|
| 1. | Expertise | 3.20 | 8 |
| 2. | High Returns | 5.14 | 2 |
| 3. | Regular Savings | 4.38 | 6 |

| | | | |
|----|-----------------|------|---|
| 4. | Regular Income | 4.84 | 4 |
| 5. | Safety | 5.10 | 3 |
| 6. | Diversification | 4.24 | 7 |
| 7. | Liquidity | 4.64 | 5 |
| 8. | Tax Benefit | 5.86 | 1 |

Source: Primary data

According to Table the main objective of the respondents behind investing in MFs is the tax benefits offered by it followed by high return and safety of the schemes. Therefore getting tax benefits from the scheme is the main motive of the investors behind their investment in MFs.

Table 4
Sources of investment information

| Sl. No | Sources of Information | No. of Respondents | Percentage |
|--------|------------------------|--------------------|------------|
| 1. | Friends and relatives | 101 | 20.20 |
| 2. | Business News Channels | 64 | 12.80 |
| 3. | Brokers | 182 | 36.40 |
| 4. | Magazine or Newspapers | 38 | 7.60 |
| 5. | Investment websites | 55 | 11.00 |
| 6. | Professional Advisers | 60 | 12.00 |
| | Total | 500 | 100 |

Source: Primary data

The table reveals that for majority of the respondents brokers (36.40%) are the main source of information followed by friends/relatives (20.20%), news channels (12.80 %), professional advisers (12%), investment websites (11%) and magazines or news papers.

Table - 5

Investments in different types of funds

| Sl. No | Types of Funds | No. of Respondents | Percentage |
|--------|----------------|--------------------|------------|
| 1. | Equity | 154 | 30.80 |
| 2. | Income | 191 | 38.20 |
| 3. | Index | 67 | 13.40 |
| 4. | Debt | 76 | 15.20 |
| 5. | Balanced | 198 | 39.60 |
| 6. | Asset | 103 | 20.60 |
| 7. | Liquid | 74 | 14.80 |

Source: Primary data

Investors invest mainly in Equity funds as shown in the above table as the number of investors is 39 in number. And the next preferred type of fund is the Liquid fund with a response from 32 investors. 23 investors have invested in income funds, 10 investors in index funds, 9 investors in debt funds, 21 investors in balanced funds and 11 investors in assets funds.

Table 6

Effect of personal variables on the respondents' perception towards investment in mutual funds

| Independent Variables | B | Std. Error | t | Sig. |
|-----------------------|--------|------------|--------|------|
| (Constant) | 78.140 | 0.843 | - | - |
| Gender | -0.189 | 0.371 | -0.381 | Ns |
| Age | 0.457 | 0.136 | 2.722 | ** |
| Educational status | -0.134 | 0.185 | -0.589 | Ns |
| Monthly income | -0.471 | 0.403 | -1.98 | * |

| | | | | |
|------------------|--------|-------|--------|----|
| | | | 7 | |
| Occupation | -0.245 | 0.425 | -0.590 | Ns |
| Residential area | -0.506 | 0.357 | -1.721 | * |

Source: Primary Data *

Significant at 5% Level ** Significant at 1% level

| R | R Square | F | Result |
|-------|----------|-------|--------|
| 0.215 | 0.041 | 3.341 | ** |

Table shows that there has been a low degree of correlation (0.215) between the perception level of the respondents towards investment on mutual funds and the selected independent variables. The R square indicates that 3.34% of variation in the perception level of the respondents is explained by all independent variables taken together. The F value indicates that the multiple correlation coefficients are significant at 1% level. It is inferred that gender, educational and occupation status have no significant effect on the acceptance level of the respondents towards to invest on mutual funds.

Suggestions

1. Fear of frauds was one of the factor discouraging Mutual fund investors. Government should see that Mutual Fund companies follow corporate governance regulations. All mutual fund investors want transparency. Strict regulations should be enforced by SEBI with regard to Corporate Governance. SEBI should enforce strict regulations on mutual fund companies where frauds are committed. There has been a conflict of personal interest of fund managers in the past. SEBI should enforce, strict regulations, so that other mutual fund companies will be deterred from committing frauds in future.

2. Besides relying on brokers, friends, media, newspapers, professional advisors, mutual fund investors should be encouraged to use other sources of information such as financial journals, internet and brochures of mutual funds. Mutual Fund Companies should take this aspect into consideration. Female respondents prefer to get information about mutual funds through professionals. Therefore the Mutual Fund Companies should try to tap this particular segment in the market.
3. During the period of study, it was found that the majority of the investors invest their money through the income scheme, Growth schemes and SIP plan scheme. This indicates that more efforts have to be made by the Mutual Funds to create awareness among the investors regarding the earnings potential of other schemes.
4. It should be mandatory for mutual fund companies to establish investor grievance cell. A separate ombudsman scheme should be initiated for redressing the grievances of mutual fund investors effectively. Each mutual fund should be required to establish its own investor's grievance cell. This will help to sort out investor's grievance problems.
5. It should be mandatory for mutual fund companies to establish investor grievance cell. A separate ombudsman scheme should be initiated for redressing the grievances of mutual fund investors effectively. Each mutual fund should be required to establish its own investor's grievance cell. This will help to sort out investor's grievance problems.

Conclusion

Mutual Investors should choose the right Mutual Fund Scheme which suits their requirements. The offer document of

the Mutual Fund Scheme should be thoroughly read and scrutinized. Some factors to evaluate before choosing a particular Mutual Fund are the track record of the performance of the fund over the last few years in relation to the appropriate yard stick and similar funds in the same category. Other factors could be the portfolio allocation, the dividend yield and the degree of transparency as reflected in the frequency and quality of their communications. It is suggested that the investors should not consider only one or two factors for investing in mutual fund but they should consider other factors such as higher return, degree of transparency, efficient service, fund management and Reputation of mutual fund in selection of mutual funds.

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