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A STUDY ON BRAND AWARENESS AND CUSTOMER EXPECTATIONS FOR DHALL IN SPECIAL REFERENCE WITH UDHAYAM BRAND OF PRODUCT IN MANNARGUDI TOWN

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Abstract

The subject is investigation one of the purposes of this paper was to do a research about brand awareness to see what extent it matters when the first time in an unfamiliar environment one of the objectives was to determine if there were any difference in buying behavior between the chosen or different culture the research group is limited to students from china, India and Iran. The conclusion of research paper was that all investigated factors had some importance of choice of brand while quality had a greater effect on brand choice than brand awareness. Brand serves a pivotal role for distinguishing goods and services from those the competitors the emergence of brand in marketing tactics and hence provides useful insights for managers and further research. Brands in the recent decades, there are a growing number of researches conducted in the field of consumer behavior.

Keywords: Brand awareness, Brand name, Branding, Brand image, Brand loyalty, Consumer behavior

1. INTRODUCTION

Branding is a major issue product strategy well known brands commands price premium developing a branded product requires a great deal of long term investment, especially for production and packaging the most distinctive skills of professional marketers is their ability to

create maintains product and enhance brand consumer behavior refers to the activities in which people acquire consume and dispose products and services .owning to the proliferation of brands in the recent decades, there a growing number of researches conducted buying behavior. However,most of them

concentrate on a single country study regardless of the importance of cross-country comparison which will inspire innovative ideas for understanding the fasting -changing consumer habits .The dissertation is going to investigate the differences of British and Chinese in purchasing clothes under the influence of brand image.

Definition of Brand:

According to the American marketing association defines "A brand as a name, term, sign, symbol or design of combination of them, intended to identify the goods or services of on seller or group of seller and to differentiate them from those of competitors.

Statement of the Problem:

The problem undertaken for the study purpose is to find out the public eagerness to purchase of Dhall in branded items, preferential statuses of consumers are analyzed on what basis the consumer prefers his brand and which influence him to buy such as brand and how his buying motives is created, are analyzed and conducted the exact buying behavior of the consumer towards using Udayam Dhallin Mannargudi Town.

Objectives of the Study

- To study the socio –demographic factors of the respondents
- To find out the brand which is moving fast or first
- To find out effective medium of advertisement
- To study the purchase behavior of the buyer of Branded dhal users
- To analyses the fast moving brand to the customer.
- To identify the attributes that makes respondents to choose Udayam Dhall.

Methodology:

Methodology is a comprehensive term, which includes various methods, and procedures, which are used for research analysis. It is way to solve the research problems systematically. This study attempts to find the public eagerness to

purchase Dhal products. Adopting a descriptive design carried out this study. Since the objectives of the study are mainly concerned with customers attitude, the necessarily data for analysis were from primary and secondary data.

Primary data are collected from the customers through questionnaire secondary data regarding the company profile and collected from journals magazines and websites.

Tools of Analysis:

The data collected from the respondents were processed, analyzed and presented in the form of table and graphs like bar diagrams, wherever necessarily, percentage have been worked out so that future comparison is made possible.

Sampling Type:

Simple random sampling technique is used for data collection among the customer. Primarily data were collected by questionnaire. The data collected from, the respondents were edited, analyzed and presented in the form of tables and charts wherever necessary.

Sampling Size:

The research has adopted random sampling technique for the research. The sample frame of the present research work has contained all varieties of the consumers. 100 samples have been selected in this regard.

Scope of the Study:

Every one of us is a consumer. In recent days, consumer in Mannargudi is at the point where there is a multiplicative effect of income growth, aspiration to consumer and a changed consumption, friendly ideology/social discourse across the income board, especially in Mannargudi. Hence the buying behavior of consumer has become a hot cake because Indian consumer in recent days is consuming everything from shampoo to motor cycle. This is the main reason behind the analysis Mannargudi market.

Limitations of the Study:

- The time factor was the major constraints because of which the

researcher could not collect more data in a short period.

- Few respondents took more times to answer the questionnaire.
- The researcher had difficulty with more of the respondents who were not willing to co-operate with study, as they were busy with their work.
- More over the study is restricted to Mannargudi town only due to time and cost factors.

TABLE 1
CLASSIFICATION OF
RESPONDENTS ON THE BASIS OF
AGE

| S.No | Age | No. of Respondents | Percent age |
|--------------|--------------|--------------------|-------------|
| 1 | Below 15 yrs | 06 | 06 |
| 2 | 15 to 30 yrs | 31 | 31 |
| 3 | 30 to 50 yrs | 48 | 48 |
| 4 | Above 50 yrs | 15 | 15 |
| Total | | 100 | 100 |

Source: Primary data

Inference:

The above table shows that 48% of the respondents are in the age group of 30 to 50, 31% of the respondents are in the age group of 15 to 30, 15% of the respondents are in the age group of above 50, 6% of the respondents are in the age group of below 15 yrs.

TABLE – 2
CLASSIFICATION OF
RESPONDENTS ON THE BASIS
OF MARITAL STATUS

| S. No | Marital status | No. of Respondents | Percent |
|--------------|----------------|--------------------|------------|
| 1 | Married | 69 | 69 |
| 2 | Unmarried | 31 | 31 |
| Total | | 100 | 100 |

Source: Primary data

Inference:

The table shows reveals that marital status of the respondents terms of 69% of the respondents are married and 31% of the respondents are unmarried.

TABLE – 3
CLASSIFICATION OF
RESPONDENTS ON THE BASIS
OF SATISFACTION OF QUALITY

| S.No | Opinion | No. of Respondents | Percentage |
|--------------|---------------------|--------------------|------------|
| 1 | Highly satisfied | 48 | 48 |
| 2 | Satisfied | 37 | 37 |
| 3 | Dissatisfied | 09 | 09 |
| 4 | Highly dissatisfied | 06 | 06 |
| Total | | 100 | 100 |

Source: Primary Data

Inference:

The table shows that 48% of the respondents are highly satisfied the quality of the Udhayam Dhall, 37% are satisfied, 9% are dissatisfied and only 6% of the respondents are highly dissatisfied the quality of the Udhayam Dhall.

TABLE -4
CLASSIFICATION OF RESPONDENTS
ON THE BASIS OF IMPROVING THE
BRAND IMAGE

| S.No | Brand Image | No. of Respondents | Percentage |
|--------------|---------------|--------------------|------------|
| 1 | Quality | 16 | 16 |
| 2 | Quantity | 17 | 17 |
| 3 | Package | 28 | 28 |
| 4 | Advertisement | 39 | 39 |
| Total | | 100 | 100 |

Source: Primary Data

Inference:

The above table shows that 39% of the respondents are belongs to advertisement, 28% of the respondents are belongs to package, 17% of the respondents are quantity and 16% of the respondents are belongs to quality. Therefore majority of the respondents are belongs to advertisement on the basis of improving the product.

TABLE-5
CLASSIFICATION OF
RESPONDENTS ON THE BASIS
OF REASON FOR PREFER THE
BRAND

| S. No | Reason | No. of Respondents | Percentage % |
|--------------|-------------|--------------------|--------------|
| 1 | Safety | 29 | 29 |
| 2 | Familiarity | 25 | 25 |
| 3 | Prestige | 10 | 10 |
| 4 | Quality | 36 | 36 |
| Total | | 100 | 100 |

Source: Primary Data

Inference:

The above table shows that 36% of the respondents are prefer the brand for quality, 29% of the respondents are like to safety, 25% are familiarly and only 10% of the respondents are like to prestige.

Findings:

- The majority of the respondents are in the age group of 30 to 50(48%)
- Majority (69%) of the respondents are married.
- 48% of the respondents are highly satisfied the quality of the product.

- Majority 39% of the respondents are opinion that advertisement is the important factor for improve the brand image.
- Majority 36% of the respondents prefer the brand for qualification

Suggestions:

- Customer buy the brands depend upon the price of the product .If the price is reduced considerably all the consumers will prefer that brand.
- Improvement of quality should be considered but at the same time price equilibrium should be maintained.
- Step should be taken to make the products available in different shopping centers.
- Sensible advertisement should be made for better impression in the customer mind.

Conclusion:

The number of people visiting the showroom with a brand in mind is same as the number of people visiting the showroom with no brand in mind. Though the majority of the respondents stick to their brand preference after entering the store however, more women stick their brand preference then men.

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A STUDY ON CONSUMER SATISFACTION ON MASK WITH SPECIAL REFERENCE TO, THIRUTHURAPOONDI TOWN

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Abstract

The science around the use of masks by the general public to impede COVID-19 transmission is advancing rapidly. Policymakers need guidance on how masks should be used by the general population to combat the COVID-19 pandemic. Here, we synthesize the relevant literature to inform multiple areas :1) transmission characteristics of COVID-19,2) filtering characteristics and efficacy of masks ,3) estimated population impacts of widespread community mask use and 4) sociological considerations for policies concerning mask –wearing.

Keywords: COVID-19, sociological pandemic, mask

1. INTRODUCTION

Australia, like many countries, experienced a rise in coronavirus disease (COVID-19) cases in early 2020, peaking on 28th march 2020 and then declining in April after federal and state governments introduced strict community controls, travel bans and quarantining of international arrivals [1]. throughout late JUNE and JULY [ie. The start of the southern winter] there was a resurgence of COVID-19 cases confined to Australia's second most populous state, Victoria, with 13,078 cases detected between 14th JUNE

and 10th August and new daily case numbers peaking at 686 on state capital, Melbourne, a city of 4.93 million people.

OBJECTIVES OF THE RESEARCH

- To study the socio -demographic characteristics of the respondents
- To analyse the factors affecting the consumers behaviour for mask in Thiruthuraipoondi.
- To know the reason for a particular brand preference of mask.
- To provide suggestions to improve the customer satisfaction to ward mask.

- To conclude the findings and suggestion

SCOPE OF THE STUDY

Influencing purchase intention of consumers towards mask products and to promote environmental education and to reveal the of satisfaction of consumers towards mask marketing consumption and products

RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to indentify, select process and analyze information about a topic the study is based on both primary and secondary data The target respondents of this study were individual consumers aged above 5years of old with the assumptions of that they had been familiar with the purchasing of mask products.

PRLMARY DATA

The primary data are those data which are collected for the first time. In other words primary data are original in character. The important primary sources of collecting the data are through, interview, use telephone, observation and questionnaire.

SECONDARY DATA

The secondary data are those data or information collected form the secondary sources. There secondary sources may be both internal as well as external in character. The internal sources refers to information that already exists within the company or unit studied. the external source may consist of both private and public document. It may be published in nature.

SAMPLING TECHINQUES

Simple random sampling technique is used for data collecting among the respondents primary data were collected using questionnaire from the sample size of 75 respondents in thiruthirapoondi town and the collected data were categorized analysed and presented in the fem of charts and tables.

LIMITATIONS OF THE STUDY

- The study was conducted only thiruthurai poondi town
- The study has been limited to only a sample of 75 respondents
- The data are collected by the questionnaire method. So the collected date by the respondents were interwove wed.

TABLE 1
DATA ANALYSIS AND
INTERPRETION CLASSIFICATION
OF THE RESPONDENTS BY THEIR
GENDER

| S. No. | Gender | No. of respondents | Percenta ge |
|--------|--------------|--------------------|-------------|
| 1 | Male | 55 | 73 |
| 2 | Female | 20 | 27 |
| | Total | 75 | 100 |

Source: Survey Data

INFERENCE:

From the above table shows that 73% of the respondents are male and 27% of the respondents are female. In study area the purchase decision are taken by the male because the research select majority respondents are male.

TABLE 2
CLASSIFICATION OF THE
RESPONDENTS ON THE FACTORS
AFFECTING THE CONSUMER
BEHAVIOUR FOR PUCHASE OF
MASK

| S.n o | Purchas e of mask | No.of respondents | Percent age |
|-------|-------------------|-------------------|-------------|
| 1 | Quality | 33 | 44 |
| 2 | price | 21 | 28 |
| 3 | colour | 15 | 20 |
| 4 | prand | 6 | 08 |
| | Total | 75 | 100 |

Source: Survey Data

INFERENCE:

The table shows that 44% of the respondents prefect the quality 28% of the respondents prefer price 20% the of the respondent prefer that colour and only 8% of the respondents prefer by more varieties majority of the respondents prefer quality of the product because they spend highest

value for the product and expected high returns. Some people expected the long life of the product.

TABLE 3
CLASSIFICATION OF
RESPONDENTS ON THE BASIS OF
THEIR MASK

| S. No. | Satisfaction level | No. of respondents | Percentage |
|--------|--------------------|--------------------|------------|
| 1 | Fully satisfied | 21 | 44 |
| 2 | Satisfied | 33 | 28 |
| 3 | Dissatisfied | 15 | 20 |
| | Total | 75 | 08 |

Source: Survey Data

INFERENCE:

The table shows that 44% of the respondents prefer the quality 28% of the respondents prefer price 20% of the respondents prefer that colour only 8% of the respondents prefer by more varieties majority of the respondent prefer quality of the product because they spend highest value for the product and expected high returns some people expected the long life of the product.

FINDING:

- Majority(73%) of respondents are below the general
- Majority(44%) of respondents ask their relative for advice
- Majority(44%) of respondents thing quality is the most customer satisfaction

CONCLUSION

The mandatory mask use policy substantially increased public use of masks and was associated with a significant decline in the new COVID-19 cases after introduction of the policy. This study strongly supports the use of masks for controlling epidemics in the broader community.

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A STUDY ON EMPLOYEE TRAINING AND DEVELOPMENT WITH SPECIAL REFERENCE TO BHARATHI WOMEN DEVELOPMENT CENTRE AT THIRUVARUR

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Abstract

The aim of this study is to investigate the relationship between training and development with organizational effectiveness. The research data is collected by developing questionnaire the research is of quality method which tends to address the quality of things in a depth rather than numerical data about the questionnaire. Its composed of two parts, the first one interested in collecting personal data. Which the second section is shining light on the areas of (training, development and organization effectiveness) the sample were both male and female. In this study the researcher tried to ship a light on the training and development and how they can affect effectiveness of an organization for which the researcher decided to choose private company to distributed my questionnaire and receiving them after they have filled it.

Keywords: Training, development, organizational effectiveness, private company

1. INTRODUCTION

The term training indicates the process involved in improving the aptitudes skills and abilities of the employee to perform specific job. Training help in updating old talents and developing new ones. Successful candidates placed on the job need training to perform their effectively. Workers must be trained to operate machines reduced scrap and avoid

accidents. It is not only the workers who need training supervisors manager and exactitudes also need to be developed in order to enable them to grow and acquire maturity of thought and action training and development constitute an on going process in any organization.

OBJECTIVES OF THE STUDY

- To Study the Socio-Demographic Characteristics of the Respondents.

- To Identify the Factors Influenced by Training Programme Effectiveness.
- To Study the Methods used in Training the Employees.
- To Study the Training Program on the basic of Relevance Implementation and Outcomes.

SCOPE OF THE STUDY

- The study is conducted to know the efficiency of the working of Training and development
- It helps the company to understand the expectations of employees

RESEARCH METHODOLOGY

The study aims to investigate all the problems and challenges that face T&D activities and searches for practical suggestions to improve the effectiveness of these activities. The research has adopted a multi methods approach. The data were gathered through a combination of both semi-structured interviews with 7 top and middle level manager and questionnaire addressed to the purposely selected employees of the organization who have better knowledge and are more experienced about the organization. A purposive sample methods was used in choosing the participants of this study. In total 7 and middle manager and 75 out of 127 employees took part in the study.

Primary data

The primary data are those which are collected a fresh and for the first time and thus happen to be original in character. The data is collected by the questionnaire method. The questionnaire is considered as the heart of the survey opinion.

Secondary data

The secondary data are those which have already been collected by someone else and which have been passed through the statistical process.

LIMITATION OF THE STUDY

- This study has been limited the sample size of 75
- Time was one of the big constrain
- Hesitation on the part of respondents to express their view exact on questionnaire

REVIEW OF LITERATURE

Devikachadha (2018) is his article the author wrote there is a positive impact of training and that more training interventions with integration of latest technology is required for furthering the progression of the employee engagement. The relationship between the HRM and employee engagement, many researcher have come to different conclusion. The evaluation of total cost on training must be ascertained so as to assess the total cost on training productivity in regards to both work performance and monetary terms.

Shouviksanyal and mohammed wamique Hisam (2018) in his article, Training in these organizations is more or less unplanned and unsystematic. Employees training plays an important role as it enhances efficient manner. There exists a strong correlation between Training and development practices and Employees performance in the select banking organization.

Srinivas K T (2012) in his article, KPCL Karnataka power corporation limited is a company owned by government. In this company the training and development program are adopted and by this program the employee is satisfied as the company provide training to their employee help them to increase their efficiency in their job. As in this article the author uses various methods by which they discussed about company various programs of training and development so the company focused on quality aspects, job oriented training and knowledge.

Table 1

**Data analysis and interpretation
Classification of respondent by the gender**

| S. No | Gender | No. of Respondents | Percentage (%) |
|-------|--------------|--------------------|----------------|
| 1 | Male | 43 | 57.33 |
| 2 | Female | 32 | 42.67 |
| | Total | 75 | 100 |

Source: Primary data

Inference

The above table shows that gender of the respondent. In the gender majority of the respondents are male 57.33% and the remaining are female 42.67%.

Table 2**Classifications of the workers feel about training programme**

| S.no | Worker's feel | No. of respondents | Percentage |
|------|----------------|--------------------|------------|
| 1 | Satisfied | 39 | 52 |
| 2 | Very satisfied | 29 | 39 |
| 3 | Dis satisfied | 7 | 9 |
| | Total | 75 | 100 |

Source : Primary data

Inference

From the above table it is clear that 52% of the workers are feeling about their training programme is satisfied 39% of the workers are feeling about their training programme is very satisfied and 9% of the workers are feeling about training programme is dissatisfied.

Table 3**Showing the programme to induce team spirit**

| S.NO | INDUCE TEAM SPIRIT | NO. OF RESPONDENTS | PERCENTAGE |
|------|--------------------|--------------------|------------|
| 1 | Motivation | 32 | 43 |
| 2 | Co-ordination | 24 | 32 |
| 3 | Other | 19 | 25 |
| | Total | 75 | 100 |

Source: Primary data

Inference

From the about table shows that 43% of the respondents are belongs to induce team spirit of motivation 32% of the respondents are belongs to co-ordination and 25% of the respondents are belongs to the other.

FINDING

- ❖ Majority of the respondents are male (57%)

- ❖ Majority of the respondents satisfied with the training programme (52%)
- ❖ Majority of the respondents expressed to induce our team spirit through Motivation (43%)

SUGGESTION

- The quality of work and effectiveness of performance can be improved by conducting training programme regularly.
- Training evaluation can be carried out by evaluation team and focus group to measure the effectiveness of training programme. This would help the organization to realize the training objectives and reduce wastage.

CONCLUSION

- ❖ Training and development function holds a key responsibility by helping to upgrade the employee's performance on a continual basis.
- ❖ Training shapes the soft skills of the employees. From the finding the researcher felt that Bharathi women development centre have provided adequate opportunity for the employees to develop themselves through programmes.

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A STUDY ON CONSUMER ATTITUDE TOWARDS LION BRAND IN THIRUTHURAI POONDI TOWN

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Abstract

Marketing is the back bone for the success of any organization. A study of retailer preferences towards various products in lion brand. In Thiruthuraipoondi was conducted by the researcher. The objective of the project is to identify the preferences of the retailer towards various products, some of the products quality and service quality features has identified such as packaging labeling, specification, weight, complaints and samples. A sample of 75 was taken and convenience sampling technique was done using a structured questionnaire. The analysis of retailer preference was done by using statistical tools and based on it suggestions for the improvement of retailer perception was given so that it help to develop the companies.

Keywords: *Lion brand, convenience sampling, marketing, products in lion brand, retailer preference.*

1. INTRODUCTION

Marketing occupied an important place in all stages of economic life, even from barter system. But, marketing is a complicated state. Modern marketing possesses special characteristics. Modern marketing covers all business activities in order to ascertain the demand, product planning, distribution and facilities entire marketing process. The modern marketing

emphasizes the need for integrated and well-coordinated marketing programmer.

Consumer attitudes is a composite of three elements: cognitive information, affective information, and information concerning a consumer's past behavior and future intentions. In other words, attitude consists of thoughts or beliefs, feelings, and behavior or intentions towards a particular thing, which in this case is usually a good or services. For example,

you may have a very positive view of a particular sports car (for example, you believe it performs better than most), it makes you feel good, and you intend to buy it.

MEANING

Attitude is enduring organization of motivational, emotional, perceptual and cognitive process with respect to same of the individual world.

DEFINITION

“Attitude is a tendency or predisposition to evaluate an object or symbol of that object in a certain way”.

– KATZ AND SCOTLAND

“Attitude as learned predispositions to respect to an object or class of object in a consistently favorable or unfavorable”.

GORDON ALL PORT.

RESEARCH DESIGN OF STUDY

Research design expresses both the structure of the research problem the frame work organization of the relationship among variables of the study and the plan of investigation used obtain empirical evidence on those relationship.

OBJECTIVE

The purpose of research is to discover answers to question through the application of scientific procedure. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet though each research study has its own specific purpose we may think of number of following broad groupings:

- To study the socio-demographic character of the consumer.
- To analysis the factors influencing the brand preference of lion brand of products.
- To know the frequency of purchase of lion brand of products.
- To study the brand loyalty of lion brand of products.
- To identify the retailers preference towards various products in lion brand.

METHODOLOGY

For the purpose of the study “survey method” has been followed the study is

based on the primary and secondary data. The data was collected through personal interview with the help of structural interview schedule. To study the consumer attitudes of lion dates in Thiruthuraipoondi town, 75 sample consumers were selected from Thiruthuraipoondi by adopting convenience sampling method. The secondary data were collected data from magazines, journals etc.

LIMITATIONS

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

DATA ANALYSIS AND INTERPRETATION

The research analysis economic factor of the respondents and find out the societal value of the respondents and status of the respondents with the help of defined questions related with the economic factors that is age of the respondents, marital status of the respondents and income level of the respondents. The researcher preferred percentage analysis to find out the consumer attitudes of the respondents.

Classification of respondents on the basis of age

| S.no | Age | No. Of Respondents | Percentage % |
|------|--------------|--------------------|--------------|
| 1 | Below 20 | 12 | 16 |
| 2 | 21 to 30 | 33 | 44 |
| 3 | 31 to 40 | 18 | 22 |
| 4 | Above 40 | 12 | 18 |
| | Total | 75 | 100 |

Sources: Primary Data

INFERENCE:

The above table reveals that majority of the respondents are in the age group of 21 to 30 (44%), 22% of the respondents are in the group of 31 to 40 years, 16% each of respondents are in the age group of below 20.

Classification Of Respondents On The Basis Of Gender

| S.N o | Gender | No.of. Responden ts | Percentage % |
|----------|--------------|---------------------------|-----------------|
| 1 | Male | 45 | 60 |
| 2 | Female | 30 | 40 |
| | Total | 75 | 100 |

Sources: Primary Data

INFERENCE:

The above table shows the gender wise classification of the respondents in terms of percentage. 60% of respondents are male and the rest 40% of the respondents are female.

Classification Of Respondents On The Basis Of Preference Of Lion Brand Product

| S.n o | Product preference | No. of. Responde nts | Percentag e |
|----------|-----------------------|----------------------------|----------------|
| 1 | Lion Dates | 32 | 43 |
| 2 | Lion Dates Syrup | 17 | 22 |
| 3 | Lion Brand Halva | 7 | 10 |
| 4 | Lion Honey | 14 | 19 |
| 5 | Lion Jam | 05 | 6 |
| | Total | 75 | 100 |

Sources: Primary Data

INFERENCE:

The above shows that majority 43% of the respondents are prefer the lion brand dates, 22% of the respondents prefer the lion Dates syrup, 19% prefer the lion brand honey, 10% are like lion brand halva and only 6% of the respondents are like lion brand jam.

Classification Of Respondents On The Basis Of Factors Influencing Product Preference

| S.n o | Factors influencing | No .of Responde nts | Percenta ge % |
|----------|------------------------|---------------------------|------------------|
| 1 | Taste | 22 | 28 |
| 2 | Healthy | 15 | 19 |
| 3 | Attractive Packing | 8 | 13 |
| 4 | Advertisem ent | 9 | 12 |
| 5 | Brand Image | 13 | 17 |
| 6 | Price | 8 | 11 |
| | Total | 75 | 100 |

Sources: Primary Data

INFERENCE:

The table Shows that 28% of the respondents are prefer that lion brands for its taste. 19% of the respondents prefer their lion brand for its healthy, 13% of the respondents are like it for attractive packing. 12% of the respondents influenced by its advertisement, 17% of the consideration to price.

Classification Of Respondents On The Basis Of Form Of Advertisement

| S.n o | Form of advertisemen t | No. of respondeen ts | Percent age % |
|----------|------------------------------|----------------------------|------------------|
| 1 | T.V | 30 | 40 |
| 2 | News paper | 21 | 28 |
| 3 | Magazine | 16 | 22 |
| 4 | Radio | 8 | 10 |
| | Total | 75 | 100 |

Sources: Primary Data

INFERENCE:

The above table reveals that the form of advertisement watch by respondents. 40% of the respondents are watching television, 28% other respondents are newspaper, 22% of the respondents are magazine and 10% are radio.

FINDINGS

- Majority of the respondents (60%) taken for the study are male.
- Majority of the respondents (44%) fall in the age group of 21-30.

- Majority of the respondents i.e.74% are unmarried.
- Majority (60%) of the respondents are qualified in UG level.
- Majority of the respondents (43%) have prefer Lion Dates and another 22% are prefer Lion dates syrup.
- 28% of the respondents are prefer product for its taste.

SUGGESTIONS

- Advertisement message should be clear and reachable to all including illiterate.
- Package of the Lion Brand product must attractive and they must create impulsive buying preference in the consumer.
- The company should develop awareness among the customer about their product and for thus, they have to conduct some consumer awareness programmer..

COCLUSION

A study on retailers preference towards various products in lion brand. In Thiruthuraipoondi was conducts with a sample of 75. Convenience sampling technique with a structured questionnaire. The analysis of the study was done using SPSS package. The retailer to preference towards various products was founds to be good but can be definitely improved. Based on it was found that there can be improvements made to avoid damages and from complains. Some suggestions are given pertaining to it, if the suggestions are implemented it will help to develop the company.

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A STUDY ON CONSUMER PREFERENCE WITH SPECIAL REFERENCE TO TOOTH PASTE IN MANNARGUDI TOWN

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Abstract

This study aims to determine the sources of information influencing the consumer's information search behavior while buying his/her everyday items like toothpaste and packaged tea. It uses weighted average and care method to determine the most influencing source of information the various sources are examined for the consumer while buying toothpaste and packaged tea finally marketing implications are made.

Keywords: Sources of information, weighted average score, toothpaste, packaged tea.

1. INTRODUCTION

Marketing is described as every one's business. The function of marketing is eyes and ears of the business. Because it is directly concerned with demand, its recognition, anticipation, creation, stimulation and finally satisfaction. Marketing is conception, pricing, promotion and distribution of ideas, goods and services to create exchange of ideas to create exchange that satisfy individual and organization of the objectives. Marketing is basic increasingly becoming complex as the economy grows and due to consequent transformation that is taking place in the outlets of the society.

The success of a business depends on the strength of its marketing policies, marketing in the situation, guides a company as to what it should make to meet the demand of consumer. Marketing starts even before the production are undertaken. Marketing requires an integral management functions life definite plan of action, well defined objectives, control and follow-up so as to profitable both to company and customer. Marketing is comprehensive from and it includes all resources and a set of activities necessarily to direct and facilitates the flow of goods and services from produces to consumers in the process of distribution.

DEFINITION

“Marketing is the process of determining consumer demand for a product of services, motivation its sales and distribution it to ultimate consumer at a project.

WHO IS CUSTOMER?

1. A customer is the foundation of any business' success
2. A customer is not dependent on us.....we are dependent on him.
3. A customer is not an interruption of our work.... He is the purpose of it.we are not doing a favor by serving him....he is doing us a favor by giving us the opportunity to do so.
4. A customer is not someone to argue or match wits with. Nobody ever won an argument with the customer.
5. A customer is a person who brings us wants. It is our job to handle them profitably to him and to ourselves.

CONSUMER BEHAVIOUR

Consumer behavior is a process where by individuals decide, what, when, how and form whom to purchase goods and services.

“Consumer research is a careful and systematic investigation of the consumer's attitude, actions, preferences and other reactions to the particular problem under survey”.

CULTURAL FACTOR

It is believed that an individual learns the set of values, perceptions, behaviors, and preferences at a very early stage of his childhood from the people especially. The family and the other key institutions which were around during his developmental stage.

PERSONAL FACTOR

There are several factors personal to the individuals that influence their buying decisions.

PSYCHOLOGICAL FACTOR

The human psychological plays a crucial role in designing the consumer's

preference and likes or dislike for a particular product and services.

SOCIAL FACTOR

The human beings live in a complex social environment where in they are surrounded by several people who have different buying behaviors.

TIME

The time of day, time of year, and how much time consumers feel like they have to shop affect what they buy. Researchers have even discovered whether someone is a “morning person” or “evening person” affects shopping patterns.

MOOD

People's moods temporarily affect their spending patterns. Some people enjoy shopping. It's entertaining for them. At the extreme are compulsive spenders who get a temporary “high” from spending.

PERSONALITY AND SELF CONCEPT

Personality describes a person's disposition, helps show why people are different, and encompasses a person's unique traits. The “Big Five” personality traits that psychologists discuss frequently include openness or how open you are to new experiences, conscientiousness or how diligent you are, extraversion or how outgoing or shy you are, agreeableness or how easy you are to get along with, and neuroticism or how prone you are to negative mental states.

OBJECTIVES OF THE STUDY:

1. To study the socio-demographic characteristics of the respondents.
2. To study the relationship between income and expenditure on toothpaste.
3. To learn the impact of media that is influencing consumer preference.
4. To identify the factor that influences the consumer to prefer the particular brand of toothpaste.

SCOPE OF THE STUDY:

This is an attempt to reveal the image of toothpaste which included

Colgate. This study is to know how the customer prefers the brands of toothpaste.

RESEARCH METHODOLOGY:

Since the objective of the study is mainly concerned with the consumer preference of toothpaste in Mannargudi town, the necessary data for analysis were collected from the books, journals and press reports are taken into consideration issuing schedule has collected the required data for the study.

DATA COLLECTION:

Since the objectives of the study are mainly concerned with cosmetic consumer, the necessary data for analysis were only from the primary source.

SAMPLE TECHNIQUE:

This study has been undertaken by survey method, 100 respondents were selected by using convenience sampling method from the households in Mannargudi town.

LIMITATIONS OF THE STUDY

- The study is limited only to certain areas in Mannargudi.
- The 100 sample were taken under convenience.
- Due to cost and time constraints, this study is confined only to 100 consumers.
- The finding are drawn only on the basis of information supplied
- By the respondents.

Data analysis and interpretation

Distribution of respondents by gender

| S.no | Gender | No. of respondents | Percentage |
|------|--------------|--------------------|------------|
| 1 | Male | 35 | 47 |
| 2 | Female | 40 | 53 |
| | Total | 75 | 100 |

Source: Primary Data

Inference:

From the above table shows that gender wise classification of the respondents in terms of percentage 47% of respondents are male and the rest 53% of the respondents are female.

Distribution Of Respondents By Income

| Income per month | No of respondents | Percentage |
|------------------|-------------------|------------|
| Below 5000 | 20 | 27 |
| 5001-10000 | 22 | 29 |
| Above 10000 | 33 | 44 |
| Total | 75 | 100 |

Source: Primary Data

Inference:

The above table shows that the family income of the respondents surveyed that 44% of the respondents are in the income level of above Rs. 10000 and 27% of the respondents are having an income of below Rs. 5000. The high income group members like to invest in durable goods.

Distribution Of Respondents By Different Media

| S.no | Advertisment | No. of respondents | Percentage |
|------|----------------|--------------------|------------|
| 1 | Television | 23 | 31 |
| 2 | Newspaper | 15 | 20 |
| 3 | Magazine | 9 | 12 |
| 4 | Radio | 7 | 9 |
| 5 | Window display | 21 | 28 |
| | Total | 75 | 100 |

Source: Primary data

Inference:

The above table shows that the selecting brand of the respondents in terms of 31% of the respondents are watching television and 9% of the respondents are hearing the radio from gathering the information. The toothpaste are maximum advertise from television so majority of the consumer are attracted by television advertisement.

FINDINGS

- ❖ Colgate is mostly liked by teen-ages and pepsodent is mostly liked by adult.

- ❖ Consumers are more for the Colgate due to its brand image popularity and advertising.
- ❖ People become aware of the different types of toothpaste mainly through television (23%), and next comes newspaper 15% and magazines (15%), radio (7%) and window display 21%.

SUGGESTIONS

- The price of the brands like Colgate, Pepsodent, Close-up, vicco vajradanthi have to be reduced. So that these brands of toothpaste can be purchased by people belonging to all level of income group.
- Consumers are easily attracted by advertisement in television. Television has a very wide coverage, even it attracts from children to old people

CONCLUSION

The project work mainly aims to find out the brand preference of toothpaste. In recent years the usage of toothpaste by the consumer are increased. This may be due to more and improving scientific research on toothpaste and its features. Toothpaste are emerging as an integral part of a day, so much attention must be paid to have beneficial effect of toothpaste.

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A STUDY ON THE OPINION OF THE DEALERS OF BRITANNIA PRODUCTS IN THRUTHURAIPOONDI TOWN

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Abstract

The present study entitled consumer preference towards Britannia biscuits, a study with reference to Thiruthuraipoondi is intended to enquire into the factor that influences their choice of biscuits with respect to Britannia biscuits. Consumer preference varies from brand to brand on the basis of quality. Price, Style, Later, adverlitising and peer influence. The complication underfone by the researcher to identify customers reaction are many the researcher's inferest to know the degree to which consumer preference varies with age education, occupation or other, characteristics prompted the selection of this study, in modern business it is important to know the brand preference of the product this can increase the level of the consumer satisfaction and value of profit by selling the products, only when the consumer give preference for a particular brand, consumer will buy and they will not buy any other product other than a particular brand.

Keywords: *Britannia biscuits, consumer satisfaction, brand, convenience sampling, BBCO, dairy products.*

1. INTRODUCTION

Britannia Industries limited is an Indian food-Products corporation headquartered in Kolkata, wast Bengal. It sells its Britannia and Tiger brands of biscuits, brands and dairy products throughout india and in more than 60 countries across the globe, Britannia has

an estimated market share of 38%. The company was established in 1892 with an in-vestment of 265(2) initially, biscuits were manufactured in a small house in central Kolkata, later, the enterprise was acquired by the Gupta brothers mainly Nailn Chandra Gupta, an attorney.

MEANING

An attitude is a negative or positive evaluation of an object which influences human behavior towards that object. Michael Hogg "An attitude is a learned predisposition to respond in a favorable or unfavourable manner towards people, an object, an idea or a situation.

STATEMENT OF THE PROBLEM

- In order to survive the present market to increase sales and to build retain customer satisfaction. Companies need information about its overall performance when company's position and market trend.
- To find out the company's strength and weakness in comparison with the competitors.
- Widening gaps in sales of Britannia biscuits in selected areas.

OBJECTIVES

The purpose of research is to discover answers to question through the application of scientific procedure, The main aim of research is to find out the truth which is hidden and which has not been discovered as yet though each research study has its own specific purpose we may think of number of following broad groupings :

- To study the sales of various products of Britannia.
- To study the marketing strategies of Britannia.
- To study the various milestones to the company.
- To study the shares of various products in the company.

LIMITATION

- The study limited to Thiruthuraipoondi town only to time and money constraints.
- The result of the study cannot be generalized to other zones due demographical difference.
- The study is based on the opinion of the dealers only. The opinion of the wholesalers and distributor are not taken into account due to want of time and money.

- The dealers in the interior rural area covered is too wide in the length and breath.
- The aspect of advertisement is not included in the Survey; an advertisement of the Britannia is a common phenomenon for all the country.

ANALYSIS AND INTERPRETATION

The assessment is being done in the spheres of assessing market share, identifying fast moving and slow moving items, investigating into the problem of the dealers in the mode of supply the terms and condition of supply and identifying the suitable sales promotion offers. The assessment based on opinion of the dealers who are mainly responsible for effective distribution of the products in the zone.

TYPES OF SALES PROMOTION FOR BRITANNIA BISCUITS

| Supply | No. of respondents | Percentage % |
|--|--------------------|--------------|
| Supplying Toys with Britannia products | 60 | 40 |
| Increasing the quantity | 14 | 9 |
| Supplying story book with Britannia products | 32 | 21 |
| Supplying stickers with Britannia products | 38 | 25 |
| Price reduction | 6 | 5 |
| Total | 150 | 100 |

Source: Primary Data

INFERENCE

As is stated in table a states the Britannia biscuits dealers enjoys 54% share in the total biscuits market of the study area leaving only 46% to its competitors.

Market Share Of Britannia Cream Items

| Company | average monthly purchase | market share % |
|--------------|--------------------------|----------------|
| Britannia | 1625 | 54 |
| Competitors | 1375 | 46 |
| Total | 3000 | 100 |

Source: Primary Data

INFERENCE

Britannia- cream Items like Bourbon and Elaichi cream, are competitors enough to share only 54% of the Total market of the Study area leaving competitors to enjoy a major share of 46% of the cream items in market.

METHODOLOGY

- The design of this study is analysis in nature, The information required for the study were collected both primary and secondary source.
- Primary data were collected using an interview schedule prepared specially for the purpose.
- Secondary data were collected from various related books, magazines published and unpublished report. The web sites related by various companies were also of great use in proving secondary data.

FINDINGS

Some importance findings of the study on the dealer's opinion about marketing of Britannia Biscuits Company Limited products in Thiruthuraipoondi area.

- Among the respondents who deal Britannia products 37% are general merchants, 29% are small petty shop, 23% are supermarkets and 11% are co-operatives stores.
- 75% of the dealers are placing their orders voluntarily by their own efforts without any offer from distributors.
- 68% of the dealers prefer Britannia products to competitor's products.

- Among Britannia biscuits milk bike's, marigold and good day are first three fast moving biscuits. Nice time is the slow moving item with only 5% support from dealers.

SUGGESTIONS

- The researcher suggest the following for the improvement of sales of Britannia products in the study area.
- The distributors should concentrate more on the development market for Britannia products instead of satisfying with assured sales.
- Distributors should take steps to get frequent orders from the dealers instead of allowing the dealers to plays orders voluntarily.
- The average monthly purchase of Britannia chocolate per dealer is only for Rs.1625.step should be taken to improve the sales by introducing the products to the untateatbeat role market.

CONCLUSION

As we more into an are of plenty which will be usually an area of intense important to pany attention to the subject of marketing in general and to the subject of dealer development in particular.

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A STUDY ON EMPLOYEES WELFARE WITH SPECIAL REFERENCE TO BHARATHI WOMEN DEVELOPMENT CENTRE, THIRUVARUR

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Abstract

Employees' plays a key role in the existence and growth of any organization, therefore their welfare is essential. During the past few years, both public sector and private sector organisations have been contributing towards the employee's benefits and also increase their efficiency. Employees' welfare facilities include housing facilities, free medical facilities, retirement benefits, welfare measures for the employee's families, loan facilities, etc. if the organizations do not bother about the employees benefit, but expect efficient and high performance from them, it is a mere waste. So there is utmost need for the employee's welfare in any type of organization. Organizations have to provide welfare facilities to their employees to keep their motivation levels high. A comparative study was undertaken to know the satisfaction level of the employees on the enforceability of various welfare measures in both the public and private sector organizations. The study also throws light on impact of welfare measure on the employees' performance.

Keywords: *Employee's welfare, Organization, Motivation Level, Employee's Performance.*

1. INTRODUCTION

The organization may industrial commercial, profitable, non-profitable organization. Industrial organization means these producing industrial goods and small or medium or large scale basis. But to run the industrial organization labourer plays a vital role. Without labourer no organization means an

individual or group of people engaged is some tangible or intangible business and yield a sum of profit. To run this commercial organization need of labour is very felt. Non profitable organization means a group of people or organized themselves a group or association and help to the downtrodden people for their upliftment. And also to carry out the non

profitable organisation the management needs some people. they are called as labourers.

OBJECTIVES OF THIS STUDY

- To study the socio demographic characteristics of the respondents.
- To study the various types of welfare measures in BHARATHI WOMEN DEVELOPMENT CENTRE.
- To know the satisfaction level of employees in their work place.
- To give suggestion for the improvement of labour welfare schemes in BHARATHI WOMEN DEVELOPMENT CENTRE.

LIMITATIONS

- ❖ This study is restricted to the THIRUVARUR branch alone.
- ❖ This study focuses only on employees welfare schemes operated by the BHARATHI WOMEN DEVELOPMENT CENTER THIRUVARUR.

RESEARCH DESIGN

“A research design is the arrangement of condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure”.

The study is carried out by adopting a descriptive study.

REVIEW OF LITERATURE

A Saravankumar & DR. S in their work –A study on Employee's Health safety and welfare measurer in a private industry in Coimbatore city declared that the organization has provided sufficient health and safety measures. But certain points have been identified that some employees are satisfied and some are not satisfied with the present welfare refers to physical, mental and emotional well being of the individual. So in future, the management can well think of improving the welfare by consulting with employees.

B.R.Manasa & C.N.Krishnanaik (2015) in their work entitled – employee welfare measures. A study on content corporation of Indian units, in Thandurandilabad announced that the

employees' welfare facilities provided by the company were satisfactory and it was commendable. Yet there was scope for further improvement in order to enhance efficiency, effectiveness and productivity of the employees that would help organisation accomplish the organization goals.

DATA ANALYSIS AND INTERPRETATION

Level Of Satisfaction Of Electricity Facilities

| S.No | Opinion | No. of Respondents | Percentage (%) |
|------|---------------------|--------------------|----------------|
| 1 | Highly Satisfied | 29 | 38.0 |
| 2 | Satisfied | 22 | 29.3 |
| 3 | Moderate Satisfied | 10 | 13.3 |
| 4 | Dissatisfied | 8 | 10.7 |
| 5 | Highly Dissatisfied | 6 | 8.0 |
| | Total | 75 | 100 |

Source: Primary data

Inference:

The above table depicts that 38.7% of the respondents are highly satisfied about their electricity facilities and 29.3% of them are satisfied 13.3% of them are moderate satisfied 10.7% of them are dissatisfied and 8% of them are highly dissatisfied.

Level Of Satisfaction Health And First Aid Facilities

| S.No | Opinion | No. of Respondent | Percentage (%) |
|------|---------------------|-------------------|----------------|
| 1 | Highly Satisfied | 25 | 33.3 |
| 2 | Satisfied | 19 | 25.3 |
| 3 | Moderate | 11 | 14.7 |
| 4 | Dissatisfied | 12 | 16.0 |
| 5 | Highly Dissatisfied | 8 | 10.7 |
| | Total | 75 | 100 |

Source: Primary data

Inference

The above table shows that 33.3% of the respondent are highly satisfied about their health and first aid facilities and 25.3% of them are satisfied, 14.7% of them are moderate satisfied. 10.7% of them are highly dissatisfied and rest of 6% of them are dissatisfied.

Level Of Satisfaction Of Parking Facilities

| S. No | Opinion | No. of Respondent | Percentage (%) |
|--------------|---------------------|-------------------|----------------|
| 1 | Highly Satisfied | 23 | 30.7 |
| 2 | Satisfied | 17 | 22.7 |
| 3 | Moderate Satisfied | 13 | 17.3 |
| 4 | Dissatisfied | 10 | 13.3 |
| 5 | Highly Dissatisfied | 12 | 16.0 |
| Total | | 75 | 100 |

Source: Primary data

Inference:

The above table reveals that 30.7% of the respondent are highly satisfied about their parking facilities and 22.7% of them are satisfied 17.3% of them are moderate satisfied, 16.0% of them are highly dissatisfied and rest 13.3% of them are dissatisfied.

FINDINGS

- ❖ Majority of the respondents (88%) are satisfied by their job.
- ❖ All the respondents one satisfied about their salary.
- ❖ Majority of the respondents (29%) are satisfied by the Electricity facilities.
- ❖ Majority of the respondents (25%) are satisfied by the health and first aid facilities.
- ❖ Majority of the respondents (23%) are satisfied by the parking facilities.

SUGGESTIONS

- ❖ The corporation will be concentrate in employees welfare measure like basic needs and social security measures in future also.
- ❖ The corporation provide more opportunities in addition to existing employees welfare measures.
- ❖ The corporation must give more concentration towards monetary benefits rather than other kinds of benefit.
- ❖ The corporation should shorten the probationary period of the temporary worker for their permanent.
- ❖ The corporation can improve the working environment, then the workers may get satisfied.

CONCLUSION

- ❖ Welfare facilities plays an important role in developing a good relationship between employees and the corporation.
- ❖ From this study report of employee welfare facilities in Tamil Nadu State transport corporation. The corporation provide all welfare measures, but the satisfactory level of the employees are not same proportion. So, the corporation provide the welfare facilities by satisfying the employees at various level.

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A STUDY ON CUSTOMER SATISFACTION OF DETTOL SOAP WITH SPECIAL REFERENCE TO MANNARGUDI TOWN

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Abstract

The function of marketing is eyes and ears of the business, because it is directly concerned with demand, its recognition, anticipation, creation, stimulation and finally satisfaction. It is otherwise known as category extension. Here brand name is constant whereas product category is a variable. The new product category needs to be different from the category presently served by brand. Extending the brand beyond the parent product category is profitable because the products that are already known and recognized in the market need little introductory expenses. But the success rate of such extensions are very less. Therefore the potential determinants of success like core value of parent brand, similarity fit, quality of extended products and brand reputation becomes very important focus of study. This paper aims to bring out the factors responsible for the success of Dettol brand extensions.

Keywords: customer, Products, Success, Quality, Determinants, Marketing, satisfaction.

1. INTRODUCTION

Marketing is described as everyone's business. The function of marketing is eyes and ears of the business, because it is directly concerned with demand, its recognition, anticipation, creation, stimulation and finally satisfaction.

Marketing is the process of planning and execution of the conception,

pricing, promotion and distribution of ideas, goods and to create exchange that satisfy individual and organization objectives.

DEFINITION:

"Marketing is the process of discovering and translating consumer's needs and wants into product and services, specification, creating demand for their

products and services and then in turn expanding their demand. H.L.Hansen

OBJECTIVES:

- ❖ To study the socio-demographic characters of the respondents.
- ❖ To know the customer opinion about price.
- ❖ To know the factors affecting the respondents to buy the product.
- ❖ To identify the levels of satisfaction of the respondents.

CUSTOMER SATISFICTION

Every customer has certain wants and needs and a strong desire to satisfy them. To satisfy his wants, the consumer purchases, and certain goods under the impression that goods would satisfy his wants, it is products satisfied his wants; the consumer shall become the customer of the firm and also tell about the product to his friends and others.

Moreover consumers can be satisfied. Infact one might argue that today's consumer's desire more "satisfaction" from their satisfaction, that current levels of consumer satisfaction. The consumer advertising improves the effectiveness of the manufacture advertising and other sales efforts.

SCOPE OF THE STUDY

The present study is basically a consumer survey to know about the Dettol soap at Mannargudi Town.

The consumer are the backbone of the organization. They are decision makers and they directly to affect the sales of each product.

RESEARCH METHODOLOGY

All research needs adequate and accurate data or information. So the collection of data is the first step in any statistical investigation. There are two types of statistical data namely primary data, and secondary data. In this study, data collected from primary Sources.

PRIMARY DATA

The primary data are those data which are collected for the first time. In other words primary data are original in character. the important primary sources of

collecting the data are through, interview, use telephone, observation and questionnaire.

SECONDARY DATA

The secondary data are those data or information collected from the secondary sources. There secondary sources may be both internal as well as external in character. The internal sources refers to information that already exists within the company or unit studied. The external source may consist of both private and public document. It may be published or unpublished in nature.

RESEARCH DESIGN

The research design is the arrangement to conditions for collecting and analysis of data in a manner that aims to combine and relevance to research to research purpose with economy in procedure. The study is carried out by exploratory and descriptive research design.

SAMPLING

Sampling is the process of selecting a sufficient number of elements from the population so that a study of sample and an understanding of its properties or characteristics would make it possible for us to generalize such properties characteristics to the population elements.

LIMITATIONS OF THE STUDY

- ❖ The study was conducted only Mannargudi Town.
- ❖ The study has been limited to only a sample of 80 respondents.
- ❖ The data are collected by the questionnaire method. So the collected data by the respondents.

DATA ANALYSIS AND INTERPRETATION

CLASSIFICATION ON THE BASIS OF SEX

| S.N O | SEX | NO.OF RESPONDENTS | PERCENTAGE[%] |
|-------|--------|-------------------|---------------|
| 1 | Male | 50 | 67% |
| 2 | Female | 25 | 33 % |
| 3 | Total | 75 | 100 |

Sources: Primary Data

INFERENCE:

The above table shows that sex wise classification of the respondents ,67%of the respondents are under the category of male and 33%of the respondents are under the category of female

AGE WISE CLASSIFICATION

| S.N O | AGE | NO.OF RESPONDENTS | PERCENTAGE(%) |
|-------|----------------|-------------------|---------------|
| 1 | Below 15 years | 10 | 13 |
| 2 | 15-25 years | 35 | 46 |
| 3 | 25-50 years | 20 | 26 |
| 4 | Above 50 years | 15 | 20 |
| | Total | 75 | 100 |

Sources: Primary Data

INFERENCE:

The above table shows that 46% of the respondents belong to 15-25 years age group. The 26% of the respondents belongs to 25-50 years age group The only 20% of the respondents belong to above 50 years age group.

CLASSIFICATION ON THE BASIS OF MARITAL STATUS

| S.N O | MARITAL STATUS | NO.OF RESPONDENTS | PERCENTAGE (%) |
|-------|----------------|-------------------|----------------|
| 1 | Married | 25 | 33 |
| 2 | Unmarried | 50 | 67 |
| | Total | 75 | 100 |

Sources: Primary Data

INFERENCE:

The above table shows that 33% of the respondents are married . The66% of respondents are unmarried.

CLASSIFICATION ON THE BASIS OF OCCUPATION

| S. N O | OCCUPATION | NO.OF RESPONDENTS | PERCENTAGE(%) |
|--------|---------------|-------------------|---------------|
| 1 | Employee | 23 | 30 |
| 2 | Business man | 10 | 13 |
| 3 | Agriculturist | 5 | 6 |
| 4 | Students | 25 | 33 |
| 5 | Other | 12 | 18 |
| | Total | 75 | 100 |

Sources: Primary Data

INFERENCE:

The above table shows that the 33% of the respondents belong to the students. The30% of respondents are employees. The 13% of respondents are businessman. The 18% of respondents are belong to other category and only 6% of the respondents belong to agriculturist.

FINDINGS

- ❖ Most of the respondent are male.
- ❖ Majority of the respondent (46%)belong to the age group between 15-25 years.
- ❖ Majority of the respondent are unmarried.
- ❖ Majority of the respondent are under the income group of Rs.2000-5000.
- ❖ Majority of the respondent are belong to unclear family.

SUGGESTIONS

- ❖ Consumers are king of market, scarification of consumers must be preserved with care.
- ❖ Locality based advertisement like TV media to be enforced.
- ❖ Packaging can be improved.
- ❖ The company can improve its brand and quality to attract more consumers.
- ❖ The company should develop the brand image among the consumers.
- ❖ Provide special offer and gift to increase the sales.
- ❖ Improve the size of the Dettol soap.
- ❖ Attractive color can be made available in the shop to increase the sales.

CONCLUSION

The objectives of the research were fulfilled. It has been concluded that Dettol soap hold better position in the market share. Dettol has a good edge over the other companies.

Dettol soap, being the market leader it should take necessary steps to retain its positions its profit. The consumer are willing to pay for Dettol soap with good quality. So Dettol soap should maintain in position successfully.

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A STUDY ON ORGANIZATIONAL CLIMATE WITH SPECIAL REFERENCES TO SNP DAIRY MILK COMPANY AT MADURAI

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Abstract

The idea of “organizational climate” appears to refer to an attributes, of the work environment. The idea of a “perceived organization climate” seems ambiguous; one can not be sure whether it implies an attribute of the organization or of the perceiving individual. If it refers to the organization, that measures of perceived organization climate should be evaluated in terms of the accuracy of the perceptions Organizational climate may simply be a different name for job satisfaction or employee attitudes.

Keywords: *Organization climate, Perception, Job satisfaction, Employee attitudes.*

1. INTRODUCTION

An organization has its own climate or internal environment or “personality” organizational climate is a general concept and difficult to define precisely. It can be likened to our description of the weather and the way in which the climate of a geographical region results from the combination of environmental forces. Some of these forces are better understood than others. Applied to organizations, climate can be said to relate to the prevailing atmosphere surrounding the organizations, to the level of morale and to the strength of feeling of belonging, care and good will among members.

MEANING

Organizational climate further more provides a useful platform for understanding such characteristics of organization as stability creatively and innovation communication effectiveness.

DEFINITION

Litwin and Stringer (1968) “organizational climate as a set of measurable properties of the work environment that is directly or indirectly perceived by the people who live and work in a particular environment and is assumed to influence their motivation and behaviour”.

OBJECTIVES

The objectives of this study were.

- To study the socio-demographic characteristics of the respondents.
- To analysis the various dimension of organizational climate.

RESEARCH METHODOLOGY

The research realized more primary and secondary data and respondents were selected of random sampling techniques so as to give representation to different classes of people. To collect the information from the respondents, interview schedule was used. It additional to the supporting materials used books, and internet were also preferred.

LIMITATIONS OF THE STUDY

- Time was a big constraint
- The duration for the study was limited, so comprehensive and eleboate study was not undertaken.
- The hesitation of the respondents in providing information regarding monthly income etc., made the researcher to feel I convenient.
- The limited to human resource management only. No reference is made about productivity, cost of production, financial management etc.

DISTRIBUTION OF RESPONDENTS BY THEIR AGE

| S.NO | NO.OF RESPONDENTS | PRECENT AGE (%) |
|----------------|-------------------|-----------------|
| Upto 30 years | 15 | 18.75 |
| 31-40 years | 35 | 43.75 |
| 41-50 years | 25 | 31.25 |
| 50 years above | 5 | 06.25 |
| Total | 80 | 100.00 |

Sources: Primary Data

From the above table shows that the age group of the respondents. A sizable proportion of the respondents 18.75% are in the age group of up to 30 years and 43.75 are in the age group of the 31 to 40 years and 31.25% are in the age group of the 41 to 50 years and remaining 6.25% of the respondents are in the age of above 50.

DISTRIBUTION OF RESPONDENTS BY THEIR GENDER

| S.N O | GENDER | NO.OF RESPONDENTS | PERCENT AGE |
|-------|--------|-------------------|-------------|
| 1 | Male | 55 | 68.75 |
| 2 | Female | 25 | 31.25 |
| | Total | 80 | 100.00 |

Source: Primary Data

INFERENCE:

From the above table it is found that 68.75% of the respondents are male and 31.25% of the respondents are female.

DISTRIBUTION OF RESPONDENTS BY THEIR MARITAL STATUS

| S.N O | MARTIAL STATUS | NO.OF RESPONDENTS | PERCENTAGE |
|-------|----------------|-------------------|------------|
| 1 | Married | 48 | 60.00 |
| 2 | Unmarr ied | 32 | 40.00 |
| | Total | 80 | 100.00 |

Source: Primary Data

INFERENCE:

From the above table shares that 60% of the respondents are married and 40% of the respondents are unmarried.

DISTRIBUTION OF RESPONDENTS BY THEIR SATISFATION IN WORK

| S. N O | SATISFACTION OF WORK | NO.OF RESPONDENTS | PERCENTAGE |
|--------|----------------------|-------------------|---------------|
| 1 | Fully satisfied | 42 | 52.50 |
| 2 | Satisfied | 26 | 32.50 |
| 3 | Not satisfied | 12 | 15.00 |
| | Total | 80 | 100.00 |

Sources: Primary Data

INFERENCE:

From the above table share that 52.5% of the respondents fully satisfied in

work, 32.5% of the respondents satisfied in work and 15% of the respondents not satisfied in work.

FINDINGS

- Majority of the respondents belong to the age group of 31 to 40 years (43.75%).
- Majority of the respondents are male (68.75%).
- Majority of the respondents are married (60%).
- Majority of the respondents are fully satisfied in their work (52.5%).

SUGGESTIONS

- The company has to increase the age training programmers for their employees based on the latest job techniques.
- It is suggested that the company have to arrange periodic meetings regularly for the welfare of employees.
- Encouragement of team work may result in high productivity.

CONCLUSION

Organizational climate depends upon various factors such as organizational policies organizational development, training and development, grievance handling, job satisfaction, welfare measures etc. From this research I conclusion that the climate within the organization is maintained well. The research clearly shows that the workers are highly satisfied with the organizational aspects and help to motivated them to work in the organization for more years. Through this the productivity and good will among customers id enhanced.

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