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SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal
ISSN: 0975-9999 (P) 2349-1655 (O)
Impact Factor: 3.655(CIF), 2.78(IRJIF), 2.77(NAAS)
VolumeXII, Issue 50
October – December 2021
Formerly UGC Approved Journal (46622), © Author

A STUDY ON EMPLOYEE JOB SATISFACTION WITH SPECIAL REFERENCE TO TAMILNADU ELECTRICITY BOARD IN THIRUMAKKOTTAI, THIRUVARUR DISTRICT

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Abstract

Job satisfaction refers to one's feelings towards one's job. If the employee's expectations are fulfilled (or) the employees get higher than what he / she feels satisfied. If the job satisfaction increases organization commitment will increase. This results in the higher productivity. The main objectives of this paper are to assess the job satisfaction: to identify the effectiveness of job satisfaction and to find out the several factors like personal and organizational factors influencing job satisfaction of employees. This study helped in revealing the level of satisfaction of employees with reference to the various factors provided in the organization. This study clearly shows that employees under organization are more or less satisfied with the job. The organization should consider on the salary, relationship of employees and supervisors, grievance handling and give more opportunity for the new employees.

Keywords: Job satisfaction, organizational factors, Employees satisfaction, productivity

1. Introduction

Job satisfaction is one of the important factors which have drawn attention of managers in the organization as well as academicians. Various studies have been conducted to find out the factors which determine job satisfaction and the

way it influences productivity in the organization. Though there is no conclusive evidence that job satisfaction affects productivity directly because productivity depends on so many variables, it is still a prime concern for managers.

Paramasivan, C. (2011) Information technology plays a key role in the modern world which meets the day to day activities of the human beings directly or indirectly associated. Commercial activities particularly banking and financial sectors may not function without proper information technology.

Job satisfaction is the mental feeling of favourableness which an individual has about his job. DuBrin has defined job satisfaction in terms of pleasure and contentment when he says:

“job satisfaction is the amount of pleasure or contentment associated with a job. If you like your job intensely, you will experience high job satisfaction. If you dislike your job intensely, you will experience high job dissatisfaction”.¹

¹Andrew J. DuBrin, practice of supervision, New Delhi: Universal, 1988, p.58.

OBJECTIVES OF THE STUDY

- ❖ To study the socio-economic characteristics of employee.
- ❖ To study about the factors involved in job satisfaction.
- ❖ To study about the opinion of the employees regarding working conditions.
- ❖ To suggest suitable measure to increase the satisfaction level of employees.

RESEARCH METHODOLOGY

Research methodology is the rearrangement it conditions for collection and analysis of data in a manner that aims to refer the research purpose with economy in procedure.

Methodology is the systematic, theoretical analysis of the methods applied to a field of study, or the theoretical analysis of the body of methods and principles associated with a branch of knowledge. It, typically, encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques.

RESEARCH DESIGN

A research design or model indicates a plan of action to be carried out in connection with a proposed research work. It provides only a guideline for the researcher to enable him to keep track of his actions and to know that he is moving in the right direction in order to achieve his goal. Research design is the plan, structure and strategy of investigation conceived so as to obtain answers to research questions and to control variance. The plan is the overall scheme of programme of research. The research design constitutes the blueprint for the collection, measurement and analysis of data.

DATA ANALYSIS AND INTERPRETATION

Analysis and interpretation are central steps in the research process. Analysis of data means studying the tabulated materials in order to determine inherent facts or meaning. It involves breaking down existing complex factors in to simple parts and putting the parts together in new arrangement for purpose of interpretation. Analysis of data involves a number of closely related operations that are performed with the purpose of summarizing the collected data and organizing these in such in a manner that the will field answer to research questions or suggest hypotheses had initiated the study.

Table 1
Employee Job Satisfaction

Opinion	No. of Respondents	Percentage (%)
Yes	44	55
No	36	45
Total	80	100
Highly satisfied	42	52.5
Satisfied	20	25
Dissatisfied	15	18.75
Highly dissatisfied	3	3.75
Total	80	100
Highly satisfied	16	20
Satisfied	36	45
Dissatisfied	18	22.5
Highly dissatisfied	10	12.5
Total	80	100

Source: Primary Data.

Inference

55 percent of the respondents say that they are getting salary as per their performance and only 45% are not say No.

The above table shows that majority i.e., 52.5% of the respondents are highly satisfied about the relationship with superior, 25% of the respondents are satisfied, 18.75% of the respondents are dissatisfied and only 3.75% of the respondents are highly dissatisfied.

The above table shows that majority i.e., 45% of the respondents are satisfied with the safety measures provided by the concern, 20% of the respondents are highly satisfied remaining 22.5% of the respondents are dissatisfied and only 12.5 of the respondents are highly dissatisfied. The company provide safety measures such as fire safety, electrical safety.

FINDINGS

Majority (57%) of the respondents are satisfied with their work.

45% of the respondents are satisfied with the company by providing safety measures to the employees.

47% of the respondents agree with the company supporting the team work of the organisation.

Majority (56%) of the respondents are highly satisfied with the overall environmental of the organization.

52.5% of the respondents are highly satisfied with the relationship with co-workers.

SUGGESTIONS

As majority of respondents are satisfied with the working condition, salary, bonus, retirement, benefits etc., it is clear that the organisation is running as a model employer. So it is recommended that the present condition may be continued may be continued in future.

While the entire stock of officers/officials have expressed deep satisfaction with all the facilities provided, there has been a smaller group which have expressed their dissatisfaction which obviously prevalent in all major organizations.

Proper recruitment with proper qualification may meet the ends of satisfaction for both the customer and staff.

It is generally observed that organizations with more satisfied employees tend to be more effective than organizations with fewer satisfied employees. The most important thing managers can do to raise employee satisfaction is to focus on the intrinsic parts of the job, such as making the work challenging and interesting.

CONCLUSION

This study was conducted mainly to reveal the satisfaction level of employees, about their job in TNEB, Thirumakkottai. They are maintaining a good relationship with employees with share and all the employees are satisfied in their recruitment procedures. I wish this organization to continue its positive efforts to make their employees happy and also reduce the level of negative aspect. So it is great opportunity for me to do this study in the prestige company.

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A STUDY ON CONSUMER SATISFACTION TOWARDS REDMI TOUCH SCREEN MOBILE USER IN MANNARGUDI TOWN

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Abstract

A Smartphone not only fulfils the calling and receiving function but also meets various consumer needs such as internet and social networking, multimedia, selfie, assessment of health traits, video calling etc. A great number of variables influence Smartphone buyers' purchasing decisions. This research describes underlying factors that play a leading role. Smart phones range and purchase in highly competitive market. Investigators also analyze respondent's demographic characteristics. The analysis was conducted in Bhubaneswar district of Khurta. In this technological and competitive age, the purpose of this study is to explore the key factors that inspire consumers to purchase and use smartphones. Therefore, the purpose behind the use of smart phones is to recognize the attitude of the customer towards smart phones and finally to know the satisfaction level of the customer towards smartphones. This research is more critical for Smartphone companies as they sell.

Keywords: Smartphone, marketing strategy, purchasing behaviour, customer perception

1. Introduction

Smart phone has many functionalities other than contacting different people. Until today, there is a wide range of brands launching new apps and updates on smart phones. Youngsters today frequently change their mobile phones according to the new models. Buying smart phones from famous brands

recently is becoming trendy. Not only do youngsters of all ages enjoy buying and using smart phones. The development of marketing is evolutionary rather than revolutionary. There is no single answer to the question of what is marketing? To understand it may be explained in brief as "marketing is what a marketer does". But this managing lack clarity in understanding

the subject. The evaluation of marketing is as oldest as Himalayas. It is one of the oldest professions as the word. Marketing is in deeded an accident art, it has been practiced in one from or the others since the days of adam and eve.

OBJECTIVES

- To study the socio- demographic factors of the respondents
- To analyses the customer satisfaction of touch screen mobile.
- To give some of the findings of the study and suitable suggestion for the improvement of the above study.

SCOPE OF THE STUDY

Paramasivan, C. (2011) Information technology plays a key role in the modern world which meets the day to day activities of the human beings directly or indirectly associated. Commercial activities particularly banking and financial sectors may not function without proper information technology. This research will assist with understanding the purchasing behavior of individual groups of customers and help to oversee item portfolio better. This study is an endeavor to break down the buyer purchasing preferences and inclinations towards the utilization of the product and the buyer’s level of satisfaction

RESEARCH METHODOLOGY

Both primary and secondary data will be used for the study. Primary data will be collected through questionnaire. Secondary data will be collected from internet, journals, magazines and books. A sample of 100 people, who uses Redmi Smartphone’s, was selected by convenience sampling from the population and the questionnaires were distributed to them in order to collect information.

RESEARCH

Research is common parlance refers to a search for knowledge.

According to Clifford woody, “research companies defining and redesigning problem, formulating

hypothesis are suggested solution, collecting, organizing and evaluation data, making deduction and researching conclusion”.

DATA COLLECTION

There are two methods of data collection

1. Primary data collection
- 2.Secondary data collection

PRIMARY DATA

Primary data are those which are collected for the first time and are original in character.

Hence, we collected the data directly from the respondent through questionnaires.

SECONDARY DATA

The secondary data are those which are collected already by someone for some purpose and available for the present study. For analyzing the data we used books, journals, magazines, website etc.

DATA ANALYSIS AND INTERPRETATION

**TABLE 1
CLASSIFICATION OF THE AGE OF RESPONDENTS: -**

Age	No. Of Respondents	Percentage
Below 20	3	6
20-40	37	74
40-60	6	12
Above 50	4	8
TOTAL	50	100

The above table shows that majority74% of the respondents are in the age group of 20-40 years,6% oh the respondents are in the age group of below 20 years,12% of the respondents are in the age group of 40-60 years and 8% of the respondents are in the age group of above 50 years.

TABLE 2
CLASSIFICATION OF THE GENDER
OF RESPONDENTS: -

Gender	No. Of Respondents	Percentage
Male	30	60
Female	20	40
TOTAL	50	100

The above table shows that gender wise classification of the respondents interms of percentage 60% of the respondents are male and 40% of the respondents are female majority 60% of the respondents are male.

TABLE 3
LEVEL OF SATISFACTION

S.No	Level of satisfaction	No. of Respondent	Percentage %
1.	Satisfied	20	40
2.	Highly satisfied	29	58
3.	Dissatisfied	1	2
	Total	50	100

The above table shows that majority 58% of the respondents are highly satisfied 40% of the respondents are satisfied remaining 2% of the respondents are dissatisfied

FINDINGS

- ❖ AGE: In the age wise classification 74% of the respondents belong to 20-40 years most of the respondents are at the age 20-40 years.
- ❖ GENDER: The gender classification among the respondents consists of 60% of the male respondents and 40% of the female respondents.
- ❖ LEVEL OF SATISFACTION: according to the research study 58% of the respondents were highly satisfied.

SUGGESTION

Based on the findings of the following suggestions are put forwarded,

- More importance should be given to resolve the heating problem which is a major trouble faced by customers.
- Improve the camera performance in the upcoming launches.
- As majority of respondents had purchased their smartphones through online platform there for the company should avoid flash sales as it actually pulls back the customers from the product.

CONCLUSION

There was a time when Chinese products were considered cheap and not durable in India, those times are long gone. Now, especially in the smart phone market Chinese companies are finding their feet in the Indian market. They have started to firmly root themselves and push away the competition around them. Smart phone has many functionalities other than contacting different people. Until today, there is a wide range of brands launching new apps and updates on smart phones. Youngsters today frequently change their mobile phones according to the new models. Buying smart phones from famous brands recently is becoming trendy. Not only do youngsters of all ages enjoy buying and using smart phones.

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A STUDY ON EMPLOYEE TALENT MANAGEMENT WITH SPECIAL REFERENCE TO BHARATHI WOMEN DEVELOPMENT CENTRE AT THIRUVARUR

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Abstract

These days organization's talent is its primary source of competitive advantage. Performance of organization depends upon performance of its employees. If employees of an organization possess unique competence, that will differentiate them from their competitors. In this competitive environment retention of talented workforce is a major task for HR managers along with acquisition. Talent management is a very complex and critical task. Right Talent acquisition makes organization strategy more strong. The current global economic situation has increased overall jobseekers in employment market worldwide, but there is still notable talent shortage in different sectors and different countries, this leads to increase the problem of "Talent Mismatch". As today's corporate world requires a person with multitasking skill, talent acquisition is becoming very difficult. As a result, finding the "right" person for a particular job is becoming more challenging. Not only acquisition even retention of talented workforce has become greatest challenge for organization. Today's changing landscape of business requires its HR to act more strategically to build employee engagement which is a great tool for talent management. Talent Management focuses on how individuals enter; move up across or out of the organization. Talent Management will succeed with the support of strong organization structure. As better talent can change the future of business, Talent Management has to be given predominant role in organization. If organization implements talent management strategies effectively, that enhances employee's engagement which in turn helps to improve organization performance. Higher the employee engagement higher the productivity. This present study aims to identify the relationship between talent management and organization performance. This study is based on empirical research evidence build by literature reviews carried out in this direction. Researcher is intended to use different articles, research papers and literatures

in order to identify the positive relationship between talent management and organization performance. This empirical research paper will provide insights to HR managers to build Talent management as a Strategic tool to build employee engagement and thereby improving organization performance.

Keywords: Talent Management, Employee Engagement, Organization Performance, Competencies

1. Introduction

The war of Talent management.....

“ As the name itself suggests in managing the ability, competency and power of employees within an organisation. The concept is not restricted to recruiting the right candidate at the right time but it extends to exploring the hidden and unusual qualities of your employees and developing and nurturing them to get the desired results.”

Talent management is process where organisation management identifies, develops, recruits, retains and deploys the talented individuals. Talent is a primary source of competitive advantage for today’s corporate world. The rise in knowledge economy has resulted in more focus on acquiring and retaining talented workforce.

OBJECTIVE

Objective of this paper is to understand talent management, importance of talent management in leveraging competitive advantage of organization. This paper also provides insight on how talent management initiatives can complement organization’s recruitment and retention policy.

- To study the socio demographic characteristics of respondents.
- To enable the employee achievements and standards of work performance.
- To study the barriers to effective performance.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understand as a science of studying how research is done scientifically it include overall design the

sampling procedure data collection methods of analysis.

RESEARCH HYPOTHESIS

- There is a significant association between the Educational Qualification of the respondents and their superior standards of work.
- There is a no significant association between the Experience of the respondents and improve your in Talent.
- From ANOVA it was found that there is no significant between marital status and effective performance.

PRIMARY DATA

The data is collected by questionnaire or survey method.

SECONDARY DATA

The secondary data are collected from the company records, files, interest, journal and magazines.

SAMPLING DESIGN

The research has used simple random sampling under probability method for sampling to select 80respondents from “BHARATHI WOMEN DEVELOPMENT CENTRE” at Thiruvarur

LIMITATION OF THE STUDY

- Due to work shift questionnaires cannot be distributed to worked at time
- The period of collection the data was shorted
- The study has been limited to only a sample of 80
- The data were collected from the respondents only during the lunch time

REVIEW OF LITERATURE

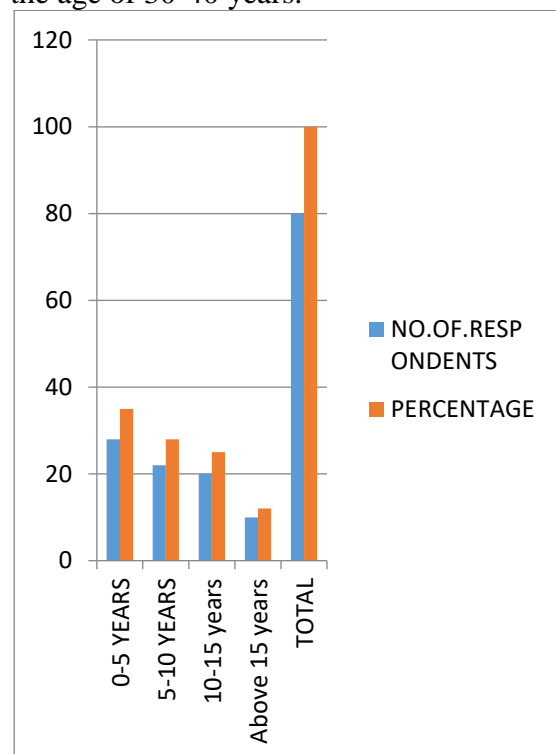
1. **Hale** [9] studied that 86% employers faced difficulty in attracting employee and 58% came across the problem to retain their employees. Such issues motivate organizations to focus on talent issues.
2. **Rothwell** [10] suggested that if organizations engage in strategic practices to retain and engage employees, it would be beneficial for the organization. Another, study
3. **Neill and Heinen** [11] discussed that successful organizations always give importance to attracting, retaining and developing the talent and it also assists the organization in making the company’s strategy that align the business plan with skilled employees. However, if an organization fails to utilize human capital then the result will be in the form of business decline. There are different features of talent management like recruitment, selection, on-boarding, mentoring, performance management, career development, leadership development, replacement planning, career planning, recognition and reward [11], [12].
4. **Hughes and Rog** [17] elucidated that the CEO of the company plays an important role in the effective implementation of talent management. Talent management strategy must be integrated with all levels of organization and its objectives must be clear. The people assessment system must be analytical. It must be able to ensure that people have right skills according to their jobs. Managers need to enhance their ability to translate the business need into talent strategies for the better performance of organization [7].

DATA ANALYSIS AND INTERPRETATION CLASSIFICATIONS OF THE RESPONDENTS BY THEIR AGE

S. N O	AG E	NO.OF.RESPO NDENTS	PERCEN TAGE
1	20-30	40	50
2	30-40	20	25
3	40-50	15	19
4	Ab ove 50	5	6
	Tot al	80	100

Source: Primary Data INFERENCE

The above table shows that 50% of the respondents are the belongs to the age group of 20-30 years, 19% of the respondents belongs to 40-50 years, 5% of the respondents belongs to above 50 years and 15% of the respondents are belongs to the age of 30-40 years.

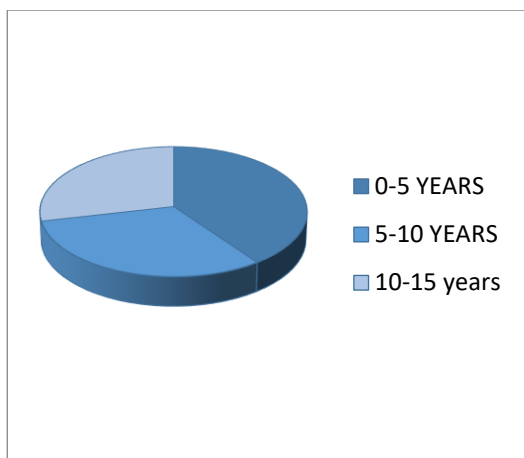


CLASSIFICATION OF RESPONDENTS BY THEIR GENDER

S.NO	GENDER	NO OF RESPONDENTS	PERCENTAGE
1	Male	50	63
2	Female	30	37
	Total	80	100

Source: Primary Data
INFERENCE

The above table shows that the 63% of respondents are male and 37% are female.



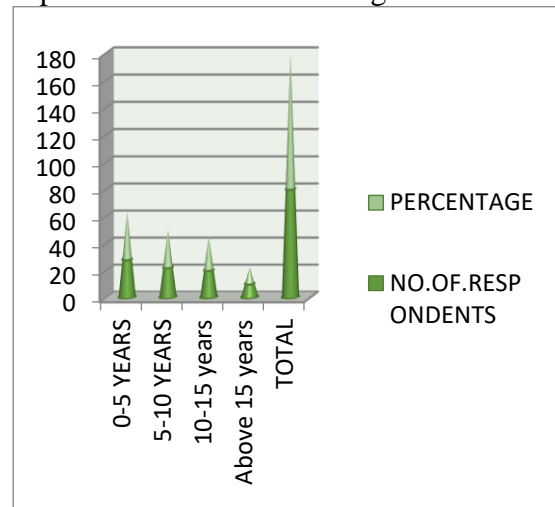
CLASSIFICATION OF THE RESPONDENTS BY THEIR EXPERIENCE

S. NO	EXPERIENCE	NO.OF.RES PONDENTS	PERCENTAGE
1	0-5 YEARS	28	35
2	5-10 YEARS	22	28
3	10-15 years	20	25
4	Above 15 years	10	12
	TOTAL	80	100

INFERENCE

The above table Indicates that 35% of the respondents are 0-5 years experience, 28% of respondents are 5-10 years experienced, 25% of respondents are 10-15 years experienced, 12% of

respondents are above 15 years experienced about the Management.



FINDINGS

- Majority (50%) of the respondents belongs to the age group of 26-30 years.
- Majority (63%) of the respondents are male.
- 35% of the respondents are experienced with the product.

CONCLUSION

Workforce challenges and rapidly changing environment are the key causes that banking sector need to develop strategies about managing talent within banks. Banks can take into consideration different perspective on talent management given by Blass [20]. The practices like attraction, recruitment and engagement plays an important role while managing talent in the banks. To get benefit from the competent employees and to develop employees in banks talent management must be taken under consideration. Different factors like work-life balance, learning environment and succession planning plays an important role in keeping the employees and utilizing them for company's advantage. Effective talent management requires commitment from all stages of organization. To reshape the banks structure employee engagement is important. Organizations can well-position their place in the market by using effective workforce performance.

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Available online @ www.iaraindia.com
 SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal
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 Formerly UGC Approved Journal (46622), © Author

A STUDY ON CONSUMER BEHAVIOUR OF KEO KARPIN HAIR OIL IN MANNARGUDI TOWN

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Abstract

This research analysis the impact of consumer buying behavior and customer satisfaction for Keo -Karpin hair oil product. This study was conducted in Mannargudi Town in Thiruvarur district and designed with the sample of 75 respondents to collect the required information. With the help of this study the relation of consumer behavior with the product, price, promotion etc is revealed. Thus, it is marketing mix which is indispensable for the promotion of product in an organization.

Keywords: Keo Karpin ,consumer behaviour, brand, customer satisfaction

1. INTRODUCTION

Everybody in this world is a consumer. We need a variety of goods and services right from our birth to death. All consumers are buyers and all buyers are not consumers. The social factors includes consumer's family, small group, social roles and status. A buying choices are further influenced by four major psychological factors. motivation, perception, learning, beliefs and attitudes.

CONSUMER BEHAVIOUR:

Consumer behaviour is an integral part of human behaviour and cannot be separated

from it. The study of consumer behaviour is the study of how individuals make decisions to spend their available resources on consumption of related items. It includes the study of what, why, how, when, where they buy and how often they buy any particular product or service.

RESEARCH PROBLEM:-

A Plethora of commercial brands use ingredients that make our hair glow, but which also damage in the long - term, stripping it is vital proteins and moisture some hair oils contain heavy metals like Pb and Cd which is carcinogenic.

OBJECTIVES OF THE STUDY:-

- 1) To study the socio - demographic characteristics of respondents.
- 2) To determine the factors to be considered before purchasing the brand of hair oil.
- 3) To study the satisfaction levels of customer of keo karpin hair oil.
- 4) To analysis the attributes of keo karpin hair oil.

SCOPE OF THE STUDY:-

The study might be helpful for the firm to revitalize itself. And it is highly useful to the organisation to know what exactly the customer needs. The study deals with various aspects of services. It helps the organisation to know its position in the Market.

RESEARCH METHODOLOGY :-

The Project work is based on both primary and secondary data.

PRIMARY DATA:-

Primarily data were collected by using questionnaire from the sample size of 75 respondents and the data collected were edited analysis and presented in from the tables and charts wherever necessary.

SECONDARY DATA:-

The Secondary data was collected from magazine, journals, etc., The collected data our categorized, analyzed and presented in the form to tables and diagrams at suitable places.

SAMPLING TECHNIQUES:

The sampling techniques chosen by the researcher is "convenience sampling".

LIMITATION OF THE STUDY:-

- The study has been limited to only a sample of 75
- The study was confined only in Mannargudi town.
- The study time was limited for four months.

COMPANY PROFILE:-

Effectiveness is goal and Efficiency is strength. It is nothing but social responsibility that inspired them mostly for last five decades. Social

commitment has got priority since their inspection. This is what motivated them to come forward with an endeavour to manufacture antibiotics and compete with the multinationals.

FACTORS INFLUENCING THE BRAND:-

Rural consumer prefer goods having fragrance attractive packing and color.

- quality
- Fragrance
- Brand image
- Attractive packing
- small packs & low price

DATA ANALYSIS AND INTERPRETATION

Table 1
Classification Of Respondents On The Basis Of Age

S.N O	AGE	NO OF RESPONDENTS	PERCENT AGE
01	Below 15 Years	37	50
02	16-30 years	19	25
03	31-50 Years	11	15
04	Above 50Years	08	10
	Total	75	100

source : Primary data

INFERENCE:-

From the above table it is found that majority 50 % of the respondents are the age group of below 15 years , 25% of the respondents are the age group of between 16-30 years, 15% of the respondents are the age group of between group of 31-50 years and only 10% of the respondents are above 50Years

Table 2
Classification Of Respondents On The Basis Of Gender

S. N O	GENDE R	NO OF RESPONDENT S	PERCENT AGE
01	Male	15	20
02	Female	60	80
	TOTA L	75	100

Source : Primary Data.

INFERENCE:-

The above table shows that 80% of the respondents are female, 20% of the respondents are male.

Table 3
Classification Of Respondents On The Basis Of Quality Of Product (Keo Karpin)

S.N O	KEO KAR PIN	NO OF RESPOND ENTS	PERCENT AGE
01	Excell ent	35	50
02	Very good	26	33
03	Good	14	17
	Total	75	100

Source : Primary Data

INFERENCE :-

From the above table it is found that majority 50% of the respondents reveals that the product is excellent. 33% of the respondents reveals that the product is very good and 17% of the respondents reveal that their product is good.

Table 4
Classification of respondents

On the basis of source of awareness

S. N O	SOURC E OF AWARE NESS	NO OF RESPON DENTS	PERCEN TAGE
01	Advertise ment	3	4.3
02	Friends	42	60
03	Relative	25	28.6
04	Others	5	7.1
	Total	75	100

source: Primary data

INFERENCE:-

From the above table it is inferred that 60% of the respondents have come to know about the product through friends, 28.6% of the respondents have come to know about the product through relatives and 7.1% of the respondents have come to know about the product through others and 4.3% of the respondents are influenced by TV advertisements.

FINDINGS:-

- i) Majority of the respondents belong to age group of below 15 Years.
- ii) 80% of the Keo-Karpin hair oil users are female.
- iii) 50% of the respondents opinion is excellent.
- iv) 70% of the keo - Karpin hair oil users recommend the brand to others.
- v) 60% of the Keo - Karpin hair oil users came to know about the brand . through friends.

SUGGESTION:-

- Consumer is the king of the market. so consumer satisfaction must be preserved with care.
- If the company reduces production cost, labour cost, and overheads to this product that will be much

preferable to rating with high quality of material with low price.

- There is a need for keo karpin's advertisement in the entire channel.
- Availability of the product needs to be increased in Tamilnadu.
- More sub dealers and service points should be allocated in all urban and semi - urban areas for better marketing.

CONCLUSION:-

The researcher fulfils the objectives of this study. This project work mainly aims to find out the consumer behaviour towards keo karpin hair oil of Dey's company. This report will help the company to promote their product. The researcher has found that most of the consumers like keo karpin hair oil because of quality and ingredients.

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Impact Factor: 3.655(CIF), 2.78(IRJIF), 2.77(NAAS)
VolumeXII, Issue 50
October – December 2021
Formerly UGC Approved Journal (46622), © Author

A STUDY ON CHANGING ATTITUDE OF CONSUMER FROM CHEMICAL TO HERBAL COSMETICS IN MANNARGUDI TOWN

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&

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Abstract

Cosmetic products are mixture of natural substances or manufactured substances and offered to consumer. Now a day's cosmetics have been a parts of every individual's life. It was stated by associated chambers of commerce and industry of India that the consumption pattern of cosmetics among teenagers went up substantially between 2005 and 2015 because of increasing awareness and due to the desired to look goods. The primary diligence of this research is to understand the importance of changing consumer behaviour of towards chemical and herbal cosmetics products. The consumer now a days are to conscious about the products which they buy, it should be reasonable best of quality.

Keywords: Chemical, Herbals, Cosmetics, Consumer behaviour

1. Introduction

India, with a population of over a billion people, is country of contrasts. India's urban population is the main engine that fuels the demand for various cosmetic products. However, the market liberalization process that began in 1991, along with the crowning of three Indians as Miss World and Miss Universe during the preceding four years, have made Indian women conscious of their appearance. Consequently, the cosmetic consumption patterns of Indian women have changed,

and this trend is fuelling growth in the cosmetic sector.

During the last two decades, the cosmetic industry has seen a magical Metamorphosis, as far as some of the revolutionary concepts are concerned with regard to consumer consumption pattern and innovation in products.

All the personal products for hair, tooth, nail and skin are cosmetics used to improve the appearance. When herbs are used for their aromatic and medicinal value in cosmetics, they are known as

herbal personal care products. These day’s people prefer to use gels, shampoos and non greasy oils and facial packs which should be available in the ready to use forms.

OBJECTIVES OF THE STUDY:

- ❖ To study the socio demographic characteristics of respondents.
- ❖ To study the changing attitude of consumer from chemical cosmetics to herbal cosmetics.
- ❖ To study the various factors influencing the consumption pattern of cosmetics.
- ❖ To find out the reasons for selecting the herbal cosmetics products.

RESEARCH METHODOLOGY:

- ✓ “A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.”
- ✓ Research, consisting of the population of respondents. The research design was non-experimental in nature. A cross sectional.

LIMITATIONS OF THE STUDY

- The study is limited to the Mannargudi town.
- One more limitation would be that the sample size is too small to come to any conclusion and there may be discrepancies in data due to this.

DATA ANALYSIS AND INTERPRETATION

Table 1

Reasons for selecting herbal cosmetics

S. NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE(%)
1	Prescribed by Doctor	17	23
2	Safe for skin	48	64
3	Longer impact	10	13
	Total	75	100

SOURCE: Primary Data

INFERENCE :

The above table no 01 reveals that 64% of the respondents are select herbal cosmetics for safety purpose of skin, 23% are select for the prescription given by their Doctor and the remaining 13% of them prefer for longer impact.

**CHART – 01
REASONS FOR SELECTING HERBAL COSMETICS**

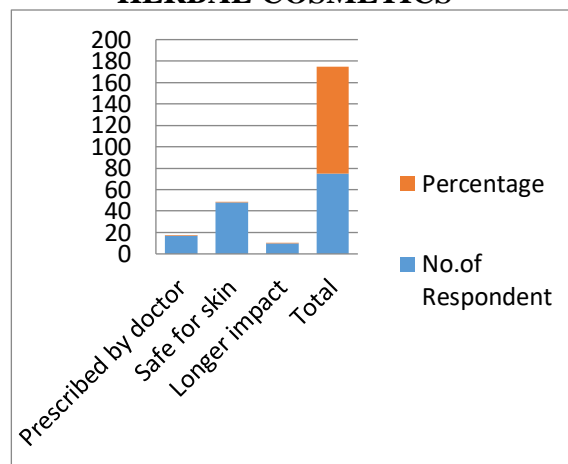


Table 2

Preference of herbal cosmetics

S. NO	HERBAL COMPANY	NO. OF RESPONDENTS	PERCENTAGE(%)
1.	Dabur	20	27
2.	Emami	12	16
3.	Cavinca re	38	51
4.	Others	5	6
	TOTAL	75	100

SOURCE :Primary Data

INFERENCE :

The above table no 02 shows that 51 % of the respondents are preferred cavinkare company products, 27% of them are preferred Dabur products, 16% of them preferred Emami products and the

remaining 6% of them are preferred other company products.

Chart – 02
Preference of herbal cosmetics

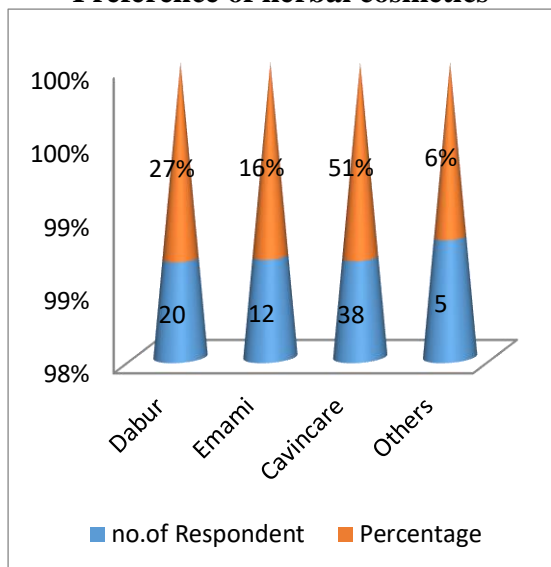


Table 03

Factor influencing for herbal cosmetics

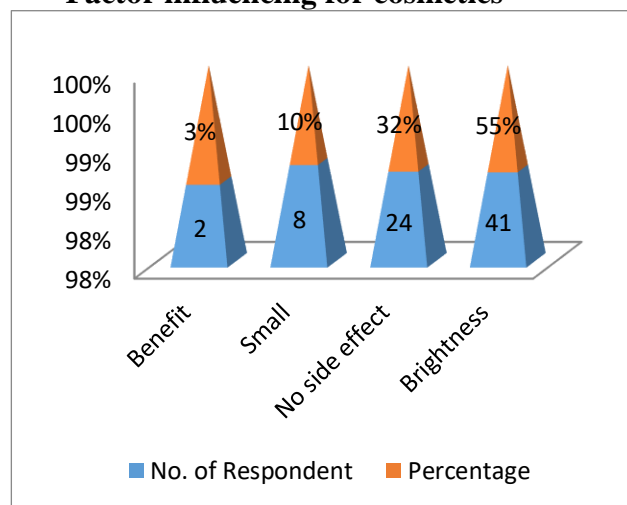
S . N o	FACTOR INFLUENCE	NO,OF RESPONDENTS	PERCENTAGE(%)
1.	Benefit	8	10
2.	Smell	2	3
3.	No side effect	24	32
4.	Brightness	41	55
	Total	75	100

SOURCE : Primary data

INFERENCE :

The above table 03 depicts that 55% of the respondents influences for brightness, 32% of the respondents influence for no side effect 10% of the respondents influences for benefit and 3 % of the respondents influences for smell.

Chart - 03
Factor influencing for cosmetics



FINDINGS:

- Majority of the respondents (64%) are select herbal cosmetics for safety purpose of skin.
- Majority of the respondents (51%) prefer Cavinkare products in herbal cosmetics.
- Majority of the respondents (55%) say brightness is the key factor influences them to select the cosmetics.

SUGGESTIONS:

- Most of the respondents consume their cosmetics on monthly basis because cosmetics are costly products. Company should reduce their price slightly so that it would be helpful to increase their usage and purchase frequency.
- Company should keep launching new shades and fragrance and brands preference should be created.
- Company should emphasize on catchy advertisement and brand preference should be created through good advertisement.
- Company should carry their public relation plans as it can help to increase their image .

CONCLUSION:

The increasing size of the middle-class population in India, representing a growth in disposable incomes, has led to more consumers for

the cosmetics market. It has a strong positive attitude towards herbal cosmetics. Such consumers are more inclined to purchase higher-priced products. Although Indians are strongly attached and committed to their tradition and culture, the advent of television and the awareness of the western world are changing the tastes and customs of India. To generate and obtain a commercial niche in the international area in existing scenario requires the formulation and execution of pragmatic strategy by Indian players in cosmetics industry. Thus knowledge needs to be integrated in traditional products to generate superior knowledge based products.

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A STUDY ON CHANGING ATTITUDE OF CONSUMER FROM CHEMICAL TO HERBAL COSMETICS IN MANNARGUDI TOWN

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Dr.K.GOMATHI,

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Abstract

Hand sanitizer is a supplement or alternative to hand washing with soap and water. The production of hand sanitizers from locally grown medicinal plants namely; wild spinach, turmeric, garlic and camphor was achieved by obtaining the plants, grinding and performing ethanolic extraction for 72hrs on them. This ethanolic extract in combination with glycerine and absolute ethanol were used for the final preparation. Turmeric and garlic failed the hand sanitizer's approval test based on their colour and pungent smell, but wild spinach and camphor were found to be good candidates for hand sanitizers production here in Nigeria inclusion of such products here could increase hand hygiene compliance levels

Keywords: *hand sanitizer, medicinal plants, hygiene, soap alternative*

1. Introduction

India, with a population of over a billion people, is country of contrasts. India's urban population is the main engine that fuels the demand for various cosmetic products. However, the market liberalization process that began in 1991, along with the crowning of three Indians as Miss World and Miss Universe during the preceding four years, have made Indian women conscious of their appearance. Consequently, the cosmetic consumption patterns of Indian women have changed,

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- ❖ To study the socio demographic characteristics of respondents.
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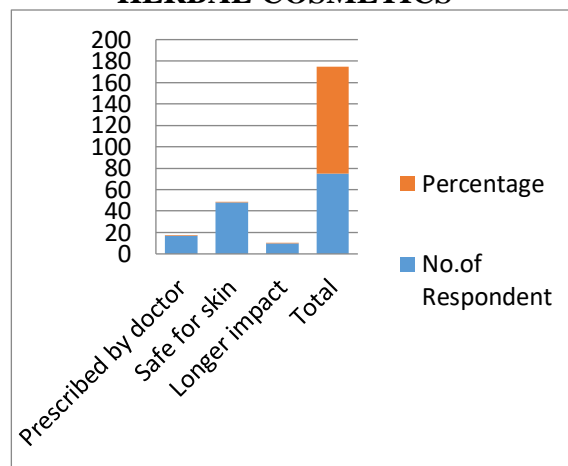


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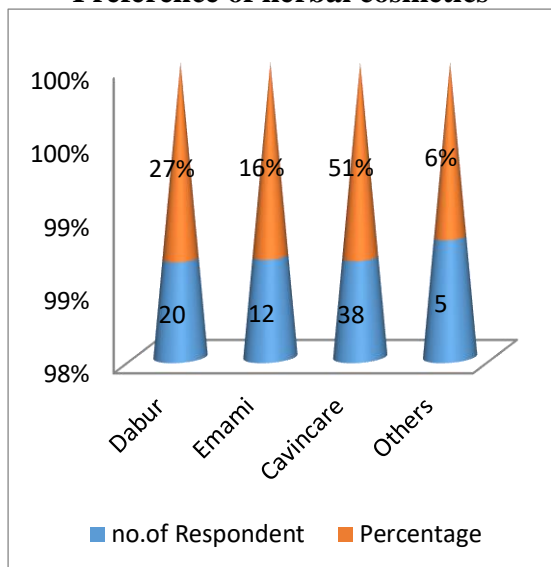


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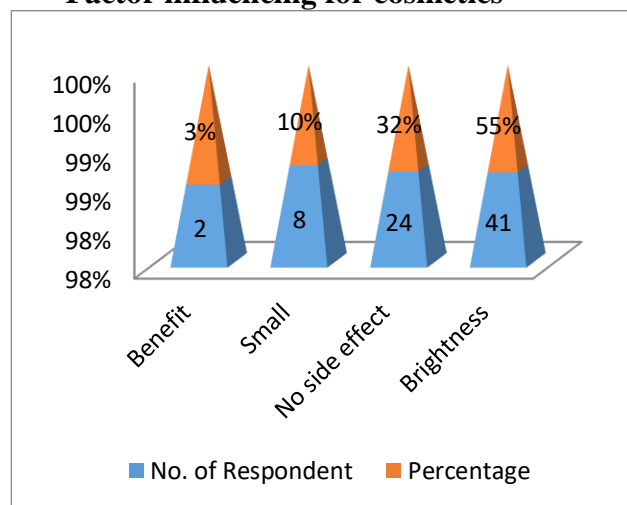
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 October – December 2021
 Formerly UGC Approved Journal (46622), © Author

A STUDY ON RECRUITMENT AND SELECTION PROCESS WITH SPECIAL REFERENCE TO ARR PRIVATE LTD, AT KUMBAKKONAM

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Abstract

Recruitment is the process of searching for prospective employees and simulative them to apply for job in the organization. Selection may be defined as the process by which the organization chose from among the applicants, those people whom they feel would best meet the job recruitment, considering current environmental condition.

Keywords: *Recruitment, process ,selection, origination*

1. Introduction

Recruitments the first step in industrial employment. The ultimate success or failure of such employment depends on a large measure upon the methods and organization by means of which, the works are brought in to the industry. If the workers in any undertaking are not recruited in accordance with some systematic proper and judicious manner, most of them are likely to be fronted in efficient & often quits unfit for jobs allocated to them. It will kinder production which in turn will mean a substantial total outputs so scientific principles of labour administration & labour management

should be applied in recruiting the workers in various unit of organised in industries. Selection is the process choosing the most suitable process out of all the applicants. In this process relevant information their suitability for the jobs to be filled selection is the process of the qualification of applicant with the job recruitment.

OBJECTIVES

- To find out the socio demographic characteristics of the respondent.
- To find out the recruitment & selection process
- To study the factor affecting recruitment and selection process

- To know about the satisfaction of employee
- To find out the employee training and development

RESEARCH METHODOLOGY

Both primary and secondary data will be used for the study. Primary data will be collected through questionnaire. Secondary data will be collected from internet, journals, magazines and books. A sample of 100 people, who uses Redmi Smartphone's, was selected by convenience sampling from the population and the questionnaires were distributed to them in order to collect information.

HYPOTHESIS

A hypothesis is nothing more than a statement about the relationship between two or more variables. A good hypothesis carries clear implication for the stated relationship between the variables

RESEARCH

Research is common parlance refers to a search for knowledge. According to Clifford Woody, "research includes defining a problem, formulating a hypothesis, suggesting solutions, collecting, organizing and evaluating data, making deductions and researching conclusions".

DATA COLLECTION

There are two methods of data collection

1. Primary data collection
2. Secondary data collection

PRIMARY DATA

Primary data are those which are collected for the first time and are original in character.

Hence, we collected the data directly from the respondent through questionnaires.

SECONDARY DATA

The secondary data are those which are collected already by someone for some purpose and available for the present study. For analyzing the data we used books, journals, magazines, website etc.

DATA ANALYSIS AND INTERPRETATION

**TABLE 1
CLASSIFICATION OF THE AGE OF RESPONDENTS: -**

AGE	NO. OF RESPONDENTS	PERCENTAGE
Below 20	3	6
20-40	37	74
40-60	6	12
Above 50	4	8
TOTAL	50	100

Sources : Primary data

INFERENCES

The above table shows that majority 74% of the respondents are in the age group of 20-40 years, 6% of the respondents are in the age group of below 20 years, 12% of the respondents are in the age group of 40-60 years and 8% of the respondents are in the age group of above 50 years.

**TABLE 2
CLASSIFICATION OF THE GENDER OF RESPONDENTS:**

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	30	60
Female	20	40
TOTAL	50	100

Sources : Primary data

INFERENCES

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

TABLE 3
LEVEL OF SATISFACTION

S. No	Level of satisfaction	No. of Respondent	Percentage %
1.	Satisfied	20	40
2.	Highly satisfied	29	58
3.	Dissatisfied	1	2
	Total	50	100

Sources : Primary data

INFERENCES

The above table shows that majority 58% of the respondents are highly satisfied 40% of the respondents are satisfied remaining 2% of the respondents are dissatisfied

FINDINGS

- ❖ AGE: In the age wise classification 74% of the respondents belong to 20-40 years most of the respondents are at the age 20-40 years.
- ❖ GENDER: The gender classification among the respondents consists of 60% of the male respondents and 40% of the female respondents.
- ❖ LEVEL OF SATISFACTION: according to the research study 58% of the respondents were highly satisfied.

SUGESSTION

The company can be move along with the extremal sources of recruitment as it plays a good role at present Internet recruitment can be additionally concern treated so as to encourage the employee as wells as to out the further manpower dement with in the organization

CONCLUSION

Employee are the basic instrument to shape the business, major concentration can be provided in assigning right job. This can be achieved with the help of effective recruitment & selection.

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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 or 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.

**TABLE 1
DISTRIBUTION OF RESPONDENTS
BY THEIR AGE**

S.NO	NO.OF RESPONDENTS	PREC ENTA GE (%)
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.

**TABLE 2
DISTRIBUTION OF RESPONDENTS
BY THEIR GENDER**

S.N O	GEND ER	NO.OF RESPOND ENTS	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.

**TABLE 3
DISTRIBUTION OF RESPONDENTS
BY THEIR MARITAL STATUS**

S.N O	MART IAL STAT US	NO.OF RESPOND ENTS	PERCEN TAGE
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.

**TABLE 4
DISTRIBUTION OF RESPONDENTS
BY THEIR SATISFATION IN WORK**

S. N O	SATISFACTI ON OF WORK	NO.OF RESPONDE NTS	PERCE NTAGE
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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A STUDY ON STRESS MANAGEMENT WITH SPECIAL REFERENCE TO THANJAVUR SPINNING MILL LTD

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S.PAVITHRA

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Abstract

Effective techniques for stress management are varied. They typically include behavior that improve physical health, such as nutrition and exercise, but may also incorporate strategies that improve cognitive and emotional functioning. The stress – reduction approach based on mindfulness practice has recently enjoyed on explosion of interest from a variety of healthcare and epidemiological researchers. The concept of mindfulness, which originates from practice of buddhism, is defined as a focused awareness of one's experiences, and purposeful and nonjudgement focus on the present moment. Structured interventions, such as the Mindfulness-Based Stress Reduction (MBSR) program, provides participants with the opportunity to learn breathing meditation, body scanning techniques, and gentle,yoga-inspired physical exercise. With practice, individuals learn to process emotions, thoughts, and sensation as they arise. Individuals learn to modify their reflexive conditioning from automatically reacting or worrying about the future to a more adaptive, measured response with greater awareness of the present moment.

Keywords: Physical health, emotional, yoga, meditation, Breathing, reflexive, Mindfulness, nutrition, sensations

1. Introduction

Stress is a general term applied to the pressure people feel in life. The presence of stress at work is almost inevitable in many jobs. Then it becomes

painful and creates many physical and psychological problems which are reflected in the day to day life of organizational performances. People feel unhappy and are dissatisfied mental

disorder had to body the digestive system and regular blood functioning and distributed. It causes abdominal ulcer and several diseases of the liver. Heart, kidney, blood vessels and other parts of the body.

DEFINITION

Beehr and Newman "job stress is a condition arising from the interaction of people and their jobs and characterized by changes within people that force them to deviate from their normal functioning."

FEATURES OF STRESS

- ❖ Stress may be result of individual's interaction with environmental stimuli such stimuli may be in any form from interpersonal interaction, event and so on the impact of the stimuli procedure deviation in the individual.
- ❖ It is not necessary that stress is always functional on the contrary, there may be some stress called unstressed like stress for creative work, entrepreneurial activities, keen competitions etc.,

SYMPTOMS OF STRESS

- ❖ Chronic worry
- ❖ Inability to relax
- ❖ Excessive use of alcohol smoking
- ❖ Problems with sleeps
- ❖ Inappropriate electronic- operative attitudes
- ❖ Feelings of inability to cope
- ❖ Emotional instability
- ❖ Digestive problems
- ❖ Nuisance and tension

MAJOR APPROACH TO MANAGES STRESS

Action- oriented:

This is approach works on solving the problem which cause stress. It may include either changing the environment or the situation.

Emotional- Oriented:

In case where it is not visible to change the situation and the perception about it.

Acceptance- Oriented:

When a problem cannot be solved either by taking the right actions or by controlling

the emotion. What is needed in the situation to be accepted as it.

ORGANIZATIONAL FACTORS

Organizational factors such as management Labor relations working condition resources allocation role of trade unions, behavior of co-workers etc., are important factors which cause stress to the psychology of employee.

GROUP FACTORS

An organization includes group and individuals who influence each other and are influenced by the other. Employees get satisfaction of the social level after returning from job performance group conflict includes in compatibility of goals and objectives performance and rewards.

SCOPE OF THE STUDY

- Scope of the study is to assess and evaluate various stress and perception.
- A study on techno stress will help diagnosing the level of stress faced by employees and factors affecting the Employees job at work time.

OBJECTIVES OF THE STUDY

1. To study the socio-demographic factors of the respondent.
2. To find out the satisfaction of working time of employees.
3. To find out the factors that influence stress among the employees.

LIMITATION

- The study has been limited to only a sample of 75.
- The study was confirmed only to the spinning mill Ltd, Thanjavur.

AREA OF THE STUDY

The area of the study based on Thanjavur spinning Mill Ltd industries are situated in Thanjavur. Thanjavur is a located district of Tamilnadu covering an area of 8212 kilometers. According to 2021 census Thanjavur town has population of 22,10,375. This district is an excellent area of agriculture economy for Tamilnadu state.

RESEARCH

A careful investigation on enquiry specially through research for new facts in any branch of knowledge.

RESEARCH METHODOLOGY

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

RESEARCH DESIGN:

Research design is the correct arrangement of condition for collection and analysis of data that aim to combine to relevance to the research purpose. The study is carried by adoption of exploratory and descriptive and diagnostic study.

SOURCES OF DATA**1. Primary Data**

The data was collected by questionnaire, The questionnaire is considered as information required for the study was directly collected from the employees.

2. Secondary Data

The secondary data was already collected from company records, journal and magazines that is company records and websites.

Table 1
Distribution of respondent by gender;

S.No.	Gender	No of respondents	Percentage %
1.	Male	32	42.67
2.	Female	43	57.33
	Total	75	100

Source: Primary Data

Inference:

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

Table 2
Relaxation Techniques Provided By Spinning Mill

S.no	Techniques	No.of Respondents	Percentage
1	Watching TV	32	42.67
2	Dancing	16	21.33
3	Games	27	36.00
	Total	75	100

Sources: Primary Data

Inference:

42.67% of the employees use watching TV to reduce their stress. 21.33% of the employees dancing to reduce their stress. 36% of the employees games to reduce their stress.

FINDINGS:

- Majority 57.33% of the respondents are female
- Most of the respondents 36% have stated job related stress stressful.

CONCLUSION

Stress plays an importance role in an Individuals work performance. The impact of stress an individual may also have an impact an organizations performance. Hence individual has to scope up with stress for his personal and organizational growth. As most of the workers were satisfied with there work the company has to maintain the existing level of job satisfaction prevailing among employees. They can also motivate the workers with innovative motivation tools for their additional talents

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Available online @ www.iaraindia.com
 SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal
 ISSN: 0975-9999 (P) 2349-1655 (O)
 Impact Factor: 3.655(CIF), 2.78(IRJIF), 2.77(NAAS)
 VolumeXII, Issue 50
 October – December 2021
 Formerly UGC Approved Journal (46622), © Author

A STUDY ON HUMAN RESOURCE PLANNING WITH SPECIAL REFERENCE TO ARR SEEVAL PRIVATE LIMITED KUMBAKONAM

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Abstract

Human Resource Planning is understood as the Process of forecasting an organizations future demand and supply of the right type of people in the right number. It is only after this that the human resource management department can initiate the recruitment and selection process. Human Resource planning is a sub - system in the total organizational planning. HRP is a process of determining and assuring the organization an adequate number of qualified persons available at proper time, performing jobs which provide satisfaction for the individuals involved.

Keywords: Human Resource Planning, organization, Human resource development, forecasting.

1. Introduction

Human Resource Planning is understood as the process of forecasting an organizations future demand and supply of the right type of people in the Right number. HR Planning is critical for implementation of the organizations strategic plan HR policies have direct effects on profitability. Human resource planning is a sub - system in the total organization planning.

RESEARCH PROBLEM

Human resource planning is a process that needs to be undertaken meticulously it obtaining desirable results is anything to go by many managers conduct this kind of evaluation on their employees from time to time majorly because it is an organizational tradition or requirement but not necessarily because of its impact on future

REVIEW OF LITERATURE

A Study by Johne (2009) indicated that human resource planning plays an

Important role in organizational performance by providing team players.

Charian (2011) defines HRP as the process of forecasting demand and supply of human resources by recruiting the right employees, and having the right skills according to the needs of the organization.

Arsad (2012) in his study of Manpower planning effect on organizational performance found that there is a positive relationship between manpower planning on Organizational performance.

OBJECTIVES OF STUDY

- To study the socio demographic factors of the Respondents.
- To analysis the satisfaction level of welfare facilities provided by ARR.
- To Study the HRP effectiveness and its efficiency in ARR.

SCOPE OF THE STUDY

The researcher study in on the effectiveness of human resource planning in ARR Ltd., This study which will be analyse the all aspects of with regard to human resources planning. By this study we can be able to analyze the problems very clearly.

RESEARCH METHODOLOGY

For the Purpose of this study mainly " Survey method" for this dissertation were collected from both primary data and secondary data.

RESEARCH DESIGN

A research design is the arrangement of condition for collection and analysis of data in a manner that aims to combine and relevance to research.

RESEARCH HYPOTHESIS

- There is a significant association between the locality and welfare facilities.
- There is no significant associating between the department and safety measures.

DATA COLLECTION

PRIMARY DATA

The data is collected by questionnaire survey method.

SECONDARY DATA COLLECTION

Secondary data are collected from the company records files, Internet Journal and magazines.

LIMITATIONS OF THE STUDY

Some of the employees are not willing to co - operate with the study as they were busy with their work
Time was a big constraint
The respondents are hesitated to provided reliable answers.

DATA ANALYSIS & INTERPRETATION

**TABLE 1
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF AGE**

S.N O	AGE	NO.OF RESPONDENTS	% OF RESPONDENTS
1	BELOW 35	22	29
2	35-45	25	33
3.	45-55	15	21
4	ABOVE 55	13	17
	TOTAL	75	100

Source : Primary Data
INFERENCE

From the table it is clear that 29% of the respondents are belongs to be in the age group of below 35 years. 33% of the respondents are belongs to be in the age group of 35 - 45 years, 21% of the respondents are belongs to be in the age group of 45-55 years, the remaining 17% of the respondents are belong to be in the age group of above 55 years.

**TABLE 2
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF GENDER**

S.N O	GENDE R	NO.OF RESPONDENTS	% OF RESPONDENTS
1	Male	54	72
2	Female	21	28
	Total	75	100

Source : Primary Data.

INFERENCE

The above table shows that 72% of the respondents are male and 28% of the respondents are female.

FINDINGS

- Majority 33% of the respondents nearly to the age group 35 -45 Years.
- Majority 72% of the respondents are Male.

SUGGESTIONS

- It is suggested that the varieties of flavors are to be introduced.
- It is suggested that the organization should introduced effectively training and development programmed to the employees.

CONCLUSION

HRP is a process of determining and assuring the organization an adequate number of qualified persons available at proper time, performing jobs which meet the needs of enterprise and which provide satisfaction for the individuals involved. Te overall finding of this research indicates, ARR Private company increasing their good will.

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Available online @ www.iaraindia.com
 SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal
 ISSN: 0975-9999 (P) 2349-1655 (O)
 Impact Factor: 3.655(CIF), 2.78(IRJIF), 2.77(NAAS)
 VolumeXII, Issue 50
 October – December 2021
 Formerly UGC Approved Journal (46622), © Author

A STUDY ON SALES PROMOTION OF SRI SAKTHI TILES MANNARGUDI TOWN

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Abstract

The typical roof tiles made from soil or clay will be limited because it destroyed the farmland. On the other hand, the old tire and waste plastic increase year and year, which bring a serious environmental problem. So the roof tiles made from old tire and waste plastic will help a lot to decrease above environmental pressure. To get a suitable formula of roof tiles made from waste rubber tire powder and waste plastic, the present article studied mechanical performance of a series of composites. Then a preferred formula was got through comparing the mechanical performance.

Keywords: Roof tiles; recycle; tire powder; rubber and plastic composite.

1. INTRODUCTION

Marketing research is the function which links the consumer, customer and public to the marketer through information – Information used to identify and define marketing opportunities and problems. Marketing research is the systematic and objective approach to the development and provision of information for the marketing management decision making process.

SALES

“Sales is helping the customers to buy”. Helping them to make up his mind based

upon the satisfaction of his needs. Sales is always going for “Win – Win” or “Non Deal”. That means that it is the salespersons responsibility to ensure that both he and the customer wins on the deal.

SALES PROMOTION

Sales Promotion Marketing activities other than personal selling, advertising, and publicity that enhance consumer purchasing and dealer effectiveness. Goal is speeding the sales process and increasing sales volume.

Produce best results when combined with other other marketing activities, such as advertising. Cannot overcome poor brand images, product deficiencies, or poor training for salespeople.

TECHNIQUES OF SALES PROMOTION

Coupons premiums, contests and various other non – recurrent selling efforts not in the ordinary routine it is a plus ingredient in the marketing mix, whereas advertising and personal salesmanship, are essential and basic Ingredients in the marketing mix.

In short sales promotion is a bridge or a connecting link covering the gap between advertising and personal salesmanship, the two wings of promotion.

OBJECTIVES OF THE STUDY

- ❖ To study the socio - demographic characteristics of respondents.
- ❖ To know the source of knowledge about the sales promotional offer.
- ❖ To analyze, mode of purchasing way of the customer.

RESEARCH METHODOLOGY

Research methodology is systematic ways to solve the research problem it may be understand of a science of studying how research is done scientifically, study various steps that are generally adopt by researches in studying his research problem along with logic behind them. It is necessary for the research not only the research but also methodology.

PRIMARY DATA

Primary data re-collected through primary sources by administering a questionnaire.

SECONDARY DATA

Secondary data re-collected from marketing. Training department and cost & accounts department’.

SAMPLING TECHINQUE

For getting primary data, a questionnaire is constructed and distributed to the respondents.

LIMITATIONS OF THE STUDY

The sample chosen for study is only 100 respondents. From the 100

respondents device in to 4. The divisions are stockiest 25, contractor & mason 25, end – user 50. Because time and cost constraints.

COMPANY PROFILE

In 1975 we started our business with a construction material like timber, Ac sheet, and cart board, etc.

Later ayear we extended our business in the name of Sri Sakthi Hardware & glass. In the 2001, we started production brass handle Glass, Paint & etc.

In 2005 we started for tiles & pre fittings, Cp Tap, over Head paint & etc. We sell through direct customers and sub dealers.

DATA ANALYSIS AND INTERPRETATION

**TABLE 1
CLASSIFICATIONS OF THE
RESPONDENTS BY THEIR AGE**

S. N O	AGE	NO.OF.RES PONDENTS	PERCEN TAGE
1	21-25	50	50
2	26-30	10	10
3	31-40	25	25
4	Above 40	15	15
	Total	100	100

Source: Primary Data

INFERENCE

The above table shows that 50% of the respondents are the belongs to the age group of 21-25 years, 25% of the respondents belongs to 31-40 years, 15% of the respondents belongs to above 40 years and 10% of the respondents are belongs to the age of 26-30 years.

Table 2
Classification of respondents by their gender

S. No	GENDER	NO OF RESPONDENTS	PERCENT AGE
1	Male	70	70
2	Female	30	30
	Total	100	100

Source: Primary Data

INFERENCE

The above table shows that the 70% of respondents are male and 30% are female.

Table 3
Classification of the respondents by their sales promotion

S.no	Opinion	No.of.respondents	Percentage
1.	Excellent	15	15
2.	Average	35	35
3	Good	30	30
4	Poor	20	20
	TOTAL	100	100

Source: Primary data

INFERENCE

The above table show that 35% of respondents are opinion that average, 30% of respondents are opinion that good, 20% of respondents are opinion that poor and 15% of respondents are opinion that excellent.

Table 4
Classification of the respondents by their mode of purchase

S. No	OPINION	NO.OF.RES PONDENTS	PERCENTAGE
1	Loan	20	20
2	Cash	50	50
3	Both	30	30
	TOTAL	100	100

Source: Primary Data

INFERENCE

The above table shows that 50% of respondents are cash, 20% of respondents are loan, and 30% of respondents are both.

FINDINGS

- Majority (50%) of the respondents belongs to the age group of 26-30 years.
- Majority (70%) of the respondents are male.
- Majority (35%) of the Respondents under the sales promotion offer are of average.
- 50% of the respondents' Mode of purchase is in cash.

SUGGESTIONS

- Youngsters and adult people and male category should be the larger to promote sales.
- Advertisement like wall painting and T.V advertisements can be given by more extensive way by the dealers.

CONCLUSION

Sales promotion activities are designed to increase and expand the market. Sales promotional activities are intended to bring about effective transfer in ownership and in moving good expeditiously from the manufacture to the consumers. Sales promotion is to attract the prospective buyers towards the product and to include them to buy the product at the point of purchase.

Sales promotion in modern marketing has increased mainly on account of its ability in promotion sales and in preparing the ground for future expansion. It means clearing out some old stock or to put some extra pressure behind a slow moving product and the like.

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SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal
ISSN: 0975-9999 (P) 2349-1655 (O)
Impact Factor: 3.655(CIF), 2.78(IRJIF), 2.77(NAAS)
VolumeXII, Issue 50
October – December 2021
Formerly UGC Approved Journal (46622), © Author

A STUDY ON EMPLOYEE MOTIVATION WITH SPECIAL REFERENCE TO TAMIL NADU ELECTRICITY BOARD, THIRUMAKKOTTAI

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Abstract

Employees may be motivated on the job by many things, such as a sense of achievement recognition, enjoyment of the job, promotion opportunities, responsibility and the chance for personal growth. Employee motivation and performance are tied directly to the style of management that applied and to principles of positive or negative reinforcement. Employee engagement is the level of commitment and involvement an employee has towards their organization and its values. An engaged employee is aware of business context and works with colleagues to improve performance within the job for benefit of the organization. It is a positive attitude held by the employee towards the organization and its values. The paper focuses on how employees engagement is an antecedent of job involvement and what should company do to analyze the existing employee engaged. The study is conducted to analyze the existing employee engagement and motivation programs for junior and middle level employees adopted in TNEB, Thirumakkottai.

Keywords: *Employee motivation, Motivation, Organization.*

1. INTRODUCTION

Management is supposed to get the work done by the subordinates towards the attainment of the common goals this is the most important function of the management to inspire and stimulate the personnel with zeal do work the accomplishment of organization objectives

in other words, it is called motivation of people.

Motivation is an organization life blood. Motivation is important to organizations in terms of both performance and manpower retention, HR teams do spend sleepless nights trying to identify the right motivational tool that would

inspire employees to perform better and stay put on. If carefully analyzed it is not about preventing demotivation, when employees are motivated they contribute innovative ideas and the organization succeeds as a whole

OBJECTIVES

- ❖ To study the socio demographic characteristics of the respondents.
- ❖ To analyze the motivational level of employees.
- ❖ To find the satisfaction level of promotion system.
- ❖ To analyze the training method of employee.
- ❖ To study the satisfaction level of grievances handling procedure.

SCOPE OF THE STUDY:

The research study reflects about employees on stress at work place towards managing stress of **Tamil Nadu Electricity Board, Thirumakkottai**. Out of this research study, the researcher found the various sensitive factors that influence employee's related motivation.

IMPORTANCE OF THE STUDY:

- The study is necessitated to evaluate employee's motivational factors provided in **Tamil Nadu Electricity Board, Thirumakkottai**.
- This study is expected to give details about the employee's motivation, that how they have to analyze the method of motivation to the employees.

SOURCE OF DATA:

(i) Primary data

Primary data refer to those data collected by researcher through the study. It is also named as first-hand information. Since the purpose of the study is to collect first-hand information regarding stress of employees, much significance has been given to primary data and its techniques. Here the schedule is used for collecting primary data.

The researcher has used primary data for collecting information and the researchers has used questionnaire as a tool for collection.

(ii) Secondary data

Secondary data refers to those that are collected from the organization, Books, Internet, Publications, Journals and Magazines.

SAMPLING PLAN:

The sampling plan that is used in the study is probability – sampling method in which is adopted cluster sampling method.

LIMITATION OF THE STUDY

- The study has been limited to sample size of 100.
- Limited Time was one of the big constraints.
- Few respondents took more times to answer the questionnaire.
- The researcher had difficult with more of the respondents who were not willing to co – operate with the study as they busy with their work.

REVIEW OF LITERATURE

BAWA (2017) Employees have several needs which compels them to work and that those needs are coordinated in a hierarchical manner in such a way that lower level needs (physiological and safety) had to be satisfied before the next higher level social need would motivate employees to work hard and increase efficiency. Motivated employees to care about making a positive difference in other people's lives. I introduce a model of relational job design to describe is relatively silent about the sources of this motivation existing research.

TAYLOR (2018) Motivation is that workers are motivated by money. He viewed employees not as individuals, but as pieces of a larger workforce; in doing so his theory stresses that giving employee's individual tasks, supplying them with the best tools and paying based on their productivity was the best way to motivate them.

MUHAMMAD AMINU BAWA (2019) This section presents a brief review of some of the theories and empirical evidences on the relationship between motivation and productivity. Broadly

speaking the theories of motivation can be classified in to content theories and process theories. The former deals with what motivates and are concerned with identifying people’s needs and their relative strengths and the goals they pursue in order to satisfy these needs.

EMPIRICAL (2020) Motivated behaviors are deliberate choices controlled by the individual employee. Organizational leaders are compelled to create a favorable environment which the employee feels trusted and empowered to take decisions in the organizational which leads to enhanced motivational levels of employees and ultimately organization performance is enhanced.

**TABLE 1
DESIGNATION OF THE
RESPONDENTS**

S. N O	DESIGNATION	NO.OF RESPONDENTS	PERCENTAGE
1	Workers	60	60
2	Supervisor	10	10
3	Assistant Manager	08	08
4	Managers	02	02
5	Others	20	20
	Total	100	100

Source: Primary Data
INFERENCE:

The above table shows that 60 percent of the respondents are workers, 20 percent of the respondents are other categories, 10 percent of the respondents are supervisor, 8 percent of the respondents are Assistant managers and only 2 percent of the respondents are manager categories.

**TABLE 2
CLASSIFICATION OF THE
RESPONDENTS ON THE BASIS OF
EXPERIENCE**

S. N O	EXPERIENCE	NO.OF RESPONDENTS	PERCENTAGE
1	Below 1 year	09	09
2	1-3 years	19	19
3	3-5 years	35	35
4	5-7 years	27	27
5	Above7 years	10	10
	Total	100	100

Source: Primary Data
INFERENCE:

It is inferred from the above table that 35% of the respondents are in the experience of 3-5 years, 27% of the respondents are in the experience of 5-7 years,19% of the respondents are in experience of above 7 years and 9% of the respondents are in the experience of below 1 years.

**TABLE 3
CLASSIFICATION OF THE
RESPONDENTS ON THE BASIS OF
SATISFACTION LEVEL OF
MOTIVATION PROGRAMME**

FEEL ABOUT FACILITIES	NO.OF RESPONDENTS	PERCENTAGE
Satisfied	40	40
Highly Satisfied	24	24
Neutral	33	33
Dissatisfied	03	03
Highly Dissatisfied	---	---
Total	100	100

Source: Primary Data

INFERENCE:

The table shows the satisfaction of motivation by the company to the employee 40% are satisfied, 33% of the respondents are neither satisfied nor dissatisfied, 24% of the respondents are highly satisfied and 03% of the respondents are respondents dissatisfied.

FINDINGS:

- ❖ Majority 81% of the respondents are male
- ❖ Majority 44% of the respondents in the age group of 25-30 years
- ❖ Majority 60% of the respondents are workers
- ❖ 35% of the respondents are experienced on 3-5 years
- ❖ 35% of the respondents are the monthly income Rs.10000 to Rs.150000
- ❖ 86% of the respondents are in the area of urban areas
- ❖ Majority 67% of the respondents are married
- ❖ 43% of the respondents are satisfied the company provide the incentives to the employees

SUGGESTIONS:

- Modified work schedule and work redesign must often be undertaken by the organization for maximum productivity.
- The organization should concentrate to provide the special incentives for employees.
- The organization should be maintained proper to reward system to each employees.

- Proper recognition is to be given to the employees based on their knowledge and experience.
- Promotion policies of this organization must be changed according to the performance of the employees.

CONCLUSION

There remains much debate about the nature of employees motivation, its determinants and the best way to deal with it an occupational setting. There are no simple answers because we are dealing with individuals and their perceptions and feeling and there are many confounding factors. A further complication is the rate of change in the HR sector, making it more difficult to make any longer term comparisons.

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Available online @ www.iaraindia.com
 SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal
 ISSN: 0975-9999 (P) 2349-1655 (O)
 Impact Factor: 3.655(CIF), 2.78(IRJIF), 2.77(NAAS)
 VolumeXII, Issue 50
 October – December 2021
 Formerly UGC Approved Journal (46622), © Author

A STUDY ON PERFORMANCE APPRAISAL WITH SPECIAL REFERENCE TO TAMILNADU ELECTRICITY BOARD AT THIRUMAKOTTAI, THIRUVARUR DISTRICT

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Abstract

A performance appraisal is known by other terms like employee appraisal, performance review. It is method by which the job performance of an employee is measured in terms of quality, quantity, cost behavior and time. It is conducted by self, peers, seniors and juniors. But generally, in formal methods it is conducted by the immediate manager or supervisor under whom the person is directly working. A performance appraisal is the part of measuring, comparing, finding, guiding, correcting and managing career development of employees. It is the process of gathering, recording and critically analyzing information about the relative importance of employees to the organization performance appraisal is the study of present achievement and failures, personal, strength and weakness and suitability for incentives rewards and recognition increased pay scale, promotion for further training. Finally, it shows the suitability of the person at present job in the organization.

Keywords: Performance appraisal, Employee, Organization, Job.

1. INTRODUCTION

Performance appraisal may be understood as the assessment of an individual performance is a systematic way the performance being measured against such factors as job knowledge, quantity and quality of outputs, initiative

leadership abilities, supervision dependability co-operation. Judgement veracity health and the like assessment should not be confirmed to past performance alone potential of employees for future.

DEFENTION

“ It is system evaluation of an individual with respect them performance on the job and find and then potential for development.”

OBJECTIVES

Performance appraisal can be done with following objectives in mind.

1. To maintain records in order to determine compensation packages, wage structure, salaries raises etc.,
2. To identify the strength and weakness of employees to place right men on right job.
3. To maintain and assess the potential present in a person for further growth and development.
4. To provide feedback to employees regarding their performance and related status.
5. To review and retain the promotional and other training programs.

APPRAISAL PROCESS

Objectives of performance appraisal
Establish job expectation
Design of appraisal program
Appraisal performance
Performance interviews
Use appraisal data for appropriate purpose

LIMITATION

- 1) The study has been limited to sample of 80
- 2) The data were collected from the respondents only during their lunch of during changes of shift duty.
- 3) Hesitation on the part of respondents to express the view exact on questionnaire.
- 4) The study was confined only to Thirumakottai.
- 5) Literacy of low level worker increased the work burden of the

researcher in explaining the questionnaire.

REVIEW OF LITERATURE

The amount of research regarding the topic “performance appraisal” is so vast. The topic is literally not new: it is as old as theformation of the organizations. Before the early 1980’s,majority of theoretical studies emphasized on revamping the rating system Within the organization. The action were a great thing to reduce the chaotic of employees performance appraisal (Feldman,1981). With the passage of the time the methods and rating system among the employees got enhanced and received an immense appreciation of the employees.

RESEARCH

A careful investigation on enquiry specially through research for new facts in any branch of knowledge.

RESEARCH METHOLODGY

Research methodology is a way to systematic solve the problem. It may be understanding as a science of studying new researcher is done scientifically.

RESEARCH DESIGN:

Research design is the correct the arrangement of condition for collection and analysis of data that aim to combine to relevance to the research purpose. The study is carried by adoption of exploratory and descriptive and diagnostic study.

RESEARCH PROBLEM

Performance appraisal is a process that needs to be undertaken meticulously if obtaining describe results is aany thing to go by. Many managers conduct this is kind of evolution on their employees from time to time majorly because it is organizational traditional or requirement but not necessary because of its impact.

STATEMENT OF THE PROBLEM

The problem oh his research is to identify the relationship between socio demographic Factors and the performance appraisal system further how it influenced on promotion, enchancing the job skills and qualities fixing of salary and uncorrected.

Objectives of the study

The major objective of this study is to find out the effectiveness of the performance appraisal system with the relevance of the socio demographic factors of the employees.

HYPOTHESIS:

There is an association between socio demographic factors and the overall performance appraisal system.

SOURCES OF DATA

1.Primary Data

The data was collected by questionnaire, The questionnaire is considered as information required for the study was directly collected from the employees.

2.Secondary Data

The secondary data was already collected from company records, journal and magazines that is company records and websites.

DISTRIBUTION OF RESPONDENT BY GENDER:

S.NO	GENDE R	NO OF RESPONDEN TS	PERCENTA GE %
1.	Female	32	42.67
2.	Male	43	57.33
	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%.

DISTRIBUTION OF RESPONDENTS BY THEIR MARITAL STATUS

S. N O	MARITAL STATUS	NO OF RESPONDE NTS	PERCE NTAGE %
1.	Married	30	40
	Unmarried	45	
2.			60
	Total	75	100

Source: Primary Data

INFERENCE

The above table shows that 40% of the respondents are married and 60% of the respondents are unmarried.

FINDINGS

- ✓ Majority 57.33% of the respondents are male.
- ✓ The majority of respondents 60% are unmarried.

CONCLUSION

Performance appraisal plays an importance role in an Individuals work performance. The impact of performance an individual may also have an impact an organizations performance. Hence individual has to scope up with performance for his personal and organizational growth. As most of the workers were satisfied with their work the company has to maintain the existing level of job satisfaction prevailing among employees. They can also motivate the workers with innovative motivation tools for their additional talents.

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