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A STUDY ON THE EFFECTIVENESS OF PERFORMANCE APPRAISAL SYSTEM WITH REFERENCE TO SRL VELA SMELTERS

Dr. P. VANITHA, MBA., M.Phil., Ph.D.,

&

K. AARTHI, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

Performance appraisal systems are integral components of organizational management, offering mechanisms to evaluate employee performance and provide feedback for professional development. This study investigates the effectiveness of the performance appraisal system at SRL Vela Smelters, examining its impact on employee performance, job satisfaction, and organizational outcomes. Through a mixed-methods approach, incorporating surveys and interviews, data were collected from employees at various levels within the organization. The findings reveal insights into the perceived strengths and weaknesses of the current performance appraisal system, shedding light on areas for improvement and enhancement. Additionally, correlations between appraisal system effectiveness and employee engagement, motivation, and overall organizational performance are explored.

Keywords: Performance, Organization, Employee, Appraisal system.

Introduction

Performance appraisal systems play a crucial role in organizations by evaluating and assessing employees' job performance and providing feedback for improvement. These systems are designed to measure various aspects of employee performance, such as productivity, quality of work, communication skills, teamwork, and adherence to organizational goals and values. The effectiveness of a performance appraisal system is paramount as it directly impacts employee motivation, job satisfaction, and overall organizational performance. This study aims to examine the effectiveness of the performance appraisal system at Sri Vela Smelters, a prominent manufacturing company, by analyzing its design, implementation, and outcomes.

Objectives of the Study

- To identify the factors affecting the effectiveness of performance appraisal system.
- To Examine Employee Perception and Satisfaction with the Performance Appraisal System.
- To evaluate the Alignment of Performance Appraisal Criteria with Organizational Goals.
- To analyze the ways to bridge the gap between the present and expected performance appraisal system at Sri Vela Smelters.

Need of the Study

- To identify areas of improvement in the current performance appraisal system at Sri Vela Smelters.

- To understand how the appraisal system can contribute to the professional growth and skill development of employees.
- To ensure that the performance appraisal system aligns with the overall strategic objectives and goals of Sri Vela Smelters.
- To gauge the level of satisfaction and engagement among employees in relation to the existing performance appraisal practices.

Scope of the Study

The scope of this study encompasses a comprehensive examination of the performance appraisal system at Sri Vela Smelters, with a focus on assessing its effectiveness and identifying potential areas for improvement. The research will delve into the organizational dynamics, considering factors such as management practices, employee expectations, and the alignment of the appraisal system with the company's strategic objectives. Additionally, the study will explore the impact of the performance appraisal on employee development and overall organizational performance.

Limitations of the Study

- The study is limited to Sri Vela Smelters, which may restrict the generalizability of findings to other industries or organizational contexts.
- The research scope may be constrained by time limitations, impacting the depth of analysis and comprehensive examination of the long-term impact of the performance appraisal system.
- Limitations may arise from the inherent subjectivity of performance appraisal, as perceptions of effectiveness can vary among employees, managers, and stakeholders.
- The study may not account for external factors, such as economic changes or industry-specific challenges, which could influence the effectiveness of the performance appraisal system.

Review of Literature

Sharma, R., & Gupta, S (2020) - Effectiveness of Performance Appraisal Systems: A Case Study of the Indian Steel Industry. This study examines the effectiveness of performance appraisal systems within Indian steel companies. It explores the impact of various appraisal methods on employee performance and organizational outcomes.

Singh, A., & Kumar, P (2020) - Assessing the Role of Performance Appraisal in Enhancing Employee Productivity: Evidence from the Indian Steel Sector. This research investigates the relationship between performance appraisal and employee productivity in the Indian steel sector. It provides insights into how different appraisal techniques influence employee motivation and performance levels.

Schramm, F., & Flickinger, M. (2020) - Using Performance Appraisal Systems for Employee Development and Learning in Agile Organizations. Schramm and Flickinger investigate the role of performance appraisal systems in fostering employee development and learning within agile organizations. They explore how agile principles can be integrated into performance management practices to promote continuous feedback, reflection, and skill development.

Patel, M., & Shah, N (2020) - An Empirical Study on the Effectiveness of Performance Appraisal Systems in the Indian Steel Industry. This paper presents findings from an empirical study evaluating the effectiveness of performance appraisal systems in Indian steel companies.

Research Methodology

Research design: Mixed method research design

Sampling Techniques: Simple random sampling

Sample size: The sample size is 130 respondents

Tools used for analysis: Simple percentage analysis, Chi-square, Correlation

Analysis & Interpretation

Simple percentage analysis

The survey data reveals insights into various aspects of the respondents, including gender distribution, age groups, marital status, qualifications, income levels, work experience, frequency of performance appraisals, clarity of performance expectations, salary increment satisfaction, appraisal system effectiveness, and factors influencing key performance. Among the findings, most respondents were male, aged between 31-35 years, married, with undergraduate qualifications, earning between Rs. 10,001-20,000 monthly. Additionally, a significant portion had 2-4 years of work experience, underwent half-yearly performance appraisals, and generally agreed that performance expectations were communicated clearly. Suggestions for improvement included training programs for managers, revising performance metrics, and enhancing communication channels. Factors like leadership development and work culture were identified as key influencers of performance.

Chi-square Analysis

Relationship between work experience and the impact of the appraisal system on employee development

Test	Chi-Square Value	Degrees of Freedom	p-value
Pearson Chi-Square	20.683	12	0.055
Likelihood Ratio	22.288	12	0.034
Linear-by-Linear Assoc	0.118	1	0.731

Result: The null hypothesis (Ho) suggested no relationship, the alternative hypothesis (H1) proposed a connection. The Pearson Chi-Square test suggested borderline significance (p = 0.055), indicating a possible relationship. Conversely, the Likelihood Ratio test indicated a statistically significant association (p = 0.034). However, caution is advised due to low expected counts in 11 out of 12 cells (55.0%).

Correlation

Relationship between gender and clarity of performance expectations and goals in employee appraisal

Correlation Measure	Pearson's R	Spearman Correlation
Coefficient	-0.077	-0.077
Approx. Sig.	0.381	0.385

Result: The correlation between gender and clarity of performance expectations and goals in employee appraisal is approximately -0.077, indicating a very weak negative relationship. This suggests a slight tendency for clarity to be slightly lower for one gender, but the correlation is not statistically significant (p > 0.05).

Findings

Simple Percentage Analysis

The survey findings reveal that the majority of respondents are male (85%), aged between 31-35 years (46%), and married (74%). Additionally, most have completed undergraduate studies (37%) and earn a monthly income of Rs. 10,001-15,000 (33%). In terms of work experience, 45% have 2-4 years. Regarding the appraisal system, the majority agree that performance expectations are communicated clearly (49%), with 39% reporting half-yearly performance appraisals. Furthermore, 41% note salary increments post-appraisal, and 50% believe the system supports employee development and aligns with organizational goals. Respondents also find the system fair (52%), friendly and positive (49%), and contributing to professional growth (39%). Improvement post-appraisal is acknowledged by 42% of respondents, and 49% believe the system properly recognizes and rewards good work. Satisfaction with the current performance appraisal method is reported by 45% of respondents. However, only 32% feel moderately linked to job performance, morale, and satisfaction with the company. Lastly, the majority (28%) suggest revising performance criteria and metrics, while 38% advocate for leadership and management development.

Chi-square Analysis Test

There is no significant variable between the work experience and the appraisal systems impact on employee development.

Correlation

There is no significant variable between gender with clarity of performance expectations and goals in employee appraisal.

Suggestions

- Performance appraisal could be conducted by a person inside the organization and one who is familiar with the employees.
- Suggestions could be obtained from the employees regarding framing the performance appraisal system.
- To encourage the workers through the prizes and awards for their talent then only performance is improved.
- The appraisal system is to be modified for every five years to make it more effective and in tune with changing times.

Conclusion

The project report on the *Effectiveness of Performance Appraisal System with reference to Sri Vela Smelters* has concluded that the performance appraisal improves the employees performance and find the motivating factors of employees. The performance is being measured against such factors as job knowledge, quality and quantity of output initiatives, supervision, dependability, co-operation, health and the like. It also helps in developing the strength and weakness of the employees.

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ANALYSIS OF MARKETING STRATEGIES - AS STUDY OF ABT GROUP OF COMPANY, TIRUCHENGODE

Dr.P.VANITHA, MBA., M.Phil., Ph.D.,

&

G.Z.ABUTHAHIR, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This abstract delves into the burgeoning trend of food delivery services within college campuses, examining their transformative effects on student dining experiences. Through a comprehensive analysis of user behavior, economic implications, and technological advancements, this study aims to shed light on how these services have reshaped the food landscape within educational institutions. By exploring themes of convenience, affordability, and variety, we uncover the intricate dynamics between students, vendors, and delivery platforms, providing insights into the future trajectory of campus dining.

Keywords: Marketing Strategy, ABT Company.

Introduction

In today's fast-paced world, convenience is king, especially when it comes to satisfying our hunger. With the rise of technology and shifting consumer preferences, food delivery services have become an integral part of our daily lives. From the comfort of our homes or offices to bustling college campuses, these services have transformed the way we access and enjoy our favorite meals. This introduction sets the stage for a comprehensive exploration of food delivery services, focusing specifically on their impact within college campuses. We will delve into the evolution of these services, their benefits and challenges, and how they have revolutionized the dining experience for students. Join us as we uncover the nuances of this culinary revolution and its implications for the future of campus dining.

Objectives of the Study

- The primary objective is to provide students with a convenient dining option. This involves offering a seamless ordering process, quick delivery time
- Another key objective is to save students time by eliminating the need to wait in long lines or travel off-campus for meals.
- Food delivery services aim to offer a wide range of culinary options to cater to diverse tastes and dietary preferences.
- While convenience is crucial, affordability is also a significant objective. Many food delivery services within college campuses

Need of Study

- Digital platforms and changing consumer habits, there has been a significant shift in how people access and consume food. Understanding these evolving behaviors

- Understanding effective hiring strategies helps organizations streamline their talent acquisition processes.
- Selecting employees with the right skills and cultural fit enhances team dynamics and collaboration

Scope of the Study

Evaluating the overall experience of students using food delivery services, including factors such as ease of ordering, delivery speed, food quality, customer service, and feedback mechanisms. Analyzing the range of food options available through delivery services, considering different cuisines, dietary restrictions (e.g., vegetarian), and customization features to meet the diverse preferences of students. Investigating the technological infrastructure supporting food delivery services, such as mobile apps, online platforms, order management systems, delivery tracking, and integration with campus IT systems or student IDs for streamlined transactions.

Limitations of the Study

- The study's assessment of potential partnerships with local restaurants is subject to the willingness of these establishments to collaborate. The availability of diverse cuisines and menu options relies on successful partnerships.
- Feedback collected during the study is based on the participants' experiences during a specific timeframe. User feedback may be influenced by temporary factors, and long-term user satisfaction may differ

Research Methodology

- **SAMPLING SIZE** : 110
- **SAMPLING METHODS** : Convenience sampling.
- **AREA OF THE STUDY** : The study focuses on KSR College, Tiruchengode
- **TOOLS USED** : Simple Percentage Analysis, Correlation

Analysis & Interpretation

a) Simple percentage analysis

The research conducted examined hiring strategies and employee selection practices in IT companies in Coimbatore. It gathered data from 110 participants, including their demographics, education, income, and experience in hiring and selection. The study found that job portals and resume scanners were the most commonly used hiring strategies. Additionally, advertisements were deemed useful by participants, with job portals playing a vital role in recruitment. Placement consultants and campus recruitment were also considered helpful. The effectiveness of various hiring strategies, such as face-to-face interviews and skill assessment tests, varied among participants.

b) Chi-square analysis

Relationship between hiring strategy with job portal

Chi-Square Test	Value	df	p-value
Pearson Chi-Square	11.736	6	.068
Likelihood Ratio	12.004	6	.062
Linear-by-Linear Assoc.	1.832	1	.176

Interpretation: Null Hypothesis (H0): No significant association between hiring strategy and perception of job portals' role.

Alternative Hypothesis (H1): Significant association exists.

With p-values above 0.05, we fail to reject H0, indicating no significant association. However, p-values are close to 0.05.

c) Correlation

Relationship between Company's pay package with candidate experience

Correlation Analysis	Value	Approx. T	Approx. Sig.
Pearson's R	-.015	-.160	.873
Spearman Correlation	-.084	-.875	.383

Interpretation: Null Hypothesis (H0): No significant correlation between company's pay package and candidate experience.

Alternative Hypothesis (H1): Significant correlation exists.

Correlation coefficients suggest a very weak negative correlation, but p-values are above 0.05, indicating no statistically significant correlation.

Findings

a) Simple percentage analysis:

The survey findings reveal that the majority of respondents were from the Human Resource department (38.2%), male (54.5%), and below 25 years old (45.5%). Additionally, most respondents held postgraduate qualifications (51.8%) and earned below 3 L. Majority also had less than 2 years of experience (60.9%) and used job portals (50.0%) for job searches. In terms of recruitment methods, respondents predominantly favored face-to-face interviews (39.1%), written tests (53.6%), and skill assessments (37.3%). Effective hiring metrics were highlighted, including time to hire (48.2%), applicant quality (42.7%), and cost per hire (40.0%). Respondents also valued aspects like company culture (45.5%), growth rate (42.7%), and pay packages (43.6%). However, effective employee benefits (34.5%) and job security (36.4%) were rated lower compared to other factors.

b) Chi-square analysis test

There is no significant variable between hiring strategy and job portal

c) Correlation

There is no significant variable between Company's pay package with candidate experience

Suggestions

- Offer structured training for interviewers to enhance consistency and reliability.
- Management can stay flexible in hiring to keep up with fast-changing tech.
- AI-driven tools can be utilized for efficient resume screening and candidate matching.
- Let different teams interview candidates together for better decisions.
- They can teach and train their employees to keep them sharp.
- Look at data to find out what works best in hiring.

Conclusion

Marketing strategies are vital for businesses to achieve goals, connect with their audience, and outshine competitors. They rely on thorough research, strategic planning, and ongoing optimization. By understanding consumer behavior and market trends, businesses can tailor strategies for success. Flexibility and adaptability are crucial in navigating today's fast-paced landscape. Successful strategies evolve with changing market conditions and customer needs, driving sustainable growth and long-term success.

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A STUDY ON THE ROLE OF HRD PRACTICES IN EMPLOYEE RETENTION WITH REFERENCE TO DOITER CASTING, COIMBATORE

Dr.P.VANITHA, MBA., M.Phil., Ph.D.,

&

T. AKSHAYANIVASINI, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This review explores various HRD practices that contribute to employee retention, such as competitive compensation packages, career development opportunities, work-life balance initiatives, and recognition and rewards programs. Furthermore, the paper examines the role of leadership and organizational culture in influencing employee retention and offers insights into implementing sustainable HRD practices for long-term success. Employee retention is a critical aspect of Human Resource Development (HRD) practices that organizations must prioritize to maintain stability and continuity.

Keywords: *Employee retention, Compensation packages, Career development, Work-life balance, Employee engagement, Recognition and rewards, Leadership Organizational culture.*

INTRODUCTION

Human Resource Development (HRD) practices into an organization's employee retention strategy is essential for fostering a supportive and engaging work environment. By focusing on the growth and development of employees, HRD practices contribute to higher levels of job satisfaction, commitment, and loyalty, ultimately leading to improved retention rates. Human Resource Development is the framework for helping employees develops their skills, knowledge, and abilities, which in turn improves an organization's effectiveness. Find out what types of activities are part of human resource development and the benefits it can have for an organization. Employees need to understand the purpose and benefits of these initiatives, as well as how they align with their career goals and the organization's objectives.

OBJECTIVES OF THE STUDY

- To study the factors influencing employee retention.
- To analyse the role of HRD practices in fostering long term commitment among employees.
- To study the significance of employee retention on organizational development.
- To suggest measures to improve employee retention

NEED FOR THE STUDY

- To know how HR practices affect retention will help companies adapt to changes in who works for them.
- To Research helps companies make smart decisions about where to invest in HR practices for the best employee retention.
- To keep good employees, we need to know which HR practices work best.

- High turnover costs money. Knowing how HR practices affect retention helps save on recruitment and training costs.

SCOPE OF THE STUDY

The scope of the study includes the overview of the HRD practices and their significance in fostering a positive organization culture conducive to retaining talent. This encompasses addressing challenges associated with implementing HRD practices for retention , it includes the evaluation methods to assess the efficacy of HRD practices in achieving retention goals and identifying emerging trends and innovations shaping the future of HRD practices in enhancing employee retention. This scope mainly studies how HRD practices impact employee retention involves exploring different ways organization support their employees to stay.

LIMITATIONS OF THE STUDY

- Lack of time and other resources as it was not possible to conduct survey at large level.
- Because of time and cost constraint, the study is confirmed only to 150 respondents.
- Through the sample is drawn randomly, the possibility of sampling fluctuations affecting the findings cannot be ruled out.
- Some respondents have hesitated to produce the responses.

REVIEW OF LITERATURE

Reiche Sebastian .B (2022) conducted research to explore the determinants which influence retention capacity of MNCs , “Researcher proposed a conceptual framework through the linked institutional and human resource management perspectives, Labour market perspective and commitment of subsidiary staff which may be affected by HR practices can be moderate by locally oriented management style.

Gupta C.B. (2020) in his Book “Human Resource Management” has explained the various HRD practices such as, recruitment, selection, placement, induction, training and development, career planning, compensation, performance appraisal employee welfare, grievance procedure and future role of manager.

Smith and Roberston (2016) found that employees who received consistent feedback and felt their contributions were valued more likely to stay with the organization .HRD practices that emphasize performance appraisal ,feedback , mechanisms and recognition can enhance retention.

RESEARCH METHODOLOGY

Research Design : Mixed method research design

Sampling Techniques: simple random sampling

Sampling Size : The sample size is 110

Tools Used for Analysis : simple percentage analysis , correlation, correlation.

ANALYSIS AND INTERPRETATION

a) Simple percentage analysis

The research conducted the study on the role of HRD practices in employee retention in Doiter casting, Coimbatore, it gathered data from 110 respondents, including their demographics age, gender, education qualification. most of the employees satisfied with their job role and training and development, perceive career advancement opportunities as important, consistently receiving support from managers and supervisors, the participants agree with the positive work culture , respondents primary reason to continue working is career growth opportunities, communication channels found effective by respondents employee retention strategy is effective with long term goals among participants.

b) chi- square analysis

Education qualification and how important career advancement opportunities influencing decision to stay withthe company

chi- square test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.578 ^a	9	.002
Likelihood Ratio	19.525	9	.021
Linear-by-Linear Association	4.743	1	.029

N of Valid Cases	110		
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Interpretation

The null hypothesis (H0) posited that there is no relationship between educational qualification and the importance of career advancement opportunities in influencing the decision to stay with the company. Conversely, the alternative hypothesis (H1) suggested that there is a relationship between these variables.

c) correlation

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Pearson's R	.149	.078	-1.564	.121 ^c
Ordinal by Spearman Correlation	.045	.096	-.467	.641 ^c
N of Valid Cases	110			

Interpretation

The p-value associated with the correlation coefficient is approximately 0.121. Typically, if this value is less than 0.05, it suggests that the correlation is statistically significant. However, in this case, the p-value is higher than 0.05, indicating that the correlation may not be statistically significant.

FINDINGS

a) simple percentage analysis

The survey data reveals a predominantly young workforce, with 56% aged between 20 to 30 years. Male employees constitute a significant majority at 80%, while 59% are married. Most respondents hold undergraduate degrees (70%) and are employed as regular employees (81%). Interestingly, 39% have 1-3 years of experience, indicating a relatively young and dynamic workforce. Overall, satisfaction with job roles and responsibilities, as well as training and development opportunities, is high, with 45% satisfied and 60% satisfied.

b) chi- square analysis

There is no significant difference between education qualification and career advancement opportunities .

c) correlation

There is no significant difference between age and satisfaction of current job role and responsibilities.

SUGGESTIONS

- Expand retention strategies beyond age considerations, focusing on factors like career growth opportunities, job satisfaction, and work environment.
- Establish regular feedback mechanisms to gain insights into employee sentiments regarding their roles, career goals, and workplace experiences.
- Prioritize investment in training and development programs to empower employees with skills, fostering career progression and job satisfaction.
- Foster an inclusive workplace culture that values diversity, promotes equal opportunities, and nurtures a sense of belonging among employees.

CONCLUSION

In conclusion, investing in HRD practices not only helps in retaining talented employees but also contributes to the overall growth and success of the organization. It fosters a culture of continuous learning, development, and engagement, which ultimately leads to higher productivity and a competitive edge in the market. Organizations that prioritize HRD practices are more likely to create a motivated, skilled, and committed workforce, which is essential for long-term success. Thus, integrating HRD practices into employee retention strategies is imperative for organizations aiming to thrive in today's competitive business environment.

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IMPACT OF SALES PROMOTION ON MARKETING OF AAVIN PRODUCTS - A STUDY AT SALEM CITY

Dr. P. VANITHA, MBA., M.Phil., Ph.D.,

&

A.AMIRTAA, MBA.,

Department of Management Studies - PG
 K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This study illuminates the transformative influence of sales promotion strategies on Aavin products' marketing landscape. Through meticulous analysis, we explore into how promotions shape consumer behavior, brand loyalty, and market expansion for Aavin. Our investigation spans diverse promotional avenues, including discounts, coupons, and loyalty programs, shedding light on their nuanced impacts on consumer engagement and market penetration. Furthermore, we examine the long-term sustainability of promotional endeavors, evaluating their effectiveness in fostering enduring brand perception and driving product innovation within Aavin's portfolio. By examining consumer feedback, market trends, and competitive dynamics, we unveil the complex interplay between sales promotions and Aavin's marketing strategies.

Keywords: Aavin products, sales promotion, consumer behavior, brand loyalty, market expansion, sustainability, product innovation, competitive dynamics.

INTRODUCTION

A sales promotion is a marketing strategy in which a business uses a temporary campaign or offer to increase interest or demand in its product or service. There are many reasons why a business may choose to use a sales promotion (or 'promo'), but the primary reason is to boost sales. Sales boosts may be needed to reach a quota as a deadline approaches, or to raise awareness of a new product. Title: "Unveiling the Impact: Sales Promotion on Aavin Marketing". Understanding these dynamics is crucial for Aavin to maintain its market leadership and engage consumers amidst evolving preferences.

OBJECTIVES OF THE STUDY

- Impact of sales promotion on marketing of Aavin products – A study at Salem city.
- To know the awareness level and perception towards sales promotion techniques by the customer of Aavin milk dairy.
- To identify different sales promotion techniques of Aavin in promoting their products.
- To find out the factors influencing customer expectation towards sales promotional techniques in milk dairy firm.

LIMITATIONS OF THE STUDY

- Respondents are randomly selected and mostly were youngsters and college / university students because they are more attracted towards milk industry.
- Access to milk product sales was limited in order to meet respondents inside because they did not allow.

- The questionnaire was filled by researcher from respondents outside the franchises.
- Lack of response from some respondents.

SCOPE OF THE STUDY

- The scope of sales promotion is to market activities in order to add the basic value of a product or services which encourages people to purchase.
- The scope of this research is to investigate the influence of several promotional activities practiced in milk industry
- As the milk industry is growing in Salem and obviously the reasons are speed,convenience and price.
- People are now more attracted towards milk product with the introduction of different promotional offers which suits customers in different occasions and timings.

REVIEW OF LITERATURE

Kotler (2020) reviewed that sales promotion was short time incentive to encourage purchase or sales of a product or service. Sales promotions fall into two categories value increasing and value adding.

Sinha, S. K., and Varma, P.(2019) The most common sales promotion methods include free samples, rebates, contests, price discounts, and coupons. which can be obtained from the internet or email, entitle the buyer to a price discount on specific items.

Brassington and Pettit (2019) they gave a revised definition for sales promotions. Sales promotion refers to a range of marketing techniques; it is designed with a strategic marketing framework to add extra value to the product or service in order to achieve specific sales objectives.

Schultz et al (2018) this study found that sales promotion alters the price value relationship that the product offers the buyer. It has an instant result implying that the consumer gets a better deal and so a good reason to purchase the milk items.

Mohamed Dawood Shamout (2016) aimed to determine the impact of most used tools of sales promotion in milk sector. Marife Mendez et al (2015) investigated into establish the impact of different types of monetary and non-monetary promotions on brand loyalty and its relationship to product involvement.

RESEARCH METHODOLOGY

Research design: Descriptive research design

Sampling techniques: Simple random sampling

Sample size: The sample size is 130 respondents

Tools used for analysis: Simple percentage analysis, Chi-square, Correlation

ANALYSIS & INTERPRETATION

a) Simple percentage analysis

The research conducted examined impact of sales promotion on marketing of Aavin products. It gathered data from 130 participants, including their demographics, consumer behavior, employee motivation, product preferences and sales promotion preferences. The data reflects a strong consumer interest in Aavin products, with sales promotions playing a crucial role in influencing consumer behavior and purchase decisions. Additionally, there's a clear indication of the importance of effective sales promotion strategies and employee motivation in driving sales and brand loyalty. The effectiveness of these factors lies in their ability to align with consumer preferences, increase brand visibility, drive sales, and motivate employees, ultimately contributing to the overall success and growth of Aavin products in the market.

b) Chi-square analysis

Relationship between trying new Aavin products with sales promotion benefit schemes.

Chi-Square Test	Value	df	p-value
Pearson Chi-Square	14.937 ^a	4	.005
Likelihood Ratio	19.581	4	.001
Linear-by-Linear Assoc.	11.554	1	.001

INTERPRETATION:

Null Hypothesis (H0): No significant association between trying new Aavin products due to sales promotion and the perceived reach of sales promotion scheme benefits

Alternative Hypothesis (H1): Significant association exists.

With p-values above 0.05, we fail to reject H0, indicating no significant association. However, p-values are close to 0.05.

c) Correlation

Relationships between different suggestions for motivating the sales force and various types of Aavin sales promotion tools.

Correlation Analysis	Value	Approx. T	Approx. Sig.
Pearson's R	-.102	-.165	.286
Spearman Correlation	-.052	-.594	.553

INTERPRETATION:

Null Hypothesis (H0): No significant correlation between suggestions for motivating the sales force and various types of Aavin sales promotion tools.

Alternative Hypothesis (H1): Significant correlation exists.

Correlation coefficients suggest a very weak negative correlation, but p-values are above 0.05, indicating no statistically significant correlation.

FINDINGS

a) Simple percentage analysis:

The survey results indicate a majority of male respondents, primarily aged between 21 to 50 years and married, with diverse educational backgrounds. Most respondents have monthly incomes between Rs25,000 - Rs30,000 and show interest in price draws and promotional gifts. Sales promotions have influenced a significant portion of respondents to try new Aavin products, with financial incentives being deemed crucial for motivating the sales force. In terms of communication channels, in-store displays are preferred by a majority of respondents, followed by television advertisements and social media. These insights underscore the importance of targeted promotional strategies and effective communication channels in driving consumer engagement and sales performance for Aavin products.

b) Correlation

There is no significant relationship between different suggestions for motivating the sales force and various types of Aavin sales promotion tools.

c) Chi square

There is no significant variable between trying new Aavin products due to sales promotion and the perceived reach of sales promotion scheme.

SUGGESTIONS

- Aavin Salem union plays in vital role in marketing.
- The success of the milk and dairy products depends not only the marketing but also the sales promotion towards their product.
- To have better marketing the union needs a maximum inspiration from the customer side.
- Conduct product sampling campaigns at high-traffic areas in Salem, such as shopping malls or popular tourist spots.
- Offer rewards such as discounts, free products, or exclusive access to events for loyal customers.
- Use feedback to refine and improve future sales promotion strategies to better meet the needs and expectations of Salem market.

CONCLUSION

In conclusion, the data analysis reveals distinct patterns in the demographics, preferences, and behaviors of respondents towards Aavin products and promotional activities. The majority of respondents represent a diverse range of age groups, with a significant portion falling within the 21 to 50 years bracket, indicating a prime target audience for marketing initiatives. Moreover, the predominance of married individuals suggests an opportunity to tailor promotional strategies to

resonate with family-oriented consumer segments. Additionally, the preference for certain promotion tools, such as price draws and promotional gifts, highlights avenues for optimizing promotional campaigns to enhance consumer engagement and brand loyalty.

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A STUDY ON FINANCIAL PERFORMANCE IN PANDIYANS INDUSTRIES AT COIMBATORE

Dr. P. VANITHA, MBA., M.Phil., Ph.D.,

&

AROKIA VINCY VS, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This aim of this project is to analysis the liquidity and profitability position of the company using the financial tools. This study is based on financial statements such as Ratio Analysis, Comparative balance sheet. By using this tools combined it enables to determine in an effective manner. The study is made to evaluate the financial position, the operational results as well as financial progress of a business concern. It explains the ways in which ratio analysis can be of assistance in long-rang planning, budgeting and asset management to strengthen financial performance and help avoid financial difficulties.

Keywords: *Financial performance, Ratios.*

INTRODUCTION ABOUT THE STUDY

Analysis and appraisal of financial performance is one of the major responsibilities of financial management. There are basically several methods are available for the analysis of financial performance balance sheet, income and expenditure a/c, ratio analysis, fund flow and cash flow methods are the major tool for analyzing the financial performance. Financial performance analysis acts as an indicator for the profit, liquidity position, average payment period, etc.

Financial performance analysis is the process of determining financial strength and weakness of the company by establishing strategic relationship between the components of balance sheet and profit and losses statement and other operative data.

NEED FOR THE STUDY

Paper being an important medium of communication, its demand is highly correlated with the overall performance of a country and the state of literacy rate. So, a study on paper industry is quite inevitable. Studies on financial statement acquire great significance in the context of growth in the developing economies. These economies are characterized by acute scarcity of resources, particularly capital and must use the available resources as best as they can. Also, generation of surplus resources which plays a pivotal role in their growth depends crucially on the efficiency with which resources are used.

STATEMENT OF THE PROBLEM

Financial statement analysis is used to identify the trends and relationships between financial statement items. Problem statements are widely used by businesses and organizations to execute process improvement projects. A simple and well-defined problem statement will be used by the project team to understand the problem and work toward developing solution. The most common methods used for financial statement analysis are trend analysis, common-size statements, and ratio analysis. These methods include calculations and comparisons of the results to historical company

data, competitors, or industry averages to determine the relative strength and performance of the company being analyzed. Sales can be enhanced only by the following good sale policy.

OBJECTIVES OF THE STUDY

- To analyses the production, sales and profit trend of pandiyam industry at Coimbatore.
- To study the operational performance and efficiency of the company in terms of utilization of funds and other resources
- To examine and understand the liquidity and solvency position of the company.
- Financial statements analysis is also useful for debenture holders, bankers and other lenders to know about safety of money and regular interest on investments.
- To study on the short term and long term financial position of the firm.
- To make recommendation based on the analysis of financial statement.

SCOPE OF THE STUDY

- Financial statement analysis (or financial analysis) is the process of reviewing and analyzing a company's financial statements to make better economic decisions. These statements include the income statement, balance sheet, statement of cash flows, and a statement of retained earnings.
- Comparative balance sheets are used in assessing the financial position of the company. To settle the organization of funds through proper administration, legal advice and proper accounting records
- To organize funds from different sources like banks, investment companies and financial concern the purpose of financial performance as to diagnose the financial soundness of the company

LIMITATION OF THE STUDY

- The study is based on secondary data. Hence, it may not provide accurate information
- The study is restricted to the past five years (2018-23) financial information only.
- As the company maintains some secrecy, the accurate interpretations were not drawn.
- There may be some fractional difference in the calculations.
- This analysis carries only internal analysis.

REVIEW OF LITERATURE

Saifkulaib (2020) conducted a study on the financial position a brand in the sector and works as the trans-national media company, for producing and selling the goods according to the demands of the customer. This shows that the strategies of a business and the culture of an organization directly impact the individual who plays a major role in strategy development and focuses on the mission of the business.

BSR Murthy (2021) conducted a study on the financial statements of analyses helps to see the current performance condition of a firm compare past performance. The performances of Companies are dependent more on the management's ability in formulating strategic plans and the efficient implementation of its strategies. The Result and Remedies can be helpful for management of a firm; it is attempts to analyses the financial statements and measures the performance in terms of assets utilization and profitability activities.

Chilukuri, H., & Varghese, S. (2022) conducted analysis on financial statements of the Current Ratio reveals the relationship between current assets and current liabilities. This ratio also reveals that how efficiently the working capital of the firm is used. If Current Ratio is equal to 2, it indicates that the concern has the ability to meet current obligations. Here the Current Ratio has decreased in 2018 and then it's showing increasing trend every year. It is a good Sign for the company. Over all, the Current Ratio is less than 2.

R Ramanan (2023) conducted a study on the analysis of financial statements of automobile industries. The ratios used in this project are in terms of solvency, turnover, and profitability ratios. The trend analysis has done for the indicators such as Sales and Expenses. The company performance was good during the period of 2018 the company performance was not good, due to recession in European countries and affected the exports of the company.

RESEARCH METHODOLOGY**RESEARCH DESIGN**

Research is a process in which the researchers wish to find out the end result for a given problem and thus the solution helps in future course of action. The research has been defined as “A careful investigation or enquiry especially through search for new facts in branch of knowledge”

RESEARCH DESIGN

The research design of the present study is descriptive, analytical and conclusive.

SOURCES OF DATA

Only the secondary data has been used in project study. The researcher himself being an external one and doing study as a part of curriculum has had to depend mainly upon secondary data for the different aspects.

PERIOD OF THE STUDY

The data were collected for Five years from 2019-2023.

WORK OF ANALYSIS

To arrive at research findings and the conclusion of the present study, ratio analysis, comparative balance sheet analysis and Trend analysis have been used.

Tools Used For Analysis of Data

The following analytical tools are used;

- Ratio Analysis
- Trend Analysis

Ratio analysis

The turnover ratios or activity ratios indicate the efficiency with which the capital employed is rotated in the business. The overall profitability of the business depends on two factors: (i) the rate of return of capital employed; and (ii) the turnover, i.e., the speed at which the capital employed in the business rotates.

TREND ANALYSIS:

The ‘trend’ signifies a tendency and as such the review and appraisal of tendency in accounting variables are nothing but the trend analysis. Trend analysis is carried out by calculating trend ratio. Trend analysis is significant for forecasting and budgeting. Trend analysis discloses the change in financial and the operating data between specific periods.

SUGGESTIONS

- The firms have low current ratio so it should increase its current ratio where it can meet its short term obligation smoothly.
- Liquidity ratio of the firm is not better liquidity position in over the 5 years. So I suggested that the firm maintain proper liquid funds like cash and bank balance.
- The firm high inventory so I suggested that the firm must reduce the stock and increase sales.
- The direct material cost of the firm is very high so it’s my Suggest to the firm that to decrease the direct material cost by purchasing raw material from the other suppliers.
- The firms should have proper check on the manufacturing process of the plant.

CONCLUSION

The project entitled “A Study on financial statement of Pandian’s Industry was undertaken with the objective of financial statement and to examine profitability performance of the company. From the study Gross Profit and Net profit position was good.

This project of financial statement analysis in the production concern is not merely a work of the project. But a brief knowledge and experience of that how to analyze the financial statement of the firm. The study undertaken has brought in to the light of the following conclusions. According to this project I came to know that from the analysis of financial statements it is clear that Pandian’s Industry. They have been incurring loss during the period of study. So the firm should focus on getting of profits in the coming years by taking care internal as well as external factors. And with regard to resources, the firm is take utilization of the assets properly. And also the firm has a maintained high inventory. The liquidity position should be increase in the company. Long term solvency position of company was satisfactory. The Overall Financial statement of Pandian’s Industry was good.

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FINANCIAL STATEMENT ANALYSIS IN RAN INDIA STEELS PVT LTD PARAMATHI VELLUR

Dr. P. VANITHA, MBA., M.Phil., Ph.D.,

&

S.BHARANI DHARAN, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

Financial statement analysis is a crucial tool for evaluating the financial health and performance of a company. This abstract provides a comprehensive overview of the analysis conducted on [Ran India steels] for the fiscal year [2019-23]. The analysis employs various financial metrics and ratios to assess the company's liquidity, profitability, Ratio analysis, Trend analysis, Financial statements, solvency, and overall financial stability. The study begins by examining the company's balance sheet to assess its asset and liability structure, including current and long-term assets and liabilities.

Keywords: liquidity, profitability, ratio analysis, solvency, trend analysis and overall financial stability.

INTRODUCTION INTRODUCTION

Finance holds the key to all human activity. It is guide for regulating investment decisions and expenditure and endeavors to squeeze the most out of every available rupee. The government too, treats it as a signpost, a beckon to responsibility that covers men, money, material, methods and management. Out of these finance is a resource and it has to be managed efficiently for the successful functioning of an enterprise. Financial management is that managerial activity which is concerned with the planning and controlling of the firm's financial resources.

In the present economic scenario, many companies are going downhill and quite a few of them are in the urge of closing down. This study was to find out how paragon steel withstands this economic condition and continues to run in a satisfactory manner.

OBJECTIVES OF THE STUDY

- To study the financial statement of ran india steels industries
- To assess the financial stability of the concern
- To evaluate the efficiency in asset utilization of the company
- To study financial position of the company through ratio analysis
- To analyse the profitability position of the company

NEED OF THE STUDY

This study aims at analyzing the overall financial position of the Ran India steels by using accounting ratios. The analysis covers the years 2019, 2020, 2021, 2022 and 2023 for examining financial statements such as income statements and balance sheets. The study's includes the numerous variables that influence the company's financial position. The research takes into account data from the previous four years.

SCOPE OF THE STUDY

- It helps in the analysis of financial operation.
- It helps in proper allocation of funds.

- Helps in the use and changes in working in Financial statement analysis.
- It helps in knowing the overall credit worthiness of the firm.
- The company can make managerial decisions, planning, and control regarding the financial management.

LIMITATIONS OF THE STUDY

- The analysis of data is secondary source of financial inadequate functions.
- The study covers a 5-years period from 2019 to 2023.
- The study analyzed only limited tools.
- There is not providing useful templates for financial forecasting and planning.
- Financial analysis is based upon only monetary information and non-monetary factors are ignored.

REVIEW OF LITERATURE

Nazik S.Roufaiel (2021)The case focuses on the conceptual analysis of the accounting transactions from the inception of a company to preparation of the classified financial statements.

Jay R.Ritter(2022) In portfolios formed on the basis of prior five-year returns, extreme prior losers outperform extreme prior winners by 5–10% per year during the subsequent five years. .

Michael Maio(2022) We collect data on 373 MFIs and merge it with country-level economic and institutional data. Evidence arises for complementarity between MFI financial Statement and the broader economy.

Dimitrios G.Mavridis(2023). The research has been based on a qualitative research procedure that comprised of a questionnaire sent to a pre-selected group of experts in order to elicit and develop individual responses to the problems posed. Evaluate and improve the procurement process for construction projects.

RESEARCH METHODOLOGY

Research design: Descriptive method research design

Tools used for analysis: Ratio Analysis, Comparative balance sheet statement, Trend analysis

Data collection: Data are collected from company's website
Books and journals pertaining to the topic

ANALYSIS & INTERPRETATION

Ratio Analysis is a form of Financial Statement Analysis that is used to obtain a quick indication of a firm's financial performance in several key areas. The ratios are categorized as Short-term Solvency Ratios, Debt Management Ratios, Asset Management Ratios, Profitability Ratios, and Market Value Ratios.

Ratio	2018-19	2019-20	2020-21	2021-22	2022-23
Current Ratio	0.58	0.70	0.73	0.97	1.06
Gearing Ratio	46.70	42.06	43.29	58.22	82.49
Proprietary Ratio	0.40	0.51	0.40	0.40	0.39
Fixed Asset Ratio	0.90	0.85	0.97	0.89	0.91
Pay Out Ratio	8.66	13.41	10.12	12.20	21.11
Current Assets To Fixed Assets Ratio	0.32	0.40	0.52	0.62	0.53

INTERPRETATION:

Current ratio: The above table shows that, the current ratio was 0.58 in the year of 2018-19, then increasing current ratio from the year of 2018-19 and 2022-23. The highest current ratio is 1.06 in the year of 2022-23.

Gearing ratio: The above table shows that, the budgetary control gearing ratio was 46.70 in the year of 2018-19, then decreasing 42.06 in the year of 2019-20after that increased budgetary control gearing ratio 43.29 year of 2020-21and increase the ratio from the year of 2018-19to 2022-23. In the year of 2022-23budgetary control gearing ratio is high position of 82.49. So the budgetary control gearing ratio is increasing trend.

Proprietary ratio: The above table shows that, the proprietary ratio was 0.40 in the year of 2018-19 and then decreasing proprietary ratio from the year 2018-19 to 2022-23. So the proprietary ratio was decreasing trend.

Fixed asset ratio: The above table shows that, the fixed asset ratio was 0.90 in the year of 2018-19, and then ratio was decrease 0.85 in the year of 2019-20 and increasing level from the year of 2022-23. So the fixed asset ratio is flexible trend.

Payout ratio: The above table shows that the Payout ratio was 8.66 in the year of 2018-19, in the year of 2019-20 was increased 13.41 and then decreased in the year of 2020-21. It shows the highest ratio 21.11 in the year 2022-23. It shows fluctuating trend during the study period.

Current asset to fixed asset ratio: The above table shows that, the Current asset to fixed asset ratio was 0.32 in the year of 2018-19, then it was increasing level from 2019-20, the ratio was increased 0.62 in the year of 2021-22 and again decreasing from the year of 2022-23.

FINDINGS

- The current ratio was 0.58 in the year of 2018-19, then increasing current ratio from the year of 2018-19 and 2022-23. The highest current ratio is 1.06 in the year of 2022-23.
- The gearing ratio was 46.70 in the year of 2018-19, then decreasing 42.06 in the year of 2019-20 after that increased budgetary control gearing ratio 43.29 year of 2020-21 and increase the ratio from the year of 2018-19 to 2022-23. In the year of 2022-23 budgetary control gearing ratio is high position of 82.49. So the budgetary control gearing ratio is increasing trend.
- The proprietary ratio was 0.40 in the year of 2018-19 and then decreasing proprietary ratio from the year 2018-19 to 2022-23. So the proprietary ratio was decreasing trend.
- The fixed asset ratio was 0.90 in the year of 2018-19, and then ratio was decrease 0.85 in the year of 2019-20 and increasing level from the year of 2022-23. So the fixed asset ratio is flexible trend.
- The Payout ratio was 8.66 in the year of 2018-19, in the year of 2019-20 was increased 13.41 and then decreased in the year of 2020-21. It shows the highest ratio 21.11 in the year 2022-23. It shows fluctuating trend during the study period.
- The Current asset to fixed asset ratio was 0.32 in the year of 2018-19, then it was increasing level from 2019-20, the ratio was increased 0.62 in the year of 2021-22 and again decreasing from the year of 2022-23.

SUGGESTIONS

- In Company total financial structure, debt is more than owner's equity. Here the Company cannot meet outsider's liability. Hence the Company has to take actions to equalize or increase proportion of equity to debt.
- The Company debt collection period is very high so the company has to take adequate steps to reduce collection period.
- Weekly meeting or conference should be conducted by the Company for discussion regarding the matters relating to the performance of the workers.
- Ran India Steels company has to develop zeal to increase its profit. The Company should utilize the available resources in proper manner.
- The Company assets in the form of loans and advances are to be verified and appropriate measures have to be taken for the collection of same time.

CONCLUSION

Based on this study the major findings are that from the overall finance point of view, Ran India Steels Company is performing to a very high degree level of achievement. This study indicates that in order to improve the overall performance of Company the management must take all possible steps to review and modify various policies, cash budgets, inventory status by using sound information management system. This will enable the management to have a close control over the various financial statements.

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IMPACT OF AUTOMATING OPERATIONAL PROCESS ON EMPLOYEE JOB PERFORMANCE - A STUDY AT SAKTHI SUGARS LIMITED

Dr. P. VANITHA, MBA., M.Phil., Ph.D.,

&

P. BOOPATHI, MBA.,

Department of Management Studies - PG
 K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This study explores how automation affects job performance at Sakthi Sugars Limited, a major player in sugar manufacturing. By analyzing this relationship, it uncovers insights into the impact of technological advancements on the workplace.

Keywords: *Employee, Organization, Strategies, Automation.*

INTRODUCTION

"The rise of technology has reshaped industries like manufacturing through automation, aimed at improving efficiency and competitiveness. This study investigates how automating processes affects job performance at Sakthi Sugars Limited, a major player in the sugar industry."

OBJECTIVES OF THE STUDY

- To Study current operational patterns.
- To Analyze operational factors affecting job performance.
- To Assess employees' readiness for automation.
- To Evaluate potential benefits of automated processes.

NEED FOR THE STUDY

Review existing literature on automation's impact on job performance and employee readiness. Analyze the current operational processes to understand their functional patterns and potential areas for automation. Conduct surveys or interviews to assess the job performance of employees before and after automation implementation.

SCOPE OF THE STUDY

Analyze current job performance and operational processes. Evaluate employee performance with automation. Compare employee and automated performance. Assess benefits of implementing findings. Review literature on automation's impact. Identify operational factors influencing performance. Assess employee readiness for automation. Develop implementation strategy and change management plan. Quantify potential benefits and risks of automation. Provide recommendations for optimization.

LIMITATIONS OF THE STUDY

- There is small sample size of the study due to organization constraints.
- The information that is provided by the individual may be biased.
- Time constraint is the major constraint of the study

REVIEW OF LITERATURE

Review existing research and case studies to understand the impact of automating operational processes on employees' job performance.

Analyze industry practices and literature to identify patterns in current operational processes and their impact on job performance.

Examine diverse operational factors influencing employees' job performance in automated environments based on literature review.

Evaluate employees' readiness to adapt to automation through synthesis of prior studies and theoretical frameworks.

Assess potential benefits of automated operational processes by synthesizing empirical evidence and theoretical models.

Explore psychological and behavioral effects of automation on employee motivation, satisfaction, and engagement, drawing from existing theories and research.

Investigate the role of training and development programs in preparing employees for automated processes, considering best practices and recommendations.

RESEARCH METHODOLOGY

Research design: Mixed methods

Sampling Techniques: Simple random sampling

Sample size: 100 respondents

Analysis Tools: Simple percentage, Chi-square, Correlation

ANALYSIS & INTERPRETATION

Percentage analysis simplifies raw data into percentages for clarity and better comprehension.

Chi-square analysis examines the relationship between rating the current job performance evaluation process and ranking factors influencing job performance among employees.

Chi-Square Tests	Value	Df	Asymp.Sig.(2-sided)
Pearson Chi-Square	38.938 ^a	16	.001
Likelihood Ratio	40.945	16	.001
Linear-by-Linear Association	4.995	1	.025

Chi-Square Test Result

There is a significant association between the factors influencing job performance and the ratings of the job performance evaluation process at Sakthi Sugars Limited ($p < .001$).

CORRELATION

Rank the advantages of incorporating automation into operational processes from an employee perspective and what challenges the employees will face in adopting to the automated processes compared to the current work method

CORRELATION		Value	Asymp. Std. Error ^a	pprox. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	.138	.100	1.384	.169 ^c
Ordinal by Ordinal	Spearman Correlation	.149	.101	1.491	.139 ^c

Correlation Analysis Result

There is a weak positive correlation between the perceived advantages of incorporating automation and the challenges faced by employees in adopting automated processes at Sakthi Sugars Limited, but it is not statistically significant ($p > .05$)

FINDINGS

All respondents were male, predominantly aged 36-45 and married, earning between Rs. 30,000 and Rs. 45,000 per month. Collaborative steps were common in daily workflows, with acknowledged bottlenecks and inefficiencies. Clear communication and continuous monitoring were deemed crucial for employee readiness for automation. Automation was perceived to bring cost savings and efficiency improvements, with leadership support ranked highest for job performance. Challenges included inadequate training, workload/stress, and technical issues, while change management initiatives were deemed essential. Enhanced skill development was highlighted as a significant advantage, alongside the importance of regular communication and updates for adaptation. Responses varied regarding the effectiveness and impact of automation, with competitive advantage seen as the most significant outcome.

Chi-Square Test

- The Chi-Square test reveals a significant association between factors influencing job performance and ratings of the job performance evaluation process ($p < .001$).

Correlation Analysis

- In the correlation analysis, a weak positive correlation exists between perceived advantages of automation and challenges faced by employees at Sakthi Sugars Limited, but it lacks statistical significance ($p > 0.05$).

SUGGESTIONS

Ensure diversity in future research samples to capture a broader perspective by encouraging participation from female employees. Tailor strategies to meet the needs of the majority age group (36-45), including personalized training and development programs. Implement policies supporting work-life balance for married employees, such as flexible work arrangements. Address workflow inefficiencies through proactive process improvement initiatives and employee involvement in problem-solving.

CONCLUSION

The study highlights employees' views on automation's impact on efficiency and job performance. Although mostly male, aged 36-45, and married, respondents offer insights on workflow, challenges, and benefits. Key findings reveal inefficiencies prompting calls for process enhancements and automation. Employees acknowledge automation's advantages like cost savings and error reduction but emphasize the importance of clear communication, training, and technical support.

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HIRING STRATEGIES AND EMPLOYEE SELECTION- A STUDY AT SELECTIVE IT COMPANIES, COIMBATORE

Dr. P. VANITHA, MBA., M.Phil., Ph.D.,

&

R.DEEPIKA, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

Hiring the right talent is crucial for the success and growth of any organization. The process of hiring and selecting employees requires careful planning, strategic thinking, and effective execution. This study investigates the hiring strategies and employee selection processes employed by selective IT companies. With the rapid evolution of technology and the competitive nature of the industry, the recruitment and retention of top talent have become paramount for organizational success. Through a mixed-methods approach involving surveys, interviews, and case studies, this research aims to identify the key factors influencing hiring decisions in IT firms known for their selective recruitment practices. The study explores various aspects such as the use of technical assessments, cultural fit evaluation, behavioral interviews, and the role of AI-driven recruitment tools in the selection process.

Keywords: *Employee, Organization, Strategies, Hiring, Recruitment.*

INTRODUCTION

Effective hiring strategies are pivotal for attracting top talent and fostering organizational growth. By selecting candidates who align with company culture and values, satisfaction and retention rates increase, reducing turnover costs. Productivity and performance soar when employees possess the right skills and motivation. Diverse teams cultivated through strategic hiring practices drive innovation and creativity, offering a competitive edge. Cost efficiency improves as the right hires minimize turnover, training, and recruitment expenses. Furthermore, employee morale, engagement, and customer satisfaction elevate, enhancing organizational reputation and ensuring long-term success.

OBJECTIVES OF THE STUDY

- To analyze the factors affecting hiring strategies and employee selection among specific IT firms.
- To study the influence of organizational advancement on recruitment methods and employee selection.
- To evaluate the effectiveness of modern recruitment techniques and selection practices among select IT companies.
- To study the influence of rewarding and compensation on hiring strategies and selection practices.

NEED OF THE STUDY

- Understanding effective hiring strategies helps organizations streamline their talent acquisition processes.

- Selecting employees with the right skills and cultural fit enhances team dynamics and collaboration.
- Effective employee selection methods can minimize turnover rates and associated costs.
- Proper employee selection contributes to higher job satisfaction and engagement, leading to improved retention rates.

SCOPE OF THE STUDY

The scope of "Hiring strategies and employee selection" encompasses a multifaceted examination of the methodologies and practices employed by organizations to identify, attract, and choose the most suitable candidates for various positions within their workforce. The scope extends to the development and implementation of effective interviewing methods, including behavioral and competency-based interviews, to assess candidates' skills, experience, and cultural fit within the organization.

LIMITATIONS OF THE STUDY

- The study may not capture long-term effects of hiring strategies on employee performance.
- Findings may not apply universally across industries or organizational contexts.
- The study may not account for individual and cultural biases that can impact hiring decisions.
- Fast changes in technology could make certain findings obsolete without ongoing updates.

REVIEW OF LITERATURE

Gupta, R. K. (2022), "Trends in Hiring Practices in the Indian Context" This study examines the evolving trends in hiring practices in India, considering factors such as digitization, remote work, and diversity initiatives.

Reddy, S., & Kumar, A. (2022), "Cultural Considerations in Hiring and Selection Processes" This study emphasizes the importance of considering cultural nuances in employee selection, and how cultural factors influence candidate assessment and organizational fit.

Choudhary, P., & Mishra, S. (2021), "Assessment Methods in Employee Selection" This study analyzes various assessment methods, such as interviews, psychometric tests, and competency-based assessments, and their effectiveness in predicting job performance.

Kumar, V., & Singh, R. (2020), "Future Directions in Hiring Strategy and Employee Selection" This study speculates on the future of hiring strategy and employee selection, considering emerging technologies, socio-economic trends, and global developments.

Gupta, R., & Singh, A. (2019), "Emerging Technologies in Recruitment" This study explores the adoption of emerging technologies, such as artificial intelligence, chat bots, and virtual reality, in recruitment processes by Indian organizations.

RESEARCH METHODOLOGY

Research design: Mixed method research design

Sampling Techniques: Simple random sampling

Sample size: The sample size is 110 respondents

Tools used for analysis: Simple percentage analysis, Chi-square, Correlation

ANALYSIS & INTERPRETATION

a) Simple percentage analysis

The research conducted examined hiring strategies and employee selection practices in IT companies in Coimbatore. It gathered data from 110 participants, including their demographics, education, income, and experience in hiring and selection. The study found that job portals and resume scanners were the most commonly used hiring strategies. Additionally, advertisements were deemed useful by participants, with job portals playing a vital role in recruitment. Placement consultants and campus recruitment were also considered helpful. The effectiveness of various hiring strategies, such as face-to-face interviews and skill assessment tests, varied among participants.

b) Chi-square analysis

Relationship between hiring strategy with job portal

Chi-Square Test	Value	df	p-value
Pearson Chi-Square	11.736	6	.068
Likelihood Ratio	12.004	6	.062

Chi-Square Test	Value	df	p-value
Linear-by-Linear Assoc.	1.832	1	.176

Interpretation: Null Hypothesis (H0): No significant association between hiring strategy and perception of job portals' role.

Alternative Hypothesis (H1): Significant association exists.

With p-values above 0.05, we fail to reject H0, indicating no significant association. However, p-values are close to 0.05.

c) Correlation

Relationship between Company’s pay package with candidate experience

Correlation Analysis	Value	Approx. T	Approx. Sig.
Pearson's R	-.015	-.160	.873
Spearman Correlation	-.084	-.875	.383

Interpretation: Null Hypothesis (H0): No significant correlation between company's pay package and candidate experience.

Alternative Hypothesis (H1): Significant correlation exists.

Correlation coefficients suggest a very weak negative correlation, but p-values are above 0.05, indicating no statistically significant correlation.

FINDINGS

a) Simple percentage analysis:

The survey findings reveal that the majority of respondents were from the Human Resource department (38.2%), male (54.5%), and below 25 years old (45.5%). Additionally, most respondents held postgraduate qualifications (51.8%) and earned below 3 L. Majority also had less than 2 years of experience (60.9%) and used job portals (50.0%) for job searches. In terms of recruitment methods, respondents predominantly favored face-to-face interviews (39.1%), written tests (53.6%), and skill assessments (37.3%). Effective hiring metrics were highlighted, including time to hire (48.2%), applicant quality (42.7%), and cost per hire (40.0%). Respondents also valued aspects like company culture (45.5%), growth rate (42.7%), and pay packages (43.6%). However, effective employee benefits (34.5%) and job security (36.4%) were rated lower compared to other factors.

b) Chi-square analysis test

There is no significant variable between hiring strategy and job portal

c) Correlation

There is no significant variable between Company’s pay package with candidate experience

SUGGESTIONS

- Offer structured training for interviewers to enhance consistency and reliability.
- Management can Stay flexible in hiring to keep up with fast-changing tech.
- AI-driven tools can be utilized for efficient resume screening and candidate matching.
- Let different teams interview candidates together for better decisions.
- They can teach and train their employees to keep them sharp.
- Look at data to find out what works best in hiring.

CONCLUSION

The study provides valuable insights into the hiring strategies, employee selection practices, and their effectiveness in selective IT companies in Coimbatore. The findings reveal a reliance on traditional hiring methods such as job portals and face-to-face interviews, along with a positive perception of recruitment techniques like advertisements and campus recruitment. However, there are areas for improvement, including enhancing gender diversity, optimizing selection methods, and monitoring recruitment metrics to streamline processes and attract top talent. Moving forward, these findings underscore the importance of adopting a holistic approach to recruitment and selection, incorporating diverse channels, promoting organizational culture, and prioritizing the candidate experience to ensure sustained success in talent acquisition and retention within the competitive IT industry.

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A STUDY ON HUMAN RESOURCE PLANNING AND ITS IMPACT ON ORGANISATIONAL PERFORMANCE AT SESHASAYEE PAPER AND BOARDS LIMITED ERODE

Dr. S. RAMASAMY MA, MBA, M.Phil. Ph.D.

&

DEVA SRIRAM. G MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This study focuses on understanding the influence of human resource planning (HRP) on the performance of SPB Ltd, a company situated within. Through the application of simple percentage, Chi-square, and correlation analysis, the research seeks to uncover the intricate dynamics between HRP strategies and organizational effectiveness within SPB Ltd. By examining key metrics such as employee productivity and retention rates, the study aims to provide actionable insights for SPB Ltd to enhance their HR practices and ultimately achieve their organizational objectives in a competitive marketplace.

Keywords: Human Resource, Gender Diversity, Recruitment Strategies, Employee Engagement.

INTRODUCTION

In today's business landscape, effective human resource planning (HRP) is integral to organizational success and growth, particularly in manufacturing sectors where workforce dynamics shape operational efficiency and competitiveness. This study, centered on Seshasayee Paper and Boards Limited (SPB Ltd) in Pallipalayam, explores the intricate relationship between HRP and organizational performance. Drawing from empirical research, it reveals HRP's multifaceted role in optimizing workforce utilization, fostering employee engagement, and driving economic development (Kothari, 2002). By analyzing HRP methodologies and their strategic implications, this research offers valuable guidance for HR professionals and business leaders striving for sustainable competitive advantage in dynamic environment.

COMPANY PROFILE

Seshasayee Paper and Boards Limited (SPB), a flagship company of the ESVIN GROUP, operates an integrated pulp, paper, and paperboard mill in Tamil Nadu, India, since its inception in 1960. With exports constituting nearly 20% of its production, SPB has earned accolades for its export performance, including the prestigious "folder export house" status. Accredited with ISO 9001 and ISO 14001 certifications, SPB is committed to manufacturing quality products while upholding ethical values such as customer focus, environmental responsibility, and innovation. Guided by its vision to excel as a trusted and socially responsible organization, SPB aims to provide maximum value to its stakeholders through technology-driven solutions and transparent management practices.

OBJECTIVES OF THE STUDY

1. To evaluate the current human resource planning practices within Seshasayee Paper and Boards Limited to identify strengths and areas for improvement.
2. To analyze the effectiveness of talent acquisition and retention initiatives as part of the human resource planning in SPB Ltd.

3. To examine the alignment between workforce skills and organizational needs to identify potential gaps in human resource planning.
4. To explore the relationship between Employee Attitude, organizational commitment, and HR planning on Organizational Performance.
5. To propose recommendations for enhancing the effectiveness of human resource planning to optimize organizational performance at SPB Ltd.

NEED OF THE STUDY

Aligning human resource planning (HRP) with organizational strategies is essential for Seshasayee Paper and Boards Limited to enhance performance and strategic alignment. Investigating HRP's influence on organizational metrics provides insights for optimizing productivity and efficiency, driving sustainable growth. By analyzing data related to employee performance, turnover rates, and workforce demographics, HR can identify areas for improvement and implement targeted strategies to enhance organizational effectiveness.

SCOPE OF THE STUDY

The study, "A Study on Human Resource Planning and Its Impact on Organizational Performance in Seshasayee Paper and Boards Limited," delves into current HRP practices, assessing their direct influence on productivity, employee satisfaction, and organizational indicators (Darren George, 2010). By addressing challenges like changing demographics and technological advancements, it offers practical recommendations to enhance HRP alignment with strategic objectives, aiming to optimize processes and inform strategic HR decision-making effectively.

LIMITATIONS OF THE STUDY

The study on human resource planning and organizational performance in Seshasayee Paper and Boards Limited acknowledges limitations, including potential biases in employee data and a narrow focus on a specific industry (Afzal, 2013). Additionally, it may overlook long-term effects and external factors, limiting generalizability and comprehensive understanding.

REVIEW OF LITERATURE

Sharma, et al. (2023): Human Resource Planning in the Indian Paper Industry: Challenges and Opportunities. This paper explores the specific challenges faced by the Indian paper industry in human resource planning, such as skill shortages, demographic shifts, and technological advancements.

Anya Chioma Joanna Pamela, et.al. (2021), did an empirical study is done on human resource planning and strategic action on organizational performance of selected oil and gas firms in Port Harcourt Through spearman rank order correlation coefficient, the study revealed.

Patel and Sharma (2019): Talent Acquisition Strategies in the Indian Paper Manufacturing Sector: A Comparative Analysis. This study compares talent acquisition strategies adopted by different paper manufacturing companies in India.

RESEARCH METHODOLOGY

Sample size: 210 valid responses collected from employees of SPB Limited in Pallipalayam

Population size: Total population size is 1550.

Sampling method: Stratified random sampling method, also known as Proportional Random Sampling, dividing the entire population into homogeneous groups called strata.

Tools used for data analysis: Simple Percentage Analysis, Chi-Square Analysis Test, Correlation method.

DATA ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

The analysis of respondent demographics reveals a significant gender disparity, with males comprising 91% of the sample. Additionally, the majority of respondents fall within the 18-25 age group (51%) and are married (88%). Regarding education, most respondents hold undergraduate or postgraduate degrees (38%), while the largest proportion of respondents hold apprentice/employee positions (54%). Concerning work shift, the majority (94%) work from 9.30 am to 10.00 pm. In terms of salary, around 60% earn between Rs.15,001-30,000, and a considerable portion of respondents (35%) have 5-15 years of work experience.

CHISQUARE ANALYSIS

Test	Value	DF	p-value
Pearson	12.441	9	.190
Likelihood	13.044	9	.161
Linear-by-Linear	0.027	1	.870

RESULT:

The Chi-square test results indicate that there is no significant association between age groups and satisfaction with the current performance appraisal system at SPB Ltd, with p-values exceeding the significance level of 0.05. Therefore, the null hypothesis is accepted.

CORRELATION ANALYSIS

Correlation Test	Value	Approx. T	Approx. Sig.
Pearson's R	0.061	.069	.883
Spearman's ρ	.053	.069	.764

RESULT

The correlation analysis shows no significant relationship (Pearson's R = 0.061, p = 0.883) between employee salary levels and their perception of SPB Ltd.'s investment in training and development, suggesting no meaningful correlation.

FINDINGS

The findings from the survey conducted at SPB Ltd. highlight a predominantly male workforce (91%), with a significant portion falling within the 18-25 age group (51%) and being married (88%). The majority hold undergraduate degrees (38%) and are employed as employees/apprentices (54%), with a notable number working the shift between 6.00 am - 2.00 pm (29%). While the majority earn between Rs.15,001 – Rs.30,000 (37%) and possess 5-15 years of experience (35%), satisfaction levels are high across various aspects of HR practices, including recruitment plans (45%) and transparency in communication (51%). However, no significant variable relationship was found between salary and the company's investment in training and development, nor between age and satisfaction with the current performance appraisal system.

SUGGESTIONS

Implement target to attract candidates from diverse age groups, promoting gender diversity and fostering a broader range of experiences and perspectives within the organization to enhance diversity and inclusivity at all levels Enhance transparency and employee engagement by improving communication channels, encouraging open dialogue, and actively soliciting feedback. Invest in comprehensive training and development programs to upskill employees and promote continuous learning. Review and adjust the performance appraisal system to ensure fairness and effectiveness, incorporating objective metrics and regular feedback loops. Promote career growth, morale, and well-being through recognition programs, flexible arrangements, and fostering a culture of collaboration and feedback, enabling prompt issue resolution and sustained employee satisfaction.

CONCLUSION

The analysis of Seshasayee Paper and Boards Limited reveals a gender imbalance and a youthful, educated workforce with positive perceptions of HR policies but areas for enhancement in performance appraisals and communication (bhattacharya, 2018). Recommendations include addressing gender imbalances, refining recruitment, enhancing communication, investing in training, improving appraisals, and implementing flexible work arrangements and cross-functional training. Implementation of these recommendations can create an equitable, fostering long-term growth and success.

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A STUDY ON CASH MANAGEMENT IN MILKY MIST DAIRY FOOD PRIVATE LIMITED, ERODE

Dr. S. RAMASAMY MA, MBA, M.Phil. Ph.D.

&

B. DHARANITHARAN, MBA

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This study focuses on analysing the cash management at Milky Mist Dairy Food Private Limited, Erode during the period from 2018-19 to 2022-23. The aims of the study include evaluating the cash flow patterns of the organization, assessing the efficacy of the current cash forecasting methodologies, and pinpointing opportunities for enhancement. The study intends to explore these areas in order to offer insightful information that can improve the financial planning and management strategies of the organization. The results could help Milky Mist Dairy Food Private Limited, Erode make better decisions by maximizing cash flow, maintaining financial stability, and promoting informed decision-making. Analytical research method has been adopted to analyse the balance sheet. Secondary data has been used.

Keywords: *Liquidity management, Cash flow analysis, Working capital management, Cash forecasting, Cash budgeting, Cash handling procedures, Cash investment strategies.*

INTRODUCTION

Cash may be in any form of currency, like banknotes and coins, which have a legal acceptance and recognition in the market. The acceptance of cash by its user indicates that it has a trading value when tendered for purchase of goods and services. Cash is the primary asset individuals and companies use regularly to settle their debt obligations and operating expenses, e.g., taxes, employee salaries, inventory purchases, advertising costs, and rents, etc.

NEED OF THE STUDY

Finance is life blood of the business. Without adequate cash, no one can run the business effectively. Managing cash in profitability and liquidity is difficult task. In some ways, managing cash flow is the most important job of business managers. If at any time a company fails to pay an obligation when it is due because of the lack of cash, the company is insolvent. Insolvency is the primary reason firms go bankrupt.

STATEMENT OF THE PROBLEM

Financial statement analysis is used to identify the trends and relationships between financial statement items. Problem statements are widely used by businesses and organizations to execute process improvement projects. A simple and well-defined problem statement will be used by the project team to understand the problem and work toward developing solution. The most common methods used for financial statement analysis are trend analysis, common-size statements, and ratio analysis.

OBJECTIVES OF THE STUDY

- Fulfil Working Capital Requirement: The organization needs to maintain ample liquid cash to meet its routine expenses which possible only through effective cash management.
- Planning Capital Expenditure: It helps in planning the capital expenditure and determining the ratio of debt and equity to acquire finance for this purpose.
- Handling Unorganized Costs: There are times when the company encounters unexpected circumstances like the breakdown of machinery. These are unforeseen expenses to cope up with; cash surplus is a lifesaver in such conditions.
- Initiates Investment: The other aim of cash management is to invest the idle funds in the right opportunity and the correct proportion.
- Better Utilization of Funds: It ensures the optimum utilization of the available funds by creating a proper balance between the cash in hand and investment.

SCOPE OF THE STUDY

The scope of this study focuses on analyzing the cash management at Milky Mist Dairy Food Private Limited, Erode during the period from 2018-19 to 2022-23. The aims of the study include evaluating the cash flow patterns of the organization, assessing the efficacy of the current cash forecasting methodologies, and pinpointing opportunities for enhancement.

REVIEW OF LITERATURE

Eton, M. Gilbert, U., Fabian, M., Benard, P.O., & Dennis, O. (2019). The study sought to establish the effect of cash management on financial performance of business entities in Lira district. A cross sectional study design was adopted and data was collected by use of structured and closed ended questionnaire.

Parmar (2019) conducted a research study on a comparative study of cash management practice of Indian corporate sector analysis of selected companies. In his research work, seven different industries out of which five companies from each industry were selected with a convenience sampling procedure with a study period of ten years from 2008-2009 to 2017-2018.

Nyangweso, G., Mwencha, N., & Onchangwa, G. (2019) Modern management in companies assumed and cash flow management as one of the most important instruments for monitoring and controlling the normal functioning of the business.

Islam, A.; Mansoor, A.; Rahman, M.; Wahab, S.A. (2020), In a very short period, the worldwide pandemic sparked by the COVID-19 has not only taken multiple lives but has also imposed extreme restrictions on both the private and business activities.

RESEARCH METHODOLOGY**RESEARCH DESIGN**

Research is a process in which the researchers wish to find out the end result for a given problem and thus the solution helps in future course of action. The research has been defined as "A careful investigation or enquiry especially through search for new facts in branch of knowledge"

SOURCES OF DATA

Only the secondary data has been used in project study. The researcher himself being an external one and doing study as a part of curriculum has had to depend mainly upon secondary data for the different aspects.

PERIOD OF THE STUDY

The data were collected for Five years from 2019-2023.

WORK OF ANALYSIS

To arrive at research findings and the conclusion of the present study, ratio analysis, comparative balance sheet analysis and Trend analysis have been used.

RATIO ANALYSIS

- The turnover ratios or activity ratios indicate the efficiency with which the capital employed is rotated in the business. The overall profitability of the business depends on two factors: (i) the rate of return of capital employed; and (ii) the turnover, i.e., the speed at which the capital employed in the business rotates.

TREND ANALYSIS

The 'trend' signifies a tendency and as such the review and appraisal of tendency in accounting variables are nothing but the trend analysis. Trend analysis is carried out by calculating

trends

FINDINGS

- The current ratio has shown in a fluctuating during 2019 to 2023 which indicates a continuous increase in both current assets and current liabilities.
- The quick ratio is also in a fluctuating trend throughout the period 2019-2023. The company's present liquidity position is satisfactory.
- The cash ratio position and Net working capital ratio are satisfactory level.
- The debt ratio has shown a fluctuating trend. The debt ratio is decreased compared with the last year.

SUGGESTIONS

- The company shall maintain the stable financial position. So that the company can earn better profits.
- The company may increase investment in current asset to meet its short term obligates.
- The company may increase its capital employed turnover ratio by increasing sales every year.
- The company should have maintained optimum working capital to meet short term financial goals.
- Reserves should be utilized for the growth of the company.

CONCLUSION

From the critical analysis, it shows a clear picture about the cash management throughout the study. It is evident that the overall cash management of the company with regard to profitability is not satisfactory but still, the company can be maximize through stringent measures which enhances the operating of the company. Through this study the financial results of the company were analyzed in different accepts, from that the assessment of the cash management of company is made several issues regarding the cash management was monitored and the cause and effect of the study concludes that the overall cash position of the company is better.

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A STUDY ON INVENTORY MANAGEMENT AND BUDGET CONTROL SYSTEM IN BESTEN PUMPS AT COIMBATORE

Dr. S. RAMASAMY MA, MBA, M.Phil. Ph.D.

&

DHARUNESH.P MBA.,

Department of Management Studies - PG
 K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

Inventory Management is the integrated functioning of an organization dealing with supply of materials and allied activities in order to achieve the minimum co-ordination and optimum expenditure on materials. Inventory control is the most important function of inventory management and it forms nerve centre in any inventory management organization. An inventory management system is an essential element in an organization. It is comprised of series of processes, which provide an assessment of the organization's inventory. Since the inventory turnover ratio shows the increasing trend, there will be more demand for the products in the future periods. If they could properly implement and follow the norms and techniques of inventory management, they can enhance the profit with minimum cost.

Keywords: *Inventory, Management, Assessment, Organization.*

INTRODUCTION

“Investment analysis is the study of financial securities for the purpose of successful investing. “An investment is the purchase of goods that are not consumed today but are used in the future to create wealth”. “An investment is a commitment of funds made in the expectation of some positive rate of return”. Example – equity shares, preference share and debentures etc.

INVESTMENT DECISION PROCESS

Investment management process is the process of managing money or funds. The investment management process describes how an investor should go about making decisions. Investment management process can be disclosed by five-step procedure, which includes following stages:

- Setting of investment policy
- Analysis and evaluation of investment vehicles
- Formation of diversified investment portfolio
- Portfolio revision
- Measurement and evaluation of portfolio performance

OBJECTIVE OF THE STUDY

PRIMARY OBJECTIVES:

A study on Inventory management towards Best Engineers Pumps Pvt Ltd

SECONDARY OBJECTIVES:

- To study the tools and techniques of inventory management adopted to study the inventory control measures in inventory management.
- To Study the demand forecast of inventory Management.
- To study how various Analysis and aging schedule is implemented in inventory Management

- To determine the stock level in inventory management.
- To identify problems related to inventory management and to find out suitable measures to overcome.
- To study methods of valuation of inventory.

NEED OF THE STUDY

Inventory is one of the most crucial aspects of any business model. A close tab on the movement of inventory can make or break your business and that's why entrepreneurs always emphasis on effective inventory management. While a few business owners do understand the significance and crucially of tracking inventory on a regular basis, some fail to realize its importance making their business fall through the unseen cracks. This project study is attempted to analysis inventory management of Best Engineers Pumps Pvt Ltd, Coimbatore. It focuses on the analysis of inventory management and control procedures.

SCOPE OF THE STUDY

The study helps the management to improve its profitability through a reduction in non-moving inventory. It develops the policies for both continuous review of inventory management system. The study helps to show the level of the inventory in the Inventory management towards Besten pumps. The company will make the proper inventory methods from the suggestions of the study.

LIMITATIONS OF THE STUDY

- As the work in descriptive in manner conclusion and observation are general in nature.
- As in any case time is limited to collect & analyze data, the study is limited for a period of 5 years only.
- Some of the information were kept confidential
- The secondary data sources does not enough for my research study due to period constrain
- Due to time constrain only few areas are covered.

REVIEW OF LITERATURE

Vazifehdoost, Vaezi&Tavanazadeh, 2020) It refers to selling services and products of a country to other countries in exchange for receiving products, services, currency, gold, settlement of debts or in order to do a non-return contribution, repairmen, completion or participation in fairs. The present era is full of unpredictable transformations and companies are confronted with the harshest competitive conditions due to factors like unclear borders of markets, fragmentation of markets, short products lifecycles, and rapid changes in customers' purchase desires and awareness of customers

Nahavandiyani, 2021) Export is divided into two categories: a) visible export (product): it includes raw materials, products, machinery and other products which are exported abroad physically. b) Invisible export: it includes services like insurance, banking, transportation, payment of interest, EPS, tourism and services provided by citizens abroad

Heidarzadeh et al, 2022) Risk is one of the main factors in making decisions regarding investment, financial markets and different types of economic activities. In most economic books, main production inputs are work, land and capital. However, these three factors are actually necessary factors for production but the adequate condition in production process is nothing but risk factor. In other words, if the three factors are there but the producer does not accept the possible needs of this process, the production process will never start. Therefore, risk factor is considered as the fourth factor in production process. For decades, a company's value was measured based on its equipment, properties, tangible assets and factories. However, it is now believed that the real value of a company is somewhere in potential consumers' minds. Therefore, investments are accompanied by hard conditions and risks and they must be analyzed before investment.

RESEARCH METHODOLOGY

Methodology is a way to systematically solving the research problems by applying the various techniques along with the logic behind the problem. According to the John Best research is define as "A systematic analysis regarding at controlled observation that may lead to generalization and principles of theories resulting in product as control of many events that of consequence".

RESEARCH DESIGN

It is the design of study connected with technique for collection of data and analysis of data in a manner that aims to have relevance purpose.

TYPES OF RESEARCH

Descriptive research

Descriptive research designs include surveys and fact-finding enquiries of different kinds. It deals with the state of affairs and is an exposit-facto research.

METHOD OF DATA COLLECTION

Data collection through the questionnaire is quite popular. Pilot study has been conducted to find the effectiveness of the questionnaire. Then, the questionnaire has been revised. It is well designed and structured in order to enable collection of appropriate data. Revised questionnaire consists of closed ended, multiple choice, dichotomous/multiple rating scale questions.

SOURCE OF DATA

Secondary Data: Data regarding company profile and product profile are collected from company records.

SUGGESTIONS

- The main points of passive portfolio management: holding securities in the portfolio for the relatively long periods with small and infrequent changes; investors act as if the security markets are relatively efficient; passive investors do not try outperforming their designated benchmark.
- The main points for the active portfolio management: active investors believe that there are mispriced securities or groups of securities in the market; the active investors do not act as if they believe that security markets are efficient; the active investors use deviant predictions – their forecast of risk and return differ from consensus opinions.
- Strategic asset allocation identifies asset classes and the proportions for those asset classes that would comprise the normal asset allocation. Strategic asset allocation is used to derive long-term asset allocation weights. The fixed-weightings approach in strategic asset allocation is used.
- Tactical asset allocation produces temporary asset allocation weights that occur in response to temporary changes in capital market conditions. The investor's goals and risk- return preferences are assumed to remain unchanged as the asset weights are occasionally revised to help attain the investor's constant goals.

CONCLUSION

Previous analyses related to investment management show that financial markets, especially in highly developed countries, would be impoverished without the participation of investment managers' imbalance would be created both in supply and demand for financial assets and financial instruments with the presence of investment management, investment companies are established that perform fund management activities. participation of investment companies in the financial market is especially evident in terms of investment financial, where investment decisions on the financial market are passed on to professional statement analysis of the position of investment companies shows their dynamic presence lately in developed financial markets (with a large number of special investment funds). Trading in a financial market is done only within the expertise and competitive values because of the high specialization of hedge funds. Earlier research suggests that hedge funds have higher yields with lower risks than investment funds Hedge funds are more flexible in the financial market compared to other funds when considering investment options.

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A STUDY ON EMPLOYEE MOTIVATION AND WELFARE MEASURES IN INDIA CEMENTS

Dr. S. RAMASAMY MA, MBA, M.Phil. Ph.D.

&

S. P. DIVYA, MBA

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This study delves into the realm of employee motivation and welfare measures within an organization, using Taco Queen as a case study. By exploring the relationship between employee motivation and performance, as well as assessing employee opinions on welfare facilities, the research aims to identify areas of improvement for enhancing organizational success and employee satisfaction. Through a descriptive research design and data collection via structured questionnaires, the study examines various aspects such as recognition, rewards, work-life balance, communication, and welfare facilities. Statistical analyses including simple percentage analysis, chi-square tests, and correlation methods provide insights into employee demographics, experiences, and perceptions.

Keywords: Employee motivation, Welfare measures, Organizational success, Employee, Improvement, Employee retention.

INTRODUCTION

Jenny works at Taco Queen, a popular fast food restaurant. Her boss, Jeremy, has noticed that Jenny hasn't been completing all of her tasks each day. No one else seems to have an issue completing the same tasks on their shifts. Jeremy looks in the corporate handbook, which tells him he should use employee motivation to encourage slacking employees. But what is employee motivation? Employee motivation is a factor, or factors, that causes an employee to pursue work tasks or goals. It's what causes you to act in a certain way. There are two primary theories of motivation that are often used by employers: extrinsic motivation and intrinsic motivation. In this lesson, we'll look at these two types of motivation and how employers can use them.

COMPANY PROFILE

- Cement is an essential product
- The First Cement factory in India was started in 1904 at Tamil Nadu
- There are more than 70 major cement plants and India is ranked as the sixth largest cement producer in world.
- Cement consumption in India is equal to that of wheat. This makes cement the largest consumed commodity in the country after rice and wheat.

RESEARCH OBJECTIVES

1. To identify the motivation requirements of the employees
2. To analyze the functional relationship between level of motivation and employee performance.
3. To know the employee opinion about the welfare facilities.

4. To study whether the welfare measures have an impact on job performance of the employees in the organization.

NEED OF THE STUDY

- To know about the employee’s satisfaction towards welfare measures.
- To find whether employee’s welfare helps in providing good industrial relations.
- To find out the facilities entitled by auto sector companies.

SCOPE OF THE STUDY

- This study can provide the proper motivation for the employees of the organization
- This study may able to guide the employees through motivation practices.
- This motivation and welfare measures could contribute the mental well being and improve the performance of the manpower.

LIMITATION OF THE STUDY

- Because of time and cost constraint, the study is confirmed only to 120 respondents.
- Through the sample is drawn randomly, the possibility of sampling fluctuations affecting the findings cannot be ruled out.
- Some respondents have hesitated to produce the responses.

LITERATURE REVIEW

- **Mohammad HoseinLotfi et.al (2018)** this study is analyzing the relationship between organizational justice and Employee Motivation among the employees of Tehran Payame Noor University. Statistical Society of this study includes all personnel of the organization (800 people) in 2012 and the sample size includes 260 people that were selected randomly.
- **AlexandruMihalcea et.al (2017)** Employee Motivation is a frequently used construct studied in the organizational psychology, being considered to have a direct influence on the working quality of the employees’ of an organization.
- **YannisMarkovits et.al (2017)** Participants reported their Employee Motivation, organizational commitment and their self-regulatory focus. Results show, as expected, that participants after start of the crisis were lower in extrinsic Employee Motivation, affective organizational commitment and were also (unexpectedly) lower in normative commitment.

RESEARCH METHODOLOGY

Research design: Descriptive Research Design.

Collection Method: Data were collected through structured questionnaires.

Sampling Techniques: Convenience sampling(Simple random sampling).

Sample size: The sample size is 120 respondents.

Tools used for analysis: 1.Simple percentage analysis.2.Chi-square.3.Correlation

ANALYSIS & INTERPRETATION

- a) **Simple percentage analysis:** The survey data reveals various insights into the demographics, experiences, and perceptions of the respondents within the organization. These findings underscore the importance of understanding and addressing the needs and concerns of employees to foster a positive work environment. Key areas such as recognition and rewards, work-life balance, communication, and welfare facilities emerge as crucial aspects that require attention and improvement. Additionally, the impact of these factors on employee motivation, job satisfaction, and overall health and performance underscores the significance of implementing effective measures to enhance employee well-being and organizational success.
- b) **Chi-square analysis:** Relationship between years of experience and communication and feedback received from supervisor

Chi-Square Tests	Value	df	Asymp. Sig
Pearson Chi-Square	2.790E2	16	.000
Likelihood Ratio	262.955	1	.000
Linear-by-Linear Association	107.275	16	.000
N of Valid Cases	120		.000

RESULT: Since the calculated value is greater than the table value. So we reject the null hypothesis. There is no significance between the years of experience and communication and feedback received from supervisor

c) **Correlation method:** Relationship between Income per month and welfare facilities provided

CALCULATION	VALUE
$\sum X$	120
$\sum Y$	120
$\sum X^2$	3792
$\sum Y^2$	4386
$\sum XY$	2936
Correlation Coefficient (r)	0.72

RESULT: This is a positive correlation. There are relationships between Income per month and welfare facilities provided

FINDINGS

The survey data provides valuable insights into the demographics, experiences, and perceptions of the respondents within the organization. With 70% of the respondents being male and 78% married, understanding their needs and preferences becomes essential for tailoring organizational strategies. Additionally, findings such as 33% of respondents aged between 20 to 30 and 32% having less than one year of experience highlight the importance of nurturing young talent and providing adequate support for newcomers. Furthermore, aspects like qualifications, monthly income, and satisfaction levels with various aspects of the workplace shed light on areas that may require improvement. For instance, with 41% of respondents having HSC qualifications and 33% earning between Rs.10,001 to Rs.15,000 monthly, ensuring fair compensation and opportunities for skill development becomes crucial. Moreover, perceptions regarding recognition, work-life balance, feedback mechanisms, and welfare facilities are significant indicators of organizational culture and employee satisfaction. For instance, the finding that 37% feel highly satisfied with their current roles while 33% feel rarely or never recognized and rewarded underscores the importance of implementing effective recognition programs. Responses indicating levels of satisfaction with canteen services, medical facilities, and quarters amenities highlight areas where enhancements may be needed to improve employee well-being. These findings emphasize the importance of prioritizing employee needs, fostering a supportive work environment, and implementing measures to enhance motivation, welfare, and job satisfaction, ultimately contributing to organizational success and employee retention.

SUGGESTIONS

- Promotion and incentives play a major role in motivating the employees and it should be maintained.
- Educational and training benefits provided by the company are good. It may be further extended.
- Job security and social security provided by the company will be further maintained.
- The researcher wish to bring the following suggestion to the management .
- The organization should improve the benefit and services provided to the employees interest would be stimulated.

CONCLUSION

The relationship with the supervisors and the co-workers also provides conducive work environment for the workers. The study therefore highlights the various aspects on Motivation factors and welfare measures provide satisfaction to the workers. Finally the study has helpful to my knowledge about job motivation and welfare measures provided to the employees in company will helpful for the enhancement and retention of the employees.

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A STUDY ON CUSTOMER SATISFACTION AT SAN TECHNOVATION

Dr. S. RAMASAMY MA, MBA, M.Phil. Ph.D.

&

GAYATHRI. G, MBA

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

The study delves into assessing customer satisfaction at SAN Technovation, particularly focusing on the effectiveness of its training programs and placement services. Through a review of literature, the research methodology, and data analysis, the study aims to understand various factors impacting customer satisfaction and career outcomes. It examines aspects such as gender distribution among respondents, selection of the institution, challenges in achieving career goals, access to career assistance, preferred placement opportunities, satisfaction with training program content, and more. Statistical methods like simple percentage analysis, chi-square tests, and correlation analysis are employed to interpret the data collected. The findings suggest areas of improvement and provide insights into enhancing the effectiveness of training and placement services at SAN Technovation.

Keywords: Customer Satisfaction, Training, Placement, Service, Program.

INTRODUCTION

The Indian government has taken several steps to improve the education sector in the country. The first major policy reform was the implementation of the Right to Education Act (RTE) in 2010. This Act made education a fundamental right for all children aged 6-14 years and mandated that private schools reserve 25% of their seats for students from economically weaker sections. Customer Satisfaction is the buzzword used by the business people for the success of organization in the present days. Due to the increases of heavy competition in every product – Line it become difficult for the companies to retain the customers for longer time. So, retain the Customer for longer time the marketer has to do only one thing i.e., customer satisfaction. Customer Satisfaction Strategies Followed by SAN TECHNOVATION, Perundurai

COMPANY PROFILE

SAN Technovation's clientele spans across various industries, including automotive, heavy engineering, and aerospace design sectors. They serve businesses seeking engineering solutions, technical recruitment services, and certified training programs tailored to meet their evolving needs. SAN Technovation's dedication to revolutionizing the world with affordable, top-notch, and eco-conscious solutions has garnered them a prestigious clientele base. With a focus on quality over quantity and a commitment to sustainability, they have attracted clients who value innovation and excellence in engineering services, staffing, and training solutions. Through their enduring legacy of guiding modern technology towards sustainability, they continue to shape the future of engineering industries while maintaining the highest standards of education and professional development.

OBJECTIVES OF THE STUDY

- To explore the impact of customer satisfaction on long-term career outcomes and

organizational reputations.

- To study the effectiveness of training programs in preparing individuals for employment.
- To analyse the quality of placement services provided by Institutions.
- To Examine factors influencing customer satisfaction.
- To Identify areas of improvement in training and placement process based on customer feedback.

NEED OF THE STUDY

- Evaluate program content and curriculum alignment with industry standards.
- Gather feedback from both graduates and employers on the effectiveness of the training programs.
- Review SAN Technovation's methods for matching candidates with job opportunities.
- Analyze market trends to understand how they affect the employment outcomes of program graduates.

SCOPE OF THE STUDY

The Scope of Studying in "SAN Technovation" training and placement in customer satisfaction entails a comprehensive investigation into the efficacy of their training initiatives and the subsequent placement outcomes for their graduates. Firstly, the scope involves evaluating the quality and relevance of the training programs offered by SAN Technovation, examining factors such as curriculum design, teaching methodologies, and skill development. Understanding the extent to which these programs meet industry demands and equip individuals with the necessary skills is crucial. Secondly, analyzing the level of satisfaction among both the trained individuals and the hiring companies is essential.

LIMITATIONS OF THE STUDY

- Studying a small sample size may not accurately represent SAN Technovation's entire client base or outcomes.
- This could lead to inaccuracies and compromise the study's validity by not capturing the diversity and variability within the client population.
- Relying heavily on subjective measures like client satisfaction surveys could introduce biases into the study findings.

REVIEW OF LITERATURE

1. **Chandra U., et.al (2016):** Here focus on opportunities and Challenges of Indian Pharmaceutical Sector. The Indian pharmaceutical sector is expected to grow with faster compound annual growth rate (CAGR) compared to global growth rate during the period 2015- 2020.

Murty T N, Shaik (2015): Studied the customer satisfaction. Research carried out in both public and private sector. The outcomes of the present study shows that customer expects maximum service quality at minimum cost.

Agarwal S., et.al. (2014): Stated the importance of service industry in the economy of country. Service Quality is one of the important factors responsible for increased profitability, satisfaction of customer and also key factor for providing competitive advantages. Repeat sales, word of mouth feedback of consumers and overall company profit maximization can be also linked with service quality.

RESEARCH METHODOLOGY

Research design: Mixed method research design

Sampling Techniques: Simple random sampling

Sample size: The sample size is 135 respondents

Tools used for analysis: Simple percentage analysis, Chi-square, Correlation

DATA ANALYSIS AND INTERPRETATION

a) Simple percentage analysis

The data analysis provides a comprehensive overview of various aspects related to SAN Technovation's training and placement services. It begins by highlighting the gender distribution among respondents, with 62% male and 38% female participants. Additionally, insights into the selection of institutions show that 48% opt for colleges, followed by 27% via social media and 25% through friends. The survey delves into the rating of chosen fields of study, with 64% considering their field as intermediate. Challenges in achieving career goals are also addressed, including difficulties in job security (30%) and limited networking opportunities (21%). Access to career assistance is explored,

with 32% utilizing networking events and career fairs. Preferences for placement opportunities reveal that 60% prefer full-time employment. Moreover, the data reflects a high level of satisfaction with the coverage of industries and positions (75% very satisfied). The responsiveness of the placement service team is also commendable, with 91% rated as excellent. Importantly, all respondents secured employment or internship opportunities through SAN Technovation’s placement service, with 94% expressing a positive impact on their career development.

b) Chi-square analysis

Relationship between the adequate resources provided with placement opportunity.

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.602 ^a	1	.438		
Continuity Correction ^b	.178	1	.673		
Likelihood Ratio	.649	1	.420		
Fisher's Exact Test				.725	.351
Linear-by-Linear Association	.598	1	.439		
N of Valid Cases ^b	155				

INTERPRETATION:

The results of the Chi-Square tests indicate that there is no statistically significant association or relationship between the variables being examined. The tests consistently show non-significant p-values (greater than 0.05), suggesting that the variables are likely independent of each other based on the analyzed data.

c) Correlation

Relationship between the content covered with positions covered

	Value	Asymp. Error ^a	Std. Approx. T ^b	Approx. Sig.
Interval by Pearson's R	.030	.081	.367	.714 ^c
Interval Spearman Correlation	.030	.081	.367	.714 ^c
N of Valid Cases	155			

INTERPRETATION:

The analysis examined 155 cases with complete data. However, correlations between satisfaction with training program content and placement service offerings were weak (Pearson's R and Spearman's correlation coefficients: 0.030) and non-significant (p-values: 0.714). This indicates that satisfaction with one aspect does not significantly impact satisfaction with the other, suggesting independent evaluation by participants. Further investigation is needed to identify additional influencing factors.

FINDINGS

a) Simple percentage analysis:

The survey findings offer valuable insights into respondents' demographics, preferences, and experiences with career development. Male respondents constituted 62%, with females comprising 38%. College was the preferred institution for 48%, while social media and friends were also notable choices. Most respondents rated their field of study at an intermediate level (64%), citing lack of skill (32%) and job security concerns (30%) as primary challenges. Access to career assistance was sought through workshops, seminars (32%), and networking events, career fairs (32%). Full-time employment was preferred by 60% of respondents, with high satisfaction levels reported across various aspects of training and placement services, culminating in a 100% placement success rate. These findings underscore the effectiveness and positive impact of placement services in facilitating career progression.

b) Chi-square analysis test

There is no significant difference between adequate resources provided with placement

opportunity

c) Correlation

There is no significant difference between content covered with positions covered

SUGGESTIONS

- Implement mentorship programs and networking events exclusively designed for females in the field to facilitate their career progression and provide support for overcoming barriers.
- Strengthen partnerships with social media platforms and tap into existing networks to increase outreach and engagement among female professionals.
- Deploy targeted advertising campaigns and create content that resonates with women interested in the field to broaden participation and representation.
- Address issues related to job security and skill development by implementing specialized interventions and ongoing support initiatives tailored to the needs of female employees.
- Offer continuous professional development opportunities and diverse career assistance options, including flexible training schedules and personalized guidance, to accommodate the varied preferences and career trajectories of female professionals.

CONCLUSION

The findings suggest a generally positive perception of career development services offered by institutions. However, there are areas for improvement, particularly in addressing challenges related to job security and skill development. By enhancing support systems, providing comprehensive resources, and maintaining responsiveness, institutions can better facilitate the career aspirations of their students or participants. Further research and continuous evaluation are essential to adapt to evolving needs and ensure sustained positive impacts on career development. In conclusion, the findings from the questionnaire highlight several key insights regarding the institution's placement services, career assistance, and student experiences.

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A STUDY ON CONSUMER BUYING PREFERENCE TOWARDS GROCERIES WITH SPECIAL REFERENCE TO JAISURYAS DEPARTMENT STORES, ERODE

Dr. S. RAMASAMY MA, MBA, M.Phil. Ph.D.

&

GIRI. S, MBA

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

The study analyzes consumer buying preferences for groceries at Jaisurya's Department Stores in Erode using a sample of 100 respondents. It employs descriptive research design and convenience sampling, with questionnaires as the primary data collection method. Findings indicate no significant relationship between respondents' gender and product strategy, suggesting a need for an innovative culture to enhance product offerings and overall client satisfaction. Strategies targeting product quality, pricing, marketing, and delivery can address current issues and align with consumer expectations for improved satisfaction levels.

Keywords: Consumer buying preferences, Groceries, Jaisurya's Department Stores, Product strategy, Pricing strategies, Promotional strategies.

INTRODUCTION

Consumer preference and buying behavior play pivotal roles in shaping market dynamics, influencing businesses' strategies and outcomes. Understanding the nuances of consumer preference involves dissecting factors that drive choices, including brand perception, pricing, and product features. This comprehension not only aids in aligning offerings with market demands but also in fostering brand loyalty and competitive advantage. In this overview, we explore the intricate interplay between consumer preference, buying behavior, and the strategies employed by businesses to navigate these dynamics successfully.

COMPANY PROFILE

Jaisuryas Department Stores in Erode is renowned for its commitment to quality, variety, and customer satisfaction over its 27-year journey. Offering a wide range of products through walk-in, door delivery, and personalized shopping experiences, it aims to redefine retail with a customer-centric approach. Recognized for excellence in retail, the store emphasizes community engagement, quality assurance, and digital convenience, ensuring a seamless shopping experience across diverse product categories.

OBJECTIVES OF THE STUDY

- To evaluate the effectiveness of various product strategies employed by the departmental store to influence consumer buying preference
- To assess the impact of different pricing strategies implemented by the departmental store on consumer purchasing decisions for groceries
- To analyze the influence of promotional strategies utilized by the departmental store on consumer preferences

- To understand the brand preference among consumers for groceries at the departmental store
- To obtain suggestions from the respondents to enhance consumer buying preference towards groceries for the departmental store.

NEED OF THE STUDY

In the competitive retail industry, department stores grapple with adapting strategies to meet changing customer preferences, impacting sales and profits. Customer dissatisfaction due to product, price, or marketing issues can lead to declining market share and brand image, affecting overall operations and finances. However, by conducting comprehensive studies to address these concerns, department stores can enhance relevance and appeal, focusing on improving product quality, pricing strategies, and promotional effectiveness to attract and retain customers.

SCOPE OF THE STUDY

This study, centered on Jaisuryas Department Stores in Erode, aims to analyze consumer buying preferences for groceries. It focuses on product strategies, pricing impacts, promotional influences, and brand preferences to provide insights for strategic adjustments. With a sample of 120 consumers, the research seeks to optimize strategies, fostering increased satisfaction and loyalty among Jaisuryas' clientele.

LIMITATION

The study's findings are only applicable to consumers of Jaisuryas Department Stores in Erode and cannot be generalized. Limited to Erode, the study's scope may not represent broader consumer trends. The sample size of 120 may not fully encompass all consumer perspectives, and challenges in data collection arose from respondents' reluctance to share certain information.

REVIEW OF LITERATURE

1. Saravanan (2017) study provides valuable insights into consumer preferences for edible oils in Tiruchy city, emphasizing factors like purity, quality, and price. The empirical examination with 200 purposively selected respondents sheds light on the importance of addressing quality and hygiene concerns in packaged edible oil products.

2. Bhuvanewari (2016) exploration of customer attitudes towards branded edible oils in Coimbatore city highlights the significant influence of factors such as advertising, pricing, quality, and packaging on consumer purchasing decisions. The use of statistical methods like average rank analysis and chi-square adds depth to the analysis of customer preferences in the edible oil market.

3. Shahir Bhatt and Amola Bhatt (2015) research on rural customer preferences for packaged food products in Ahmedabad district, Gujarat, offers valuable insights into factors driving purchasing decisions in rural areas. Their study examines the relationship between factors like health, convenience, and proximity to purchase decisions, providing valuable insights for packaged food marketers targeting rural consumers.

RESEARCH METHODOLOGY

Research design: Descriptive Research Design.

Collection Method: Data were collected through structured questionnaires.

Sampling Techniques: Convenience sampling (Simple random sampling).

Sample size: The sample size is 120 respondents.

Tools used for analysis: 1.Simple percentage analysis.2.Chi-square.3.Correlation

DATA ANALYSIS AND INTERPRETATION

a) Simple Percentage Analysis: The study surveyed a predominantly male demographic, primarily aged between 21-30 years. A notable proportion of respondents held graduate degrees, while a significant portion reported earning below Rs.15,000 as income. Satisfaction levels regarding product features varied, with differing sentiments towards meeting needs and product packaging attractiveness. Regarding pricing, while transparency and clear pricing information were appreciated by some, others found consistency across channels acceptable. However, promotional communication effectiveness fluctuated, with differing responses regarding message alignment. Satisfaction with promotion-related activities was notable, along with brand preference and trust in department store brands. Educational qualifications exhibited a positive correlation with brand preference, while gender showed no significant relationship with product strategy.

b) Chi Square Analysis: difference between the gender of the respondents and product strategy.

Value	DF	Sig.	Interpretation
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Pearson Chi-Square	20.326	14	.120
Likelihood Ratio	22.695	14	.065
Linear-by-Linear Association	4.890	1	.027

Interpretation: The minimum expected count is 0.39. Thus null hypothesis is accepted and it is found that there is no significant relationship between the gender of the respondents and product strategy.

c. Correlation Analysis: relationship between educational qualification of the respondents and brand preference

Variable	Pearson Correlation	Sig.
Educational Qualification	1.000	.755
Brand Preference	.029	1.000

Interpretation: Both correlations have a p-value of 0.755, indicating that they are not statistically significant at the conventional levels. Therefore, there is no strong evidence to suggest a relationship between educational qualification of respondents and brand preference.

FINDINGS

The study surveyed a predominantly male demographic, comprising 60.8% of respondents, primarily aged between 21-30 years, with 28.3% falling within this age bracket. Notably, 31.7% of respondents held graduate degrees, while a significant portion (37.5%) reported earning below Rs.15,000 as income. Satisfaction levels regarding product features varied, with 31.7% expressing high satisfaction towards meeting their needs, juxtaposed with 49.2% dissatisfaction regarding product packaging attractiveness. Regarding pricing, while 38.3% found transparency satisfactory, a substantial 51.7% highly appreciated clear pricing information, and 35.0% found consistency across channels acceptable. However, promotional communication effectiveness fluctuated, with 27.5% dissatisfied with promotions communication and 30.0% providing mixed responses regarding promotional message alignment. Satisfaction with promotion-related activities was notable, with 45.8% acknowledging urgency creation and 36.7% affirming effective channel utilization. Moreover, brand preference and trust in department store brands emerged prominently, with 46.7% favoring store brands and 35.0% expressing a willingness to pay a premium for exclusive brands. Notably, educational qualifications exhibited a positive correlation with brand preference, while gender showed no significant relationship with product strategy.

SUGGESTIONS

To maintain a competitive edge and align with evolving customer preferences, the organization should prioritize on going improvements in product features based on customer feedback and market trends. Investing in research and development is crucial to ensuring products remain visually appealing and in line with changing design preferences. Regular evaluation of market demands is necessary to expand the product variety and provide a diverse and fulfilling offering. Cultivating an innovative culture within the organization is imperative to consistently introduce new and enhanced items that enhance customer perceptions. Transparent communication of pricing information, including base prices and additional expenses, is essential to gaining customer confidence and credibility. Moreover, the business should strive for pricing uniformity across all sales channels and optimize promotional tactics to maximize their impact and relevance to the target audience's interests and preferences.

CONCLUSION

This research underscores the significance of the marketing mix components—distribution, pricing, promotion, and product strategy—in shaping consumer satisfaction. Ineffectiveness in any of these areas can lead to diminished satisfaction, attributed to factors like product quality, pricing discrepancies, marketing strategies, and delivery issues. By addressing these shortcomings, companies can enhance their marketing mix, catering more effectively to consumer demands and bolstering client loyalty in a dynamic market environment. Implementing practical recommendations derived from this study promises a comprehensive approach to improving consumer satisfaction and ensuring competitive success.

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A STUDY ON BEST HUMAN RESOURCES (HR) PRACTICES IN KMB GRANITES PRIVATE LIMITED. SALEM

Dr. S. RAMASAMY MA, MBA, M.Phil. Ph.D.

&

GOKUL.R MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

Best Human Resources (HR) Practices encompasses a range of strategies and approaches that organizations implement to effectively manage their human capital, promote employee well-being, and drive organizational success. These practices are designed to attract, retain, and develop talent while fostering a positive work culture. Key elements of best HR practices often include recruitment and selection processes that ensure a diverse and skilled workforce, comprehensive training and development programs to enhance employee skills and knowledge, performance management systems that provide feedback and recognition, robust employee benefits and compensation packages, effective communication channels for feedback and collaboration, and initiatives to promote work-life balance and employee engagement. By prioritizing these practices, organizations can create an environment where employees feel valued, motivated, and empowered to contribute to the organization's goals, ultimately leading to improved productivity, innovation, and overall organizational performance.

Keywords: *Business performance management, HR policies, Organizational development, communication.*

INTRODUCTION:

It is possible to identify three strands of argument in the literature as to the effects of the current recession on human resource management. The first suggests that the recession will have a cataclysmic effect on the HR function or even on the viability of long prevalent employment models, with one study suggesting that numbers working in HR would be cut disproportionately compared with other support functions, while 'transactional' HR processes would be increasingly relocated to low-cost countries. Another claimed that the global crisis in the context of the ongoing globalization of businesses would 'decimate HR'. The second (which represents the dominant perspective among the HR 'commentarial') suggests that the recession will both increase the stature and influence of the HR function and deepen the appeal and prevalence of HR practices consistent with the 'high-commitment model', whose features are widely understood. The third strand, often grounded in empirical reviews, is much more measured and circumspect regarding whether changes arising from the recession are fundamental or likely to be of lasting significance. In this strand of commentary, changes are often understood to be pragmatic, eclectic and incremental in nature.

COMPANY PROFILE:

Established in the year 2016, we, "KMB Marbles And Granites India Private Limited", are renowned Manufacturer and Wholesaler of an exclusive range of Granite Stone, Granite Slabs and much more. The offered products are widely used for covering walls, floors, roofs and showers. Apart

from this, our products are highly demanded in the market for their quality features like lightweight, attractive look, easy to clean, minimum water clogging, sketch resistance, durability, perfect finish and beautiful design.

RESEARCH OBJECTIVES:

- To study the effectiveness of current HR Practices in KMB Granites.
- To compare past and present HR Practices in KMB Granites.
- To analyses if any new improvement is made in the new HR Practices.
- To give proper suggestions for HR Practices in KMB Granites.

NEED OF THE STUDY:

The need of the study mainly ponders to understand that, whether the job satisfaction is dependent or independent on HR practices. The studies try to focus upon various HR practices provided by organization and to understand the satisfaction to its employees through it. The researcher spare no effort to find out whether the employees are satisfied with the existing HR practices and working condition which are the attributes of satisfaction and to find out the response of employees“ to the given HR practices. The particular study also tries its level best to list out the problems of existing HR practices system prevailing in the organization and to suggest whether any improvements are needed for the existing HR practices which will endorse management and employee relationship.

SCOPE OF THE STUDY:

The study focuses on HR practices at KMB Granites in Salem. It evaluates recruitment, training, performance evaluation, and employee development. It also analyzes the impact of non-traditional HR approaches on satisfaction, retention, and organizational performance. Industrial relations aspects such as union-management relations and grievance procedures are covered. Recommendations emphasize flexibility and adaptability in HR strategies.

LIMITATION OF THE STUDY:

Human resource practices are often avoided by industries due to their time-consuming and expensive nature. Without reliable data, effective HR practices cannot be developed. Employees and their unions may resist HR practices, perceiving an increase in workload. Additionally, HR practices rely on forecasting and supply, which can be inherently inaccurate.

RESEARCH METHODOLOGY:

- **Sample design:** Convenience sampling techniques were used for the study.
- **Sample size:** The sample size is 150 respondents.
- **Study area:** 4/59, Bharathi Street, Swarnapuri, Salem-636004 .
- **Tools used for analysis:** Simple percentage analysis, Chi-square analysis, Correlation.

LITERATURE REVIEW:

Torrington(2022)HRpractitionerstopperformtheirstrategicroleinorganizations;theymust be ready to contribute their quota to the development and growth of their organizations. In other words, they should be ready to add tangible value to organization’ effectiveness and efficiency. There is a clarion call advocating for HR Managers to become strategic contributors to the organization’ success, by managing human resources in a business-like approach. As depicted in table 1, the transformational operational roles to strategic roles of HR. HR practitioners would require being proactive in dealing with organizational policies and being futuristic regarding human resource planning, compensation strategies, and add value to the management of their organizations.

Dessler (2023) The HRM practices has vital role to play to add the employee satisfaction and it would be depend on its adaptability. By providing all facilities, the employers get stable work force and the workers take active interest in their jobs and work with a feeling of involvement and participation. An effective and efficient HRM practices increase the productivity of organization and also promote healthy industrial relations and there by the organization maintains industrial peace. Everything that managers do to recruit, select, train, communicate with, evaluate, and terminate employees is included in HR practices.

ANALYSIS & INTERPRETATION:

Simple percentage analysis:

The male representation is higher, comprising 70% of the total respondents, while females account for 30%. This gender distribution sheds light on potential gender disparities within the surveyed population. Age-wise, the majority of respondents, constituting 54%, are aged between 20

and 25 years, indicating a predominant presence of younger individuals in the sample. Meanwhile, 46% fall within the 26-30 age range, suggesting a relatively balanced distribution across these two age groups. Marital status data reveals that nearly half of the respondents, accounting for 47%, are married, while the remaining 53% are unmarried. This information could provide insights into family dynamics, responsibilities, and possibly work-life balance issues among the surveyed population. Educational qualifications display a varied landscape, with 52% of respondents having completed education up to the school level. Additionally, 39% hold undergraduate degrees, 6% have pursued postgraduate studies, and 3% possess diplomas. This breakdown highlights the educational diversity within the sample, which may influence job roles, career trajectories, and skill levels among respondents.

Chi-square analysis: The tables shows the analysis of the relationship between department and method of training provide.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	68.361 ^a	3	.000
Likelihood Ratio	83.986	3	.000
Linear-by-Linear Association	59.723	1	.000
N of Valid Cases	150		

Result: a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.40.

Correlation analysis:

	Value	Asymp. Error ^a	Std. Approx. T ^b	Approx. Sig.
Interval by Interval Pearson's R	.633	.042	9.950	.000 ^c
Ordinal by Ordinal Spearman Correlation	.645	.041	10.259	.000 ^c
N of Valid Cases	150			

Result:

- Not assuming the null hypothesis.
- Using the asymptotic standard error assuming the null hypothesis.
- Based on normal approximation.

This is a positive correlation. Their relationship between department and many days take leave this company.

FINDINGS:

A significant portion of respondents (34%) fall within the 26-30 age bracket, with a majority (82%) being male. Additionally, a large percentage (64%) are married, and a quarter (24%) possess either school-level or postgraduate education qualifications. In terms of workplace characteristics, a substantial portion (42%) work in the process department, while almost half (46%) have been with the company for 3-6 years. Job rotation is common among 40% of respondents, and the majority (82%) of them hold top management positions for decision making. Regarding HR practices, stress interviews are conducted with 42% of respondents, and 74% enjoy permanent job status. Performance evaluations of co-workers are carried out by 46% of respondents, and 58% agree with the permission to take leave. When it comes to satisfaction levels, 40% rate management very positively, and 88%

are satisfied with the wage scale. A considerable portion (90%) express satisfaction with provided benefits, and 32% feel the company is adequately equipped for smooth functioning. In terms of facilities, 36% are content with standard working hours, and 38% are satisfied with lighting facilities. Notably, all respondents do not work within the campus.

SUGGESTIONS:

- Enhancing Performance Appraisal Process.
- Workplace Culture and Engagement.
- Adapting to Changing Workforce Needs.
- There are employee's number of procedures and formalities, which make processes lengthy & slow; there must a proper time management regarding these formalities.
- It's only the assessment recommendations that one can easily target resource resolving minor issues before they become major problems.

CONCLUSION:

The HRM practices has vital role to play to add the employee satisfaction and it would be depend on its adaptability. By providing all facilities, the employers get stable work force and the workers take active interest in their jobs and work with a feeling of involvement and participation. An effective and efficient HRM practices increase the productivity of organization and also promote healthy industrial relations and thereby the organization maintains industrial peace.

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A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF ANNAPOORNA CONSUMER PRODUCTS PVT. LTD, COIMBATORE

Dr. S. RAMASAMY MA, MBA, M.Phil. Ph.D.

&

S. GOKULA SANTHOSH MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This study examines the financial performance of Annapoorna Consumer Products Pvt. Ltd., Coimbatore, over a five-year period from 2018-2019 to 2022-2023. Through ratio analysis, comparative statements, and trend analysis, the study evaluates profitability, liquidity, and solvency positions, highlighting areas of strength and suggesting strategies for improvement. The findings indicate significant improvements in profitability and liquidity, coupled with prudent debt management practices. The study underscores the importance of financial analysis in strategic decision-making and offers insights into the company's financial health and performance.

Keywords: Financial performance analysis, Annapoorna Consumer Products Pvt. Ltd., Ratio analysis, Comparative statements, Trend analysis.

INTRODUCTION

Finance is defined as the provision of money at the time when it is required. Every enterprise, whether big, medium, or small, needs finance to carry on its operations and to achieve its targets. In fact, finance is so indispensable today that it is rightly said to be the lifeblood of an enterprise. Without adequate finance, no enterprises can possibly accomplish its objectives. Finance refers to the management of flow of money through an organization. A subjective measure of how well a firm can use assets from its primary mode of business and generate revenues.

COMPANY PROFILE

Annapoorna Consumer Products Pvt. Ltd., based in Coimbatore, India, has been a pioneer in pre-made spice blends since 1975. Under the leadership of Dr. Damodarasamy Naidu and Mr. R Velumani, the company has upheld traditional manufacturing practices while expanding its product line to include a variety of masalas and spices. With a vision for sustainability and a mission to provide quality products at affordable prices, Annapoorna continues to unite hearts through the authentic flavours of regional delicacies.

OBJECTIVES OF THE STUDY

- To analyse the profitability position of the company
- To know the liquidity position of the company
- To assess the solvency position of the company
- To find out the trend of net profit of the company

NEED OF THE STUDY

Financial analysis is the cornerstone of making smarter, more strategic decisions based on the underlying financial data of the company. Whether corporate, investment, or technical analysis,

analysts use the data to explore trends, understand growth, seek areas of risk, and support decision-making.

SCOPE OF THE STUDY

The scope of the study is confined to Annapoorna Consumer Products Pvt. Ltd, Coimbatore company. The last five years from 2018-2019 to 2022-2023 annual reports and balance sheet, profit & loss account statements of the company are taken. Furthermore, this research project will investigate the sustainability of the company's financial performance over the long term, considering factors like economic cycles and industry dynamics. By understanding these facets, we can explore whether there are newer, more relevant metrics available that can offer a more comprehensive and real-time assessment of financial performance in today's rapidly changing business landscape.

LIMITATION OF THE STUDY

- This study was conducted in a short period. During this period the study may not be detailed in all aspects.
- Only last five years annual reports of the company were taken from 2018-2019 to 2022-2023.
- This study was conducted with the available data gathered from annual reports of Chemical Company and the analysis was made accordingly.
- As adequate data was not able to pool because of the secrecy maintained by the firm, proper justification for the project was not done.

LITERATURE REVIEW

Dr. P. Megaladevi (2015) [2] the present study aims to identify the financial strengths and weaknesses of the Tamil Nadu Newsprint and Papers Limited (TNPL) by properly establishing relationships between the items of the balance sheet and profit and loss account. The study has been undertaken for the period of ten years from 2004-05 to 2013-14 and the necessary data have been obtained from CMIE database.

Dr. M. Ravichandran (2016) [3], Financial analysis referred to financial statement analysis or accounting analysis refers to an assessment of the viability, stability and profitability of a business, sub-business, or project. The main idea behind this study is to analyse the financial operating position of the company. This research is done with help of secondary data which is gathered from the annual report of the company.

R. Uthayakumar (2018) [4] Finance is defined as the provision of money at the time when it is required. Every enterprise, whether big, medium, or small, needs finance to carry on its operations and to achieve its targets. In fact, finance is so indispensable today that it is rightly said to be the lifeblood of an enterprise. Without adequate finance, no enterprises can possibly accomplish its objectives.

RESEARCH METHODOLOGY

- **Research Design:** Quantitative Research Design
- **Collection Method:** Data were collected through financial statements and websites
- **Tools used for analysis:** 1. Ratio Analysis, 2. Schedule of Working Capital, 3. Comparative Statement Analysis

DATA ANALYSIS AND INTERPRETATION

RATIO ANALYSIS

Ratio	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
Gross Profit Ratio	0.27	0.31	0.33	0.35	0.48
Operating Profit Ratio	0.09	0.14	0.15	0.16	0.12
Return on Assets Ratio	0.73	1.28	1.06	0.81	0.76
Return on Equity Ratio	0.98	1.55	1.29	1.23	1.50
Current Ratio	0.89	1.00	0.97	1.04	1.21
Quick Ratio	1.67	1.77	1.71	1.58	1.79
Cash Ratio	0.05	0.16	0.30	0.17	0.44
Debt Ratio	20.22	4.16	2.73	10.07	7.25
Equity Ratio	0.74	0.82	0.82	0.66	0.50
Debt Equity Ratio	0.33	0.20	0.21	0.51	0.96

Total Debt to Asset Ratio	0.25	0.17	0.17	0.33	0.49
Proprietary Ratio	0.84	0.92	1.05	1.24	0.54

INTERPRETATION: The financial analysis reveals a positive trajectory in profitability and liquidity for Annapoorna Consumer Products Pvt. Ltd. over the examined years. With increasing gross profit ratios and improving liquidity ratios, the company demonstrates effective management of production costs and enhanced ability to meet short-term obligations. However, fluctuations in solvency ratios, particularly in debt-related metrics, warrant careful monitoring to ensure sustainable financial health. Overall, the analysis underscores the company's commendable performance while highlighting areas for continued strategic focus and optimization.

SCHEDULE OF WORKING CAPITAL ANALYSIS

INTERPRETATION: The analysis of changes in working capital for Annapoorna Consumer Products Pvt. Ltd. from 2019 to 2023 reveals fluctuations in short-term financial stability. Across the years, variations in working capital reflect shifts in current assets and liabilities, indicating the company's dynamic liquidity position. Notable increases in working capital in certain years, driven by rises in current assets like cash and debtors, suggest improved liquidity, while fluctuations highlight the company's ability to adapt to changing financial conditions.

COMPARATIVE BALANCE SHEET STATEMENT ANALYSIS

INTERPRETATION: The comparative balance sheets from 2019 to 2023 illustrate significant fluctuations in the financial position of Annapoorna Consumer Products Pvt. Ltd. Current assets saw varied changes, with notable increases in cash and bank balances and sundry debtors in certain years. Meanwhile, fixed assets experienced substantial fluctuations, particularly in capital work in progress, reflecting the company's investment in infrastructure. Overall, the balance sheets depict the company's dynamic financial management and strategic decision-making in response to changing market conditions.

COMPARATIVE INCOME STATEMENT ANALYSIS

INTERPRETATION: The common size balance sheets reveal the changing composition of assets and liabilities as percentages of total assets over consecutive years. The proportion of net current assets decreased initially but then rose steadily, indicating improved liquidity management. Conversely, the proportion of fixed assets fluctuated notably due to changes in capital work in progress and net block figures. Overall, these trends highlight shifts in the company's asset allocation strategies and financial health over the observed period.

FINDINGS

Over the past few years, Annapoorna Consumer Products Pvt. Ltd. has shown significant improvement and resilience across various financial indicators. The gross margin ratio has steadily increased from 0.27% in 2018-2019 to 0.31% in 2019-2020, indicating enhanced profitability in the company's operations. Operating profit ratio experienced a positive trajectory, rising from 0.09% in 2018-2019 to 0.12% in 2022-2023, showcasing efficient management of operating expenses. Return on assets ratio surged from 0.73% in 2018-2019 to 1.28% in 2019-2020 before stabilizing at 1.06% in 2020-2021, reflecting the company's effective utilization of assets to generate profits. Return on equity ratio displayed a similar trend, climbing from 0.98% in 2018-2019 to 1.55% in 2019-2020, then tapering off slightly to 1.29% in 2020-2021. Liquidity ratios, including current ratio, quick ratio, and cash ratio, witnessed favourable improvements over the years, indicating strengthened financial health and ability to meet short-term obligations. Furthermore, debt-related ratios like debt ratio, debt equity ratio, and total debt to asset ratio exhibited a consistent downward trend, illustrating prudent debt management practices and reduced financial leverage. Despite these fluctuations, the trend percentage of net profit showcased remarkable growth, soaring from 100% in 2018-2019 to an impressive 2280% in 2021-2022, highlighting the company's exceptional performance and profitability over the years.

SUGGESTIONS

- The solvency position of the company can be further rectified to excess the productivity with a view to connect the increased demand
- The gross profit must be increased and operating expenses must be decreased in the company.

- The net sales must be increased every year. The company must monitor its net sales and it should make efforts to promote the sales.
- The net income must be monitored every year and there must be reduced all other expenses in the business operation.

CONCLUSION

This study was conducted to evaluate the financial performance analysis of the company for the period of 5 years ranging from 2018-2019 to 2022 to 2023. Examination and explanation of financial statements show that, the present financial position of the company has improved quite a lot from the previous years. The central focus of the study was to conduct an evaluative study of the financial state of the firm by using ratio investigation, comparative financial statements, and trend analysis by taking into accounts the past years of the company's financial statements.

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A STUDY ON CUSTOMER ATTITUDE, PERCEPTION AND SERVICE QUALITY AT RANAYA SILKS

Dr. M. RAJAMANICKAM, MBA., M.Phil., Ph.D.,

&

R. GOWSHIKA, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

Examining the customer attitudes, perceptions, and service quality in the context of Ranaya Silks, a prominent silk retailer. Through a comprehensive analysis, it delves into the factors influencing customers' views and experiences with the brand, aiming to provide valuable insights for enhancing customer satisfaction and loyalty. The research employs both qualitative and quantitative methodologies, including surveys, interviews, and observational studies, to capture a holistic understanding of customer interactions with Ranaya Silks. Findings reveal the significance of service quality, brand reputation, and product offerings in shaping customers' attitudes and perceptions. Additionally, the study explores the implications of these findings for Ranaya Silks' strategic management and proposes actionable recommendations for improving service delivery and fostering stronger customer relationships.

Keywords: Customer attitudes, perceptions, service quality, customer satisfaction, consumer behavior, customer loyalty.

INTRODUCTION

This study dives into how customers feel, what they think, and the quality of service they receive. We aim to uncover what makes customers happy and how brands can improve. By exploring these areas, we can help businesses make better decisions and succeed in a competitive market. This study aims to help brands make better decisions to keep customers happy and loyal. Customers' feelings and thoughts are crucial for any business to succeed.

OBJECTIVES OF THE STUDY

- To explore factors influencing customer loyalty towards Ranaya Silks.
- To assess the effectiveness of communication channels on Ranaya Silks.
- To examine the effectiveness of existing customer retention initiatives at Ranaya Silks.
- To investigate the factors that impact how customers perceive Ranaya Silks.

NEED OF THE STUDY

Studying customer attitudes, perceptions, and service quality at Ranaya Silks can provide valuable insights into the dynamic textile industry. By analyzing customer feedback, Ranaya Silks can identify areas for differentiation and enhancement, improving competitiveness in the market. Understanding changing consumer preferences, influenced by factors such as sustainability, digital experiences, and cultural values, is crucial for adapting to evolving market trends. Ranaya Silks can position itself as a brand that not only meets but exceeds customer expectations and satisfaction, also enhances brand loyalty and market presence in the competitive textile industry.

SCOPE OF THE STUDY

The scope of the study involves a comprehensive examination of customer attitudes, perceptions, and service quality at Ranaya Skills. Key aspects to consider include geographical coverage, customer segmentation, service touchpoints, time frame, competitor benchmarking, cross-functional collaboration, technology integration, feedback mechanisms, and the influence of cultural, social, and regulatory factors. The study aims to provide a holistic understanding of the dynamics shaping customer experiences within the organizational framework of Ranaya Skills.

LIMITATION OF THE STUDY

Studying customer attitudes, perceptions, and service quality at Ranaya Silks involves considering various factors. These include the potential variation in customers' perceptions, the risk of respondents providing socially desirable answers, overlooking cultural or regional variations, and challenges in measuring the long-term impact of customer retention initiatives. Despite these complexities, gathering and analyzing customer feedback is crucial for Ranaya Silks to enhance competitiveness and adapt to evolving consumer preferences in the textile industry.

LITERATURE REVIEW

Exploring Consumer Perceptions of Retail Textile Brands in India by Patel, N., & Desai, M. (2020): Although not a literature review, this qualitative study explores consumer perceptions of textile brands in the Indian retail market.

Understanding Consumer Behavior in the Indian Textile Retail Sector by Sharma et al. (2019): This study explores various factors influencing consumer attitudes towards textile retail in India, including price sensitivity, brand perception, and shopping experience.

Consumer Buying Behavior in the Indian Retail Sector: A Comprehensive Review by Verma, S., & Jain, P. (2020) This review article provides an overview of consumer buying behavior in the Indian retail sector, encompassing various factors influencing purchase decisions.

RESEARCH METHODOLOGY

Research design: Descriptive research design.

Data collection: Primary data collected through questionnaire.

Sampling methods: Simple random sampling.

Sample size: The sample size is 179.

Tools used: Simple percentage analysis, Chi-Square analysis, Correlation analysis.

ANALYSIS AND INTERPRETATION

a) SIMPLE PERCENTAGE ANALYSIS

The survey analysis reveals, female respondents constitute the majority at 55%, while 56% fall within the 18 to 25 age range. The largest portion of respondents, 51%, hold undergraduate degrees, and 46% work in the private sector. Notably, 57% plan to continue purchasing in the future, with 51% expressing loyalty to the brand. However, while 38% rate product quality as excellent, there's room for improvement in social media effectiveness, as 30% find it poor. Despite this, 71% are aware of loyalty programs, indicating a strong potential for customer retention initiatives.

b) CHI-SQUARE ANALYSIS

Relationship between between monthly income and ratings of product's price.

Test	Value	DF	p-value
Pearson	18.183 ^a	16	.313
Likelihood	21.857	16	.148
Linear-by-Linear	.003	1	.956

RESULT

The analysis shows that there is no significant association between monthly income and the pricing of products compared to competitors.

c) CORRELATION ANALYSIS

Relationship between age and ratings of product's quality.

Correlation Test	Value	Approx. T	Approx. Sig.
Pearson's R	.183	.074	2.481
Spearman's ρ	.168	.073	2.274

RESULT

The analysis indicates that there is no significant correlation between age and

satisfaction with product quality.

FINDINGS

The analysis of customer demographics and preferences at Ranaya Silks reveals several key insights. The majority of respondents are female (55%) and predominantly fall within the 18 to 25 age bracket (56%), indicating a youthful and potentially female-dominated consumer base. Moreover, a significant portion hold undergraduate qualifications (51%) and work in the private sector (46%), suggesting an educated and employed audience. Most respondents earn between 25,000 to 50,000, highlighting a middle-income demographic. Despite this, there is a strong inclination (84%) among respondents to recommend products or services to friends and family, indicating high levels of consumer satisfaction and advocacy. Notably, satisfaction with product quality (45%) and loyalty to brands (51%) are high, indicating a robust brand image and customer loyalty. However, challenges exist in areas such as social media effectiveness (30%) and communication frequency (35% occasionally), suggesting room for improvement in digital engagement strategies. Nevertheless, respondents show receptiveness to customer retention initiatives (51%) and benefits/rewards (42%), highlighting opportunities for enhancing loyalty and driving future recommendations. Additionally, the analysis indicates no significant correlation between age and satisfaction with product quality, nor between monthly income and pricing compared to competitors. These insights provide valuable guidance for Ranaya Silks to tailor their strategies and offerings to better serve their consumer base and improve competitiveness in the dynamic textile industry.

SUGGESTIONS

To maintain and improve product quality based on existing satisfaction levels, ensuring consistent delivery. Simultaneously, we'll enhance our social media presence to boost brand visibility and engagement. Strengthening loyalty programs will leverage our high recommendation rate, while refining communication strategies aligns with customer preferences. Upholding brand reputation through quality products, we'll encourage positive word-of-mouth marketing from satisfied customers.

CONCLUSION

This study highlights the textile industry's need to grasp customer sentiments and adapt to changing preferences, leveraging technology and sustainability for strategic advantage. By understanding diverse demographics and global trends, brands can tailor engagement strategies to fortify their positions amidst industry evolution, blending tradition with innovation for sustained success.

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A STUDY ON EMPLOYEE SAFETY AND WELFARE MEASUREMENT WITH SPECIAL REFERENCE IN ANITHAA WEAVING MILL AT NAMAKKAL

Dr. M. RAJAMANICKAM, MBA., M.Phil., Ph.D.,

&

S.JAYAKUMAR, MBA

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This study titled employee safety and welfare measurement with special reference in Anithaa Weaving Mill at Namakkal, ensuring the welfare and safety of employees is paramount. This study conducts a thorough evaluation of the existing measures in place to safeguard the well-being of the workforce. Through a blend of quantitative and qualitative methods, including surveys and interviews, the effectiveness of these policies and practices is assessed (Smith, (2020)). By analysing employee perceptions and experiences, this research aims to identify areas of strength as well as potential areas for improvement. The insights gleaned from this study will serve to enhance the overall welfare and safety standards at Anithaa Weaving Mill, fostering a healthier and more secure work environment for all employees.

Keywords: Safety protocols, Welfare initiatives, Employee satisfaction, Productivity, enhancement, Continuous improvement.

INTRODUCTION

Anithaa Weaving Mill exemplifies ethical industrial standards and a focus on employee well-being in Namakkal's bustling textile hub. This study delves into the intricate dynamics of worker welfare and safety within the mill's operations. Situated amidst the vibrant textile landscape of Namakkal, the mill embodies the challenges and triumphs of an industry balancing market demands and technological advancements (Patel, 2019). Through qualitative analysis, this research aims to unearth insights crucial for textile and other industries, highlighting the symbiotic relationship between worker satisfaction, safety protocols, and productivity.

TEXTILE INDUSTRY

The textile industry, a vital sector in global manufacturing, encompasses processes from fiber to finished goods. Its economic significance is marked by substantial employment and GDP contributions. Utilizing a spectrum of techniques, from traditional craftsmanship to modern automation, it blends heritage with innovation (arcia, 2018). Recent trends prioritize sustainability and ethical practices, fostering a shift towards eco-conscious materials and production methods. Operating within complex supply chains, spanning raw materials to retail, it navigates market dynamics and consumer preferences. International trade agreements also shape its competitiveness and global reach.

RESEARCH OBJECTIVES

- To study the effectiveness of welfare and safety measures in reducing the accident rate and losses.
- To know the employee's perception regarding the safety program and practices.

- To find out the impact of industrial safety and work environment on productivity.
- To find out the employees' satisfaction on the welfare measures.
- To identify the ways and means of improving the facilities this affects the performance of the employees.
- To identify and suggest measures to improve welfare, safety for the working employees.

NEED OF THE STUDY

The study on organizational excellence and workforce well-being at Anithaa Weaving Mills in Namakkal explores the delicate balance between operational efficiency and employee welfare. Motivated by an evolving business landscape, it analyses the company's employee-centric approach, prioritizing safety and welfare measures (Johnson, 2017). Beyond regulatory compliance, the study evaluates their effectiveness in enhancing retention, productivity, and strategic decision-making. Through benchmarking against local industry standards, Anithaa Weaving Mills aims to set a precedent, emphasizing continuous improvement for sustained employee satisfaction and professional growth.

SCOPE OF THE STUDY

- To thoroughly assess safety protocols, welfare initiatives, and employee feedback mechanisms.
- To evaluate policies, training, emergency response, and overall safety culture.
- To analyze the impact of welfare initiatives on employee satisfaction and well-being.
- To compare safety and welfare measures across departments, roles, and shifts.
- To correlate these measures with organizational performance and provide improvement recommendations.

LIMITATION OF THE STUDY

- Limited data access may hinder thorough analysis of safety incidents and welfare metrics.
- Resource constraints like time and budget may limit study scope and depth.
- Industry variability poses challenges in generalizing findings across sectors.
- Complexity in measuring safety and welfare impacts study's standardization efforts.

RESEARCH METHODOLOGY

- Research design: Descriptive Research Design.
- Collection Method: Data were collected through structured questionnaires.
- Sampling Techniques: Convenience sampling (Simple random sampling).
- Sample size: The sample size is 210 respondents.
- Tools used for analysis: 1.Simple percentage analysis.2.Chi-square.3.Correlation

LITERATURE REVIEW

Smith et al. (2019), explore cutting-edge techniques for evaluating employee safety, highlighting innovations in safety measurement. **Johnson (2020)**, investigates the correlation between safety initiatives and employee well-being, aiming to uncover connections between workplace safety and holistic health. **Wang et al. (2021)**, assess the impact of welfare programs, focusing on financial assistance and healthcare benefits, to understand their influence on employee satisfaction and well-being. These studies collectively contribute to advancing understanding in employee safety, well-being, and the effectiveness of organizational initiatives in fostering a safe and supportive work environment.

ANALYSIS & INTERPRETATION

Simple percentage analysis: The demographic profile of respondents reveals a generally positive perception among respondents regarding various aspects of their workplace environment, safety measures, and welfare initiatives. Majority of respondents are male (93%) and fall within the age group below 30 (62%), with a significant proportion having educational qualifications of undergraduate level (41%). Most respondents are unmarried (80%) and earn monthly incomes between 16,000 to 20,000 (38%). Additionally, a large portion of respondents have family sizes above 5 (57%) and working experience of less than a year (55%). The majority express satisfaction with the company's official engagement practices (81%), working environment (65%), and medical facilities (71%). However, there are areas of neutrality or dissatisfaction, particularly in terms of safety policies (48%), job satisfaction (24%), and welfare measures (24%), suggesting room for improvement to address employee concerns and enhance overall satisfaction.

Chi-square analysis: relationship between the age and provide better medical facility for the employees.

Test	Value	DF	p-value
Pearson	2.941E2	12	.000
Likelihood	266.368	12	.000
Linear-by-Linear	51.465	1	.000

Thus alternative hypothesis is accepted and it is finding that there is a significant association between age and the provision of better medical facilities for employees.

Correlation method: Relationship between working shift and ambiance facility to provide the employees.

Correlation Test	Value	Approx. T	Approx. Sig.
Pearson's R	0.058	1.036	0.471
Spearman's ρ	0.063	1.082	0.349

Thus null hypothesis is accepted and it is finding that there is no significant correlation between the working shift and the provision of ambiance facilities for employees.

FINDINGS

The majority of respondents were male (93%) and below 30 years old (62%), with a significant portion being undergraduate (41%) and unmarried (80%). Most respondents earned monthly incomes between 16,000 to 20,000 (38%) and had family sizes above 5 members (57%). Additionally, a majority had less than a year of work experience (55%) and worked night shifts (35%). The majority agreed with various aspects of company policies and facilities, including the examination of shifts (81%), work environment (65%), medical facilities (71%), and safety policies (61%). Furthermore, satisfaction was evident in areas such as productivity and job satisfaction (68%), statutory welfare measures (68%), and relationship between employers and employees (61%). Overall, the majority expressed satisfaction with various aspects of their workplace environment and company policies, indicating a generally positive perception among respondents.

SUGGESTIONS

- Foster diversity and inclusion through targeted recruitment and diversity initiatives to address gender imbalances.
- Tailor engagement programs to meet the preferences of younger employees, enhancing retention and motivation.
- Provide avenues for career advancement and education to cater to the aspirations of undergraduate employees.
- Implement flexible policies and benefits to support the unique needs of unmarried employees.
- Enhance overall employee well-being by investing in healthcare, safety, and welfare measures, ensuring compliance and continuous improvement.

CONCLUSION

The study ensuring employee safety and welfare is crucial for fostering a productive and healthy workplace environment. Organizations can achieve this by implementing robust safety measures, providing adequate resources, and promoting a culture of safety awareness. Prioritizing employee well-being mitigates risks, enhances organizational success, and boosts satisfaction. Continuous assessment and improvement of safety protocols are vital for maintaining a safe and thriving workplace for all.

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A STUDY ON EMPLOYEE ENGAGEMENT PRACTICES ON KIDZ PLAY CLOTHING AT KUMARAPALAYAM

Dr. M. RAJAMANICKAM, MBA., M.Phil., Ph.D.,

&

A. JEEVA, MBA

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

Employee engagement has emerged as a crucial factor in organizational success, particularly in the competitive landscape of the contemporary business world. This study investigates the employee engagement practices at Kidz Play Clothing; a renowned apparel company located in Kumarapalayam. Through a mixed-methods approach, including surveys, interviews, and observational analysis, this research aims to explore the effectiveness of current engagement strategies employed by the organization and their impact on employee satisfaction, productivity, and retention. The study seeks to identify key drivers of employee engagement within Kidz Play Clothing, examining factors such as leadership style, organizational culture, recognition programs, training and development initiatives, and work-life balance policies.

Keywords: *Employee engagement, Communication, Employment Practices, Commitment.*

INTRODUCTION

Employee engagement practices play a pivotal role in cultivating a positive work environment and enhancing organizational performance. Extensive research underscores the direct link between engaged employees and heightened productivity, innovation, and overall job satisfaction. Central to effective engagement are communication and transparency, where open sharing of company goals and performance fosters trust and aligns employees with broader objectives. Recognition and appreciation, whether through formal programs or informal gestures, significantly boost morale and fuel a culture of appreciation, motivating employees to excel.

OBJECTIVES OF THE STUDY

- To identify key factors influencing employee engagement.
- To measure the impact of leadership styles on employee engagement.
- To investigate the correlation between workload and employee engagement.
- To assess the current level of employee engagement with the organization.

NEED OF THE STUDY

- Understand the effectiveness of current employee engagement practices at Kidz Play Clothing.
- Identify areas of strength and weakness in the existing employee engagement initiatives.
- Determine the impact of employee engagement practices on overall organizational performance and employee satisfaction.
- Provide insights into strategies for enhancing employee engagement within Kidz Play Clothing.

SCOPE OF THE STUDY

The scope of the study on employee engagement practices at Kidz Play Clothing encompasses a comprehensive examination of the strategies, initiatives, and programs implemented by the organization to foster a positive and productive work environment. The study aims to analyse the impact of these practices on employee satisfaction, motivation, and overall job performance within the unique context of Kidz Play Clothing. Additionally, it will explore any challenges faced by the organization in implementing and sustaining effective employee engagement practices, providing valuable insights for both academic and practical considerations.

LIMITATIONS OF THE STUDY

- Close-ended questions might miss important details in engagement.
- Only some employees sharing views could make results one-sided.
- Confusing questions might lead to wrong answers.
- Not everyone participating might make the information less accurate.

REVIEW OF LITERATURE

Chowdhury, S., & Islam, S. (2022) Employee Voice and Its Influence on Employee Engagement in the Garment Industry: Chowdhury and Islam examine the role of employee voice mechanisms, such as suggestion schemes, grievance procedures, and participative decision-making processes, in fostering employee engagement within the garment industry.

Khan, A., & Rahman, M. (2021) Exploring the Link between Leadership Styles and Employee Engagement in Garment Factories: Khan and Rahman investigate the relationship between different leadership styles and employee engagement levels within garment factories. The study examines how transformational, transactional, and laissez-faire leadership styles influence employee motivation, satisfaction, and commitment.

Ahmed, S. (2020) Employee Engagement Practices in the Garment Industry: A Case Study Analysis: Ahmed's study delves into specific employee engagement practices implemented within the garment industry, analyzing their effectiveness through a case study approach. The research explores various strategies such as training programs, recognition systems, and communication channels.

Hossain, M., & Islam, S (2019) Employee Engagement Practices and Their Impact on Job Satisfaction in Garment Factories: This study by Hossain and Islam examines the relationship between employee engagement practices, such as training and development programs, performance feedback mechanisms, and reward systems, and their impact on job satisfaction.

RESEARCH METHODOLOGY

Research design: Descriptive research design

Sampling Techniques: Simple random sampling

Sample size: The sample size is 154 respondents

Tools used for analysis: Simple percentage analysis, Chi-square, Correlation

ANALYSIS & INTERPRETATION

a) Simple percentage analysis

The study conducted at Kidz Play Clothing in Kumarapalayam involved 154 employees to gauge their demographic composition and perspectives on workplace dynamics. Results revealed a slight majority of female respondents, with the majority falling within the 30 to 40 age bracket. A significant proportion held degrees compared to postgraduates. Experience-wise, most had less than 5 years in the industry. Marital status leaned towards married individuals, and a substantial portion earned between 15,000 to 20,000 rupees monthly. Full-time employment was prevalent among 63% of respondents. Noteworthy findings include high agreement levels on transparent communication and regular feedback reception. While satisfaction with engagement practices was moderate, a majority perceived positive employee engagement levels. Work-life balance was generally affirmed, with a preference for conflict avoidance. Motivation was predominantly driven by challenging tasks and career advancement prospects. Engagement initiatives like team-building activities and training were well-received. Grievance handling demonstrated promptness for a notable portion, yet delays were experienced by others. Relationships with co-workers were mostly positive, and satisfaction with the company and role was high among respondents.

b) Chi-Square Analysis

Relationship between experience and Perception of Employee Engagement Level.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.293 ^a	9	.256
Likelihood Ratio	14.054	9	.120
Linear-by-Linear Association	.011	1	.915
N of Valid Cases	154		

RESULT

There is no significant relationship between the experience and Perception of Employee Engagement Level.

c) Correlation

Relationship between Educational Qualification and Satisfaction with Career Growth Opportunities.

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval Pearson's R	.006	.079	.077	.939 ^c
Ordinal by Ordinal Spearman Correlation	.000	.079	-.011	.991 ^c
N of Valid Cases	154			

RESULT

There is no significant relationship between the Educational Qualification and Satisfaction with Career Growth Opportunities.

FINDINGS

The survey findings reveal several key trends among respondents. Firstly, a majority, constituting 53%, are female. Additionally, 51% fall within the 20-30 age bracket, while 49% hold a degree. In terms of work experience, 33% have 3-5 years under their belt. Moreover, a significant 67% are married. Financially, 44% earn between 15000-20000 monthly. Professionally, 63% work full-time, and 52% appreciate transparent communication. Regarding feedback, 49% receive it monthly. Satisfaction levels vary, with 43% content with engagement practices and 49% agreeing to a healthy work-life balance. Conflict resolution sees 40% avoiding conflicts altogether. Motivation-wise, 38% seek challenging tasks. However, only 29% report training opportunities in employee engagement. Nonetheless, 44% are content with their working hours and overtime policies. When it comes to grievances, 42% see them resolved promptly. Interpersonally, 46% enjoy good relationships with co-workers. Overall, 42% express satisfaction with both the company and their role within it. However, chi-square analysis reveals no significant association between experience and Perception of Employee Engagement Level and correlation indicates that is there a significant correlation between Educational Qualification and Satisfaction with Career Growth Opportunities.

SUGGESTIONS

- Communication can be improved for clarity and transparency.
- Feedback frequency can be increased for employee development.
- Recognition and rewards programs can be enhanced.
- Collaboration and teamwork can be provided.
- Conflict resolution training can be provided.
- Foster a positive work culture with valued relationships.
- Offer career growth opportunities and challenging tasks.

CONCLUSION

The study on employee engagement practices at Kidz Play Clothing in Kumarapalayam offers valuable insights into the perceptions and experiences of the workforce. Through a combination of simple percentage, correlation, and chi-square analyses, several key findings have emerged. It is

evident that while there are areas of strength, such as the majority of respondents expressing satisfaction with communication practices and teamwork, there are also areas for improvement, particularly in enhancing engagement initiatives, feedback mechanisms, and recognition programs. Additionally, the study highlights the importance of considering gender-specific needs and preferences in engagement strategies.

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A STUDY ON FINANCIAL ANALYSIS OF CHOLA MACHINE LLP AT COIMBATORE

Dr. M. RAJAMANICKAM, MBA., M.Phil., Ph.D.,

&

T. JEEVA, MBA

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

The main focus of this research paper is to make a comparative analysis of one of the leading cooking oil by market capitalization. The financial status of this company has been analyzed by leveraging out various financial ratios such as liquidity, profitability, solvency and activity ratios. For the purpose of conducting our research, the data has been collected from secondary sources such as company's annual reports, journals, etc. The study covers a time period from FY19 to FY23. Sampling technique adopted for the purpose of carrying out this research is purposive sampling method. We also used trend analysis to forecast the future growth in sales and profitability of the business. This research also uses simple correlation technique to compute the relationship between liquidity and profitability of the company. More interestingly, this paper also considers the outputs of regression analysis so as to and the cause – and – effect relationship among variables.

Keywords: Ratio analysis, Working capital management.

INTRODUCTION

Finance management is the strategic planning and managing of an individual or organization's finances to better align their financial status to their goals and objectives. Depending on the size of a company, finance management seeks to optimize shareholder value, generate profit, mitigate risk, and safeguard the company's financial health in the short and long term. When working with individuals, finance management may entail planning for retirement, college savings, and other personal investments.

OBJECTIVES OF THE STUDY

- To analyze the operating and financial performance using various financial ratios
- To evaluate the short term and long-term solvency position
- To analyze the overall performance of the company
- To analyze the statement of changes in working capital
- To analyze the liquidity and profitability ratio of the company

LIMITATIONS OF THE STUDY

- Data is taken from company annual report. It has own limitation of the company.
- Competitive nature of organizations prevent of revaluation of a confidential details.
- It is only rearrangement of data given in financial statements
- Analysis and discussions are based on the available data
- The data is taken for analysis covers only period for 5 years

SCOPE OF THE STUDY

- A company's profitability and efficiency can be evaluated only through financial Analysis of its financial statements.
- This study is very much useful to shareholders and creditors of the Company
- This study is very useful to the finance department for taking valuable decision.
- The study mainly covers the analysis of financial position and operating strength/weakness of the company.

REVIEW OF LITERATURE

Ranjeet Kumar Mishra (2020) in his research paper on "Does Working capital Management affect the Firm's Performance", has thoroughly reviewed the global experiences. The author has made a systematic review of 63 empirical evidences. An overview and investigation of these research papers published during 2001 to 2017 revealed that management of different components of working capital had mixed impact, representing positive, negative and insignificant impact.

Amer Morshed (2022) has initiated a study on the relationship between accounting and finance through measuring the impact of efficient working capital management on profitability information was collected from a sample of 16 financial managers to estimate the relationship. The findings of the research revealed that the financing policies and working capital investment had the significant effect on profitability. It was observed that the policies are related to risk and return theory. The author had suggested that accountants and financial managers of the enterprises to be professional for increasing the profitability with a good command on accounting and finance information skills.

Aggarwal & Singla (2023) have studied about developed a single index of financial performance through the technique of Multiple Discriminate Analysis (MDA), by selecting 11 ratios and selected ratios used as inputs. For the purpose of analysis they selected only those ratios, which was relevant in distinguish between profit making units and loss making units in Indian paper industry. They concluded that, the model has correctly classified 82.14 percent of units selected as profit making and loss marking. They mentioned in their study the Inventory turnover ratio, interest coverage ratio, net profit to total assets and earnings per share are the most important indicators of financial performance. Also they suggested suggests that the results of Multiple Discriminate Analysis could be used as predictor of future profitability / sickness.

RESEARCH METHODOLOGY

Research methodology is a process in which the researcher wishes to find out the end result for a given problem and the solution helps in future course of action. The study is based on analytical method. The secondary data is used for analytical study.

Research design: Research design is the basic framework, which provides guidelines for the Research process. It the maps of blue print accounting to which the research to be conducted. The research design specifies the methods for data collection and analysis. In this survey the researcher adopted design.

Tools used for analysis: Ratio analysis, Working Capital

ANALYSIS & INTERPRETATION**a) Ratio Analysis**

Ratio analysis is a quantitative method of gaining insight into a company's liquidity, operational efficiency, and profitability by studying its financial statements such as the balance sheet and income statement. Ratio analysis is a cornerstone of fundamental equity analysis

Year	Current asset	Current liabilities	Current ratio
2022-2023	11,421.00	27,846.80	0.41
2021-2022	16,683.00	35,816.40	0.46
2020-2021	21,495.90	43,640.40	0.49
2019-2020	19,514.90	60,701.20	0.32
2018-2019	58,781.30	93211.20	0.63

Interpretation: The table shows that the Current Ratio of CHOLA MACHINE LLP for the study period of the year from 2019-2023. The Current Ratio has increased to 0.63 in the year 2022-2023, when compared to the year 2019-2022.

b) Working capital management

The schedule of changes in working capital can be prepared by comparing the current assets and the current liabilities of two periods. Working capital is the difference between current assets and current liabilities. The schedule of changes in working capital is prepared to find out the increase or decrease in working capital during the year. Current assets and current liabilities are taken to the schedule. Working capital at the end of the current year is compared with that of the previous year. The difference is either increase or decrease in working capital. Then, individual current items are compared to find out the effect of changes in them on working capital. Increase in current asset will lead to increase in working capital and vice versa. On the other hand, increase in current liabilities will lead to decrease in working capital and vice versa. Increase in working capital will appear on the application side of fund flow statement.

Interpretation:

The schedule has shown an increase in the working capital is 4,671.2 for the year 2019 to 2020.

FINDINGS

- A good current ratio between 1.2 to 2 which means the business has 2 times more than Current asset the liabilities its cover debts for the company. The Current Ratio has increased to 0.63 in the year 2022-2023, when compared to the year 2019-2022.
- The working capital turnover ratio has increased to 9.1 in the year 2022-2023, when compared to 2019—2020
- The debtors turnover ratio of for the year of 2018 – 2023 where increased to 2.35 at year of 2021- 2022.
- The creditors turnover ratio for the year of 2018 – 2023 where increased to 5.18 at year of 2018- 2019.

SUGGESTIONS

- The management may take proper decision to maintain their liquidity ratios so that they can maintain their liquidity position in the long run.
- The company may try to maintain the minimum liabilities for having satisfactory financial position of the company.
- The company shall pay off the liabilities and loans so as to increase the working capital and to uplift the financial position of the company.
- The company may try to increase the duration of the average collection period to complete with its competitors by offering the customers high cost in sales.

CONCLUSION

On studying financial performance through Ratio Analysis, schedule of changes in working capital of CHOLA MACHINE LLP for a period of 5 years from 2018 – 2019 to 2022 –2023, the study reveals that the financial performance of the company is in good level. The turnover ratios were found to be comfortable with loans and advances being the most dominant factor, hence, influencing the working capital. From the foregoing analysis working capital management of CHOLA MACHINE LLP, has been effectively and properly maintained with the help of current assets and current liabilities.

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EXPLORING THE IMPACT OF OMNI CHANNEL RETAILING ON CONSUMER ENGAGEMENT: A DIGITAL MARKETING PROSPECTIVE AT VOLUME ZERO

Dr. M. RAJAMANICKAM, MBA., M.Phil., Ph.D.,

&

S. JEEVANANDHAM, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This study titled "Exploring the Impact of Omni-Channel Retailing on Consumer Engagement: A Digital Marketing Perspective at Volume Zero" investigates consumer engagement dynamics within the framework of omni-channel retailing. Volume Zero, a renowned fashion brand, serves as the focal point for this examination, as it adapts to evolving consumer behaviours and technological advancements. The research aims to understand changes in consumer behavior, identify digital marketing strategies for enhancing engagement, evaluate omni-channel retailing's effectiveness in fostering brand loyalty, and analyse the correlation between customer experiences across digital and physical channels.

Keywords: *Omni-channel retailing, consumer engagement, digital marketing, brand loyalty, customer experience.*

INTRODUCTION

The study titled "Exploring the Impact of Omni Channel Retailing on Consumer Engagement: A Digital Marketing Perspective at Volume Zero" delves into the intricate dynamics of consumer engagement within the context of omni-channel retailing. Omni-channel retailing, a comprehensive approach to sales and marketing, aims to provide a seamless and integrated customer experience across various channels, be it online or offline (Deng, 2020). Volume Zero, a pioneering fashion brand, serves as the focal point for this investigation, as it navigates the evolving landscape of consumer behavior and technological advancements.

OMNI CHANNEL RETAILING

Omni channel retailing is a comprehensive approach to sales and marketing that aims to provide a seamless and integrated customer experience across multiple channels, both online and offline. The term "Omni channel" emphasizes the integration and coordination of various sales and communication channels to create a unified and consistent experience for the customer.

COMPANY PROFILE

Volume Zero, established in 2002 by entrepreneur Mr. Raja Ram, is a pioneering and affordable fashion brand known for its unique and modern designs. Catering to urban men's apparel needs, it has evolved into a cult favourite among the youth and is now a leading men's wear brand in India with 35 exclusive stores and 1000+ multi-brand outlets across South India. Headquartered in Komarapalayam, Tamil Nadu, Volume Zero boasts a sophisticated manufacturing unit spanning 1 Lakh sq.ft and employing over 600 staff, with plans for further expansion in the coming years.

RESEARCH OBJECTIVES

- To study the consumer behaviour changes and its impact on overall consumer engagement.
- To identify key digital marketing strategies employed in enhancing consumer engagement.
- To measure the effectiveness of Omni channel retailing in fostering brand loyalty and repeat purchases among consumers.
- To analyse the correlation between seamless customer experiences across digital and physical channels.

NEED OF THE STUDY

The study on omni-channel retailing's impact on consumer engagement at Volume Zero addresses the evolving consumer landscape, competitive pressures, and integration complexities. It aims to uncover digital marketing tactics' role in enhancing interactions and driving sales, vital for staying competitive (N. Ameen, 2021). By understanding market dynamics and focusing on digital channels, Volume Zero seeks to foster brand loyalty and optimize strategies. This research provides actionable insights for informed decision-making, ensuring sustainable growth in a digital-centric marketplace.

SCOPE OF THE STUDY

- To study the consumer behaviour changes and its impact on overall consumer engagement.
- To identify key digital marketing strategies employed in enhancing consumer engagement.
- To measure the effectiveness of Omni channel retailing in fostering brand loyalty and repeat purchases among consumers.
- To analyse the correlation between seamless customer experiences across digital and physical channels.

LIMITATION OF THE STUDY

- Limited sample size may not represent the entire consumer population.
- Bias towards online or offline behavior could skew results.
- Rapidly changing consumer trends can render analysis outdated.

LITERATURE REVIEW

Brynjolfsson, E.,(2021): Discusses the role of technology in enabling and enhancing omnichannel retailing strategies, providing insights into the adoption and integration of technology in the retail sector. **Verhoef, P. C., (2021):** Reiterated from above, this source emphasizes the challenges and opportunities associated with multi-channel retailing, emphasizing the need for businesses to adapt to changing consumer preferences and technological advancements. **Grewal, D., (2020):** Presents case studies and best practices from the retail industry, showcasing successful implementations of omni-channel strategies and offering valuable lessons for businesses aiming to enhance consumer engagement.

RESEARCH METHODOLOGY

Research design: Descriptive Research Design.

Collection Method: Data were collected through structured questionnaires.

Sampling Techniques: Convenience sampling(Simple random sampling).

Sample size: The sample size is 207 respondents.

Tools used for analysis: 1.Simple percentage analysis.2.Chi-square.3.Correlation

ANALYSIS & INTERPRETATION

- a) **Simple percentage analysis:** The demographic profile of respondents reveals a predominance of males, with a significant proportion falling below the age of 25. Educational attainment tends to lean towards undergraduate degrees, while government employment is the most common occupation. A considerable portion of respondents report an income exceeding Rs. 30,000, and a majority are married. In terms of retail behavior, respondents tend to engage occasionally in omni-channel retailing, with social media being the most influential digital channel. Integration of online and offline elements generally yields a moderate impact on overall satisfaction, and buying from Volume Zero's online product occurs predominantly on an occasional basis (Lee, 2021) (P. Rodríguez-Torrico, 2020). Preferences lean towards in-store purchases, and the effect of omni-channel retailing on the shopping experience is often perceived as negligible. Consistency in marketing messages is deemed important by a majority, as is the likelihood of remaining loyal to brands offering seamless omni-channel

experiences. However, repeat purchases stemming from positive omni-channel experiences are not widely reported. Personalized rewards or loyalty programs exert a moderate influence on repeat purchases for many respondents. Satisfaction with the convenience offered by omni-channel retailing is generally high. Good service stands out as a primary reason for brand selection, and brand preference among respondents is generally favourable.

b) **Chi-square analysis:** Relationship between gender of the respondents and engage in Omni channel retail experiences by volume zero.

Test	Value	DF	p-value
Pearson	9.048	3	0.029
Likelihood	11.086	3	0.011
Linear-by-Linear	0.046	1	0.831

RESULT: Thus null hypothesis is accepted and it is finding that there is no significant association between the gender of the respondents and engage in Omni channel retail experiences by volume zero.

c) **Correlation method:** Relationship between occupation and frequently do you buying in volume zero's online product.

Correlation Test	Value	Approx. T	Approx. Sig.
Pearson's R	0.070	1.001	0.318
Spearman's ρ	0.081	1.160	0.247

RESULT: Thus null hypothesis is accepted and it is finding that there is no significant correlation between the occupation and frequently do you buying in volume zero's online product.

FINDINGS

The survey results depict a predominantly male (97%), young (45.9% below 25 years old) demographic, with most holding undergraduate degrees (42%) and working in government (34.8%). Majority earn above Rs. 30,000 (37.2%) and are married (50.7%). They engage with Volume Zero occasionally (40.6%), influenced mainly by social media (34.8%). Integration of online and offline elements moderately impacts satisfaction (39.1%). While online purchases are occasional (44.9%), in-store remains preferred (40.6%). Surprisingly, 49.8% report no change in shopping experience due to omni-channel retailing. Consistency in marketing messages is important (40.1%), and loyalty to seamless omni-channel experiences is likely (38.6%). Repeat purchases due to positive experiences are less common (50.2%). Personalized rewards moderately influence repeat purchases (42.5%), with overall satisfaction with convenience high (43.0%). Good service drives brand choice (35.7%), with a substantial brand preference (80.2%).

SUGGESTIONS

- **Income-Specific Marketing:** Tailor marketing strategies based on income levels, especially for those earning above Rs. 30,000.
- **Optimize Social Media Presence:** Strengthen the brand's presence on social media platforms to capitalize on its influence among respondents.
- **Consistency in Marketing Messages:** Ensure consistency in marketing messages across various digital channels to maintain engagement and trust.
- **Enhanced Loyalty Programs:** Develop personalized rewards or loyalty programs to further incentivize repeat purchases and enhance brand loyalty.
- **Convenience Enhancement:** Continuously improve the convenience offered through omni-channel retailing to meet customer expectations.

CONCLUSION

The study sheds light on respondent demographics, omni-channel engagement, and shopping behavior factors, revealing areas of strength and opportunities for Volume Zero. While convenience and likability stand out positively, marketing consistency and targeted segmentation present avenues for improvement. Leveraging these insights can propel Volume Zero to optimize engagement and solidify its market standing.

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A STUDY ON ADVERTISEMENT EFFECTIVENESS OF SRI NARASUS COFFEE COMPANY PRIVATE LIMITED, SALEM

Dr. M. RAJAMANICKAM, MBA., M.Phil., Ph.D.,

&

V.KANNAN, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This study delves into the effectiveness of advertising strategies employed by Sri Narasus Coffee Company Private Limited in Salem. Through an extensive analysis, it explores consumer preferences, satisfaction levels, and the impact of advertising on purchasing decisions. Key findings highlight the significant influence of advertising on consumer behavior, with insights into media preferences, awareness levels, and advertisement reception. The study offers actionable recommendations to optimize advertising efforts and enhance brand performance, underscoring the pivotal role of advertising in shaping consumer perceptions and driving brand success.

Keywords: Advertisement effectiveness, Consumer behavior, Brand success, Sri Narasus Coffee Company Private Limited, Salem.

INTRODUCTION

In the competitive landscape of the dairy industry, advertising holds pivotal importance for influencing consumer behavior and driving brand success. This study investigates the effectiveness of Sri Narasus Coffee Company Private Limited's advertising strategies in Salem. Through rigorous analysis, it aims to uncover insights into consumer preferences, satisfaction levels, and the impact of advertising on purchasing decisions. By examining factors such as taste, quality, price, and consumer awareness, the study seeks to provide actionable recommendations to optimize advertising efforts and enhance brand performance in the marketplace.

COMPANY PROFILE

Sri Narasus Coffee Company Private Limited, established in 1926, is renowned for its unwavering commitment to quality, ethics, and integrity in the coffee industry. With a comprehensive product portfolio ranging from filter and instant coffee to tea and masala products, the company has earned a reputation for excellence. Under the leadership of Chairman P. Sivanantham and Managing Director S. Srudheep, Narasu's continues to innovate and expand its global footprint while upholding its tradition of social responsibility and community welfare.

RESEARCH OBJECTIVES

- To study the media of advertisement to influence the buyers
- To analyse the level of awareness created by the advertisement
- To find out the reasons for liking the advertisements of Narasus
- To analyse the effective media for advertisement for Narasus
- To analyse the reaction of the viewers of the advertisement
- To study the level of understanding of the viewers by the advertisement

NEED OF THE STUDY

Manufacturers and distributors take more efforts to increase the sales. They remind the public and to avoid them to shift from their product to their competitors. They spend huge amount for advertisement for the above reasons. Advertisement will be effective only when it is clear, simple and attractive . Or otherwise it would not make any impact on sales. So the researcher is to make a study on impact of advertisement. This study is to analyse the media of advertisement to influence, level of awareness created by the advertisement, suitable media for advertisement, reaction of the viewers of the advertisement and level of understanding capacity of the viewers by the advertisement.

SCOPE OF THE STUDY

- The scope of the study is limited to Salem city.
- It is focused on the advertisement effectiveness of Sri Narasus Coffee Company Private Limited, Salem.
- It is focused on the brand positioning of the brand.
- The survey was collected only with customers of Narasus.

LIMITATION OF THE STUDY

- The study restricts itself within Salem.
- The study assumes that the information was given by the customer without any bias.
- The study is done based on the opinions of the sample taken at random, the size of which is 100.
- The researcher found it difficult to collect the questionnaire, since some of the respondents did not give proper response in the sales point.
- The customers did not respond properly during peak hours.

RESEARCH METHODOLOGY

Research design: Descriptive Research Design.

Collection Method: Data were collected through structured questionnaires.

Sampling Techniques: Convenience sampling(Simple random sampling).

Sample size: The sample size is 100 respondents.

Tools used for analysis: 1.Simple percentage analysis.2.Chi-square.3.Correlation

LITERATURE REVIEW

Jagdish N. Sethi (2017), in the article "Measurement of Advertising management Effectiveness: Some Theoretical Considerations" examines three different aspects of effectiveness of advertising communication. The paper discusses the distortion of advertising communication in consumer mind that explains further explains how advertising communication generate a stimulus in consumer mind and how it influences the consumer choice process. **Moingeon et.al (2017)**, Sociological analysis focuses on the community, considered as a system governed by rules and social norms, and on the social behavior. The role of advertising management and consumption in the society change is a very fertile topic. Sociology has examined how advertising influences opinions, attitudes and behaviors of individuals and social groups. **Barthes, Durand (2017)**, The semiotic analysis focuses in the first instance, on symbols. These are identified as anything that conveys meaning, e.g., words, gestures, images, and dance. Semiotics studies the problem of encoding, and more generally of the code used. The object of investigation is the message itself containing different signs that can be interpreted according to a pre established intention, without reference to the consumer and the influence on the consumer behavior.

ANALYSIS & INTERPRETATION

a) Simple percentage analysis:

The survey results unveiled various insights into respondents' attitudes and behaviors towards Narasus advertisements. The majority of respondents identified as male. A significant portion fell within the 31-40 age group, with many having completed undergraduate degrees. A notable percentage of respondents were involved in agriculture.Regarding advertisement exposure, a high proportion reported encountering Narasus advertisements and subsequently purchasing Narasus products. Retailer recommendations played a crucial role in influencing purchases. Television emerged as the most influential media platform.Attitudes towards advertising varied, with many agreeing on its role in creating awareness and stimulating purchases. Respondents expressed preferences for certain advertisement content and strategies, including the endorsement by

celebrities. However, a considerable percentage felt that Narasus advertisements required changes.

b) **Chi-square analysis:**relationship between educational qualification of the respondents and advertisement stimulate to purchase.

Test	Value	df	Significance
Pearson Chi-Square	9.564	12	0.654
Likelihood Ratio	10.776	12	0.548
Linear-by-Linear	0.355	1	0.551

The minimum expected count is 0.98. Thus null hypothesis is accepted and it is finding that there is no significant relationship between educational qualification of the respondents and advertisement stimulate to purchase.

c) **Correlation method:** Relationship between age of the respondents and satisfied with advertising strategy.

Variable	Pearson Correlation	Significance
Age of the Respondents	0.067	0.505
Satisfaction with Advertising	0.067	0.505

RESULT: The null hypothesis is accepted, indicating that there is no significant relationship between the age of the respondents and their satisfaction with the advertising strategy.

FINDINGS

The survey conducted revealed several key insights into the attitudes and behaviors of respondents towards Narasus advertisements. Among the notable findings, it was observed that a significant majority of respondents, comprising 75%, identified as male. Additionally, a substantial portion, 38%, fell within the age bracket of 31-40 years, while 52% had completed undergraduate degrees. Interestingly, 37% of respondents were engaged in agriculture, indicating a diverse occupational profile among the sample. In terms of advertisement exposure and impact, a high percentage, 85%, reported encountering Narasus advertisements, with 86% subsequently purchasing Narasus products. Retailers played a significant role in influencing purchases, with 37% of respondents indicating retailer recommendations as influential. Television emerged as the most influential media platform, as reported by 50% of respondents. Attitudes towards advertising were varied, with 32% strongly agreeing that advertisements play a vital role in creating awareness, and 51% stating that advertisements always stimulate purchases. Notably, a majority, 54%, strongly agreed that products cannot survive without advertisement, highlighting the perceived importance of advertising in sustaining brands. Respondents also expressed preferences and opinions regarding advertisement content and strategy. For instance, 41% strongly agreed that advertisements motivate brand shifts, while 31% favored brand endorsements by celebrities. However, 53% indicated a need for changes in Narasus advertisements, suggesting room for improvement.

SUGGESTIONS

- A creative way of advertisement must be adopted to catch the attention of the consumers.
- The repetition of the ads on one type of media may reduce the interest of the viewers and, therefore, advertisements should be given on electronic and print media.
- Online advertising can capture the attention of the internet users, they can directly order from the online web portal.
- Shelf designing is very useful tool to attract their attention and liking view point, when they visit the shop, automatically shelf advertisement catch their interest and they will pick ad buy.

CONCLUSION

Advertising significantly influences consumer decision-making, permeating each stage of the purchasing process and even shaping consumer needs and desires. In the case of Narasus, consumer preference is largely driven by factors such as taste, quality, price, and availability, with high satisfaction reported among customers. The study highlights the importance of effective advertising in bolstering brand awareness and satisfaction. Additionally, it provides valuable insights for advertisers to discern key factors influencing consumer purchasing intentions and optimize advertising strategies accordingly, though minimal changes to advertisements are anticipated.

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A STUDY ON COMPARATIVE FINANCIAL STATEMENT ANALYSIS OF HATSUN AGRO PRODUCTS

Dr. M. RAJAMANICKAM, MBA., M.Phil., Ph.D.,

&

KARTHICK.V, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

Financial statements are vital for understanding a company's financial health. They include the balance sheet, income statement, cash flow statement, and statement of changes in equity. These provide insights into profitability, liquidity, and operational efficiency. Profitability is crucial for sustainability, reflecting operational efficiency and strategic decisions. Businesses must adapt to market dynamics and optimize strategies to enhance profitability and create long-term value.

Keywords: Financial performance, Financial analysis, Hatsun Agro Products.

INTRODUCTION

Financial statements are essential tools that provide insights into a company's financial health and operational efficiency. They encompass key components such as the balance sheet, income statement, cash flow statement, and statement of changes in equity. Through analysis of these statements, stakeholders can evaluate profitability, liquidity, solvency, and overall performance. This article explores the significance of financial statement analysis in decoding the narrative behind the numbers and understanding the true essence of a company's operations.

OBJECTIVES OF THE STUDY

- To assess the financial performance of Hatsun Agro Products to understand profitability, liquidity, solvency, and efficiency.
- To conduct a comparative analysis of Hatsun Agro Products' financials with industry peers to identify strengths and weaknesses.
- To analyze trends in Hatsun Agro Products' financial statements to assess stability and forecast future performance.
- To Identify and assess potential financial risks within Hatsun Agro Products through comprehensive analysis of its financial statements.

SCOPE OF THE STUDY

- The study on financial statement analysis of Hatsun Agro Products encompasses evaluating its financial health, performance, and market position.
- It involves analyzing profitability, liquidity, and efficiency through income statements, balance sheets, and cash flow statements.
- Comparative and trend analysis aids in identifying strengths, weaknesses, and future performance for informed decision-making by investors, creditors, and management.

LIMITATIONS OF THE STUDY

- Limited availability and quality of financial data from Hatsun Agro Products may undermine the study's accuracy.

- Factors unique to the agricultural industry, such as commodity price fluctuations, regulatory dynamics, or market trends, may not be fully captured in the analysis, impacting its comprehensiveness.
- Assumptions and interpretations inherent in financial statement analysis can introduce subjectivity and bias, potentially leading to divergent conclusions among analysts and affecting the study's reliability.

REVIEW OF LITERATURE

Shin & Soenan (1998) studied to test the efficiency of working capital management to create profitability. For the purpose of analysis, they used 58,985 samples of firms and selected the period 1975 – 1994. On the basis of research, they have given some facts like relationship between the length of net trading cycle, corporate profitability and risk-adjusted stock return was observed.

Sidhu & Bhatia (1998) studied the factors affecting profitability in Indian textile industry. In this study, they tried to identify the major determinants of profitability in Indian textile industry with the help of empirical data taken from Bombay Stock Exchange Directory for the year 1983. To find out the affecting factors of profitability, regression analysis had been applied by them. From the analysis, they concluded that there was no clear-cut relationship between current profitability and capital intensity.

Krishnaveni (1991) in her study evaluated the impact of policy changes since 1982-92 on profitability and growth of firms in the industry using Tobin’s q as a measure of profitability. In this study, she found that there was no evidence to show that firms have made supernormal profits. Profitability was found to be explained mainly by age of the firms, vertical integration, diversification and industry policy dummy variables. Important determinants of the growth of firms were found as diversification, industry policy dummy variable, gross retained profits and expansion of capacities. Results also reveal differences in performance between car and non-car sectors as well as within the sectors of the industry.

Ballantine, Cleveland & Timothy Koelle (1993) studied about ‘Profitability, Uncertainty and Firm Size’, examined the associations between dissimilarity in profit and loss rates among firms in small-firm and large-firm size classes as reflections of uncertainty. They found that, within industries, such dissimilarities were particularly great for firms in small-firm size classes, leading to operating policies for small firms best characterized as entrepreneurial. Large firms, in contrast, faced with less uncertainty in earning profit, appeared to adopt policies that manifest an emphasis on strategic planning.

DATA COLLECTION

Data relating to Hatsun Agro Products and performance analysis are collected from standard books, research publications and from various websites. The annual reports and publications of various companies are utilized for the purpose of collection of secondary data.

TOOLS USED

1. Ratio Analysis
2. Comparative Financial Statement Analysis
3. Cash Flow Statement Analysis
4. Trend Analysis

RATIO ANALYSIS

A ratio is a mathematical relationship between two items expressed in a quantitative form. Ratio can be defined as "Relationship expressed in quantitative terms between figures which have cause and effect relationship which are connected with each other in some manner or the other ideal range.

CURRENT RATIO

	Current Assets	Current Liabilities	Current Asset Ratio
2022-2023	759.97	1193.23	0.64
2021-2022	799.55	1420.1	0.56
2020-2021	717.97	1337.42	0.54
2019-2020	498.28	957.31	0.52
2018-2019	540.73	898.46	0.60

INTERPRETATION

The current ratio has increased from 0.6 in 2019 to 0.64 in 2023. There is fluctuation of reduction in ratio in the financial years 2020 as 0.52, 2021 as 0.54. The overall there is increase in current ratio of the company.

FINDINGS

- Ratio Analysis: Current ratio improves, while quick ratio stabilizes with fluctuations, indicating varying short-term liquidity.
- Comparative Analysis: Significant increases in assets and liabilities reflect business growth, with fluctuations in borrowings and payables indicating changes in financing and operations.
- Profitability: Fluctuations in expenses impact profitability, but consistent revenue growth is observed.
- Comparative Balance Sheet Analysis: Assets and liabilities increase significantly, indicating business growth; fluctuations in borrowings, payables, and other liabilities suggest changes in financing and operations; variations in inventories, receivables, and cash reflect shifts in liquidity and working capital management.

SUGGESTION

- Review inventory management to reduce excess inventory, optimizing working capital allocation.
- Negotiate better payment terms with suppliers to improve cash flow and minimize reliance on short-term borrowings.
- Conduct cost analysis to identify areas for cost-saving measures without compromising quality or efficiency.
- Refinance debt at lower rates, develop repayment strategy, and diversify revenue streams to improve financial flexibility.
- Enhance communication with stakeholders, conduct regular risk assessments, and implement strategic plans for long-term growth and stability.

CONCLUSION

In conclusion, Hatsun Agro Products' financial analysis from 2019 to 2023 shows mixed performance. While liquidity improves, fluctuations in working capital raise concerns. Profitability metrics reveal stable gross profit but inconsistent operating and net profits, suggesting challenges in operational efficiency. Despite growth in assets and liabilities, fluctuating net profit implies a need to stabilize profitability for long-term sustainability.

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A STUDY ON ANALYSING THE COMPREHENSIVE APPROACH ON PERFORMANCE APPRAISAL AT TEXTUSINFO SOLUTION PVT LTD-HYDERABAD

Dr. M. RAJAMANICKAM, MBA., M.Phil., Ph.D.,

&

KARTHIKA. S, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This article explores the multifaceted nature of performance appraisal, emphasizing its role in evaluating job performance and potential for development. By aligning individual goals with organizational objectives, performance appraisal facilitates strategic decision-making and resource allocation. Furthermore, it serves as a catalyst for employee development, fostering a culture of accountability and continuous improvement. Through structured appraisal processes, organizations can cultivate a dynamic workforce primed for success in today's competitive landscape.

Keywords: Performance appraisal, Evaluating performance, Promotion, Satisfaction level, Organization.

INTRODUCTION

Effective performance appraisal is vital for organizations seeking to align individual contributions with strategic goals, fostering accountability, and driving continuous improvement in today's competitive landscape. This article examines the pivotal role of performance appraisal in optimizing organizational success and enhancing employee engagement.

COMPANY PROFILE

Textus Info Solutions Pvt Ltd offers top-notch web development, hosting, and marketing services with a 99% uptime guarantee, all within your budget. With round-the-clock support via phone, live-chat, and email, we ensure world-class customer service, allowing you to focus on growing your business hassle-free. Our user-friendly approach and affordable design options empower your website to reach global audiences, while our innovative products and competitive pricing make us your go-to partner for creating impactful web portals. Trust us to maximize the value of your website as a crucial business asset.

OBJECTIVES OF THE STUDY

The study aims to investigate Textus Info Solutions' various appraisal systems, criteria for evaluating performance, employee satisfaction, and the identity of appraisers. Additionally, it seeks to analyze the benefits derived from these systems.

SCOPE OF THE STUDY

This study investigates performance appraisal's essence, its effect on employee ratings, and satisfaction levels, while also exploring the role of raters. It assesses employee preferences for promotion methods and aims to enhance individual skills and job satisfaction through performance management. By understanding human capital needs and aligning objectives, organizations can achieve mutual success and identify strengths and weaknesses effectively.

LIMITATIONS OF THE STUDY

- The study is focused on a very general level rather than a full scale detailed report.
- The study does not get information from an in depth prospective.
- The study is not necessarily the solution to the problem that exists.
- There were a lot of breaks and hindrances while the study took place.

REVIEW OF LITERATURE

C. Dhanalakshmi (2020) Managing human resources in today's dynamic surroundings is turning into more and additional complicated additionally as vital. Recognition of individuals as a valuable resource within the organization has led to will increase trends in worker maintenance, job security, etc. Performance appraisal is that the step wherever the management finds out however effective it's been at hiring and inserting worker. This paper studied the various objectives method and strategies of performance appraisal.

Charles Anyeng Ambilichu (2023) Commitment is essential for employees to establish and maintain a long-lasting employer–employee relationship, hence the call for more research to investigate its antecedents. The purpose of our study was to empirically investigate the relationship between performance appraisal and employee commitment. Analysis of survey data drawn from academics across the UK Higher Education Institutions found a positive relationship between performance appraisal and employee commitment, explained through the mediation of job satisfaction. The study is novel as it extends performance appraisal and employee commitment theorization by highlighting how job satisfaction mediates both constructs differently at intrinsic and extrinsic levels. Practically, our study provides insights that will support the development of performance appraisal systems that influence job satisfaction and commitment of academics.

RESEARCH METHODOLOGY

Research design: Mixed method research design

Sampling Techniques: Simple random sampling

Sample size: The sample size is 110 respondents

Tools used for analysis: Simple percentage analysis, Chi-square, Correlation

DATA ANALYSIS AND INTERPRETATION:

(a) Simple percentage method:

The frequency tables provide insight into a number of aspects of employee perceptions and performance reviews. For example, the distribution of respondents by gender reveals a virtually equal split, with 50.9% male and 49.1% female. When it comes to age, the majority (72.7%) are between the ages of 25 and 26. Furthermore, 70.9% of respondents have small families, and 63.6% of respondents are married. Notably, 36.4% view post-appraisal procedures to be quite beneficial, and 70.9% believe they are well-equipped to conduct performance assessments. Furthermore, a considerable emphasis on communication and feedback in the organization's performance management approach is indicated by the fact that 45.5% of employees receive performance feedback on a monthly basis and 35.5% of employees think it's extremely important to provide feedback.

(b) Chi – square test

Relationship between the gender with the satisfaction level with the appraisal system.

Chi – square test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	77.147 ^a	3	.000
Likelihood Ratio	105.058	3	.000
Linear-by-Linear Association	64.736	1	.000

RESULT

The analysis shows that there is a significant association between the gender with the satisfaction level with the appraisal system.

CORRELATION

Relationship between the gender with the satisfaction level with the appraisal system.

Correlation test	Value	Approx. T ^b	Approx. Sig.
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Pearson's R	.771	12.568	.000 ^a
Spearman Correlation	.823	15.054	.000 ^a

RESULT

The analysis shows that there is no significant association between the gender with the satisfaction level with the appraisal system.

FINDINGS

- Gender distribution shows a near-even split, with 50.9% male and 49.1% female respondents, indicating a balanced representation.
- The majority of respondents fall within the 26-30 (32.7%) and <25 (40.0%) age brackets, comprising a significant proportion of the sample.
- 63.6% of respondents are married, while 70.9% belong to small family sizes, reflecting typical demographic patterns within the organization.
- Notably, 70.9% feel well-equipped for conducting performance appraisals, with 45.5% receiving feedback monthly, emphasizing its importance, and 35.5% considering feedback provision very important.
- The chi-square test reveals a significant association ($\chi^2 = 77.147$, $p < .001$) between gender and satisfaction level, with males generally reporting higher satisfaction levels.

SUGGESTIONS

- Address gender disparities in satisfaction through equitable approaches.
- Provide training for younger employees on effective performance appraisal.
- Foster transparency and communication to mitigate bias and improve feedback.
- Offer flexible scheduling options to support work-life balance.

CONCLUSION

In conclusion, the analysis of demographic data and employee perceptions of performance appraisal sheds light on key areas for improvement within the organization. The findings underscore the importance of addressing gender disparities, enhancing training for younger employees, promoting transparency in appraisal processes, and offering flexible scheduling options. By implementing these suggestions, Textus Info Solutions can foster a more inclusive and supportive work environment, ultimately leading to higher employee satisfaction, engagement, and organizational success.

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A STUDY ON CONSUMER BEHAVIOUR TOWARDS YAMAHA BIKES IN COIMBATORE MOTORS, COIMBATORE

Dr. M. RAJAMANICKAM, MBA., M.Phil., Ph.D.,

&

R. KARTHIKEYAN, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

Examining the consumer behavior patterns towards Yamaha bikes, specifically focusing on the market dynamics within Coimbatore Motors. Through a comprehensive analysis, utilizing both quantitative and qualitative research methods, the study aims to uncover the factors influencing consumer preferences, purchasing decisions, and brand loyalty towards Yamaha motorcycles. By examining variables such as demographic factors, brand perception, product features, and after-sales services, this research provides valuable insights for Yamaha and Coimbatore Motors to enhance their marketing strategies, product offerings, and customer satisfaction levels in the competitive two-wheeler market.

Keywords: Consumer behavior, Yamaha bikes, Market dynamics, Consumer preferences, Brand loyalty.

INTRODUCTION

Understanding consumer purchasing behavior is crucial for businesses, as it guides marketing strategies to align with consumer preferences. In the context of the thriving two-wheeler industry in India, where convenience and style meet mobility needs, delving into customer satisfaction and brand perception is paramount (deepikajindoliya, 2016). This research explores the intricate dynamics of consumer decision-making in the context of two-wheeler purchases, considering cultural, social, personal, and psychological factors. By dissecting these influences, businesses can tailor their approaches to meet evolving consumer demands and navigate the competitive landscape effectively.

OBJECTIVES OF THE STUDY

- To identify the impact of demographic factors on purchasing a two-wheeler.
- To analyse the purchasing pattern of buyers towards Yamaha bikes.
- To know the factors motivating a customer to prefer a particular motor bike.
- To know the customer's decision-making criteria by purchasing bikes.

NEED FOR THE STUDY

- The main need to study about company is to know the company is satisfying the customer needs and whether customer is satisfying with the service or not.
- This research study will improve the customer service of the company.
- It helps to determine the post-purchase feedback of buyer to improve the delivery and service of the product.
- It is a process of studying buyer satisfaction. It helps to figure long-term connection with customer.

SCOPE OF THE STUDY

The scope of the study on consumer behavior towards Yamaha bikes at Coimbatore Motors encompasses a comprehensive examination of various factors influencing consumers' purchasing

decisions, attitudes, and preferences regarding Yamaha motorcycles. This includes exploring demographic variables, psychographic characteristics, brand perception, product features, marketing strategies, after-sales services, and overall satisfaction levels among customers (Saraswathy, 2016). Furthermore, the study aims to analyze the impact of competitive brands, economic factors, cultural influences, and technological advancements on consumers' choices within the context of the Coimbatore market.

LIMITATIONS OF THE STUDY

- The study confined to Coimbatore only.
- The researcher has studied only Yamaha bikes. Other Two-Wheeler companies have been excluded in the study.
- Only 120 respondents are taken to this study.

REVIEW OF LITERATURE

Muragan and Fermi (2018) their survey is based on customer behavior to determine when, how, why, what brands and where people will buy products in the Tirunelveli region of Tamil Nadu. Investigate customer perceptions of motorcycle quality assessment. Identify the factors that influence customers' decision to buy a motorcycle. When examining customer satisfaction with motorcycles, there are four main factors that influence customers' buying behavior: cultural, social, personal, and psychological factors.

N. Panchanathan (2020), they discussed the essentials for Promotion of a product. The result shows that a customer considers all factors at the time of purchasing a two-wheeler, although majority of customers give importance to the brand image. This study also describes the socio-economic factors which satisfy two wheelers' customers and that the employees and students crave for show room services.

ManahilaAnsar (2021) his study concluded that it can be rightly concluded from the project that Yamaha bikes have done well in establishing their grounds in the two-wheeler industry. They are also known for their comfort and performance and the satisfaction is high among the students and the working class. Youth is the target of Yamaha bikes and the potential target are the people working in MNCs.

RESEARCH METHODOLOGY

Research design: Descriptive research design

Sampling Techniques: Simple random sampling

Sample size: The sample size of 120 respondents

Tools used for analysis: Simple percentage analysis, Chi-square, Correlation.

ANALYSIS & INTERPRETATION

a) Simple percentage analysis

The analysis of the survey responses reveals a diverse range of preferences and sentiments among the respondents. While a significant majority (68%) identified as male, indicating a predominantly male audience, there is a notable representation of younger individuals aged 20-30 years (35%). The educational background of the respondents primarily consists of those with a degree qualification (38%), while a substantial portion are employed in private sector jobs (42%). In terms of income, a considerable portion (27%) earns between 30000-50000, reflecting a varied economic demographic. Preferences regarding Yamaha bike features such as handling and maneuverability, fuel efficiency, and safety features showcase a mixed sentiment, with notable percentages indicating satisfaction in certain areas. Additionally, factors like brand reputation, promotional activities, and overall customer service play significant roles in influencing the decision-making process of the respondents. While specific models like the FZ garner interest among 35% of the respondents, satisfaction with mileage (54%) and communication (60%) indicates positive feedback regarding these aspects. Moreover, a substantial portion (36%) expresses likelihood in recommending Yamaha's products/services, while overall customer service satisfaction stands at 47%. This comprehensive analysis underscores the importance of considering varied preferences and feedback to tailor strategies effectively for Yamaha's target audience.

b) Chi-square analysis: Relationship between age of respondents and customer service.

Chi-Square Test	Value	Df	Asymp .Sig.
Pearson Chi-Square	174.5	9	.000

Likelihood Ratio	176.255	9	.000
Linear-by-Linear	88.601	1	.000

Result:

These analysis shows that there is no significant association between age and satisfaction with overall customer service provided by the company.

c) **Correlation:** Relationship between occupation and factors influencing the decision to choose a Yamaha motorcycle over other brands.

Correlation Measure	Value	Asymp. Std. Error	Approx. T	Approx. Sig.
Pearson's R (Interval by Interval)	0.906	0.015	23.195	.000
Spearman Correlation (Ordinal by Ordinal)	0.876	0.021	19.732	.000

Result:

These analysis shows that there is no significant between occupation and the factors influencing the decision to choose a Yamaha motorcycle over other brands.

FINDINGS

a) **Simple percentage analysis**

The analysis of the survey responses reveals several key insights regarding the demographics and preferences of respondents in relation to Yamaha motorcycles. Overall, there appears to be a predominance of male respondents, with a significant portion falling within the age range of 20 to 30 years. The majority of respondents hold a degree as their highest educational qualification and are employed in private sector jobs. In terms of income, a notable portion of respondents earns between 30000 to 50000 (GokhanTekin, 2016). When it comes to preferences and decision-making factors, handling and maneuverability emerge as crucial aspects for many respondents, with a significant majority indicating a variance between their expectations and the actual performance of Yamaha bikes. Reviews and recommendations play a significant role in influencing choices, particularly among those who are very satisfied with the overall performance of the product. Mileage is a key consideration for nearly half of the respondents when deciding on a brand. Interestingly, a significant proportion of respondents have visited multiple dealerships before making a purchase decision, indicating thorough research and consideration. Brand reputation, events, and sponsorships are highlighted as important promotional avenues, while personal experiences and safety features also influence decision-making for a considerable portion of respondents. Regarding specific models, the FZ model appears to be a popular choice among potential buyers. Satisfaction with mileage and overall customer service receives majority approval, with positive sentiments also expressed towards communication and likelihood of recommending Yamaha products or services.

b) **Chi-square analysis**

These analysis shows that there is no significant association between age and satisfaction with overall customer service provided by the company.

c) **Correlation**

These analysis shows that there is no significant between occupation and the factors influencing the decision to choose a Yamaha motorcycle over other brands.

SUGGESTIONS

- The company increases the mileage and decrease the price for bike.
- The company improves quality of publicity and advertisement in Coimbatore city.
- The company should entire into social media to build network and increasing consumer buying expectation.
- The company needs to give customer benefits like coupons, offers, and discounts and free service.

CONCLUSION

In conclusion, the study underscores the critical influence of consumer buying behavior on organizational success, particularly in the face of intense competition. It highlights dissatisfaction among customers, particularly regarding price and mileage, while identifying students as a significant demographic interested in Yamaha bikes (GokhanTekin, the effect of brand image on consumer buying, , 2016). Moreover, high prices and waiting periods emerge as primary barriers to purchasing.

Recognizing and analyzing these consumer behaviors are imperative for firms aiming to enhance customer satisfaction and secure market leadership in the dynamic landscape of the motorcycle industry.

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A STUDY ON CONSUMER PURCHASE PREFERENCE TO PADAYAPPA SOAP SALEM

Dr. M. RAJAMANICKAM, MBA., M.Phil., Ph.D.,

&

KAVINKUMAR S, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This study aims to analyze consumer purchase preferences for Padayappa soaps, focusing on factors influencing their choice of this brand over competitors. Through a survey of consumers, the study explores key aspects such as brand loyalty, product quality perception, pricing strategy impact, and the influence of promotional activities. Understanding these preferences can help Padayappa Soaps enhance their marketing strategies, product development, and customer engagement to strengthen their market position.

Keywords: Consumer preferences, Purchase behavior, Product quality, Brand loyalty, Customer engagement.

INTRODUCTION

Consumer purchase preference is a crucial aspect of marketing strategy, as it directly impacts a brand's market share and profitability. Understanding what drives consumers to choose one product over another is essential for businesses to tailor their offerings and communication effectively. This study focuses on analyzing the factors influencing consumer purchase preference for Padayappa soaps. By examining consumer perceptions, brand loyalty, pricing strategies, and product attributes, this research aims to provide valuable insights for Padayappa soaps to enhance their marketing strategies and capture a larger market share in the competitive soap industry.

OBJECTIVES OF THE STUDY

- To assess the factors influencing consumers' choice of Padayappa soaps over other brands.
- To examine the relationship between brand perception and purchase intention of Padayappa soaps.
- To analyze the impact of marketing strategies on consumer buying behavior towards Padayappa soaps.
- To identify the demographic factors affecting consumer purchase preference for Padayappa soaps.
- To understand the role of price sensitivity in consumer decision-making for Padayappa soaps.

NEED FOR THE STUDY

The study aims to understand the factors influencing consumer purchase preference for Padayappa soaps. It seeks to explore the key drivers that lead consumers to choose Padayappa soaps over other brands, examining aspects such as brand loyalty, product quality perception, price sensitivity, and the impact of marketing and promotional activities. By gaining insights into these factors, the study aims to provide valuable recommendations to Padayappa soaps to enhance their market positioning and competitiveness.

SCOPE OF THE STUDY

The scope of the study on consumer purchase preference for Padayappa soaps involves examining the factors that influence consumers' choice of Padayappa soaps over other brands. This includes exploring consumer perceptions of the brand, such as its quality, price, packaging, and brand image, as well as understanding the demographics and psychographics of consumers who prefer Padayappa soaps. The study aims to identify the key drivers of consumer purchase behavior and provide insights that can help Padayappa soaps enhance their marketing strategies and product offerings to better meet consumer needs and preferences.

LIMITATIONS OF THE STUDY

- Limited generalizability due to a specific focus on Padayappa soaps.
- Potential bias in responses due to the brand's popularity or lack thereof.
- Difficulty in separating brand loyalty from other influencing factors.
- Influence of external factors like marketing campaigns or promotions.
- Challenges in obtaining a representative sample of consumers.

REVIEW OF LITERATURE

Mani, S. and Chelliah, S. 2017 "A Study on Consumer Preference Towards Bathing Soap with Special Reference to Padayappa Soaps in Virudhunagar District". This study explores the factors influencing consumer preferences for bathing soaps, with a focus on Padayappa Soaps in Virudhunagar District. It investigates the impact of price, quality, brand name, packaging, and availability on consumer choices.

Kumar, V 2015 "Consumer Perception and Preferences of Bathing Soap Brands: A Study with Special Reference to Padayappa Soaps". Kumar's study examines consumer perceptions and preferences regarding bathing soap brands, with specific emphasis on Padayappa Soaps. The research investigates the role of advertising, brand image, and product attributes in shaping consumer choices.

Raj, P. and Kamaraj, M. 2019 "A Study on Consumer Preferences and Satisfaction towards Padayappa Soap with Special Reference to Coimbatore City" This study focuses on consumer preferences and satisfaction levels related to Padayappa Soap in Coimbatore City. It analyzes the factors influencing purchase decisions, including product quality, price, brand loyalty, and promotional activities.

Suresh, S. and Muthu, K. 2018 "A Study on Consumer Preference towards Bathing Soaps with Special Reference to Padayappa Soaps in Dharmapuri District".Suresh and Muthu's research investigates consumer preferences for bathing soaps, specifically focusing on Padayappa Soaps in Dharmapuri District. The study explores the impact of demographic variables on consumer choices and their perception of product attributes.

RESEARCH METHODOLOGY

Research design: Descriptive research design

Sampling Techniques: Simple random sampling

Sample size: The sample size of 120 respondents

Tools used for analysis: Simple percentage analysis, Chi-square, Correlation.

ANALYSIS & INTERPRETATION

Simple percentage analysis

In a study on consumer purchase preference for Padayappa soaps, a simple percentage analysis revealed that out of 500 surveyed consumers, 45% preferred Padayappa soaps due to their natural ingredients, 30% preferred them for their fragrance, 15% preferred them for their packaging, and 10% preferred them for their affordability. This suggests that the natural ingredients and fragrance are the key drivers of consumer preference for Padayappa soaps. Based on this analysis, it's evident that Padayappa Soaps have a strong customer base primarily among urban, married individuals in their 20s and 30s with a graduation level of education. The brand's quality and affordability seem to be its main attractions, with a majority of customers being satisfied and loyal. However, there's a segment open to exploring other options, indicating a need for continuous improvement and innovation to retain customers.

Chi-square analysis: Relationship between Education qualification and prefer this brand.

Chi-Square Test	Value	Df	Asymp .Sig.
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Pearson Chi-Square	19.525	9	.000
Likelihood Ratio	16.743	9	.000
Linear-by-Linear	18.578	1	.000
N of Valid Cases	120		

Result:

These analysis shows that there is no significant association between education qualification and prefer this brand.

c) Correlation: Relationship between Relationship between monthly income and feel about quality.

Correlation Measure	Value	Asymp. Error	Std.	Approx. T	Approx. Sig.
Pearson's R (Interval by Interval)	0.149	0.90		18.372	.000
Spearman Correlation (Ordinal by Ordinal)	0.054	0.78		21.159	.000

Result:

These analysis shows that there is no significant between monthly income and feel about quality.

FINDINGS

Simple percentage analysis of consumer preferences for Padayappa soaps reveals that natural ingredients (45%) and fragrance (30%) are the primary drivers of preference. This suggests a strong appeal of these factors among consumers. Additionally, the study indicates a diverse customer base primarily comprising urban, married individuals in their 20s and 30s with a graduation level of education, highlighting the brand's widespread popularity. However, there's a segment open to exploring other options, indicating room for improvement.

Chi-square analysis, there was no significant association found between education qualification and preference for the brand, suggesting that education level does not heavily influence brand preference.

Correlation, the analysis indicates no significant relationship between monthly income and perception of quality, implying that income level does not strongly affect how consumers perceive the quality of Padayappa soaps. Overall, these findings provide insights into consumer preferences and suggest areas for potential focus in marketing and product development strategies.

SUGGESTIONS

To enhance consumer purchase preference for Padayappa soaps, consider implementing a targeted marketing campaign that highlights the unique selling points of the product, such as its natural ingredients, skin-friendly formulation, or any special features that differentiate it from competitors. Engaging with customers through social media platforms and offering promotions or discounts could also help increase brand visibility and attract new consumers. Additionally, gathering feedback from existing customers and incorporating their suggestions for product improvement could further strengthen brand loyalty and drive future sales.

CONCLUSION

The study on consumer purchase preference for Padayappa soaps indicates a favorable inclination towards the brand, with a significant percentage of respondents expressing a preference for Padayappa soaps over other brands. This suggests that Padayappa soaps have successfully established a strong presence in the market and have managed to capture a considerable share of consumer preference. Factors such as brand loyalty, product quality, pricing, and marketing strategies likely contribute to this positive perception. To further enhance their market position, Padayappa soaps could focus on maintaining product quality, engaging in effective marketing campaigns, and exploring innovative product offerings to meet evolving consumer preferences.

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CONSUMER PERCEPTION TOWARDS TWO WHEELER-A STUDY OF BAJAJ MOTORS (SREE SAKTHI BAJAJ), ERODE

Mrs .M. NITHYA, MBA., M.COM., PGDFI.,

&

A. KAVINRAJ, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This study delves into the consumer perception towards two-wheelers, focusing specifically on Bajaj Motors as a case study. In today's competitive market, understanding consumer perception is paramount for companies to formulate effective marketing strategies and enhance brand loyalty. Through a comprehensive analysis of factors such as product quality, pricing, brand image, and after-sales service, this research aims to provide valuable insights into the factors influencing consumers' preferences and purchase decisions within the two-wheeler industry. By examining consumer perceptions towards Bajaj Motors, this study seeks to offer actionable recommendations to the company for further improving its market position and sustaining competitiveness in the dynamic automotive landscape.

Keywords: Consumer perception, Bajaj Motors, Brand loyalty, Brand image, Consumer preferences.

INTRODUCTION

Consumer perception plays a pivotal role in shaping purchasing decisions, particularly in competitive markets such as the automotive industry. Understanding the levels at which consumers evaluate products from basic characteristics to augmented properties is essential for companies like Bajaj Motors to effectively position their offerings. Moreover, buyer perception encompasses not only tangible product attributes but also intangible benefits like buyer assistance and maintenance services. By comprehensively grasping consumer preferences and evolving communication strategies accordingly, companies can enhance brand relevance and competitiveness in the dynamic marketplace.

OBJECTIVES OF THE STUDY

- To the Study of Customer Perception level for Bajaj motors.
- To analyses the relationship between the brand Preferences with regard to income, age and occupation etc., of respondents.
- To Examine the role of after-sales service and customer support in shaping consumer opinions.
- To know the purchase pattern of various income groups and category of consumers.
- To Identify factors influencing consumers' choice of Bajaj Motors' two-wheelers over competitors.

NEED FOR THE STUDY

The concept of modern marketing is consumer oriented. Therefore, it is necessary to study the perception of consumers towards a product or service to formulate the product, price, channel decisions, and promotion policies. The study of consumer perception provides an insight into various factors which influence the buying decision of consumers such as product design, quality, features,

additional benefits, credit facilities, after sales service facilities etc. In this context, consumers' perception on two-wheelers is evaluated.

SCOPE OF THE STUDY

The scope of the study is confined with Sree Sakthi Bajaj at Erode. The study has been conducted to evaluate the present scenario of the consumer and to find out the influencing factors of awareness of the study and special reference to identify them to the organization to market their products in a better position. This study has got wider scope in the sense, i.e Common to consumers in general and would lead to and self-analysis on part of the management and also pave the way for further studies in the similar field and would have valid perception that would be taken for a study. This study will be highly information to the further researcher as well as the management and to the students interested in similar field.

LIMITATIONS OF THE STUDY

- The market survey is conducted only in Erode town. Hence the result arrived from the study may not be extended to other parts or town.
- Due to short span of time, the sample size is limit to 120 samples only.
- The period of the study is limited to three months.

REVIEW OF LITERATURE

Richard D. Duke et al (2016) As one of the largest unsubsidized markets for Bajaj motor home systems (SHSs) in the world, Kenya represents a promising model for rural electrification based on private purchases of clean decentralized photovoltaic technologies. Small amorphous-silicon modules dominate the market and most brands provide high quality and affordable service.

Bradford F. Mills (2017) Bajaj motor technologies offer the potential to meet a substantial share of residential water and space heating needs in the EU, but current levels of adoption are low. This paper uses data from a large sample of German households to assess the effects of geographic, residence, and household characteristics on the adoption of Bajaj motor water and space heating technologies.

James Keirstead et al (2018) Bajaj motor Energy use in cities has attracted significant research in recent years. However such a broad topic inevitably results in number of alternative interpretations of the problem domain and the modelling tools used in its study. This paper seeks to pull together these strands by proposing a theoretical definition of an urban energy system model and then evaluating the state of current practice.

Satoru Komatsu et al (2019) The objective of this research is to analyse the characteristics of households installing Bajaj motor photovoltaic (systems or Bajaj motor home systems) SHS in Bangladesh where rural electrification, improvement of rural livelihoods, and sustainable development constitute the primary development agenda. This article attempts to quantitatively determine the factors that affect user satisfaction with SHS, so that improving user satisfaction can contribute to expanding the coverage of SHS in the long run.

RESEARCH METHODOLOGY

Research design: Descriptive research design.

Sampling Techniques: Simple random sampling.

Sample size: The sample size of 120 respondents.

Tools used for analysis: Simple percentage analysis, Chi-square, Correlation.

ANALYSIS & INTERPRETATION

Simple percentage analysis: The analysis of the provided data reveals several key insights. Firstly, in terms of gender distribution, 100% of the respondents were male. Age-wise, the largest demographic falls within the 18 to 25 age group, constituting 34% of the respondents, while the majority of respondents, 67%, are married. Regarding occupation, the highest proportion, 31%, are students. In terms of monthly income, 33% of respondents earn between 25000 to 50000. Additionally, 51% of respondents perceive Bajaj Motors' two-wheelers as good, with fuel efficiency being the most favored aspect at 28%. Furthermore, 54% are satisfied with Bajaj Motors' after-sales service. Notably, 39% consider customer support very important in their decision-making process. Finally, brand loyalty is deemed very important by 39% of respondents, indicating a significant factor in sticking with Bajaj Motors' two-wheelers.

Chi-square analysis: Relationship between monthly income and the importance of customer support in shaping the decision to choose Baja Moto's two-wheelers.

Chi-Square Test	Value	Df	Asymp. Sig.
Pearson Chi-Square	268.2	9	.000
Likelihood Ratio	208.461	9	.000
Linear-by-Linear	102.720	1	.000
N of Valid Cases	120		

Result:

The analysis shows that there is no significant relationship between monthly income and the importance of customer support in shaping the decision to choose Bajaj Motor's two-wheelers.

Correlation:

Relationship between occupation and the importance of design and style when choosing a two-wheeler brand.

Correlation Measure	Value	Asymp.Std. Error	Approx. T	Approx. Sig.
Pearson'sR (Interval by Interval)	0.913	0.007	24.369	.000
Spearman Correlation (Ordinal by Ordinal)	0.944	0.009	30.985	.000

Result:

The analysis shows that there is no significant relationship between occupation and the importance of design and style when choosing a two-wheeler brand.

FINDINGS

Simple percentage analysis

The analysis of respondent data for Bajaj Motors' two-wheelers yields several key findings. Notably, all respondents are male, with 34% falling into the 18 to 25 age group and a significant portion (67%) being married. Furthermore, 31% of respondents are students, while 33% have a monthly income ranging from 25,000 to 50,000. Regarding perceptions, 51% have positive overall perceptions of Bajaj Motors' two-wheelers, with 28% emphasizing fuel efficiency and 36% expressing neutrality regarding income level affecting their preference. Satisfaction with after-sales service stands at 54%, and 39% prioritize responsive customer support. In terms of spending patterns, 48% have a medium spending pattern on two-wheelers, while 44% consider brand reputation important in their purchase decisions. Design and style are important for 36% of respondents, while features drive selection for 24%. Additionally, 39% emphasize brand loyalty, and 28% focus on design. Moreover, 46% of respondents report meeting expectations in their overall experience with Bajaj Motors' two-wheelers. Notably, the analysis indicates no significant relationship between monthly income and the importance of customer support in influencing the decision to choose Bajaj Motor's two-wheelers.

Chi-square analysis

The analysis shows that there is no significant relationship between monthly income and the importance of customer support in shaping the decision to choose Bajaj Motor's two-wheelers.

Correlation

The analysis shows that there is no significant relationship between occupation and the importance of design and style when choosing a two-wheeler brand.

SUGGESTIONS

- The performance of the bajaj motors two wheeler should be improved in terms of mileage.
- Customers are satisfied with the after sale services at Popular Bajaj two wheeler but still, it should be emphasized to delight customers.
- Promotional activities such as advertisements, brochures should be aggressively adopted to proliferate the sales of Bajaj motors two wheeler
- Bajaj motors must strengthen pulsar brand image in order to increase the resale value of Bajaj motors two wheeler
- New designs and colors of Bajaj motors two wheeler should be introduced to trap the younger generation.
- Safety measures of two wheeler should be considered imperative to increase sales .

CONCLUSION

The study underscores the profound influence of social, cultural, psychological, and competitive factors on consumer perception in the Indian bike industry, particularly regarding Bajaj motor two-wheelers. Through rigorous analysis, it becomes evident that demographic shifts, competitor strategies, and societal dynamics significantly shape customer preferences. Ultimately, the research confirms a strong correlation between these factors and the favorable image of Bajaj motor two-wheelers in the market, highlighting their enduring appeal and resonance with consumers across diverse segments in India.

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A STUDY ON THE ROLE OF EMPLOYER-EMPLOYEE DYNAMIC IN SHAPING ATTITUDE AND ENHANCING ORGANIZATIONAL PERFORMANCE TOWARDS COTTON BUDS INC, TIRUPPUR

Mrs .M. NITHYA, MBA., M.COM., PGDFI,
&

P. KAVIYADHARSHINI, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This study investigates the intricate interplay between employer-employee dynamics, employee attitudes, and organizational performance. Through a comprehensive review of existing literature and empirical research, the study illuminates the pivotal role that the quality of relationships between employers and employees plays in shaping employee attitudes such as job satisfaction, commitment, and engagement. Moreover, it explores how these attitudes subsequently influence organizational outcomes, including productivity, innovation, and overall performance. By analyzing various dimensions of the employer-employee relationship, such as communication, trust, and support, this study aims to provide valuable insights into fostering a positive work environment conducive to employee well-being and organizational success.

Keywords: *Employee attitudes, Organizational performance, Job satisfaction, Commitment, Engagement.*

INTRODUCTION

In the vibrant world of Cotton Buds Inc., the dance between bosses and employees is pivotal. This dynamic partnership shapes the company's culture, employee satisfaction, and ultimately, its success. As we delve into the intricacies of employer-employee dynamics, we aim to uncover ways to foster a harmonious workplace where everyone thrives. Join us on a journey to understand and enhance this vital relationship, enriching the fabric of Cotton Buds Inc. for a brighter future.

OBJECTIVES OF THE STUDY

- To Analyze the impact of employer communication styles on employee attitudes.
- To Investigate the relationship between recognition programs and employee morale.
- To Examine the correlation between feedback mechanisms and employee job satisfaction.
- To Assess the role of opportunities for growth in fostering employee commitment.
- To Explore how trust-building initiatives influence organizational performance metrics.

NEED FOR THE STUDY

- Understand and optimize employer-employee dynamics to boost overall organizational performance.
- Recognizing the impact of dynamics on attitudes can lead to improved job satisfaction and morale.
- Addressing dynamics is crucial for creating a positive work environment and reducing employee turnover.

- Awareness of these dynamics allows organizations to adapt policies, fostering a culture that aligns with employee expectations for enhanced performance.

SCOPE OF THE STUDY

The scope of exploring "The Role of Employer-Employee Dynamics in Shaping Employee Attitudes and Enhancing Organizational Performance" involves a comprehensive examination of the intricate interplay between employers and employees within diverse organizational settings. Additionally, it may explore the role of feedback mechanisms, employee engagement initiatives, and the provision of professional development opportunities in fostering a positive work environment. The scope extends to understanding how external factors, such as industry trends and economic conditions, intersect with internal dynamics to collectively shape the attitudes of employees and, consequently, impact organizational outcomes.

LIMITATIONS OF THE STUDY

- Bias in techniques used for data collection.
- Lack of diversity in the sample.
- Fewer responses lead to less reliable data.
- Inconsistencies in measurement tools affecting data quality.

REVIEW OF LITERATURE

Sharma, R., & Gupta, S. Journal of Business and Management Studies, (2020): Impact of Employer-Employee Relationship on Organizational Performance: A Study of Garment Industry in India: This study examines the impact of employer-employee relationships on organizational performance within the Indian garments industry. It investigates the role of factors such as communication, trust, and employee engagement in driving organizational success.

Singh, A., & Kumar, P. International Journal of Human Resource Management, (2020): Enhancing Organizational Performance through Positive Employer-Employee Relationships: A Case Study of the Garments Industry in India: This research explores how positive employer-employee relationships contribute to enhancing organizational performance in the Indian garments industry. It investigates the impact of factors such as leadership style, employee empowerment, and teamwork on organizational outcomes.

Patel, M., & Shah, N. Journal of Organizational Behavior, (2020): Employee Attitudes and Organizational Performance: A Study of the Garments Industry in India: This study investigates the relationship between employee attitudes and organizational performance in the Indian garments industry. It explores the influence of factors such as job satisfaction, organizational commitment, and employee engagement on key performance indicators.

RESEARCH METHODOLOGY

Research design: Descriptive research design

Sampling Techniques: Simple random sampling

Sample size: The sample size of 122 respondents

Tools used for analysis: Simple percentage analysis, Chi-square, Correlation

ANALYSIS & INTERPRETATION

a) Simple percentage analysis:

The analysis of the data reveals key insights into the demographics and perceptions of respondents. Across various categories like gender, age, marital status, and educational qualification, the majority percentages are identified, indicating dominant trends within the surveyed population. For instance, in terms of communication style, the collaborative approach prevails among 53% of respondents. Additionally, aspects such as comfort expressing opinions (69% always), clarity of instructions (41% always), and feedback mechanisms (55% verbal) demonstrate prevalent sentiments within the workforce. These findings offer valuable insights for organizational strategies, indicating areas of strength and potential improvement to enhance employee satisfaction and performance.

Chi-Square Test	Value	df	Asymp
Pearson Chi-Square	2.605	6	.857
Likelihood Ratio	2.490	6	.870
Linear-by-Linear Assoc.	.114	1	.735
No Valid Cases	122		

b) **Chi-square analysis:** Relationship between Educational Qualification and Professional Growth
Result:

There is no significant association between Educational Qualification and Professional Growth in the company.

c) **Correlation:** Relationship between years of experience and recognition for contributions at work

Correlation Measure	Value	Asymp.Std. Error	Approx.Tb	Approx.Sig
Pearson's R (Interval by Interval)	0.328	0.083	3.808	0.000
Spearman Correlation (Ordinal by Ordinal)	0.303	0.085	3.477	0.001

Result:

The analysis indicates that there is no significant correlation between years of experience and recognition for contributions at work.

FINDINGS

a) **Simple percentage analysis**

The majority of respondents are female, constituting 57% of the sample. In terms of age, 39% of respondents fall between 26-35 years old. Additionally, 62% of respondents are married. Regarding education qualification, the majority, at 43%, have a school-level qualification. When it comes to experience, 37% of respondents have 6-10 years of experience. In terms of monthly income, 49% of respondents earn between Rs. 15000 – Rs. 20000. Furthermore, 53% of respondents have a collaborative communication style, and 69% feel comfortable expressing their opinions. Regarding supervisor communication, 41% of respondents always receive clear instructions. Overall, 57% rate the effectiveness of communication as good, and 51% are frequently rewarded for their contributions. Moreover, 33% agree that rewards have a positive impact on employee morale. Feedback frequency varies, with 34% receiving it rarely or never. The preferred feedback format for 55% of respondents is verbal. Regarding satisfaction with mechanisms in place, 48% are satisfied. In terms of professional growth, 52% report no growth in their current role, while 38% are neutral about career advancement. About leaving their current job, 50% are undecided. Trust between employees is high for 72% of respondents. Decision-making processes are perceived as very transparent by 56% of respondents. Camaraderie levels are rated as excellent by 45.1% of respondents. Additionally, 46% perceive the overall performance of the organization positively.

b) **Chi-square analysis**

There is no significant association between Educational Qualification and Professional Growth in the company.

c) **Correlation**

The analysis indicates that there is no significant correlation between years of experience and recognition for contributions at work.

SUGGESTIONS

- Develop mentorship initiatives that pair employees from different age groups, genders, and backgrounds. This cross-generational and diverse mentorship approach can foster mutual understanding, empathy, and collaboration among employees.
- Create leadership development programs tailored to different age groups, including specific tracks for younger professionals. Offer opportunities for younger employees to take on leadership roles in projects or cross-functional teams to gain valuable experience and visibility within the organization.
- Customize flexible work arrangements to accommodate the unique needs of married employees, such as offering options for remote work, flexible hours, and parental leave policies that support both mothers and fathers. Additionally, establish employee resource groups or support networks specifically for married employees to share experiences and resources.

CONCLUSION

The data analysis of Cotton Buds Inc. reveals crucial insights into demographics, communication dynamics, and employee satisfaction. With a notable representation of female

employees, prioritizing gender diversity initiatives is imperative. Transparent communication, learning opportunities, and recognition programs are essential for fostering a positive workplace culture and boosting morale. Although some correlations appear insignificant, continuous assessment and refinement of strategies are necessary to meet evolving workforce needs. By leveraging these insights and implementing targeted interventions, Cotton Buds Inc. can create an inclusive environment conducive to employee well-being, satisfaction, and professional growth, ultimately enhancing organizational performance and success.

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A STUDY ON CUSTOMERS PERCEPTION AND IMPACT OF WORD OF MOUTH MARKETING FOR HONDA WITH SPECIAL REFERENCE TO SUNDARAM HONDA (P) LTD., SALEM

Mrs. M. NITHYA, MBA., M.COM., PGDFI.,

&

S. KIRUBHA, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

Customers' perception and the impact of word-of-mouth marketing (WOMM) in contemporary consumer behavior. In an era of heightened connectivity and information sharing, understanding how individuals perceive and engage with WOMM is paramount for businesses seeking to leverage this powerful marketing tool. The abstract examines various dimensions, including the cognitive processes underlying perception, the influence of social networks, and the effects on purchasing decisions and brand loyalty. Through a comprehensive literature review and empirical analysis, this research aims to elucidate the mechanisms driving WOMM effectiveness and its implications for businesses.

Keywords: *Word of Mouth Marketing, Consumer Perception, Customer Attitudes, Trust.*

INTRODUCTION

Customer satisfaction is the cornerstone of business success, driving repeat purchases and positive word of mouth. In today's competitive landscape, delivering high-quality service is essential for maintaining a sustainable competitive advantage. Word of mouth marketing, facilitated by satisfied customers, holds significant power in influencing purchasing decisions. Unlike traditional marketing, word of mouth relies on genuine consumer recommendations, which are perceived as more trustworthy and targeted. For automobile manufacturers, understanding market perception and measuring customers' willingness to recommend their products are critical factors in driving success.

OBJECTIVES OF THE STUDY

- To study the factors influencing in purchase intention towards Honda.
- To study on the level of customer satisfaction in Honda.
- To understand the effectiveness of word of mouth marketing of the company.
- To analyse the perception towards brand Honda.

NEED OF THE STUDY

The study analyzes customer perception and the impact of word-of-mouth marketing for Honda, specifically focusing on Sundaram Honda (P) Ltd., Erode. It highlights the importance of satisfying customers and building word-of-mouth marketing in today's competitive environment. Word-of-mouth marketing is identified as a vital tool for connecting with customers, reaching new audiences, and fostering brand loyalty.

SCOPE OF THE STUDY

The scope of the study on customers' perception and impact of word of mouth marketing includes examining various factors such as the effectiveness of WOMM, its influence on consumer

behavior, and the role of trust and credibility in shaping customer attitudes. Additionally, it encompasses exploring the impact of WOMM on brand perception, loyalty, and purchase intentions. The study will utilize both qualitative and quantitative methods to gather insights from customers through surveys and interviews. It will focus on understanding how WOMM contributes to shaping consumer decision-making processes and its significance in contemporary marketing strategies.

LIMITATIONS OF THE STUDY

Limitations of the study on customer perception and the impact of word-of-mouth marketing for Honda, with a specific focus on Erode, include factors such as sample size constraints, location-specific findings, potential time limitations affecting long-term insights, methodological limitations in data collection, and the possibility of overlooking external influences. Additionally, resource constraints and biases in collected data may affect the study's comprehensiveness and generalizability to other contexts within the automotive industry.

REVIEW OF LITERATURE

Parthian and Rajendran (2014) study was carried on customer preference toward Honda. Main aim of this study was to understand the mind of customers whether they was eager and satisfied to handle. Even though most of the customers were satisfied with present model and service, few customers were not satisfied about the facilities provided by the car. If the Maruti car service providers give enough attention regarding this, they can ensure a large level of customer preference.

Akhila and Thayyullathi (2015) in his study on customer satisfaction toward Honda in Coimbatore found that majority of the respondents were using SUV (Sport utility vehicle) type cars. They found that Honda cars were the best and fast moving brands. There were increasing trend because of easy handling, safety, security and high performance, which makes the advanced technologies to adopt new model.

Suganthi and Renuka (2016) focused on data collected through convenience sampling of 200 consumers of Honda Swift car users of Udumalpet Taluk. Later the data was analysed with statistical tools like mean and the hypothesis was tested by using Chi-Square analysis. Honda Swift is most preferred brand by the majority of the customer. It is going to pose great challenges to other small cars in India. Most of the customers are satisfied with the mileage and fuel efficiency of the car and they preferred Honda Swift.

RESEARCH METHODOLOGY

Research design: Descriptive research design.

Data collection: Primary data collected through questionnaire.

Sampling methods: Simple random sampling.

Sample size: The sample size is 120.

Tools used: Simple percentage analysis, Chi-Square analysis, Correlation analysis.

ANALYSIS AND INTERPRETATION

Simple percentage analysis

The data analysis reveals various insights into customer demographics, preferences, and satisfaction levels regarding Honda cars at Sundaram Honda (P) Ltd., Erode. Most respondents were below 25 years old, predominantly male, and had an annual income between 1-3 Lac. Sedans were the most preferred type of car, with mileage being the primary reason for purchase. Word-of-mouth recommendations from friends and relatives significantly influenced purchase decisions. While there was a high satisfaction level with price and performance, complaints resolution methods and customer relationships with the company received mixed reviews. However, the majority expressed satisfaction with warranty and guarantee offerings.

Chi- square analysis

Relationship between the gender of the respondents and factors influencing

Test	Value	DF	p-value
Pearson	31.716 ^a	17	.016
Likelihood	40.395	17	.001
Linear-by-Linear	12.583	1	.000

Result

The analysis shows there is no significant relationship between the gender of the respondents and factors influencing in purchase intention.

CORRELATION

Relationship between age group of the respondents and perception towards the brand.

	Age group of respondents	Perception towards the brand
Pearson Correlation	1	0.075
Sig.(2-tailed)	-	0.417
N	120	120

Result

The Pearson correlation coefficient between age group of the respondents and perception towards the brand is 0.075. The p-value associated with this correlation coefficient is 0.417.

FINDINGS

Simple percentage analysis

The analysis of respondents' demographics and their perceptions revealed several noteworthy findings. Firstly, concerning age distribution, the majority of respondents were below 25 years old, comprising 42.5% of the sample, indicating a younger demographic's dominance in the study. Regarding gender, the majority were male, representing 58.3% of the respondents. In terms of annual income, most respondents fell within the 2-3 Lac range, comprising 30.8% of the sample. Sedans emerged as the preferred car type, favored by 39.2% of respondents. Mileage was the primary reason for brand selection, cited by 41.7% of respondents. Notably, word of mouth significantly influenced positive brand perception, with 38.3% strongly agreeing and 40.8% agreeing. However, complaints resolving methods received poor ratings from 47.5% of respondents, indicating potential areas for improvement in customer service. Additionally, the chi-square analysis revealed a significant relationship between gender and factors influencing purchase intention. Conversely, no significant correlation was found between age group and brand perception. These findings underscore the importance of understanding customer demographics and preferences to enhance marketing strategies and improve customer satisfaction.

Chi- square analysis

The analysis shows there is no significant relationship between the gender of the respondents and factors influencing in purchase intention.

Correlation

Pearson correlation coefficient between age group of the respondents and perception towards the brand is 0.075. The p-value associated with this correlation coefficient is 0.417.

SUGGESTIONS

The company should focus on comprehensive marketing efforts, including advertising across various channels and facilitating test drives for potential customers. Enhancing brand image and maintaining performance standards, particularly in mileage and pick-up, are crucial. Loyalty programs can incentivize previous customers to advocate for the brand. Empowering showroom executives and utilizing social media for promotions are essential. Pricing strategies should cater to diverse income groups, while excellent after-sales service is vital for customer satisfaction and positive word-of-mouth.

CONCLUSION

The research underscores the importance of customer satisfaction in driving word-of-mouth (WOM) marketing, especially in today's rapidly evolving technological landscape where messages can circulate globally in an instant. Despite organizations having limited control over the content of WOM, it remains a potent communication tool. With the rise of social media platforms like Facebook and Twitter, the impact of WOM has become even more pronounced, as satisfied or dissatisfied customers can swiftly spread their opinions. Hence, it is imperative for customer-centric organizations like Honda to prioritize customer satisfaction to foster positive WOM and mitigate negative sentiments.

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A STUDY ON MARKETING STRATEGIES WITH SPECIAL REFERENCE TO BALAJI RUBBER INDUSTRIES PRIVATE LIMITED, NAMAKKAL

Mrs. M. NITHYA, MBA., M.COM., PGDFI.,

&

B. KRISHNAKANTH, MBA.,

Department of Management Studies - PG

K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This study investigates marketing strategies employed by Balaji Rubber Industries Private Limited, analyzing their effectiveness and impact on business growth. Through qualitative and quantitative research methods, it explores the company's approach to product positioning, branding, distribution channels, and customer engagement. The findings provide valuable insights for both academics and practitioners in understanding the dynamics of marketing strategies in the rubber industry. The study aims to contribute to the body of knowledge on strategic marketing and offer practical recommendations for enhancing competitiveness in the marketplace.

Keywords: Rubber Industry, Product Positioning, Business Growth, Competitiveness, Strategic Marketing.

INTRODUCTION

In today's dynamic business landscape, marketing plays a pivotal role in shaping the success and growth of companies across industries. Marketing encompasses a multifaceted approach aimed at not only promoting products and services but also at understanding and meeting the ever-evolving needs of customers. At the heart of effective marketing lies a well-crafted marketing strategy, which serves as the blueprint for achieving organizational objectives and gaining a competitive edge in the market. This comprehensive guide delves into the fundamentals of marketing strategy, exploring its definition, elements, importance, advantages, and key steps in crafting a successful strategy.

OBJECTIVES OF THE STUDY

- To study the product characteristics towards the company
- To measure the level of satisfaction in the price characteristics towards the company
- To identify the effectiveness of place characteristics of the company
- To examine the Promotional characteristics for the products

NEED FOR THE STUDY

Competition is very high in today's marketplace. Every organization is therefore determined to expand its market through the marketing strategy. In effect, it needs to do various marketing strategies in its business operation. If organizations want to succeed in this space, they need to frame strong marketing strategies. Considering the above discussion, the company must have an evaluation in product characteristics, price characteristics, place characteristics and promotional characteristics. After the evaluation of prevailing marketing strategies, it will be useful for the company to strengthen and revising its marketing strategies. Adopting and framing suitable marketing strategies to force the

sales and compete the competitors is difficult task to the management. Hence the study is focused with the marketing strategies to expand its market.

SCOPE OF THE STUDY

The scope of the study is confined to Balaji Rubber Industries Private Limited, Rasipuram. The main aim of this study is on to evaluate the marketing strategies with special reference to Balaji Rubber Industries Private Limited, Rasipuram. It also focused on product characteristics, price characteristics, place characteristics and Promotional characteristics of the company. The sample of this study is 120. This marketing strategy helps in discovering the areas affected by organizational growth and thereby helps in creating an organizational plan to cater to the customer needs. It helps in fixing the right price for organization's goods and services based on information collected by market research. Hence the study is needed for the company Balaji Rubber Industries Private Limited, Rasipuram. to analyse the marketing strategies to plan for long term profitable growth.

LIMITATIONS OF THE STUDY

- The sample size is limited to 120.
- This study analyses only Balaji Rubber Industries Private Limited, Rasipuram. It is not suitable for other companies.
- The data provided by the users need not always be true because their perception can change based on new experiences. Some people also will not say what they want to say.
- Respondents are not answering truly another limitation of the study.

REVIEW OF LITERATURE

Yu-Chuan Chen (2018), The dynamic changes in higher education observed over the last 20 years have transformed the educational market. The potential value of promoting student satisfaction and loyalty in higher education has become a significant issue. This study investigates the directions and strengths of the relationships among marketing strategies, student satisfaction, and loyalty in Taiwanese higher education. Structural equation models were used to validate the measure and test the proposed relationships. The study tested two hypotheses: marketing strategies are positively related to student satisfaction (H1), and student satisfaction is positively related to student loyalty (H3).

Rodney Graeme Duffett (2018), examines the influence of interactive social media marketing communications on teenagers' cognitive, affective and behavioral attitude components in South Africa. The paper also studies the impact of a number of additional factors such as usage (access, length of usage, log-on frequency, log-on duration and profile update incidence) and demographic (gender, age and population group) variables on young consumers' attitudes toward social media marketing communications.

Brendan James Keegan and Jennifer Rowley (2018), contribute to knowledge regarding social media marketing strategy by developing a stage model of SMM evaluation and uncovering the challenges in this process. The research paper has developed a Social Media Marketing Evaluation framework. This framework has the following six stages: setting evaluation objectives, identifying key performance indicators (KPIs), identifying metrics, data collection and analysis, report generation, and management decision-making.

RESEARCH METHODOLOGY

Research design: Descriptive research design

Sampling Techniques: Simple random sampling

Sample size: The sample size of 120 respondents

Tools used for analysis: Simple percentage analysis, Chi-square, Correlation

ANALYSIS & INTERPRETATION

Simple percentage analysis: Percentage analysis is a fundamental method used in data interpretation, particularly in business and research contexts. It involves calculating the proportion or percentage of various components within a dataset, providing valuable insights into the distribution and relationships between different variables. By breaking down data into percentages, it becomes easier to understand trends, make comparisons, and draw conclusions. This technique is widely utilized in areas such as market research, financial analysis, and demographic studies to gain a clearer understanding of the underlying patterns and behaviors within a given dataset.

Chi-square analysis: Relationship between income of the respondents and product characteristics

Test	Value	Df	Asymp. Sig.
Pearson Chi-Square	65.720	48	0.045
Likelihood Ratio	64.614	48	0.055
Linear-by-Linear Association	0.001	1	0.980
N of Valid Cases	120		

Result:

There is no significant association between the income of the respondents and product characteristics.

Correlation: Relationship between the educational qualification of the respondents and level of satisfaction with price characteristics

Variable	Pearson Correlation	Sig.
Educational Qualification of the Respondents	1	.000
Level of Satisfaction in Price Characteristics	-.362	.000

Result:

There is no significant association between the educational qualification of the respondents and level of satisfaction with price characteristics.

FINDINGS

Simple percentage analysis

The analysis reveals several noteworthy trends among the respondents. Most notably, a majority of respondents are male (72.5%), married (66.7%), and have completed graduate education (47.5%). Furthermore, significant proportions express agreement or strong agreement towards various product-related attributes, such as quality, pricing, and convenience. However, despite these trends, no significant associations were found between income and product characteristics, nor between educational qualification and satisfaction with price characteristics. These findings underscore the nuanced nature of consumer perceptions and preferences, highlighting the importance of understanding diverse factors influencing consumer behavior and satisfaction.

Chi-square analysis

There is no significant association between the income of the respondents and product characteristics.

Correlation

There is no significant association between the educational qualification of the respondents and level of satisfaction with price characteristics.

SUGGESTIONS

- The company must maintain quality products in order to have positive perception among the customers.
- The company must ensure to maintain sufficient quantity of products in packing to make comfort the customers to handle.
- The company must show the product differentiation among the customers to increase the customer satisfaction.
- The product must be satisfied the customers in all aspects. The product must be safe to the customers and it should not provide any harm to the customers.

CONCLUSION

In conclusion, a robust marketing strategy serves as a crucial roadmap for achieving organizational objectives by addressing customer needs and market dynamics. This study emphasizes the pivotal role of maintaining product characteristics as the foundation of business operations, alongside offering fair and affordable pricing to influence consumer purchasing decisions. Furthermore, ensuring convenient locations and effective promotional activities are highlighted as essential elements for attracting and retaining customers. By carefully aligning the mix of product, price, place, and promotion, businesses can enhance customer acquisition, retention, and overall longevity in the industry. Thus, a well-crafted marketing strategy not only drives sales but also contributes to sustained success and growth in the competitive marketplace.

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A STUDY ON EMPLOYEE WELFARE AND SAFETY MEASURES WITH REFERENCE TO UNIQUE SHELL MOULD INDIA PRIVATE LTD, COIMBATORE

**Mrs. M. NITHYA, MBA., M.COM., PGDFI,
&
MANOJ K, MBA.,**

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This study aims to explore the employee welfare and safety measures implemented at Unique Shell Mould India Private Ltd, Coimbatore, with a focus on understanding their effectiveness and areas for improvement. The welfare and safety of employees are paramount for organizational success and sustainable growth. This research endeavours to examine the existing policies, procedures, and initiatives undertaken by the company to ensure the well-being and safety of its workforce. The methodology involves a comprehensive review of literature on employee welfare and safety practices, including relevant laws and regulations governing these aspects in India. Primary data will be collected through structured interviews, surveys, and observations conducted among employees and management personnel at Unique Shell Mould India Private Ltd.

Keywords: Employee welfare, Human resource management (HRM), Facilities, Well-being, Efficiency, Occupational health, Safety measures, Satisfaction, Perception.

INTRODUCTION

Human resource management (HRM) is a function in the organizations designed to maximize employee performance in service of an employer's strategic objectives. HR is primarily concerned with the management of people within organizations, focusing on policies and on systems.

REVIEW OF LITERATURE

Lucia Artazcoz; Imma Cortes; Vincenta Escriba-aguir; Lorena Cascant (2007), proposed that framework for epidemiological research on work and health that combines classic occupational epidemiology and the consideration of work in a structural perspective focused on gender inequalities in health.

Maynard, Andrew D, summarized that the current level of development and government investment in nanotechnology research and development, how nanotechnology presents a potential challenge to conventional approaches to understanding health hazards in the workplace.

Journal of occupational health Psychology. Volume 6 issue2. Job insecurity research has focused primarily on attitudinal (example., job satisfaction), behavioural (example., employee turnover), and health outcomes. Moreover, research in the area of workplace safety has largely focused on ergonomic factors and personnel selection and training as primary antecedents of safety.

Ann Davis, Lucy Gibson, (1994) "Designing Employee Welfare Provision", Personnel Review, Vol. 23 Iss: 7, pp.33 – 45. Describes a process through which organizations might seek to implement interventions relating to employee wellbeing. Emphasizes the importance of a comprehensive needs

assessment both in obtaining the breadth of information needed to design appropriate interventions and also in providing baseline information against which to evaluate programme effectiveness.

NEED FOR THE STUDY

Human resources are the most valuable and important resource to any organization. With the changes in the work force demo graphics, employee expectations and attitudes also have changed.

SCOPE OF THE STUDY

- To study the perception of the employees regarding the safety and welfare measures provided to the employees.
- To analyse the level of satisfaction regarding Welfare schemes (ESI, PF, Loans, Health Insurance)

OBJECTIVES OF THE STUDY

- To study employees’ perceptions regarding safety measures and Welfare schemes.
- To study the employees’ satisfaction with safety measures and Welfare schemes provided by the company
- To create awareness in the use of Personnel Protective Equipment (PPE)
- To identify and suggest measures to improve the health, safety, and Welfare of the employees.

RESEARCH METHODOLOGY

METHOD OF DATA COLLECTION

- Primary data

Sampling Method:

Sampling Method: Simple Random Sampling

Sampling Size:

Respondents are selected randomly. Sample size is limited to 112 that it represents the overall perception, views and ideas of the employees in the company.

ANALYTICAL TOOLS

- Percentage Analysis
- Analysis using Karl Pearson's correlation
- Chi- square test

DATA ANALYSIS AND INTERPRETATION

SATISFACTION LEVEL OF EMPLOYEE WELFARE MEASURES

	No of Respondents	Percentage
Highly satisfied	32	28.6
Satisfied	32	28.6
Neutral	21	18.8
Dissatisfied	14	12.5
Highly dissatisfied	13	11.6
Total	112	100.0

INTERPRETATION

The above table explains that satisfied with labour welfare measure in your company 29% of the respondents are highly satisfied, 29% of the respondents are satisfied, 19% of the respondents are neutral, 12% of the respondents are dissatisfied, 11% of the respondents are highly dissatisfied. The result inferred that majority 29% of the respondents are “highly satisfied and satisfied”.

CHI SQUARE TEST

Chi-Square Tests	Value	DF	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.275	4	.866
Likelihood Ratio	1.298	4	.862
Linear-by-Linear Association	.151	1	.698
N of Valid Cases	112		

RESULT

The Pearson Chi-Square test statistic is 9.048 with 3 degrees of freedom, resulting in a p-

value of 0.029. Similarly, the Likelihood Ratio test statistic is 11.086 with a p-value of 0.011. Since the p-value (0.029) is less than the significance level of 0.05.

CORRELATION

Symmetric Measures	Value	Asymp. Std. Error	Approx. Tb	Approx. Sig.
Interval by Interval Pearson's R	.005	.091	.054	.957c
Ordinal by Ordinal Spearman Correlation	.011	.095	.115	.908c
No of Valid Cases	112			

RESULT

Both Pearson's R (interval by interval) and Spearman's correlation (ordinal by ordinal) coefficients are close to zero (0.070 and 0.081, respectively), suggesting minimal correlation between the variables. Additionally, the p-values ($p = 0.318$ for Pearson's R and $p = 0.247$ for Spearman correlation) exceed the significance threshold of 0.05.

FINDINGS

It is clear that 29% of the employees are satisfied with the labour welfare measures provided by the organization. Most of the respondents 47% are satisfied with the housing facilities provided by the company. Most of the respondents 39% are highly satisfied with the medical facilities provided by the company.

SUGGESTION

The Management shall arrange more programmes to improve the employee's awareness about and social security schemes. The welfare measures working conditions. The management shall conduct regular meetings and allow the employees to participate in it. It will help to improve the employee employer relationship.

CONCLUSION

Human resource plays an important role in any organization, employee's welfare facilities are concerns to this department, if the employee happy with welfare measures, then only the productivity of that organization can be increased.

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A STUDY ON MAJOR CHALLENGES OF HR TRAINING AND DEVELOPMENT IN AMAZON

Mrs. M. NITHYA, MBA., M.COM., PGDFI.,

&

C. MIRUNALINI, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This study investigates the major challenges faced by Amazon in its human resources (HR) training and development initiatives, focusing on the effectiveness of training processes, employee awareness levels, and factors influencing training programs. Utilizing a descriptive research design, data was collected through a database survey employing a structured questionnaire distributed to 115 employees. Analysis methods including percentage, chi-square, and correlation were applied to interpret the data and test hypotheses. Findings reveal high satisfaction with training practices, with emphasis on on-the-job learning and effective communication methods. Challenges such as resource constraints and hierarchical management styles are identified, suggesting areas for improvement.

Keywords: HR training, Development programs, Learning and development, Training effectiveness.

INTRODUCTION

Training and development initiatives play a pivotal role in driving organizational success, especially in fiercely competitive environments like Amazon. As a global leader in e-commerce, technology, and cloud computing, Amazon relies on innovative HR practices to foster employee growth and enhance skills. By investing in comprehensive training programs, Amazon ensures that its workforce is equipped with the necessary knowledge and competencies to excel in their roles and adapt to evolving industry trends.

OBJECTIVES OF THE STUDY

- To identify the key challenges faced by Amazon in managing human resource training and development activities effectively.
- To analysis the Training and development process in Amazon
- To examine the employee's awareness level of the training programs in Amazon
- To know the main factors influencing training and development programs in Amazon
- To evaluate the impact of Training and development programs on employee and organizational productivity.

NEED OF THE STUDY

The study on the major challenges of HR training and development in Amazon is imperative in today's fast-paced organizational environment. By examining the effectiveness and obstacles of training methods through primary sources, this research aims to provide invaluable insights that can lead to significant improvements in employee productivity. Through understanding employee motivations, preferences, and relationships with superiors, the study endeavors to tailor training programs to better align with organizational goals, indirectly motivating employees to enhance their skills and contribute effectively towards achieving Amazon's objectives.

SCOPE OF THE STUDY

Training plays a vital role in enhancing the knowledge and skills of employees, enabling them to perform specific job roles effectively. It involves a systematic and organized approach to learning technical competencies, aimed at improving individual behavior and performance within an organization. While closely related to education and development, training focuses specifically on skill enhancement and is an ongoing process throughout an individual's career.

LIMITATIONS OF THE STUDY

- The study's findings are based solely on data collected from 115 sampled employees.
- Limited interaction with company employees was due to their busy schedules.
- The primary data collected may vary in accuracy depending on responses received.
- Amazon employees faced difficulty answering questions due to heavy workloads.

REVIEW OF LITERATURE

Ali, O., Krsteska, K., Said, D., & Momin, M. (2023). "Streamlining Organizational Processes: A Review of HR Information Systems."

Kaminsa, M. N. (2022). "Training and Development Programs: Impact, Types, and Challenges."

Nwali, N., & Adekunle, M. (2021). "Impact of Training and Development on Employee Performance: A Quantitative Study."

Sheeba. (2020). "Banking Sector Training Perceptions: Insights and Implications."

Paposa, K. K., & Kumar, Y. M. (2019). "Training and Development Impact on Faculty Job Satisfaction: Evidence from Technical Educational Institutes."

RESEARCH METHODOLOGY

Research design: Descriptive method research

Sampling techniques: Simple random sampling

Sample size: The sample size is 115 respondents

Tools used for analysis: Simple percentage analysis, chi-square, correlation.

ANALYSIS & INTERPRETATION

a) Simple percentage analysis

The study provides a comprehensive overview of various aspects of Amazon's HR training and development initiatives based on data collected from 115 employees. It outlines demographic characteristics such as gender distribution, age groups, educational backgrounds, job designations, income levels, and years of experience. Additionally, it delves into employees' preferences, satisfaction levels, perceptions of training effectiveness, challenges faced, and factors influencing training programs. The findings shed light on key areas where Amazon excels and areas where improvement is needed, ultimately offering valuable insights for enhancing training effectiveness and aligning employee development with organizational goals.

b) Chi-square analysis

Relationship between employee skills influencing Amazon training and different age groups of respondents.

Chi-Square Test	Value	df	p-value
Pearson Chi-Square	13.346	6	.038
Likelihood Ratio	12.512	6	.051
Linear-by-Linear Assoc.	.013	1	.908

Interpretation:

The calculated chi-square value (13.346) is greater than the table value (12.592). It indicated the p value is $0.038 < 0.05$. Hence, research hypothesis is accepted. Therefore, significant association between employee skills influencing Amazon training and different age groups of respondents.

c) Correlation

Relationship between employee skills influencing Amazon training and different age groups of respondents.

Designation	Production Demands Effectiveness
Pearson Correlation	.265**
Sig. (2-tailed)	.004

Designation	Production Demands Effectiveness
N	115

Interpretation:

The correlation coefficient (Pearson's r) between designation and production demands affecting training effectiveness is 0.265, with a p-value of 0.004, indicating a statistically significant positive correlation at the 0.01 level (2-tailed). Thus, we reject the null hypothesis and accept the alternative hypothesis.

FINDINGS

a) Simple percentage analysis:

A recent study delves into Amazon's workforce dynamics and employee training perspectives, revealing a predominantly male workforce (73.9%), with over half under 30 years old (50.4%). The majority hold undergraduate degrees (48.7%) and work as Customer Service Associates (75.7%), earning below 15000 monthly (63.5%) with 5-10 years of experience (65.2%). On-the-job training is favored by 64.3%, with 73.0% highly satisfied with Amazon's training. 67.0% endorse management's frequent training adjustments, while 84.3% find team meetings effective for training. However, 46.1% highlight resource constraints as a major challenge. Hierarchical management (69.6%) and challenges affecting efficiency (49.6%) pose significant hurdles, with decreased productivity impacting organizational goals (46.1%). Effective implementation (33.0%) and employee feedback (49.6%) are deemed crucial, alongside skill levels influencing training decisions (82.6%) and targeted skill development (56.5%). Resource allocation (40.0%) and pay increases or promotions post-training (52.2%) are also noted.

b) Chi-square analysis test

There is no significant variable between employee skills influencing Amazon training and different age groups of respondents.

c) Correlation

There is no significant variable between employee skills influencing Amazon training and different age groups of respondents.

SUGGESTIONS

- Increase Diversity Initiatives to attract a more varied workforce across different age groups.
- Tailor Training Programs to accommodate varying educational backgrounds by offering basic and advanced courses.
- Address Resource Constraints by investing in adequate resources, including budget and staff.
- Enhance Communication Methods, leveraging team meetings while improving email notifications and intranet announcements.
- Promote Career Development Opportunities aligned with employees' skills to foster growth and retention.

CONCLUSION

In conclusion, effective training and development programs are integral to driving organizational success, as demonstrated by their critical role in companies like Amazon amid today's competitive business landscape. India's warehousing and logistics sector, fueled by infrastructure improvements and e-commerce growth, offers significant growth opportunities and attracts foreign investment. Amazon's Logistics and Delivery Service Partner program, coupled with its innovative logistics network, underscores the company's dedication to customer service and entrepreneurial empowerment in e-commerce logistics

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A STUDY ON WORKING CAPITAL MANAGEMENT IN SAKTHI SUGARS PRIVATE LIMITED AT MODAKKURCHI ERODE

Mrs. M. NITHYA, MBA., M.COM., PGDFI.,

&

R. MOHANKUMAR, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

Working capital management is a fundamental aspect of financial management that focuses on optimizing the balance between a company's short-term assets and liabilities to ensure efficient operations and sustainable growth. This abstract provides an overview of key principles and strategies involved in working capital management, including cash flow forecasting, inventory management, accounts receivable and payable management, and short-term financing decisions. Effective working capital management enables companies to maintain liquidity, minimize financing costs, and enhance profitability. The abstract also discusses the challenges and risks associated with working capital management, such as liquidity constraints, inventory obsolescence, and credit risks. By implementing sound working capital management practices, businesses can improve their financial health, strengthen their competitive position, and achieve long-term success in today's dynamic business environment.

Keywords: Working capital management, Private limited company.

INTRODUCTION

The American Institute of Certified Public Accountants defines working capital as the surplus of current assets over current liabilities, serving as a buffer for meeting short-term obligations. It encompasses managing current assets like cash, stocks, and debtors, along with current liabilities such as credit and short-term loans.

OBJECTIVES OF THE STUDY

- To analyze the financial performance of the company using ratio's
- To know the relationship between current assets and current liabilities values.
- To suggest suitable measure so as to improve the working capital position.
- To study the need and importance of working capital.
- To identify the problems, if any, faces by the company in managing the working Capital.

NEED FOR THE STUDY

The study aimed to analyze various financial aspects of selected company over the period of 2019-2023, focusing on key areas such as sources of funds, cost-volume-profit analysis, and working capital management. By examining annual reports and balance sheets, researchers sought to provide investors with insights into the financial health, decision-making processes, and potential future performance of these company

SCOPE OF THE STUDY

- The present study is designed to make effort to understand the management of working capital in the company with the help of financial ratios so as to enable to determine the financial viability of the company.

LIMITATIONS OF THE STUDY

- Information shown in financial statements is not precise since it is based on practical experience and the conventions.
- Balance sheet of a concern is a static document as it discloses the financial position of a concern on a particular date.

REVIEW OF LITERATURE

Thachappilly Gvi (2016) “Working Capital Management Manages Flow of Funds” describes that Working capital is the cash needed to carry on operations during the cash conversion cycle, i.e. the days from paying for raw materials to collecting cash from customers.

Nihat Aktased al (2017) We examine the value effect of working capital management (WCM) for a large sample of US firms.

Saganvii (2017) in his paper perhaps the first theoretical paper on the theory of working capital management, studies the need for management of working capital accounts and said that it could be importantly affect the health of the firm.

Walk viii (2018) in his study made a pioneering effort to develop a theory of working capital management by empirically testing, though partially, three propositions based on risk-return trade-off of working capital management.

RESEARCH METHODOLOGY

SAMPLING UNIT:

Sampling unit is in Sakthi Sugars Private limited at Modakkurichi.

SOURCE OF DATA:

The secondary data is used for the study and are collected from the annual reports of the company.

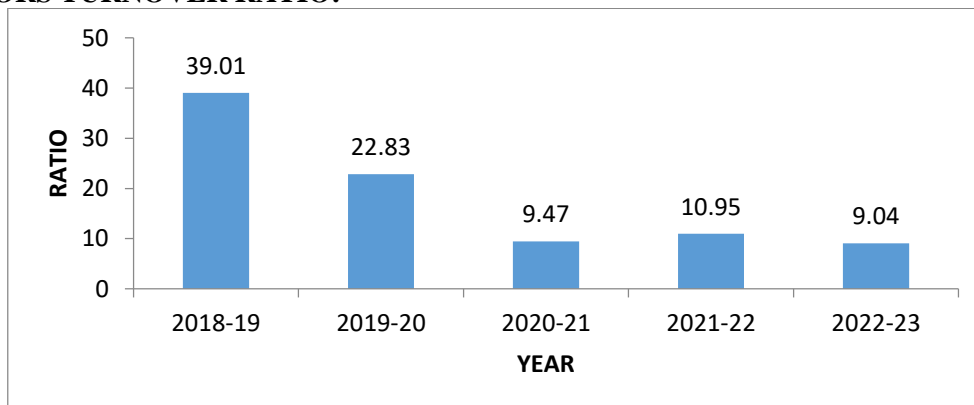
TOOLS USED FOR ANALYSIS DATA

- Ratio analysis
- Changes of working capital
- Correction analysis

RATIO ANALYSIS

A ratio is a simple arithmetic expression of relationship of one number to another. Ratio is an expression of the quantitative relations between two numbers. Ratio analysis is a technique of analysis and interpretation of financial statements. It is a process of establishing and interpreting various ratios which help in making certain decisions.

DEBTORS TURNOVER RATIO:



INTERPRETATION:

From the above table shows that the Debtors turnover ratio lies within its upper limit and also maintains a reasonable level which is useful for the liquidity of the firm. The ratio shows lowest as 9.04 at 2022-23 and shows highest as 39.01 at 2018-19 and there is no standard norm for Debtors turnover ratio.

CHANGES OF WORKING CAPITAL

The linear correlation coefficient defines the degree of relation between two variables and is denoted by "r". It is also called a cross-correlation coefficient, as it predicts the relation between two quantities. Now, let us proceed to a statistical way of calculating the correlation coefficient. If x & y are the two variables of discussion, then the correlation coefficient can be calculated using the formula

Particulars	2021-22	2022-23	Changes	
			Increase/ Decrease	% of Changes
Currents Assets :				
Inventories	98.94	130.84	31.9	32.24
Sundry debtors	110.74	45.71	-65.03	58.72
Cash and Bank Balance	16.17	6.84	-9.33	-57.70
Loans and advances	402.62	447.47	44.85	11.14
Total (A)	628.47	630.86	2.39	0.38
Current Liabilities and provisions:				
Current Liabilities	688.26	843.39	155.13	22.54
Provisions	28.85	93.99	65.14	225.79
Total (B)	717.11	937.38	220.27	30.71
Working Capital [A - B]	-88.64	-306.52	-217.88	245.80

FINDINGS

- Gross profit ratio experienced a declining trend, from its highest value of 0.13 in 2018-19 to its lowest at -0.23 in 2022-23, indicating a decrease in profitability relative to revenue.
- Quick ratio demonstrated a decreasing trend throughout the study period, despite meeting standard norms. The ratio declined from 1.56 in 2018-19 to 0.53 in 2022-23, suggesting a weakening ability to meet short-term obligations with liquid assets.
- Net profit ratio declined consistently from 7.53 in 2018-19 to -4.66 in 2019-20 and continued to decrease in subsequent years, indicating a decreasing profitability trend over the years.
- Fixed asset turnover ratio fluctuated, reaching a peak of 2.33 in 2019-20 and decreasing to 0.60 in the last year, indicating varying efficiency in utilizing fixed assets to generate

SUGGESTIONS

- Cash and bank balance has to be maintained by the company to meet working capital needs.
- The company can utilize the shareholders fund in proper way.
- The company facing loss for the 2018-2023 due to high cost of production, and high amount spent on sugarcane. If there is any loss the company can adopt the new technology.
- Capital structure efforts must be taken place to provide an adequate amount of working capital.

CONCLUSION

"Cash is the life blood of business" is the maximum amongst financial managers. Working capital management refers to the management of current of short-term assets and short-term liabilities with its sound financial position. It is important that the industry by produce working capital management and however it facts problems in respect of collecting does from its customers like central and stare government owned public food sector units. In recent years by implementing all the latest technology and techniques in all areas and employing all the control measures its efficiency in managing working capital is improving every year. Overall the profitability of the company is good.

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A STUDY ON RATIO ANALYSIS AND COMPARATIVE ANALYSIS IN RAHA OLI PRIVATE LIMITED AT COIMBATORE

Mrs. M. NITHYA, MBA., M.COM., PGDFI.,

&

MOHANPRAKASH A, MBA.,

Department of Management Studies - PG
 K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

The main focus of this research paper is to make a comparative analysis of one of the leading cooking oil by market capitalization. The financial status of this company has been analyzed by leveraging out various financial ratios such as liquidity, profitability, solvency and activity ratios. For the purpose of conducting our research, the data has been collected from secondary sources such as company's annual reports, journals, etc. The study covers a time period from FY19 to FY23. Sampling technique adopted for the purpose of carrying out this research is purposive sampling method. We also used trend analysis to forecast the future growth in sales and profitability of the business. This research also uses simple correlation technique to compute the relationship between liquidity and profitability of the company. More interestingly, this paper also considers the outputs of regression analysis so as to and the cause - and - effect relationship among variables.

Keywords: Working capital management, Ratio analysis, Comparative analysis.

INTRODUCTION

Ratio analysis is a quantitative method of gaining insight into a company's liquidity, operational efficiency, and profitability by studying its financial statements such as the balance sheet and income statement. Ratio analysis is a cornerstone of fundamental equity analysis. Investors and analysts employ ratio analysis to evaluate the financial health of companies by scrutinizing past and current financial statements. Comparative data can demonstrate how a company is performing over time and can be used to estimate likely future performance. This data can also compare a company's financial standing with industry averages while measuring how a company stacks up against others within the same sector.

OBJECTIVES OF THE STUDY

- A study the financial position of the company in terms of its liquidity and solvency.
- To study effectiveness of the Assets of the company.
- To ascertain the profitability of the company.
- To analyze the overall performance of the company.

SCOPE OF THE STUDY

- A detailed analysis is done to know about the financial performance of RAHA OILS PRIVATE LIMITED
- The study has been conducted with special reference to get a clear picture of liquidity, Leverage, and Profitability to assess efficiency level.
- This study helps to calculate the value of different ratios to be carried out for Ratio

Analysis and also to calculate the value of different Assets and Liabilities.

- This study helps to fine out the resources for further development of the company.
- An attempt can be made during this study to understand the efficiency of the company in other aspects of Financial Management.

LIMITATIONS OF THE STUDY

- Data is taken from company annual report. It has own limitation of the company.
- Competitive nature of organizations prevent of revaluation of a confidential details.
- It is only rearrangement of data given in financial statements.
- The data is taken of analysis covers only period of 5 years. So the study is about the past only not future.
- The study covered only particular area. So the company performance level is inaccurately not finding

REVIEW OF LITERATURE

Dhankar (1998) has studied about the criteria of performance measurement for business enterprises in India study of public sector undertakings. Realizing the importance and controversy of public sector in India, an attempt was made to measure the performance of all public sector undertakings, which were started up to 1964 and were in operation until 1983.

Rajeswari (2000) studied about the Liquidity Management of Tamil Nadu Cement Corporation Ltd. Alangulam-A Case Study. She concluded from the analysis; the liquidity position of TANCEM was not stable.

Mulla (2002) discussed in his paper about the 'Use of 'Z' score analysis for evaluation of financial health of textile mills - A case study' has been made an insight into the financial health of Shri Venkatesh Co-operative Textile Mills Ltd., Arunageri of Dharwad District. For the purpose of analysis, the 'Z' score analysis has been applied to evaluate the general trend in financial health of a firm over a period by using many of the accounting ratios.

RESEARCH METHODOLOGY

Research methodology is a process in which the researcher wishes to find out the end result for a given problem and the solution helps in future course of action. The study is based on analytical method. The secondary data is used for analytical study.

RESEARCH DESIGN

Research design is the basic framework, which provides guidelines for the Research process. It maps the blueprint accounting to which the research to be conducted. The research design specifies the methods for data collection and analysis. In this survey the researcher adopted design.

SOURCES OF DATA

The secondary data is mainly used for the study. The major source of data for the study has been collected from the published annual reports, profit and loss account of 5 years period from 2018-2019 to 2022-2023 of the RAHA OILS PRIVATE LIMITED some more information has been collected from different websites, magazines, official publications, accounting records, text books and journals etc.

DATA COLLECTION

The data which was collected for this project was secondary in nature. The secondary data was collected from balance sheet, profit & loss account and annual report of the industry.

TOOL USED FOR STUDY

There are many tools are used for data analysis and interpretation. Some of them are

- Ratio analysis
- Comparative analysis.
- Trend analysis.

RATIO ANALYSIS:

Ratio analysis is a method of evaluating a company's financial performance and health by examining key ratios derived from its financial statements

COMPARATIVE ANALYSIS

Comparative analysis involves comparing the financial performance and metrics of one

company with its competitors, industry averages, or similar companies to assess relative strengths, weaknesses, and performance.

TREND ANALYSIS

Trend analysis refers to the process of analyzing data over time to identify patterns, tendencies, or changes. It's commonly used in various fields like finance, marketing, and economics to understand the direction and magnitude of change in specific variables or indicators. refers to the process of analyzing data over time to identify patterns, tendencies, or changes. It's commonly used in various fields like finance, marketing, and economics to understand the direction and magnitude of change in specific variables or indicators.

Year	Current assets		Currant liability		Working capital	
	Amount	Trend %	Amount	Trend %	Amount	Trend %
2018-19	11421.00	100	27846.80	100	-16425.80	100
2019-20	15310.10	134.052	35816.40	128.61	-20506.30	124.84
2020-21	21495.90	188.214	43640.40	156.71	-22144.50	134.81
2021-22	19514.90	170.869	60701.20	217.98	-41186.30	250.74
2022-23	58781.30	514.677	93211.20	334.72	-34429.90	209.60

INTERPRATION

The current assets, current liabilities and working capital percentage were above 100% in the year of 2018-19. The current assets was in the year of 2022-23 is 514.677 and the current liabilities to 334.72 for 2022-23. The working capital trend percentage in the year of 2022-23 is-209.60.

FINDINGS

- The current ratio between 1.2 to 2 which means the business has 2 times more than current asset the liabilities its cover debts for the company current ratio increase 2.03 in the year 2022-2023, when compared to the year 2021-2022 and also the current ratio has increased to 3.10 in the year 2018-2019. when compared to the 2021-2022 and 2022-2023. So that it indicates the liquidity position is satisfied.
- The quick ratio has decreased to 1.10 in the year 2022-2023, when compared to 2021-2022, and also quick ratio has decreased to 0.74 in the year 2020-2021. when compared to 2021-2022 later it again increased to 0.81 in the year 2019-2020, when compared to 2018-2019.
- The higher proportion denotes idleness of cash, which affects the profitability position of the firm, and a low proportion of cash means shortage of cash poor liquidity.
- The gross profit ratio has increased to 22.5 in the year 2022-2023, when compared to 2019- 2020.
- The Net profit ratio has increased to 3.4 in the year 2022-2023, when compared to 2019-2020.

SUGGESTIONS

The following are the suggestions given for the study:

- The management may take proper decision to maintain their liquidity ratios so that they sales Can maintain their liquidity position in the long run.
- The company may try to maintain the minimum liabilities for having satisfactory financial position of the company.
- The company shall pay off the liabilities and loans so as to increase the working capital and to uplift the financial position of the company.
- The company may try to increase the duration of the average collection period to complete with its competitors by offering the customers high cost in sales.

CONCLUSION

On studying financial performance through Ratio Analysis, schedule of changes in working capital of RAHA OILS PRIVATE LIMITED for a period of 5 years from 2018 – 2019 to 2022-2023, the study reveals that the financial performance of the company is in good level. The turnover ratios were found to be comfortable with loans and advances being the most dominant factor, hence, influencing the working capital. From the foregoing analysis working capital

management of RAHA OILS PRIVATE LIMITED, has been effectively and properly maintained with the help of current assets and current liabilities.

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A STUDY ON COMPARATIVE STATEMENT ANALYSIS OF DANALAKSHMI PAPER MILLS LIMITED -DINDUGAL

Mrs. M. NITHYA, MBA., M.COM., PGDFI.,

&

K. MUTHUKRISHNAN, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This research undertakes a thorough comparative financial statement analysis of Danalakshmi Paper Mills Limited, aiming to evaluate its financial performance and position within the industry. Through the application of various financial ratios and metrics encompassing liquidity, profitability, solvency, and efficiency, the study meticulously examines the company's financial health and operational efficiency over a specified period. Management leverages financial statement analysis to identify areas of strength and weakness, enabling informed strategic planning and decision-making. Regulators and government agencies employ it to ensure compliance and transparency within the corporate sector. In essence, financial statement analysis is the bedrock upon which crucial financial decisions are made across various sectors.

Keywords: *Comparative financial statement analysis, financial ratios, Liquidity, Profitability.*

INTRODUCTION

Financial statement analysis is a cornerstone of corporate finance, offering a comprehensive evaluation of a company's financial health. It serves investors, creditors, analysts, and management by interpreting key financial statements to inform decision-making. This analysis assesses profitability, liquidity, solvency, efficiency, and cash flow, providing vital insights for stakeholders. Methodologies range from quantitative ratio analysis to qualitative assessments of non-financial factors. Technological advancements have further revolutionized analysis, enabling faster processing and more accurate insights.

COMPANY PROFILE

Dhanalakshmi Paper Mills, founded by Mr. R. Ramaswamy in 2008, operates as a Private Limited Company. With a manufacturing capacity of 40,000 metric tons per annum, the company produces office paper, writing paper, and plain paper. Employing 400-500 individuals across two shifts, the company boasts a storage facility spanning 7000 square meters and collaborates with 29 vendors nationwide.

OBJECTIVES OF THE STUDY

- To Analyze key financial indicators to assess the profit trends of Danalakshmi Paper Mills Private Limited over a specified period.
- To investigate the company's short-term financial health by assessing current and quick ratios.
- To evaluate Danalakshmi Paper Mills' long-term financial viability through the analysis of debt-to-equity ratios and interest coverage ratios.
- To examine the effectiveness of the company's operations by examining asset turnover,

inventoryturnover, and receivables turnover ratios.

- To examine the performance of the Danalakshmi paper mills on the basis of financial statements.

SCOPE OF THE STUDY

This study will analyze Danalakshmi Paper Mills Private Limited's financial performance across key dimensions, aiding stakeholders in decision-making and strategic planning. By comparing metrics to industry standards, it aims to enhance transparency and accountability while contributing to improved financial management practices.

LIMITATIONS OF THE STUDY

The study may encounter limitations in accessing real-time financial data and comprehensive historical records for Danalakshmi Paper Mills Private Limited. Industry-specific factors like regulatory changes or market trends could affect comparability, while the focus on specific financial metrics may overlook qualitative or non-financial aspects influencing overall business performance.

REVIEW OF LITERATURE

Smith, J., Johnson, L. "Methods and Applications of Comparative Financial Statement Analysis" Journal of Financial Analysis, 2018 This review comprehensively examines various methods and applications of comparative financial statement analysis.

Brown, K., Williams "Industry Benchmarking in Financial Statement Analysis" International Journal of Accounting Research, 2018 Focusing on industry benchmarking, this review highlights its significance in financial statement analysis.

Chen, Q., Liu, Y: "Comparative Financial Statement Analysis in Emerging Markets "Emerging Markets Review, 2018 This review synthesizes empirical studies on comparative financial statement analysis in emerging markets. It addresses the unique challenges and opportunities in these markets, including issues related to data quality and regulatory environments.

RESEARCH METHODOLOGY

Research Design: Quantitative Research Design

Collection Method: Data were collected through financial statements and websites

Tools used for analysis: 1. Ratio Analysis, Schedule of Working Capital & Comparative Statement Analysis

DATA ANALYSIS AND INTERPRETATION

RATIO ANALYSIS

Ratio	2022-2023	2021-2022	2020-2021	2019-2020	2018-2019
Current Ratio	10.56	8.23	6.69	7.4	8.78
Quick Ratio	5.49	2.82	3.49	4.5	5.55
Cash Ratio	0.65	0.43	0.52	0.4	0.6
Gross Profit Ratio	3.5	3.52	4.8	4	4.3
Net Profit Ratio	7.35	-1.29	-4.74	-5.36	3.19
Operating Profit Ratio	1.74	-2.59	-6.6	-16.58	3.79
Assets Turnover Ratio	1.84	1.17	0.89	1.15	1.61
Working Capital Turnover Ratio	6.7	4.9	5.5	3.4	4.5
Debt Equity Ratio	0.885	1.708	0.996	0.85	0.716
Operating Ratio	10.2	10.5	11.1	11.7	9.7

INTERPRETATION: Over 2018-2023, Danalakshmi Paper Mills Ltd saw robust liquidity gains, with current ratio rising from 8.23 to 10.56 and quick ratio from 2.82 to 5.49. Profitability surged, with net profit ratio climbing from -1.29 to 7.35, alongside improved efficiency metrics like assets turnover (1.17 to 1.84) and working capital turnover (4.9 to 6.7). The debt equity ratio declined from 1.708 to 0.885, indicating a move towards a more balanced capital structure, while operating efficiency remained steady, with the operating ratio fluctuating between 9.7 and 11.1.

SCHEDULE OF WORKING CAPITAL ANALYSIS

INTERPRETATION: From 2018 to 2023, Danalakshmi Paper Mills Ltd faced persistent liquidity challenges, with negative working capital ranging from -6.06 to -15.95, indicating current liabilities exceeding current assets. While slight improvements were seen in 2022 and 2023, with working

capital narrowing to -9.19 and -6.52 respectively, the company still grapples with short-term liquidity deficits.

COMPARATIVE BALANCE SHEET STATEMENT ANALYSIS

INTERPRETATION: Shareholders' funds declined annually alongside rising current liabilities, with total assets consistently decreasing by 5.91. In 2021, a slight increase of 1.35 in shareholders' funds occurred as current liabilities dropped by 3.91, resulting in a larger total asset decline of 9.69. Notably, 2022 saw recovery, with a 2.95 increase in shareholders' funds and 9.94 rise in total assets, despite an 8.12 increase in current liabilities. However, 2023 witnessed declines in shareholders' funds by 12.57 and total assets by 5.91, despite a concurrent rise in current liabilities by 6.52.

COMPARATIVE INCOME STATEMENT ANALYSIS

INTERPRETATION: Revenue fluctuated, reaching a peak of Rs. 140.96 billion in 2019 before declining to Rs. 69.05 billion in 2021 and stabilizing at Rs. 101.33 billion in 2022-2023. Despite revenue variability, net profit fluctuated from Rs. 0.62 billion in 2018 to a peak of Rs. 4.5 billion in 2019, followed by significant losses in 2020 and 2021. Despite revenue rebounds in 2022-2023, losses persisted at Rs. 1.31 billion annually, indicating a plateau in financial performance.

FINDINGS

- The current ratio consistently improved from 8.78 in 2018-2019 to 10.56 in 2022-2023, indicating a stronger ability to cover short-term obligations and enhanced liquidity.
- Despite revenue fluctuations, the gross profit ratio remained relatively stable, showcasing consistent efficiency in generating profits from production activities.
- The net profit ratio generally improved over time, from -1.29% in 2021-2022 to 7.35% in 2022-2023, indicating better expense management and revenue generation.
- The debt-equity ratio remained below 1 throughout, signaling reliance on equity financing over debt, which is favorable for financial stability and risk management.
- Fluctuations in revenue, cost management issues, and profitability concerns, particularly in 2020 and 2023, highlight operational challenges that need addressing for sustained growth and financial stability.

SUGGESTIONS

- Improve working capital management to cover short-term liabilities efficiently, ensuring financial stability.
- Explore strategies to diversify revenue streams, reducing dependency on specific markets or products.
- Implement cost control measures to manage expenses effectively, enhancing profitability.
- Evaluate financing options to strike a balance between equity and debt, supporting growth while minimizing financial risk.
- Enhance tax planning, manage liquidity effectively, and monitor financial performance for adaptability to changing environments.

CONCLUSION

Danalakshmi Paper Mills has improved liquidity, profitability, and asset management, with rising current and gross profit ratios, and a higher debt-equity ratio from 2018 to 2023. Fluctuations in working capital and profitability call for optimizing working capital management, strengthening liquidity, and enhancing cost control. A balanced approach focusing on long-term sustainability, innovation, revenue diversification, and maintaining a healthy debt-equity mix is crucial for sustained growth and success.

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A STUDY ON IMPACT OF CUSTOMER PREFERENCE TOWARDS ONLINE SHOPPING WITH REFERENCE TO ERODE

Mrs. M. NITHYA, MBA., M.COM., PGDFI.,

&

S. MYNTHURI ISWARYA, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

Now days the life style of the people is different. People feel uncomfortable and time consuming for going crowded markets. So, E-Shopping is a boon as it saves lot of time. Online shopping is a process whereby consumers directly buy goods, services etc. from a seller without an intermediary service over the Internet. Shoppers can visit web stores from the comfort of their house and shop as by sitting in front of the computer. Online stores are usually available 24 hours a day and many consumers have internet access both at work and at home. So it is very convenient for them to shop Online. One of the most enticing factors about online shopping, particularly during holiday season is, it alleviates the need to wait in long lines or search from a store for a particular item. Variety of goods are available in online. So the researcher want to know the preference of the consumers. The sample size of the study is 110 respondents. The sampling technique used was convenient sampling. The research is Descriptive in nature. The statistical tools used for analyzing hypothesis is CHI – SQUARE test method. From this study the satisfaction level of the customers in online shopping and awareness about the online shopping. The study also collects respondents suggestions about online shopping.

Keywords: Online shopping, Customer Preference, ANOVA.

INTRODCUTION OF THE STUDY

In present scenario, consumers and organizations are carrying out extensive and rapidly increasing volumes of business on the internet. The online shopping/ E shopping is method of electronic commerce for conducting businesses [end to end process] it is shifted from real market to digital market. At present all businesses are doing business over the internet. It allows consumers to directly buy goods/sell/get services over the internet by using the web browser. Michael Aldrich made invention and introduced online shopping in 1979. Day by day internet usage is increasing, so also the prospect of online marketing is increasing in Bahrain as well. For example, e web-store, e store, Internet shop, web shop, web store, online store and virtual stores evokes the physical analogy of buying products/ services at a bricks and mortar retailer/shopping centre.

STATEMENT OF THE PROBLEM

An increasing number and variety of firms and organizations are exploiting and creating business opportunities on the Internet statistics indicate the repaid growth in the field of virtual shopping. With this emerging field of shopping the interest of marketers is also increasing in studying what actually motivates consumers to shop online. Fierce competitions among online sellers have

forced them to gain the competitive edge in the field of virtual shopping. As online shopping is a new medium so the consumer behavior in the field of online shopping. In order to gain competitive edge in the market, marketers need to know the consumer behavior in the field of online shopping. So it is important to analyse and identify the factors which influence consumers to shop online in order to capture the demands of consumers.

OBJECTIVES OF THE STUDY

- To investigate how socio-demographic affect consumers preference towards online shopping.
- To discover the key factors that influence online buying behavior of consumers.
- To identify the determinants of online purchase intention among customers.

SCOPE OF THE STUDY

Attitude toward online shopping and goal to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by other factors like consumer individuality, situational factors, product distinctiveness, previous online shopping understanding and faith in online shopping. Therefore, understanding who are the ones consuming and why they choose to use or keep away from the Internet as a distribution channel, is a critical matter for both e-marketing managers and consumer thinkers. The scope of the study is confined only the Erode District with special reference to the customers those who are purchasing goods through online.

LIMITATIONS OF THE STUDY

- The study period was very short period, so choose only Erode town.
- The research was conducted with the using online shopping customers.
- There were changes of biased answers from the respondents without to shop while in the comfort of your own home.
- To analyze the comparison of online shop website.
- This study finds out only 150 respondents and limited area in Erode town.

LITERATURE REVIEW

Khalifa and Limayem (2018) in a research entitled “Drivers of internet shopping” applied well-established behavioral theories to explain Internet consumer behavior. Then, they conducted a longitudinal survey study to identify key factors influencing purchasing on the Web and to examine their relative importance. The researcher had used the tools like simple charting and tabulation for data analysis purpose. After the data analysis and interpretation, the researcher concludes that Indian customers are also getting addicted to the online shopping and they do like various features of online shopping as by rest of the world. The results indicate that the intentions of Internet consumers are significantly affected by the perceived consequences of online shopping, the consumers’ attitudes towards it, and social influence.

Shanshan Ma et (2019) Consider a manufacturer's two marketing strategies: sell one product in a physical shop, or differentiate the product in some non-essential attribute and sell them in the physical shop and online store respectively. The consumers can be divided into two groups depending on whether or not they are loss averse. This paper explores whether the manufacturer should engage in online selling. If so, how does the manufacturer set an appropriate discount price and how many products should the manufacturer make available for each channel We obtain the optimal discount strategy and product quantity under the conditions of different online profit margin and different expected consumer valuation. Finally, we analyze the influence of expected consumer valuation, valuation variability, and the degree of loss aversion to the optimal discount price and optimal expected profit.

ParkThaichon (2020) The aims of this research are to develop an understanding of children perception of online shopping and to explore the extent of its adoption within the retail sector. This study also endeavors to investigate the role of age in the development of children's perceptions of online purchase. Semi-structured interviews were conducted with 35 children aged 8–15 years old, and 28 parents in Australia. Template analysis was carried out to analyse the data. The results show that children aged 8–11 and aged 12–15 were different in their behavior and perceptions of online shopping. The results from the interviews suggest that the level of children's online shopping varies and is influenced by many factors, such as age, parental guidance, social networks, and peer influence. In terms of the originality, the study provides empirical evidence relating to children's

perceptions and behavior in the online environment as consumers, which remain under-researched in the marketing literature. Moreover, the role of children's age was incorporated in the study, allowing more insights to be obtained.

Samson Yusuf Dauda (2021) The importance of service delivery technology and online service adoption and usage in the online shopping industry has received an increased discussion in the literature in recent years. Owing to the fact that Strong online shopping services are important drivers for online shopping performance and customer service delivery; several studies have been carried out on online banking service adoption or acceptance where services are already deployed and on the factors that influence customers' adoption and use or intention to use those services.

RakhiThakur (2022) This study aims at understanding the role of customer engagement in writing online reviews by shoppers with specific focus on online shopping for shopping. Online shopping are becoming first screen for the customers and are being used by marketers to have interactive communication making it more suitable for building customer engagement. The research in this space however is in a very nascent stage. Current study is one of the first few empirical studies exploring the role of customer engagement in writing online reviews. The researcher had used "ANNOVA" method for the analysis of data. After the data analysis, the researcher concludes that the gender does impact Possession of internet and Frequency of online purchase of consumer's occupation is a demographic variable which does not impact any of the variables.

Karayanni (2023) concluded that "enjoyment" results from the fun and playfulness of the online shopping experience, rather than from shopping task completion. The purchase of goods may be incidental to the experience of online shopping. Thus, "enjoyment" reflects consumers' perceptions regarding the potential entertainment of Internet shopping found "enjoyment" to be a consistent and strong predictor of attitude toward online shopping.

FINDINGS

- It is Majority 33.6% of the respondents are age group below 18 years.
- Majority of 57.3% of the respondents are Male category.
- Majority 41.8% of the respondents are PG graduate qualification.
- Mostly of monthly income in 50% of the respondents are 10,001-20,000.
- Majority of 60.9% of the respondents are Rural in place of living.
- It is Majority 59.1% of the respondents are Electrical & Electronics goods in purchase on the online shopping.

SUGGESTION

- As study revealed that online shopping satisfaction regarding after sale service is low in case of consumer durables
- To improve the authorized service station in interior parts of rural areas
- It is suggested the marketers should concentrate on product quality as well as suited price
- For this purpose all the efforts need to be made to reduce the production cost so that the price may be reduced
- To attract the consumers companies can organize village fairs and product and service.
- Market penetration takes place in the interiors of markets without the manufacturer having to expand his direct stock point network.
- In this system small companies will tie up with a leading company that already has a presence in the rural market to distribute products through its distribution network.

CONCLUSION

The study shows that the opinion leader and retailers are the influential sources of information's for consumers. Manufacturers should strive to popularize the field of advertising in the rural scene by making use of this source. For this purpose, special incentives should be given to the retailers Marketing decision should be taken in the light of research findings and feedback received from rural trade network and consumers. Data based market segmentation should be done to serve the market effectively. Sales force must be specially trained to adjust to the consumers and adopt salesmanship techniques to tap market potential. In some cases, it would be worthwhile to recruit sales people from rural areas itself, so that sales can be promoted at relatively low cost. Compensation plans, sales quotas and territory plans should be worked out by keeping in mind the market.

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A STUDY ON ORGANIZATION CULTURE AND IT'S IMPACT ON EMPLOYEES BEHAVIOR TO SAMBANDAM SPINNING MILLS

Mr. S. ARUNESWARAN, MBA., M.Phil., (Ph.D).

&

R. NANDHINI, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

Organizational culture and its influence on employee behavior is fascinating and crucial for understanding workplace dynamics and productivity. This study examines the correlation between organizational culture and employee behavior, addressing key aspects such as motivation, decision-making, ethics, communication patterns, and leadership styles. By analyzing the interplay of values, norms, beliefs, and practices within organizational cultures, it aims to elucidate their impact on employee attitudes and actions, ultimately affecting organizational effectiveness. Insights from this research offer valuable guidance for fostering a positive work environment and optimizing employee engagement and productivity.

Keywords: Behavior, Motivation, Decision-making, ethics, Communication patterns, Leadership styles.

INTRODUCTION

Organizational culture is now a prevalent topic among managers, among consultants and among academics. As a mean of distinguishes the members of one group from others, enterprise culture gives identities to organizations, groups and individuals. There is no single definition for the concept of the organizational culture, instead, there are several. For instance, “the process of thinking helps in establishing one member from another on the basis of cognitive thinking” “the success guidance based upon different values and norm that makes culture effective” “the set of beliefs, behavior, norms and values helps in making culture most effective. Organization culture defines the way employees complete tasks and interact with each other in an organization. The cultural paradigm comprises various beliefs, values, rituals and symbols that govern the operating style of the people within a company. Corporate culture binds the workforce together and provide a direction for the company. In times of change, the biggest challenge for any organization may be to change its culture, as the employees are already accustomed to a certain way of doing things.

OBJECTIVE OF THE STUDY

- To study on organization culture and it's impact on employees behaviour.
- To know the existing culture of the organization and to find its impact on employee behavior at the industry at Salem.
- To identify the culture affecting the employee's performance to the organization.
- To study the employee opinion about the organizational activities.
- To make recommendations for future researches.

NEED OF THE STUDY

People are affected by the culture in which they live. Similarly, an individual working for any organization with a firmly established culture will be taught the values, beliefs, and expected

behaviours of that organization. There is at least some sound evidence that variations in cultural values may have a significant impact on employee turnover and possibly employees' job performance. Hence the study of organizational culture is important for the understanding and practice of organizational behaviour.

SCOPE OF THE STUDY

- This study focuses on today's environmental commercial success depends on employee making use of their talents in full.
- The management create the work environment to their employee.
- The management can enhance the professional perception of the employees.
- It helps to management understand the causes of performance problem.
- To understand how to assess the effectiveness of motivational practices in the organization.

LIMITATIONS OF THE STUDY

- It is difficult to elicit responses from employees who do night shifts.
- The attitude of the worker changes from time to time. Hence the result of the project maybe applicable only at present.
- We cannot get exact information because some of the employees are reluctant to share the information.

REVIEW OF LITERATURE

Alper Ertürk (2023) the purpose of this study is to explore the way to enhance openness to organizational change of employees and their participation, managerial communication and trust in one's supervisor. The results indicate that the relationship between managerial communication and openness to change mediates fully on one's supervisor, whereas it partially mediated the openness and employee participation relationship to change the employees.

Christina H. Drew (2022) gave a good example on the relationship between organizational culture and organizational behavior. In their study, their conclusion can be categorized into two: a contingency model and a universal model. The contingency model indicated that better performing organizations have strong cultures, but only if the culture fits the organization's

Geeta Rana (2021) Culture plays numerous roles within an organization. In the first place, it gives organization identities, which means it creates boundaries between one organization and others, as well as individuals. Further, culture could transform individual self-interests into something bigger which coincides with an organization's goal. Additionally, since culture regulates the behavior of the employee by providing appropriate standards, it enhances the organizational system level.

Jaebeom Suh (2020) highlights nine elements of organizational culture. The first incorporate the customs, the traditions, and the language of the firm. The second is the norms of the group and their related values and standards. The third is the espoused or ones that are formally acknowledged. The fourth is the official philosophy or the mission of the organization. The fifth is the "rules of the game" which applies to all who are a part of the organization. The sixth is the climate within the firm and how different groups interact

RESEARCH METHODOLOGY

Research design: Descriptive method research design

Sampling Method: Convenience Sampling

Sampling Techniques: Simple random sampling

Sample size: The sample size is 120 respondents

Tools used for analysis: Simple percentage analysis, Chi-Square, Correlation.

ANALYSIS & INTERPRETATION

a) Simple Percentage Analysis

The analysis provides insights into various aspects of the respondents' demographics, opinions, and perceptions related to their work environment. It covers factors such as gender distribution, age groups, marital status, education levels, monthly income, years of experience, departmental distribution, satisfaction with work-life quality, communication within the organization, interpersonal relationships, satisfaction with superiors, handling of employee problems, perception of talent attraction, job interest, willingness to work holidays, cleanliness and comfort of the workplace, utilization of skills, satisfaction with work culture, factors contributing to job culture development,

organizational climate, satisfaction with work-related suggestions and values, mutual understanding, value of the working environment, clarity of organizational values, and top indicators of employee satisfaction. These findings collectively shed light on the overall sentiment and experiences of the respondents within their organizational context, highlighting areas of satisfaction, concern, and potential improvement.

b) Chi-Square Analysis

Relationship between educational qualification and effective utilization of skills and ability by the organization culture.

Chi-Square Test	Value	df	p-value
Pearson chi-Square	10.957	12	.533
Likelihood Ratio	10.909	12	.537
Linear-by-Linear Association	.016	1	.899

Interpretation

There is no significant variable between education qualification and effective utilization of skills and ability by the organization culture.

Correlation Analysis	Value	Approx. T	Approx. Sig.
Pearson's R	-.180	-1.989	.049
Spearman Correlation	-.118	-1.288	.200

Years of experience and job interest show a weak negative correlation, significant at $p < 0.05$ for Pearson's coefficient (-0.180), implying a slight decline in interest with experience. Spearman's coefficient (-0.118) suggests a similar trend but lacks statistical significance.

FINDINGS

a) Simple percentage analysis:

The survey findings depict a balanced demographic distribution, with almost equal representation of males and females. Age groups were evenly spread, with no dominant cohort. Most respondents were married, and educational backgrounds varied, with the highest proportion having completed HSC. The majority fell within the Rs. 10,001-15,000 income bracket and had 1-3 years of experience, primarily in the packing department. Perceptions of work life quality, interpersonal relationships, and satisfaction with superiors were overwhelmingly positive. A significant majority felt the organization effectively handled employee issues and utilized their skills well, indicating a favorable organizational culture overall.

b) Chi-Square Analysis

There is no significant variable between education qualification and effective utilization of skills and ability by the organization culture.

c) Correlations

There no significant relationship between year of experience and your job is more interesting to work.

SUGGESTION

- Emphasize safety procedures to prevent accidents.
- Provide training on safe machine operation.
- Foster teamwork for efficient production.
- Encourage mutual support among workers.
- Promote diligence and dedication in work.

CONCLUSION

The comprehensive analysis of demographic factors and employee perceptions reveals critical insights into organizational dynamics and employee satisfaction. The data illuminate various facets, including gender distribution, age demographics, educational backgrounds, and job-related sentiments, underscoring the multifaceted nature of workforce engagement. While the findings suggest areas of strength, such as high levels of job satisfaction and perceived skill utilization effectiveness, they also pinpoint areas for improvement, such as addressing challenges related to job stress, interdepartmental cooperation, and employee welfare measures.

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A STUDY TO IDENTIFY SALES MANAGEMENT AND SALES LEADERSHIP IN SCM GARMENTS PRIVATE LIMITED, ERODE

Mr. S. ARUNESWARAN, MBA., M.Phil., (Ph.D.)

&

V. NANDHU, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

Sales refer to the exchange of a product, commodity, service or delivery for money. It involves helping prospective clients or customers by listening to them and understanding their wants and needs to find them what they're looking for. Rather than persuading someone to purchase something, selling is focused on meeting the needs of the customer objectively. The objective of the study is to identify sales management and sales leadership in SCM Garments Private Limited, Erode. The sample of the study is 120. Descriptive research design and convenience sampling method has been used. Questionnaire has been used as a primary data. Simple percentage analysis, chi-square analysis and correlation statistical tools have been applied to reach the findings of the study.

Keywords: Sales performance, Sales team management, Sales training, Sales techniques, Sales process, Sales forecasting, Customer relationship management (CRM).

INTRODUCTION

Sales refers to the exchange of a product, commodity, service or delivery for money. It involves helping prospective clients or customers by listening to them and understanding their wants and needs to find them what they're looking for. Rather than persuading someone to purchase something, selling is focused on meeting the needs of the customer objectively.

OBJECTIVES OF THE STUDY

- To assess the Sales Strategy in the company
- To evaluate the leadership styles within the sales management team
- To examine the effectiveness of training and development programs contribution to achieving organizational sales targets
- To analyse the Sales Performance of the sales team in the organisation

NEED OF THE STUDY

The need for the study on sales management and sales leadership in SCM Garments Private Limited, Erode, arises from the critical role these aspects play in the success and sustainability of any business, particularly in the competitive landscape of the garment industry. Understanding how effective sales management and leadership strategies are implemented within the company can provide invaluable insights into enhancing operational.

SCOPE OF THE STUDY

The scope of the study is confined to SCM Garments Private Limited, Erode. The main aim of this study is to analyse the sales management and sales leadership. It is also focused on Sales Strategy in the company. The study helps to understand effectiveness of training and development programs contribution to achieving organizational sales targets.

LIMITATIONS OF THE STUDY

The research study is confined only to Erode. The sample was chosen randomly which might not be the actual representatives of the total population, due to which there may be an error. The sample size is restricted to 120 only. Information is partially based on secondary data & hence authenticity of the study can be visualized & is measurable

REVIEW OF LITERATURE

Katsikea, E., Theodosiou, M. and Makri, K. (2019), This study aims to propose that the development of an effective export sales strategy can contribute greatly toward this aim. The study also demonstrates that export market intelligence generation and export market intelligence dissemination activities are important drivers of export sales strategy.

Moghareh Abed, G. and Haghghi, M. (2019), The main purpose of this study is to investigate the effects of selling strategies on the sales performance of a company. It investigates how selling strategies impact sales performance in the literature and then presents statistical evidence via a case study.

Srivastava, R.V. and Tang, T. (2019), This study aims to develop and test a new formative theory of coping intelligence (CI). The study collected data from multiple sources: survey data from 452 boundary-spanning salespeople and sales commission.

RESEARCH METHODOLOGY

Sampling method: Convenience sampling method, also known as availability Sampling

Sampling Technique: Simple Random Sampling

Sample size: 120 valid responses collected from employees.

Population size: Here population is entire employees of the company SCM Garments Private Limited, Erode.

Tools used for data analysis: Simple Percentage Analysis, Chi-Square Analysis Test, Correlation method.

DATA ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

The study conducted on respondents from SCM Garments Private Limited in Erode revealed significant insights. The majority of respondents fell within the age range of 26-35 years, indicating a relatively young workforce. Regarding educational qualifications, a significant proportion of respondents had completed undergraduate degrees, suggesting a well-educated workforce. In terms of experience, the majority of respondents had 1-3 years of experience, indicating a mix of relatively junior and mid-level employees. Regarding sales management and leadership within the organization, the majority of respondents agreed that the sales strategy was well-defined and effectively communicated to all sales team members.

CHI SQUARE ANALYSIS

TEST	Value	DF	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.874 ^a	14	.062
Likelihood Ratio	29.207	14	.010
Linear-by-Linear Association	13.288	1	.000
N of Valid Cases	120		

RESULT

There is no significant difference between the gender of the respondents and sales strategy.

CORRELATION ANALYSIS

		Age of the respondents	Performance
Age of the respondents	Pearson Correlation	1	-.001
	Sig. (2-tailed)		.991
	N	120	120
Sales performance	Pearson Correlation	-.001	1
	Sig. (2-tailed)	.991	

		Age of the respondents	Performance
Age of the respondents	Pearson Correlation	1	-.001
	Sig. (2-tailed)		.991
	N	120	120
Sales performance	Pearson Correlation	-.001	1
	Sig. (2-tailed)	.991	
	N	120	120

RESULT

There is non-significant relationship between age of the respondents and sales performance.

FINDINGS

Notably, a majority of respondents identify as 65.8% of the respondents are male. 42.5% of the respondents are in the age group of 26-35 years. 41.7% of the respondents have completed UG degree. 32.5% of the respondents have 1 year – 3 years’ experience. 43.3% of the respondents are agree towards the organization's sales strategy is well-defined and communicated to all sales team members. 40.0% of the respondents are agree towards sales strategy changes are implemented smoothly and effectively. 41.7% of the respondents are strongly agree towards the sales strategy aligns well with the current market trends and customer needs.

SUGGESTIONS

By means of periodic training sessions and updates, the organisation ought to guarantee that the sales strategy is lucidly documented and efficiently communicated, thereby cultivating a collective comprehension among all members of the sales team. It is imperative for the organisation to develop a comprehensive change management process that encompasses training, stakeholder engagement, and meticulous preparation in order to guarantee the smooth integration of sales strategy modifications while minimising operational disruptions.

CONCLUSION

In summary, following an extensive analysis of sales management and sales leadership within the institution, it can be stated that customer-centric and market-trend-aligned sales strategies are crucial in fostering organisational success. This study emphasises the criticality of sales executives fostering innovation, collaboration, and effective communication in order to cultivate a sales team that operates at a high level of performance. In addition, it is critical to furnish sales team members with the requisite knowledge and instruments to consistently meet sales objectives through the provision of pertinent training programmes, sufficient support, and adequate resources.

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A STUDY ON COMPENSATION MANAGEMENT OF DELIVERY SERVICE PARTNER IN AMAZON

Mr. S. ARUNESWARAN, MBA., M.Phil., (Ph.D.)

&

M. K. NIVEDHA, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

The study specifically focuses on the importance of effective compensation management for delivery service partners (DSPs) within Amazon. By examining factors like base pay, incentives, and benefits, the research aims to identify areas for improvement to boost motivation, retention, and performance among DSPs in Amazon's last-mile delivery network. Despite limitations like sample size and scope, the study provides valuable insights for optimizing compensation strategies.

Keywords: Compensation Management, Delivery Service Partners (DSPs), Amazon, Base Pay, Incentives, Benefits, Motivation, Retention, Performance, Employee Satisfaction.

INTRODUCTION

The study provides a comprehensive overview of compensation and benefits management, highlighting the importance of both monetary and non-monetary elements in fostering employee satisfaction and organizational competitiveness. It emphasizes the need for organizations to align their compensation strategies with market dynamics and legal requirements to attract, retain, and motivate talent effectively. Additionally, it underscores the significance of fair and transparent compensation practices in promoting employee morale, efficiency, and cooperation, ultimately contributing to organizational success and stability.

OBJECTIVES OF THE STUDY

- To investigate the perception of employees regarding the structure of compensation packages offered by Amazon.
- To identify any challenges or areas for improvement within the existing compensation framework.
- To study the relationship between compensation, performance, and satisfaction among employees.
- To analyze the level of employee satisfaction regarding the benefits and compensation provided by company.

NEED OF THE STUDY

- Investigate compensation management within Amazon's Delivery Service Partners.
- Compensation is crucial for employee engagement and fostering a positive work culture.
- Aligning compensation with performance metrics is key for organizational success.
- Analyzing compensation's impact on DSP and employee motivation, retention, and performance is vital.

SCOPE OF THE STUDY

The study delves into various aspects of employee compensation within Amazon's Delivery

Service Partners (DSPs) network. It examines compensation management practices, remuneration structures, and key components of compensation packages such as base pay, incentives, bonuses, and benefits. Additionally, it evaluates the alignment between compensation strategies, performance metrics, and organizational objectives for DSPs and their employees. Furthermore, the study identifies potential disparities in compensation structures and their implications on DSP and employee motivation, retention, and overall performance.

LIMITATIONS OF THE STUDY

- The study relies on data obtained from a limited sample size of 115 respondents, potentially limiting the generalizability of the findings.
- The study is applicable only to Amazon and not to any other similar organization.
- The study acknowledges limitations imposed by time and cost considerations, which may have impacted the depth and breadth of the research conducted.
- Some employees may have been reluctant to provide their opinions due to the sensitive nature of the study topic, potentially resulting in incomplete or biased data.

REVIEW OF LITERATURE

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RESEARCH METHODOLOGY

Research design: Descriptive method research design

Sampling Techniques: Simple random sampling

Sample size: The sample size is 115 respondents

Tools used for analysis: Simple percentage analysis, Chi-square, Correlation.

ANALYSIS & INTERPRETATION

Simple Percentage Analysis

In a recent survey, most respondents were male, with the largest age group being 26-30 years old. The majority held an Undergraduate Degree and had 6 to 10 years of experience. Most were married and preferred a fixed salary. Many supported basing compensation on performance and aligning it with government recommendations. Basic Pay was prioritized, and understanding incentives was valued in training. Paid holiday was the top perk, and respondents were highly aware of Amazon's compensation system. Talent attraction was the main concern, followed by performance motivation. Respondents wanted stronger incentives and salary structure improvements. Overall, most were satisfied with their compensation, alignment with work, and overtime pay. Satisfaction was also high with festival bonuses, gifts, and concession loans. The majority felt the compensation strategy meets employee needs well, with a high opinion of the committee's role in salary revisions.

Chi-Square Analysis

Relationship between respondents' educational qualifications and their opinion on compensation fixation in organizations.

Chi-Square Test	Value	df	p-value
Pearson Chi-Square	19.731	6	.003
Likelihood Ratio	18.090	6	.006
Linear-by-Linear Association	.901	1	.343

Interpretation: The calculated chi-square value (19.731) surpasses the critical table value (12.592), indicating a significant association between respondents' educational qualifications and their opinion on compensation fixation in organizations (p = 0.003, < 0.05). Hence, the research hypothesis is accepted.

Correlation

The correlation between respondents' opinions on compensation system enhancement training and their awareness of Amazon's compensation system.

	Opinion on Compensation System Enhancement Training	Opinion on Awareness of Amazon Compensation System
Pearson Correlation	1	0.410**
Sig. (2-tailed)	-	.000
N	115	115

Interpretation: The correlation analysis indicates a significant positive correlation ($r = 0.410$, $p < 0.01$) between respondents' opinions on compensation system enhancement training and their awareness of Amazon's compensation system. This suggests that as perceptions of the training's effectiveness improve, so does awareness of Amazon's compensation system, and vice versa.

FINDINGS

Simple Percentage Analysis

In a recent survey, 73.9% of respondents were male, with the largest age group being 26-30 years old (32.2%). Additionally, 48.7% held an Undergraduate Degree, and 61.7% had 6 to 10 years of experience. The majority preferred a fixed salary model (40.0%), while 55.7% supported compensation based on performance appraisal. Paid holiday was the most valued perk (55.7%), and 56.5% expressed "Very High" awareness of Amazon's compensation system. Talent attraction (33.0%) and performance motivation (29.6%) were top concerns. Most respondents (92.2%) were satisfied with their compensation, and 76.5% were highly satisfied with overtime pay. Satisfaction rates were also high for festival bonuses (55.7%) and concession loans (63.5%). Overall, 62.6% felt that the current compensation strategy meets employee needs well.

Chi-Square Analysis

There is no significant variable between educational qualifications and their opinion on compensation fixation in organizations.

Correlation

There is no significant variable between opinions on compensation system enhancement training and their awareness of Amazon's compensation system.

SUGGESTION

- Implement periodic reviews of compensation packages to ensure alignment with industry standards and employee satisfaction.
- Customize compensation packages based on factors such as performance metrics and business need to enhance employee engagement and retention.
- Offer training programs to employees to enhance their understanding of the compensation structure, including incentives and benefits.
- Establish clear communication channels between Amazon and employees to facilitate dialogue regarding compensation-related concerns and ensure transparency in decision-making processes.
- Cultivate a collaborative partnership between Amazon and employees by involving them in discussions and decisions related to compensation management.

CONCLUSION

In conclusion, a well-designed compensation and benefits system is crucial for organizational success, attracting, motivating, and retaining talent while enhancing employee satisfaction and productivity. The study highlights the importance of effective compensation management tailored to Amazon's Delivery Service Partners (DSPs) to ensure satisfaction, performance enhancement, and overall business success. The research design employed a descriptive method, analyzing factors such as base pay and incentives, providing valuable insights into compensation practices within Amazon's DSP network.

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A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF DINESH EXPORTS PRIVATE LIMITED - TIRUCHENGODE

Mr. S. ARUNESWARAN, MBA., M.Phil., (Ph.D).

&

M. POOVARASAN, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This study offers a detailed examination of the financial performance of Dinesh Exports Private Limited. Through a thorough analysis of key financial indicators and ratios, including liquidity, profitability, efficiency, and solvency, insights are garnered into the company's operational effectiveness and financial health.

Keywords: *Financial Performance Analysis, Liquidity Management, Debt Financing, Profitability.*

INTRODUCTION

Dinesh Exports Private Limited occupies a significant position in the competitive landscape of its industry. As financial performance serves as a crucial benchmark for organizational success, this study delves into an in-depth analysis of the company's financial health and operational efficiency.

COMPANY PROFILE

Dinesh Exports Private Limited, a prominent player in the textile industry since 1994, specializes in yarn-dyed, solid dyed, and printed fabrics, located in Tiruchengode, Tamil Nadu. The company holds international sustainability certifications and aims to become a global leader in woven fabric manufacturing and exporting. Led by Mr. K. Palanivel and Mr. P. Subramani, the company emphasizes sustainable and ethical practices to meet the evolving demands of the fashion industry while prioritizing transparency and responsibility.

OBJECTIVES OF THE STUDY

- To evaluate the current liquidity position of the company.
- To evaluate the financial stability of the firm through comparative financial statement analysis.
- To analyze the factors influencing by assessing profitability position of the company
- To assess the profitability and solvency position of the company

NEED OF THE STUDY

This study addresses the necessity of understanding Dinesh Exports Private Limited's financial performance from March 2019 to March 2023. Through comprehensive analysis, it aims to interpret financial statements and key indicators to offer insights into the company's financial health. Stakeholders, including investors and management, benefit from this analysis for informed decision-making and strategic planning.

SCOPE OF THE STUDY

This study encompasses a five-year assessment of Dinesh Exports Private Limited's financial strength, analyzing annual reports and financial data from March 2019 to March 2023 to discern trends and patterns. It goes beyond theoretical concepts to delve into practical aspects, offering insights into the organization's performance and its alignment with targets. Additionally, it facilitates

firsthand experience in organizational dynamics, fostering interaction with senior officials and enhancing interpersonal skills in professional environments.

LIMITATIONS OF THE STUDY

The study acknowledges that while ratios offer valuable insights into financial performance, their abundance may overwhelm analysts, and they should not be the sole determinant of a company's health. It recognizes the reliance on past records and the inherent limitations of analysis tools, with time constraints potentially limiting the depth of analysis.

REVIEW OF LITERATURE

Philip, B., & Prasad, M. (2023) underscore the critical role of the banking sector in driving global economies, focusing on South Indian Bank's financial performance. Through a comprehensive analysis of key ratios like Credit-deposit and Cost-income, the study unveils the bank's stability and profitability, emphasizing sustained returns for stakeholders. While results showcase a stable financial position and enhanced asset quality, the study highlights areas for potential growth and profitability enhancements in the future.

Manikandan, M. E., & Sengottuvel, C. (2021) assessed the financial performance of small and medium textile enterprises in Tamil Nadu over a ten-year period. Utilizing data from the CMIE database and focusing on BSE-listed SMEs, the study identified strong liquidity positions but noted declining financial stability in the selected textile industries, offering valuable insights for investors despite its limitation of omitting private companies.

RESEARCH METHODOLOGY

- **Research Design:** Quantitative Research Design
- **Collection Method:** Data were collected through financial statements and websites
- **Tools used:** Ratio Analysis & Comparative Statement Analysis

DATA ANALYSIS AND INTERPRETATION

Ratio	2018-19	2019-20	2020-21	2021-22	2022-23
Current Ratio	1.02	1.14	1.32	1.03	1.08
Quick Ratio	0.56	0.59	0.5	0.42	0.5
Cash Ratio	0.018	0.014	0.011	0.112	0.021
Fixed Asset Ratio	62.93%	58.64%	60.93%	72.57%	65.34%
Proprietary Ratio	58.33%	55.71%	55.60%	47.33%	43.43%
Net Working Capital Ratio	0.33	0.26	0.38	0.4	0.35
Inventory Turnover Ratio	1.1	1.29	0.84	1.19	1.29
Asset Turnover Ratio	1.07	0.8	1.08	1.66	1.11
Inventory to Current Asset Ratio	56.46%	58.15%	70.61%	69.60%	68.27%
Gross Profit Ratio	35.27%	42.38%	41.16%	50.02%	15.93%
Net Profit Ratio	2.14%	1.19%	3.49%	4.09%	4.48%
Current Assets Turnover Ratio	2.3	1.95	1.99	2.49	2.11
Fixed Assets Turnover Ratio	1.45	1.51	1.98	3.14	5.06

INTERPRETATION

Over the analyzed period, Dinesh Exports Private Limited displayed fluctuating but generally stable liquidity ratios, with a current ratio ranging from 1.02 to 1.08, indicating a moderate liquidity position below the industry standard. The company's debt-to-equity ratios fluctuated, surpassing the standard norm of 2:1 in 2021-22 and 2022-23, suggesting a move towards higher reliance on debt financing relative to equity. Despite maintaining a robust interest coverage ratio above 3 until 2021-22, a decline to 1.67 in 2022-23 signals potential strain on financial resources, urging the company to reassess strategies for sustainable operations and effective debt management. Furthermore, while demonstrating varying profitability trends, with a positive return on equity (ROE) reaching 13.62% in 2021-22, a slight decrease to 11.73% in 2022-23 suggests the need for further examination of factors influencing this change. Overall, the company exhibited signs of improved efficiency in utilizing assets for revenue generation, reflected in the steady increase of the return on investment (ROI) from approximately 2.81% in 2018-19 to 5.12% in 2022-23, indicating positive financial performance and growth prospects.

COMPARATIVE STATEMENT ANALYSIS

Over the specified period, Dinesh Exports Private Limited experienced fluctuations in financial performance, with notable revenue and profit growth in 2020-2022, but faced challenges in 2022-2023 marked by a decline in both revenue and profit, highlighting the need for strategic assessment. Efficiency in fixed asset utilization improved consistently, while Return on Assets fluctuated, turning negative in 2022-23, indicating potential inefficiencies requiring attention for sustained performance. Despite fluctuations, Return on Equity and Return on Investment generally showed positive trends, reflecting improved profitability and effective capital utilization.

FINDINGS

Over the period 2019-2023, Dinesh Exports Private Limited's financial performance reveals fluctuating liquidity ratios, with the current ratio ranging between 1.02 to 1.08 and the quick ratio between 0.42 to 0.59, both below industry standards. The company's cash ratio varied notably, from 0.018 to 0.112, reflecting changing liquidity management strategies. Debt-to-equity ratios surpassed norms in 2021-22 and 2022-23, signaling increased reliance on debt financing. Despite a decline in interest coverage ratio to 1.67 in 2022-23, profitability indicators such as gross profit ratio and net profit ratio generally improved until 2021-22 before declining slightly. Return on equity saw fluctuations, with a decrease to 11.73% in 2022-23, while return on investment steadily rose to 5.12% by 2022-23, reflecting enhanced profitability and capital utilization. EPS ratios fluctuated but generally indicated improved earnings per share over the analyzed years. Dinesh Exports Private Limited saw fluctuating financial performance, with notable growth in revenue and profit from 2020-2022 but faced challenges in 2022-2023, indicating the need for strategic assessment. Efficiency in fixed asset utilization improved consistently, while Return on Assets fluctuated, turning negative in 2022-23, suggesting potential inefficiencies.

SUGGESTIONS

The management of Dinesh Exports Private Limited should prioritize maintaining a favorable absolute liquid ratio to ensure long-term liquidity stability, which can be achieved by reducing current liabilities and optimizing the cash balance relative to current liabilities to effectively handle contingencies. It's essential to manage shareholders' funds meticulously to sustain financial health, alongside implementing stringent control measures over current liabilities to maintain short-term operational efficiency and overall profitability. Prioritizing efficient management of debtors and enhancing cash flow through timely collection efforts is crucial. Moreover, initiatives to expedite inventory turnover and convert inventories into cash are imperative, given their significant share within current assets, ensuring optimal utilization of resources of the company's financial resilience.

CONCLUSION

In conclusion, financial statements serve as invaluable documents that offer a summarized view of a firm's financial position and operations. Through a meticulous examination of these statements, significant insights can be gleaned about the company's performance. The analysis of financial statements thus emerges as a crucial tool for financial assessment. The project study aimed to evaluate the financial performance of the company over the past five years. Despite experiencing periods of loss, the company has demonstrated resilience and adaptability in overcoming challenges. With enhance its profitability and overall financial condition in the future.

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A STUDY ON CONCEPT OF EMPLOYEE ENGAGEMENT POLICIES AND PRACTICES WITH REFERENCE TO FEATHER TOUCH CURA, COIMBATORE

Mr. S. ARUNESWARAN, MBA., M.Phil., (Ph.D).

&

A. PRANAYA, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

Employee engagement is a crucial strategy of organisational success. A successful engagement policies and practises is built on communication and trust between employees and employers. Employee engagement creates a positive work culture, promoting open communication, offering opportunities for growth and development. By implementing effective engagement policies and practises organizations can enhance employee satisfaction, productivity, innovation and retention and strategies for cultivating a thriving and motivated workforce.

Keywords: *Employee Engagement, Strategy, Communication, Engagement policies and practises.*

INTRODUCTION:

The concept of employee engagement was first introduced in **1990** by Dr. William Kahn. He suggested that people are involved in their work at three levels – physically, cognitively, and emotionally. Employee engagement is defined as the emotional investment employees make in their organizations.

OBJECTIVES OF THE STUDY

- To study in detail about the employee engagement policies in the organization
- To understand the key drivers of employee engagement
- To analyse the various engagement activities towards the organization
- To study the engagement strategies followed by the organization towards the employees.

NEED OF THE STUDY

Engaged employees tend to experience higher levels of job satisfaction, leading to improved overall well-being and reduced stress levels. By studying effective engagement practices, organizations can create a positive work environment that fosters employee satisfaction and enhances the overall quality of work-life balance.

SCOPE OF THE STUDY

To ensure alignment between employees and the organization, it's essential to foster a work environment that resonates with their values, beliefs, and attitudes, thereby cultivating of connection to the company's culture, mission, and goals. By gauging emotional attachment to their work, colleagues, and the organization, we can enhance engagement and loyalty. Encouraging employees to share ideas, creativity, and problem-solving skills empowers them to contribute meaningfully to achieving organizational objectives.

LIMITATION OF THE STUDY

Employee privacy concerns may hinder honest survey responses, potentially impacting data

accuracy. With a limited sample size of 140, the representativeness of findings may be compromised. Interviews conducted during working hours may rush responses, affecting data quality, while uncooperative respondents further challenge survey reliability.

REVIEW OF LITERATURE

ROBERSON ET AL., 2023- Organizations are recognizing the importance of DEI initiatives in fostering a culture of belonging and engagement. Research suggests that inclusive workplaces where all employees feel valued and respected tend to have higher levels of engagement.

BAKKER ET AL., 2022- Employee well-being initiatives have gained traction as essential components of engagement strategies. Programs promoting physical, mental, and emotional well-being have been shown to positively impact engagement and productivity.

SCHEIN, 2021- Organizational culture plays a crucial role in shaping employee engagement. Cultures that foster trust, transparency, and collaboration tend to have more engaged employees.

RESEARCH METHODOLOGY

Sampling method: Convenience sampling method, also known as availability Sampling

Sampling Technique: Simple Random Sampling

Sample size: 140 valid responses collected from employees of FTC in Coimbatore

Population size: Total population size is 210.

Tools used for data analysis: Simple Percentage Analysis, Chi-Square Analysis Test, Correlation method.

DATA ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

The analysis of respondent demographics reveals a significant gender disparity, with males comprising 56% of the sample. Additionally, the majority of respondents fall within the age group of below 30 (64%) and are single (66%). Regarding education, most respondents hold postgraduate degrees (61%), In terms of salary, around 63% earn between Rs.15,000-25,000, and a considerable portion of respondents (54%) have 3-4 years of work experience.

TEST	VALUE	DF	P-VALUE
Pearson chi-square	.857	4	.355
Continuity correction	.013	4	.908
Likelihood ratio	.650	1	.420
Linear-by-Linear Assoc	.851	1	.356

CHI SQUARE ANALYSIS

RESULT:

There is no significant difference between the employees enjoy working in the organization and recently thought of leaving the organization

CORRELATION ANALYSIS

CORRELATION TEST	VALUE	APPROX. T	APPROX. SIG.
Interval by Interval	Pearson’s R	.089	-.032
Ordinal by Ordinal	Spearman Correlation	.077	-.444

RESULT:

There is non-significant relationship employee engagement practises and rate the employee engagement practises in the organization.

FINDINGS

Notably, a majority of respondents identify as male employees (56%), predominantly fall within the age bracket below 30 (64%), and are unmarried (66%). Furthermore, a significant portion of respondents hold postgraduate degrees (61%) and earn salaries ranging between 15,000 to 25,000 units. Regarding work experience, a substantial portion reported having 3-4 years of experience (54%). Impressively, an overwhelming majority expressed satisfaction with their work environment, with 96% enjoying their roles and 94% willing to recommend the organization to their peers. Moreover, a high percentage affirmed receiving adequate support from management (50%), regular feedback and performance discussions (93%), and sufficient training to operate machinery (92%). Employee engagement practices also received positive feedback, with 95% expressing satisfaction and 78% rating them with the highest accolade. Despite overall satisfaction, areas for improvement were identified, such as team performance satisfaction (44%) and attendance at engagement activities (71%). Nonetheless, the overwhelming positivity within the survey underscores a strong sense of contentment and engagement among employees within the organization.

SUGGESTIONS

The company can enhance employee development by offering a diverse range of training programs, including on-the-job opportunities like internships and apprenticeships, as well as off-the-job options such as seminars, conferences, and role-playing exercises. Special attention should be directed towards motivating employees in areas where their performance may be lacking, fostering a supportive environment for growth and improvement.

CONCLUSION

All the employees should value their potential input should be recognized. Employee should know that their inputs matter a lot and are helping the organization in a meaningful way. The competition for talent means that we have to be very good at attracting, motivating, and retaining talent. Today employees feel in they are placed at jobs that break the monotony and make them enjoy their stay in an organization. Benefits provided by the organization and thus are engaged and committed towards the development and growth of the organization

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EVALUATING CAPITAL BUDGETING TECHNIQUES FOR INVESTMENT DECISION-MAKING

Mr. S. ARUNESWARAN, MBA., M.Phil., (Ph.D.)

&

S. PRANEETH, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

Capital budgeting stands as a pivotal process in strategic financial management, directly influencing a company's potential for success and its foundational cost structure. This paper delves into the multifaceted nature of investment decisions, which are characterized by substantial initial cash outflows and the consequential commitment of significant funds. The paper presents an empirical application to a specific business case, integrating relevant literature on capital budgeting, business valuation, management accounting, and investment decisions. It follows a structured path, employing financial techniques and instruments that facilitate decision-making, thereby evaluating the potential benefits of a new investment for the company.

Keywords: Capital budgeting, Management accounting, Financial techniques.

INTRODUCTION

Financial performance is a subjective measure of how well a firm can use assets from its primary mode of business and generate revenues. The term is also used as a general measure of a firm's overall financial health over a given period. Analysts and investors use financial performance to compare similar firms across the same industry or to compare industries or sectors in aggregate. Financial performance measures a firm's financial health based on assets, liabilities, revenue, expenses, equity, and profitability. It is a thorough analysis of company financial statements. Analysts examine a firm's Income Statement, Cash Flow Statement, Balance Sheet, and Annual Report.

OBJECTIVES

- To study on evaluating capital budgeting techniques for investment decision making.
- To evaluate the capital budgeting performance of the company.
- To study the Investment pattern and decision-making policies of ponni sugars.

NEED OF THE STUDY

- The main purpose of the study is to analyze the growth and working of the company for financial periods of five years.
- The main aim of financial performance analysis is to understand better financial position of the firms.
- The purpose is to assess the Ponni Sugars short term and long-term financial stability.

SCOPE OF THE STUDY

Analysis and interpretation of evaluation of capital budget refer to such a treatment of information contained in the balance sheet and income statement as to afford full diagnosis of the financial position and profitability of the business enterprises. Effective and secure investment

decision making tools are essential for operation of the business enterprises. They determine the operational efficiency and the ultimate success or failure of a business.

LIMITATION OF THE STUDY

- The study is restricted only to a period of four month.
- The data for the study is secondary in nature and the bias in them reflect over the analysis and conclusion.
- The study was mainly based on annual reports of the company of 5 years.

LITERATURE REVIEW

Singh, Jain and Yadav.,(2012) studied the contemporary practices in capital budgeting in Indian companies. Result of the study is based on responses received from 31 nonfinancial companies listed in BSE 200 index. The study confirmed the ongoing trend towards use of advanced techniques of capital budgeting.

Arora, Preeti., (2012) made a study of Capital Budgeting practice of top 500 companies of India, enlisted in market index in terms of their size of market capitalization. She collected data through structured questionnaire from 125 companies covering 9 industries. **Kengatharan, L.,(2016)** in his research paper “Capital Budgeting Theory and Practice: A Review and Agenda for Future Research” made a longitudinal study on capital budgeting practices followed across the world during the last two decades i.e., from 1993-2013.

RESEARCH METHODOLOGY

- Research design: Ratio Analysis.
- Collection Method: Annual reports of Ponni sugars of 5 years.

Tools used for analysis: 1. Liquidity ratio. 2. Current Ratio. 3. Fixed Asset ratio.4. Debt equity ratio

ANALYSIS & INTERPRETATION

Ratio Analysis:

Liquidity Ratio: Liquidity refers to the ability of a firm to meet its short-term financial obligations when and as they fall due. The main concern of liquidity ratio is to measure the ability of the firms to meet their short-term maturing obligations.

Year	Liquid Assets	Current Liabilities	Ratio
2023	4345.09	1376.46	3.16
2022	2791.60	1438.63	1.94
2021	2749.09	1315.42	2.09
2020	2678.23	1165.82	2.30
2019	1796.02	995.82	1.80

In the above table indicates the Liquid ratio of the company during the study period of 2019 to 2023 the highest ratio of 3.16 in the year 2023 and lowest ratio of 1.80 in the year 2019. The remaining ratios are in fluctuating trend.

Current Ratio: The Current Ratio expresses the relationship between the firm's current assets and its current liabilities. Current liabilities consist of accounts payable, short-term notes payable, short-term loans, current maturities of long-term debt, accrued income taxes and other accrued expenses (wages).

Current Ratio: The Current Ratio expresses the relationship between the firm's current assets and its current liabilities. Current liabilities consist of accounts payable, short-term notes payable, short-term loans, current maturities of long-term debt, accrued income taxes and other accrued expenses (wages).
In the above table indicates the Current ratio of the company during the study period of 2019 to 2023 the highest ratio of 3.16 in the year 2023 and lowest ratio of 1.81 in the year 2019. The remaining ratios are in fluctuating trend.

Year	Current Assets	Current Liabilities	Ratio
2023	4352.76	1376.46	3.16
2022	2795.18	1438.63	1.94
2021	2765.75	1315.42	2.10
2020	2686.99	1165.82	2.30
2019	1797.72	995.82	1.81

Fixed Assets Ratio: The 'Fixed-Asset Ratio'

The fixed-asset turnover ratio is, in general, used by analysts to measure operating performance. This ratio specifically measures how able a company is to generate net sales from fixed-asset investments, namely Property, Plant and Equipment (PP&E), net of depreciation.

Year	Fixed Assets	Long Term Funds	Ratio
2023	410.94	6731.34	0.06
2022	416.54	6110.19	0.07
2021	394.51	7146.78	0.05
2020	375.94	6619.65	0.06
2019	320.41	7084.53	0.04

In the above table indicates the Fixed ratio of the company during the study period of 2019 to 2023 the highest ratio of 0.07 in the year 2022 and lowest ratio of 0.04 in the year 2019. The remaining ratios are in fluctuating trend.

DEBT EQUITY RATIO

Year	Long Term Debt	Share Holder Fund	Ratio
2023	6731.34	5035.69	1.34
2022	6110.19	4572.95	1.34
2021	7146.78	4246.03	1.68
2020	6619.65	3326.34	1.99
2019	7084.53	3085.19	2.30

FINDINGS

The analysis results depict in the highest liquid ratio of 3.16 in the year 2023. In the current ratio of 3.16 of the company was good in the year of 2023. In the Fixed ratio 0.07 of the company was good in the year of 2022. The working capital changes in the year 2019-2020 got 79.84 was increased. The working capital was decreased in the year of 2020-2021 was 0.48. The working capital was decreased the value 51.04 in the year of 2021-2022. The schedule changes in working capital for the year 2022-2023 was decreased the value of 521.55.

SUGGESTIONS

- The company take necessary steps to improve its financial performance position as its working capital turnover ratio has fluctuations during the study period.
- The fixed asset ratio of the company was satisfied when comparing previous years.
- The debt equity ratio of the company was not satisfied when comparing previous years.
- The company was able to maintain adequate working capital during the study period. Hence the same level of operation can be continued.

CONCLUSION

The project presents a clear picture of the workings and present financial position of the company. If the company adopts the suggestions given in this report, it is sure that, the company will make a better position in its financial activities. The company will concentrate on the working capital.

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A STUDY ON FINANCIAL PERFORMANCE ANALYSIS IN SELVAGANAPATHI SPINNING MILL AT ERODE

Mr. S. ARUNESWARAN, MBA., M.Phil., (Ph.D).

&

G. RANJITHKUMAR, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

Examining the financial performance analysis of Selvaganapathi Spinning Mill located in Erode. The research aims to comprehensively evaluate the financial health and efficiency of the spinning mill through various financial metrics and ratios. Utilizing both qualitative and quantitative methodologies, the study examines key financial statements such as income statement, balance sheet, and cash flow statement to gauge the company's profitability, liquidity, solvency, and operational efficiency. Additionally, the research investigates factors influencing financial performance, including industry trends, market dynamics, and managerial strategies. By employing statistical tools and financial ratios, the analysis provides insights into the strengths, weaknesses, opportunities, and threats faced by Selvaganapathi Spinning Mill in its operational landscape. The findings of this study are anticipated to offer valuable recommendations for enhancing the spinning mill's financial performance and sustaining its competitive advantage in the market.

Keywords: *Financial Performance, Financial Analysis, Financial Position.*

INTRODUCTION

Examining the financial performance analysis of Selvaganapathi Spinning Mill located in Erode. The research aims to comprehensively evaluate the financial health and efficiency of the spinning mill through various financial metrics and ratios. Utilizing both qualitative and quantitative methodologies, the study examines key financial statements such as income statement, balance sheet, and cash flow statement to gauge the company's profitability, liquidity, solvency, and operational efficiency. Additionally, the research investigates factors influencing financial performance, including industry trends, market dynamics, and managerial strategies. By employing statistical tools and financial ratios, the analysis provides insights into the strengths, weaknesses, opportunities, and threats faced by Selvaganapathi Spinning Mill in its operational landscape. The findings of this study are anticipated to offer valuable recommendations for enhancing the spinning mill's financial performance and sustaining its competitive advantage in the market.

OBJECTIVES

- To study the overall financial Performance analysis with data collection.
- To study the origin and growth of the textile Industry.
- To analyze the financial position of the company through ratio analysis.
- To study the financial position and comparative Performance of year by year.
- To study the trend level or sales to the textile Industry.
- To give suggestions for further improvement and development of the company

NEED OF THE STUDY

- Financial analysis is the starting point for making plans, before using any forecasting and planning procedure.
- The financial performance is done whether the funds of the company is utilized in an effective manner or not. So, in order to understand the financial position of sri selva ganapathy spinning mill.
- By analysis of financial performance of sri selva ganapathy spinning mill it would be able to get a fair picture of the financial positions of the company.
- By showing the financial performance to various lenders and creditors it is possible to get credit in easy terms if good financial condition is maintained in the company within assets out weighting the liabilities.
- This study suggests possible solution to overcome working capital problem.

SCOPE OF THE STUDY

- This study will help the in making some financial decision for further years
- The study tells the detailed operations related to the firms operations and its efficiency to be improved.
- Then the study clearly explains about at what areas they have to improve their performance.
- It helps in making some reference for its past performance.

LIMITATIONS OF THE STUDY

- Information show in financial Performances is not precise.
- Financial report does not always disclose the correct financial positions of textile industry.
- Balance sheet of concern is a secondary document as it discloses the financial position of a concern on a particular date.
- Information disclosed by profit and loss account may not be real profit.

REVIEW OF LITERATURE

Virambhai (2021) textile industry productivity and financial efficiency focused on industry's current position and its performance. It concluded the company/management should try to increase the production, minimize the cost and operating expenses, exercise proper control on liquidity position, reduction of power, fuel, borrowing funds, overheads, interest burden, etc.

Rakesh and Kulkarni (2022) analyzed the Gujarat textile industry working capital evaluation on selected five company for the eleven years and performed ratio analysis, descriptive statistics etc. The study concluded with all the company financial performance with sound effective as well as current and quick ratio, current asset on total asset, sales, turnover etc. are analyzed with the help of hypothesis and used ANOVA. In this research also researcher followed this attributes.

Venkataramana and Ramakrishnan (2018) measured the profitability and financial position of selected textile companies in India through various financial ratio and applied correlation, mean, standard deviation and variance. The study uses liquidity and profitability ratios for assessment of impact of these ratios on profitability. Further financial performance was checked by regression analysis of selected textile companies.

RESEARCH METHODOLOGY**RESEARCH DESIGN**

The research design of the present study is descriptive, analytical and conclusive.

SOURCES OF DATA

Only the secondary data has been used in project study. The researcher himself being an external one and doing study as a part of curriculum has had to depend mainly upon secondary data for the different aspects.

WORK OF ANALYSIS

To arrive at research findings and the conclusion of the present study, ratio analysis, comparative balance sheet analysis and Trend analysis have been used.

TOOLS USED FOR ANALYSIS OF DATA

The following analytical tools are used;

- Ratio Analysis
- Trend Analysis
- Comparative Balance Sheet

RATION ANALYSIS

Ratio is a relationship between two figures expressed mathematically. Financial ratio provides numerical relation between two relevant financial data. Financial ratios are calculated from the Balance sheet and Profit & Loss A/c.

WORKING CAPITAL TURNOVER RATIO

Year	Sales	Networking capital	Ratio
2018-19	322.71	153.30	2.11
2019-20	272.93	161.71	1.69
2020-21	225.54	104.60	2.16
2021-22	170.24	123.06	1.38
2022-23	127.33	84.18	1.51

INTERPRETATION

From the above table shows that the working capital turnover ratio is 2.11 in 2018-19 and decreased to 1.69 in 2019-20 and then increased to 2.16 in 2020-21 then last year decreased to 1.51. This shows working capital turnover ratio is fluctuated and decrease level.

TREND ANALYSIS

Time series or trend analysis of ratios indicates the direction of change this kind of analysis is particularly applicable to the items of profits and loss account. It is advisable that trends of sales and net income may be studied in the light of two factors: the rate of fixed expansion or secular trend in the growth of the business and the general price level.

COMPARATIVE BALANCE SHEET

A comparative balance sheet usually has two columns of amounts that appear to the right of the account titles or other descriptions such as Cash and Cash Equivalents, Accounts Receivable, Account Payable, etc. The first column of amounts contains the amounts as of a recent moment or point in time. Providing the amounts from an earlier date gives the reader of the balance Sheet a point of reference something to which the recent amounts can be compared.

FINDINGS

- The working capital turnover ratio is 2.11 in 2018-19 and decreased to 1.69 in 2019-20 and then increased to 2.16 in 2020-21 then last year decreased to 1.51. This shows working capital turnover ratio is fluctuated and decrease level.
- The inventory turnover ratio from 2019-23. The ratio shows Increasing trend during the study period. The ratio shows highest as 10.08 at 2022-23 and shows lowest as 3.91 at 2019-20. The ratio indicates at the year 2021-22 the company performs better of inventory and at the year 2019-20 the company performs low level of inventory.
- The Debtors turnover ratio lays within its Higher limit. The ratio shows lowest as 5.99 at 2019-20 and shows highest as 11.30 at 2022-23 and there is no standard norm for Debtors turnover ratio. Debtor's turnover ratio is increasing trend.
- The gross profit ratio. This ratio is an indicator of the firm's ability to meet its current obligations. The lowest ratio (-6.43) was obtained during the period 2019-20 and the highest ratio (0.32) value obtained during the period 2018-2019. The gross profit ratio is Decreasing trend.

SUGGESTIONS

- The firms have low current ratio so it should increase its current ratio where it can meet its short term obligation smoothly.
- Liquidity ratio of the firm is not better liquidity position in over the 5 years. So I suggested that the firm maintain proper liquid funds like cash and bank balance.
- The firm high inventory so I suggested that the firm must reduce the stock and increase sales.
- The direct material cost of the firm is very high so it's my Suggest to the firm that to decrease the direct material cost by purchasing raw material from the other suppliers.
- The firms should have proper check on the manufacturing process of the plant.
- Each and every year's inventory level should be flexible for the stock level.

CONCLUSION

The project, "A Study on the Financial Performance of Sri Selva Ganapathy Spinning Mill,"

aimed to analyze the company's profitability. It found that despite good gross and net profit, the company incurred losses during the study period. Recommendations include improving profitability by addressing internal and external factors, optimizing asset utilization, reducing high inventory levels, and enhancing liquidity. The long-term solvency position was satisfactory, indicating overall good financial performance.

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A STUDY ON WORKING CAPITAL MANAGEMENT IN PONKULAZHLAI INDUSTRIES AT COIMBATORE

Mr. S. ARUNESWARAN, MBA., M.Phil., (Ph.D.)

&

REVATHI. K, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

The influence of strategic choice on working capital configurations and observe how the relationship between working capital ratio and operational performance differs depending on strategy. By clustering the strategic factors of the wholesale and retail industry, we find three categories of strategies: terminal market strategy, middle market strategy, and hybrid strategy. Using the panel data of the listed companies of the wholesale and retail industry as our sample, we analyze the differences in the ways companies configure.

Keywords: Working Capital Management, Financial Performance, Financial Analysis.

INTRODUCTION

Working capital is a financial tool to measure the operating liquidity available to organizations or business, working capital is considered as a part operating capital gross working capital is equal to current assets. Working capital is measured as current assets - current liabilities, if current assets are compared with current liability is very less, the organization has working capital deficiency, it's also called as working capital deficit. A company can be empowered with assets and profitability but may fall short of liquidity if its assets cannot be readily converted into cash. Positive working capital is required to ensure that firm is able to continue its operation and it has a sufficient fund to satisfy to meets its current obligation and future operational expenses.

OBJECTIVES OF THE STUDY

- To study the comparative balance sheet and profit and loss account of the company.
- To know the relationship between current assets and current liabilities values.
- To analyze the financial performance of a company for a period of 5 years.
- To analyze the liquidity and profitability of the company.

LIMITATIONS OF THE STUDY

- Information shown in financial statements is not precise since it is based on practical experience and the conventions.
- Balance sheet of a concern is a static document as it discloses the financial position of a concern on a particular date.

SCOPE OF THE STUDY

- A detailed analysis is done to know about the working capital of Ponkulazhlai Industries.
- The study helps to calculate the value of different ratios to be carried out for Ratio analysis and also to calculate the value of different Assets and Liabilities.
- An attempt can be made during this study to understand the efficiency of the company in other aspects of Financial Management.

REVIEW OF LITERATURE

Anusuya Biswas & Prof. Kalpana Singh (2021) in their research paper dealt with the exports performance of MSMEs according to regions and of the states in India. The authors have considered the firm size, firm age and productivity of labor, cost of labor, capital cost, intensity of capital, share of wages in GVA. The main objective of this paper was to investigate empirically the major determinant of export performance of MSMEs. Relevant data were collected on exports from 1990-91 to 2011-12 to estimate the share of exports from MSMEs in the total exports from India it is estimated at around 29.0 per cent of total exports.

Ramamoorthy, Sangeetha, & Kamal (2020) Working Capital Cycle is additionally regarded as an Operating cycle. The operating cycle is the total time gap between the purchase of raw fabric and the receipt from Debtors. The working capital estimation as per the technique of operating cycle is the most systematic and logical approach. In this case, the working capital estimation is made based on an analysis of every aspect of the working capital individually.

RESEARCH METHODOLOGY

Research methodology is a process in which the researcher wishes to find out the end result for a given problem and the solution helps in future course of action. The study is based on analytical method. The secondary data is used for analytical study.

RESEARCH DESIGN

Research design is the basic framework, which provides guidelines for the Research process. It is the map of blue print accounting to which the research is to be conducted.

SOURCES OF DATA

The secondary data is mainly used for the study. The major source of data for the study has been collected from the published annual reports, profit and loss account of 5 years period from 2018 – 2019 to 2022 – 2023 of the Ponkuzhali Industries. Some more information has been collected from different websites, magazines, official publications, accounting records, text books and journals etc.

DATA COLLECTION

The data which was collected for this project was secondary in nature. The secondary data was collected from balance sheet, profit & loss account and annual report of the industry.

TOOL USED FOR STUDY

There are many tools used for data analysis and interpretation. Some of them are

- Ratio analysis
- Schedule of changes in working capital.
- Correlation analysis

RATIO ANALYSIS

A ratio is a mathematical relationship between two items expressed in a quantitative form. Ratio can be defined as "Relationship expressed in quantitative terms between figures which have cause and effect relationship which are connected with each other in some manner or the other ideal range.

CURRENT RATIO :

Current Ratio			
Year	Current Assets (in cr)	Current Liabilities (in cr)	Ratio
2018-19	10,134.86	5,749.40	1.76
2019-20	9,033.41	8,086.41	1.12
2020-21	10,551.74	8,694.74	1.21
2021-22	10,007.92	8,135.18	1.23
2022-23	6,892.35	3,945.32	1.75

INTERPRETATION

The table shows that the current ratio of POKKULAZHAI INDUSTRIES for the study period of the year from 2019- 2023. the ratio has increased to 1.76 in the year 2018-19, when compared to the 1.75 in the year 2021 - 22 and the ratio has decreased to 1.12 in the year 2019- 18, when compared to the 1.21 in the year 2020 -21 and 1.23 in the year 2021 - 22.

SCHEDULE OF CHANGES IN WORKING CAPITAL

The schedule of changes in working capital can be prepared by comparing the current assets and the current liabilities of two periods. Working capital is the difference between current

assets and current liabilities. The schedule of changes in working capital is prepared to find out the increase or decrease in working capital during the year. Current assets and current liabilities are taken to the schedule. Working capital at the end of the current year is compared with that of the previous year. The difference is either increase or decrease in working capital.

CORRELATION ANALYSIS

Correlation is a statistical tool which studies the relationship between two values and correlation analysis involves various methods and techniques used for studying and measuring the extent of the relationship between two values. To know the relationship between the current assets and liabilities of POKKULAZHLAI INDUSTRIES.

FINDINGS

- A good current ratio between 1.2 to 2 which means the business has 2 times more than current asset the liabilities its cover debts for the company current ratio increases 1.12 in the year 2018- 19 and 1.17 in the year 2022 – 23 which means than having more current assets compare with current liabilities.
- Quick ratio for a company between 1 to 1:1 is a ideal ratio of 1:1 would be company same amount of liquidity as current liabilities for POKKULAZHLAI INDUSTRIES the quick ratio its ranges of 0.94 to 1.49 in the year 2019 – 23 which means that company has sufficient liquid asset in comparative which current liabilities.
- Fixed asset turnover various between companies in different sectors the ratio between 0.50 to 1 for POKKULAZHLAI INDUSTRIES have 0.51 to 0.80 in the 2019 – 2023 which means that the ideal range of fixed asset turnover.
- The company in the utilities sector is more likely to aim for an asset turnover ratio that between 0.25 to 0.5 for POKKULAZHLAI INDUSTRIES have 0.20 to 0.80 in the 2019 – 2023 which means that the ideal range of asset turnover ratio.
- Generally the debt to equity ratio round to 1 to 2 is a considered ideal range. POKKULAZHLAI INDUSTRIES have ratio 0.66 to 1.75 in the 2019 – 2023.
- A higher working capital turnover ratio is better, and indicates that a company is able to generate a larger amount of sales. POKKULAZHLAI INDUSTRIES the working capital turnover ratio its 1.93 to 7.54 in the 2019 – 2023 it is in the ideal range.

SUGGESTION

- In order to improve the net profit, the company would decrease operating and production cost.
- The company could maintain its safe liquidity position.
- The company could continuously maintain its proper planning and control techniques in order to regularize and optimize the consumption of raw material and purchase.
- The companies fixed assets are more, so company could utilize the fixed assets at optimum level.

CONCLUSION

The studying working capital management through Ratio Analysis, schedule of changes in working capital and correlation analysis of POKKULAZHLAI INDUSTRIES for a period of 5 years from 2019- 2023, the study reveals that the financial performance of the company is in good level. The turnover ratios were found to be comfortable with loans and advances being the most dominant factor, hence, influencing the working capital. From the foregoing analysis working capital of POKKULAZHLAI INDUSTRIES, has been effectively and properly maintained with the help of current assets and current liabilities

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CHALLENGES AND STRATEGIES FOR EMPLOYEE RETENTION TECHNIQUES IN TRUE SAI WORKS (TATA MOTORS DEALER), SALEM

Mr. S. ARUNESWARAN, MBA., M.Phil., (Ph.D).

&

S. SAMAYENTHIRI, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

The study titled “challenges and strategies for employee retention techniques in true sai works Tata motors dealer), Salem” has been carried out at True Sai Works (TATA Motors dealer), Salem. The objective of study is to analyse the organizational factors influencing the Employee Retention and to study effectiveness of the retention practices adopted by True Sai works. The study is descriptive in nature. Total population comprises of 70 employees in True Sai Works (TATA Motors dealer), Salem. Census method is adopted to collect the data. The data has been collected through questionnaire method. After the collection of data, it has been analyses using techniques such as simple percentage analysis, Weighted Average method, and Henry Garrett Ranking method. Recommendations have been suggested to conduct the study at future research. It was found that, highest weighted is given to fulfilling Employee’s Expectations may reduce Attrition. Hence, it is suggested to take measures to fulfil the feasible suggestions of the employee in True Sai Works, Salem.

Keywords: Employee retention, Retention practices & Attrition.

INTRODUCTION

Employee retention has become a focal point for organizations seeking to maintain a competitive edge in today's dynamic business landscape. In an era characterized by talent scarcity and increasing job mobility, retaining skilled employees is paramount for sustaining organizational success. This paper explores the multifaceted challenges faced by employers in retaining their workforce and identifies effective strategies to mitigate turnover. By understanding the underlying factors influencing employee retention and implementing tailored retention techniques, organizations can cultivate a loyal and engaged workforce, fostering long-term stability and growth.

OBJECTIVES OF THE STUDY

- To know the challenges faced by HR to retain the employees in True Sai Motors.
- To identify the problems faced by the employees in the organization.
- To determine the factors that influencing the employee retention strategies.
- To analyse the effectiveness of the retention policies and practices adopted by True Sai Works

SCOPE OF THE STUDY

The Automobile Industries have now realized the importance of retention management. However, the study focuses on identifying the present retention process and aims at providing suggestions and recommendations for the organizations to improve its retention strategy. The study

not only focuses on retention but also helps to identify employee's overall satisfaction by taking into accounts the factors such as work culture, Pay, training and co-ordination. The research will diagnose the causes of turnover like lack of job satisfaction, Commitment to the organization, Availability of other jobs, Pay and benefits, or any other direct or indirect factors therein. Work environment is good, equitable pay and performance systems are adopted and finally finding whether the organization paves way to build employees' motivation and commitment with respect to various factors like Gender, Age, Educational background, years of Experience in different positions.

NEEDS OF THE STUDY

To retain employees effectively at True Sai Motors, HR must grasp challenges like industry competition and organizational culture. Identifying and addressing issues such as workload and career advancement opportunities are vital for reducing turnover. Understanding factors like compensation and workplace culture influences retention strategies. Regularly assessing policies like performance evaluations and benefits ensures ongoing improvement. This approach fosters a supportive work environment, promoting employee satisfaction and commitment.

LIMITATIONS OF THE STUDY

The study utilizes both primary and secondary data sources, yet acknowledges limitations associated with each. Respondents might provide biased answers, potentially impacting the study's results. Additionally, there is a risk of respondents being careless when responding to the questionnaire, which could affect the accuracy and reliability of the data collected. These considerations underscore the importance of thorough data collection methodologies and careful analysis to mitigate potential biases and ensure the validity of the study's findings.

REVIEW OF LITERATURE

(M. Ramapriya, S. Sudhamathi. February 2020) Employees are the properties of any business or else association. Employee retention is beneficial for the business as well as the employee. Workers today are different. When they get dissatisfied, they move to other organizations. Administration is striving to retain their talent by implementing effective preservation strategies. Extraordinary member of staff Turnover would subsequently have an impact of productivity and sustainability of the group. HR managers must develop the convenient strategies in the direction of retain people of diverse background.

(Shahin Akhter, Jawed Tariq. February 2020) This examination underlines on the affectability of variables influencing employee continuation in Banking Industry of Bangladesh. Retain human resources is a procedure practiced by organizations to keep hold of a successful workforce and simultaneously meet operational necessities.

(Unzila Khan. January 2020) Employee retention continues to pose one of the greatest challenges facing organizations and managers today with the loss of valuable talent incurring heavy costs to the organization in terms of institutional know-how as well as the time, money, and efforts needed to recruit and train replacements. The purpose of this research is thus to observe the impact of retention on organizational performance.

(Archita Banerjee. March 2019) For any organization its workforce are the most valuable assets. Their implication to system describes not only the requirement to pull the best competence but also the need to hold on to them for a long term. With evolution of globalization, competition is becoming keener and keener in most industries.

RESEARCH METHODOLOGY

- **Sampling method:** simple random sampling.
- **Data collection:** primary data collected through questionnaire.
- **Sampling size:** 70
- **Tools used:** simple percentage analyse, chi-square analyse, correlation analyse.

ANALYSIS AND INTERPRETATION

a) SIMPLE PERCENTAGE

The analysis provides insights into the demographic composition of respondents, revealing a predominantly male workforce (81.4%) skewed towards younger age brackets, with a notable portion being undergraduates (40%). While job security is perceived positively (98.6%), retention practices are also largely seen as effective (92.9%). Factors like career development and organizational flexibility emerge as crucial for retention, emphasizing the

importance of growth opportunities and adaptability in fostering employee satisfaction and loyalty

b) CHI- SQUARE

Relationship between experience and employee satisfaction on career development.

Test	Value	DF	p-value
Pearson	16.399	12	.174
Likelihood	19.699	12	.073
Linear-by-Linear	.155	1	.694

RESULT

There is no significant relationship between experience and employee satisfaction on career development

c) CORRELATION

Relationship between age and employee are treated as respected manner.

Correlation Test	Value	Approx. T	Approx. Sig.
Pearson's R	.034	.284	.778
Spearman's ρ	.131	1.086	.281

RESULT

There is no significant relationship between Age and employee are treated as respected manner.

FINDINGS

The findings indicate a predominantly male workforce (81.4%) with a significant portion falling below the age of 25 (40.0%) and holding undergraduate qualifications (40.0%). Most respondents have relatively limited work experience, with 61.4% having 0-5 years. Job security is widely perceived positively (98.6%), along with high agreement towards addressing employee suggestions and grievances (90%). Recognition for performance is acknowledged by a majority (88.6%), and retention practices are deemed useful by most (92.9%). The weighted average and Garrett ranking methods underscore the importance of career development, rewards and recognition, and HR policies. Additionally, statistical analyses suggest no significant relationship between years of experience and career development satisfaction, as well as age and the manner in which employees are treated respectfully.

SUGGESTIONS

Based on the findings from various analysis methods, it's evident that factors like career development, organizational flexibility, and work-life balance play crucial roles in employee satisfaction and retention. To enhance employee satisfaction and retention, organizations should prioritize initiatives focused on career growth, flexible work arrangements, and fostering a supportive work environment. Additionally, management should pay attention to addressing employees' expectations and grievances, as well as providing recognition and support for higher education. Continuous monitoring and adjustment of these factors based on employee feedback can contribute significantly to a positive work culture and long-term employee loyalty

CONCLUSION

These conclusions indicate that organization should identify their critical employee; Understand their needs with regards to Career, Education, and Job security; and be able to continuously meet the expectations and needs of these employees. It is through proactive of efforts that the organization can reduce the likelihood of losing the critical employees. So Retention is an important concept that has been receiving considerable attention from Academicians, Researchers and practicing HR managers. Retention comprises importantelements such as the need or content, search and choice of strategies, Career development, social comparison of rewards and recognition, and HR policies. The increasing attention paid towards Retention is justified because of several reasons.

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A STUDY ON BRAND ACTIVISM AND ITS IMPACT ON CONSUMER PERCEPTION AT EID PARRY (INDIA) LIMITED, PUGALUR

Mr. S. ARUNESWARAN, MBA., M.Phil., (Ph.D).

&

SANJEEV KUMAR. A, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This study investigates the influence of brand activism on consumer perception at EID Parry (India) Limited in Pugalur. Utilizing a sample of 150 respondents, employing descriptive research methods and convenience sampling, the research explores the correlation between brand activism and consumer satisfaction. Findings suggest a positive relationship between consumer age and overall satisfaction levels, indicating the importance of tailored activism strategies. Recommendations include leveraging multiple channels, such as newspapers and social media, to enhance brand awareness. Ultimately, the study affirms EID Parry's favourable brand perception and emphasizes the strategic significance of brand activism in fostering consumer loyalty.

Keywords: Brand activism, Consumer perception, EID Parry (India) Limited, Brand awareness, Consumer satisfaction.

INTRODUCTION

Brand activism, a burgeoning marketing approach, entails brands taking proactive stances on social or environmental issues, resonating with socially conscious consumers. This strategy, distinct from traditional corporate social responsibility (CSR), seeks to differentiate companies, enhance customer loyalty, and increase brand visibility. Consumer perception, shaped by marketing messages, personal experiences, and social influence, plays a pivotal role in driving purchasing decisions and brand preferences. Understanding consumer perception is vital for companies aiming to foster brand awareness, loyalty, and market share.

COMPANY PROFILE

E.I.D Parry (India) Limited, part of the Murugappa Group, boasts a rich history spanning over 170 years, pioneering innovations in the sugar industry and expanding into bio-pesticides and nutraceuticals. With a vertical management structure and a diverse product portfolio, including sugar and nutraceuticals like Spirulina and Chlorella, the company emphasizes integrity, passion, quality, respect, and responsibility. E.I.D Parry operates multiple sugar factories across India and is renowned for its commitment to excellence, evident in certifications like FSSC 22000. Through strategic partnerships and a customer-centric approach, E.I.D Parry continues to lead in its sectors while upholding a vision of sustainable agricultural value creation.

OBJECTIVES OF THE STUDY

- To investigate the impact of brand activism on consumer perception towards EID Parry (India) Limited, Pugalur.
- To understand the demographic profile of customers to contextualize their perceptions and

behaviour.

- To assess levels of brand awareness and activism among consumers to gauge their engagement with the company's values and initiatives.
- To evaluate consumer perception of product quality at EID Parry (India) Limited to determine its alignment with brand image and customer expectations.
- To estimate overall consumer satisfaction and retention levels to ascertain the effectiveness of brand activism in fostering loyalty and positive consumer experiences.

NEED OF THE STUDY

The study on brand activism and its impact on consumer perception highlights challenges within EID Parry (India) Limited's organizational setup, hindering effective integration of activism initiatives. These shortcomings may impede the company's alignment with societal issues and weaken consumer engagement. Through actionable insights, the study aims to guide improvements, fostering a more robust integration of brand activism strategies and enhancing consumer perception for sustained success.

SCOPE OF THE STUDY

The study focuses on examining the impact of brand activism on consumer perception within EID Parry (India) Limited in Pugalur, surveying 150 customers. It aims to assess consumer awareness of the company's activism efforts, their influence on product perception, and subsequent purchasing behaviour. Additionally, demographic factors will be analysed to determine variations in the impact of brand activism across different consumer groups.

LIMITATIONS OF THE STUDY

Limitations may arise from the restricted sample size of 150 customers, potentially constraining the study's generalizability. The exclusive focus on EID Parry (India) Limited in Pugalur limits insights into broader market dynamics. Reliance on self-reported data could introduce response bias, impacting the study's validity. Additionally, the study's scope may overlook other influential factors beyond brand activism in shaping consumer perception. (Ferzand, 2016)

REVIEW OF LITERATURE

Onyemah et al. (2018) discovered that brand activism can enhance brand credibility, emphasizing the importance of sustained, value-aligned efforts. The study highlights the necessity for companies to demonstrate long-term commitment to social justice causes to foster consumer trust and support.

Han and Lee (2019) observed that brand activism positively influences consumer trust and loyalty in the food industry, with sincerity of actions moderating this effect. Their study underscores the importance of genuine engagement.

RESEARCH METHODOLOGY

- **Research design:** Descriptive Research Design.
- **Collection Method:** Data were collected through structured questionnaires.
- **Sampling Techniques:** Convenience sampling (Simple random sampling).
- **Sample size:** The sample size is 150 respondents.
- **Tools used for analysis:** 1. Simple percentage analysis.2. Chi-square.3. Correlation

DATA ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

INTERPRETATION

The analysis of respondents' demographics and preferences reveals notable trends. A majority of respondents are male (70.4%) and married (72.0%), with 46.4% earning between Rs. 2,00,000 to 3,00,000 annually. Furthermore, 52.8% fall within the 26-35 age group, and social media emerges as the primary source of brand awareness (37.6%). Respondents generally prefer brands based on brand image (34.4%) and express a willingness to recommend brands to others (41.6%). Overall, the majority are satisfied with product quality (32.8%) and express loyalty towards brands (47.2%).

CHISQUARE ANALYSIS: Relation between the gender of the respondents and level of brand awareness & brand activism towards the product

Test	Value	DF	p-value
Pearson	28.894 ^a	14	.011
Likelihood	33.133	14	.003
Linear-by-Linear	3.092	1	.079

RESULT

The analysis yields a non-significant p-value of 0.011, failing to reject the null hypothesis, indicating no significant relationship between respondents' gender and brand awareness/activism levels.

CORRELATION ANALYSIS

Relationship between age group of the respondents and overall consumer satisfaction level

Correlation Test	Value	Approx. T	Approx. Sig.
Pearson's R	0.05	1.001	0.250
Spearman's ρ	0.06	1.160	0.251

RESULT

The correlation coefficient of 0.250 between respondents' age group and overall consumer satisfaction level suggests a positive relationship, indicating that as age increases, overall consumer satisfaction tends to rise.

FINDINGS

The findings reveal that a majority of respondents are male (70.4%) and married (72.0%), with a significant portion having an income ranging from Rs. 2,00,000 to 3,00,000 per year (46.4%). Most respondents have completed an undergraduate degree (49.6%) and fall within the age group of 26-35 years (52.8%). Social media plays a crucial role in brand awareness, with 37.6% of respondents relying on it to learn about the source of the brand. Additionally, factors such as brand image, price range awareness, and perceived value for money strongly influence consumer preferences. Overall, while there's no significant relationship between gender and brand awareness, there's a positive correlation between age group and consumer satisfaction levels. (aalpher, 1988)

SUGGESTIONS

To enhance brand perception and consumer engagement, EID Parry (India) Limited should leverage diverse channels like newspapers and social media for heightened brand awareness. Consistency in brand image and product quality is crucial for reinforcing positive perceptions and building trust. Utilizing various media platforms effectively showcases brand performance and values, strengthening the bond with customers. Additionally, ensuring standard product quality, durability, and fostering customer loyalty through proactive engagement and appealing packaging are vital for sustained brand advocacy and long-term success.

CONCLUSION

The study underscores the pivotal role of brand activism in shaping consumer perception at EID Parry (India) Limited, Pugalur, emphasizing the need for strategic integration of activism initiatives. Despite no significant gender-brand awareness relationship, the positive correlation between age and consumer satisfaction highlights the importance of tailored strategies. Leveraging diverse channels for brand awareness and ensuring consistency in brand image and product quality are recommended for fostering consumer engagement and loyalty. Ultimately, the study affirms the strategic significance of brand activism in enhancing brand perception and fostering long-term consumer relationships for sustained success. (Shah, 2019)

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STRATEGIC IMPLEMENTATION AND IMPACT OF COPORATE ALUMNI NETWORK- A STUDY AT SELECTIVE IT COMPANIES, SECUNDERABAD

Ms. S. KEERTHANA, MBA., (Ph.D)

&

V. SELVI, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

In the fast-paced business world of today, this study investigates the strategic application and effects of Corporate Alumni Programs (CAPs) on company success. CAPs have developed into meaningful projects that go beyond networking and unite the history and present of an organization. The study explores the incentives behind CAP investment and how they affect different corporate goals. Through case studies and industry best practices, it analyzes crucial components of successful implementation and quantifies the advantages using both qualitative and quantitative measurements. The paper also discusses difficulties and provides solutions for them. In terms of methodology, it makes use of surveys, interviews with CEOs, HR specialists, and program participants, as well as evaluations of scholarly literature and actual case studies.

Keywords: *Corporate alumni program, Employee satisfaction, Recruitment process, Former employees.*

INTRODUCTION

Corporate Alumni Programs (CAPs) have become critical initiatives for firms looking to maximize the potential of their former employees in the quickly changing business landscape of today. This study examines the strategic use of CAPs and their impact on business success, exploring how they have developed from straightforward networking tools to extensive initiatives that bring together the past and present of an organization. This study attempts to offer important insights into the essential elements of a successful CAP implementation by investigating the reasons for CAP investment and their influence on different company objectives. This study aims to quantify the benefits of CAPs and provide answers for the difficulties faced in their implementation by analyzing case studies, industry best practices, and a combination of qualitative and quantitative assessments. The research uses a variety of methods, including surveys, in-depth interviews with important stakeholders, a careful analysis of academic literature, and case studies from the actual world. This paper's ultimate objective is to provide businesses with the information and resources they need to strategically use CAPs, which will improve resilience, spur innovation, and help them stay competitive in the fast-paced business world of today.

OBJECTIVES OF THE STUDY

- To examine the motivations behind the establishment of the corporate alumni network at Sumega Technologies.
- To evaluate the alignment of the corporate alumni network with Sumega Technologies' overall business strategy.

- To assess the impact of the alumni network on talent management practices
- To analyze the contributions of the alumni network to recruitment processes

NEED OF THE STUDY

- Determining how alumni networks impact evaluations of corporate success.
- Understanding alumni networks' contribution to the development of the talent pipeline.
- An examination of the role that alumni networks play in providing former employees with chances for professional development.
- Understanding of the importance of alumni networks in maintaining a favorable employer brand image.

SCOPE OF THE STUDY

The scope of “strategic implementation and impact of corporate alumni network ”is to evaluate the strategic techniques used to bring corporate alumni networks into action. And to examine the way corporate alumni networks might improve retention rates for employees. This help in analyzing how corporate alumni network techniques fit with the goals and principles of the company.

LIMITATIONS OF THE STUDY

- It might be challenging to get in touch with former workers because of inaccurate or out-of-date contact details.
- Researchers could find it difficult to get in touch with former workers for survey, interview, or data collection purposes if they do not have correct contact information.
- Alumni may be unwilling to share personal or sensitive information due to concern about privacy or confidentiality.

REVIEW OF LITERATURE

Adams, P. (2021) - Adams provides insights into building a sustainable corporate alumni network through strategic approaches and best practices. The literature review discusses successful case studies and identifies key factors that contribute to the long-term viability and success of corporate alumni programs. The author emphasizes the importance of ongoing engagement and adaptability.

Taylor, M. (2020) - Taylor's review synthesizes existing literature on aligning corporate alumni strategies with organizational goals. The study explores how organizations can develop and implement alumni programs that align with broader strategic objectives. The author discusses the importance of strategic alignment for maximizing the benefits of corporate alumni initiatives.

Anderson, M. (2020) - Anderson's literature review focuses on the challenges and opportunities in implementing corporate alumni programs. The study identifies common obstacles organizations face when establishing and maintaining alumni initiatives. The author provides insights into overcoming challenges and capitalizing on opportunities for program success.

Johnson, A. (2019) - Johnson's literature review delves into the measurement of the impact of corporate alumni programs on organizational success. The study discusses methodologies and frameworks used to assess the effectiveness of alumni programs in achieving desired organizational outcomes. The author provides insights into best practices for measuring impact and evaluating program success.

RESEARCH METHODOLOGY

Research design: Mixed method research design

Sampling Techniques: Simple random sampling

Sample size: The sample size is 110 respondents

Tools used for analysis: Simple percentage analysis, Chi-square, Correlation

ANALYSIS AND INTERPRETATION

a) Simple Percentage

The data reveals that 51% of respondents were male, while nearly half, 49%, were female. Majority, at 71%, preferred the alumni program to occur annually, with 12% opting for biannual events. Concerning satisfaction, 41% reported being satisfied, while 24% expressed being very satisfied with their prior experiences. Moreover, 46% of former employees confirmed receiving facilities, indicating various levels of support, and 53% of respondents were open to mentoring current employees.

b) Chi – square analysis

Relationship between age and satisfaction level of overall past experience

Chi – Square Test	value	df	p-value
Pearson Chi-Square	1.260E2 ^a	9	.000
Likelihood Ratio	111.286	9	.000
Linear-by-Linear Association	47.864	1	.000

Interpretation

Null Hypothesis (H0): No significant association between hiring strategy and perception of job portals' role.

Alternative Hypothesis (H1): Significant association exists.

With p-values below 0.05, so there is a significant association between age and satisfaction level.

c) Correlation Analysis

Relationship between gender and interest in mentoring current employees and fellow alumni.

Correlation test	Value	Approx. T ^b	Approx. Sig.
Pearson's R	-.028	-.291	.772 ^c
Spearman Correlation	.201	2.136	.035 ^c

Interpretation: Null Hypothesis (H0): No significant correlation between company's pay package and candidate experience.

Alternative Hypothesis (H1): Significant correlation exists.

Correlation coefficients suggest a very weak negative correlation, but p-values are above 0.05, indicating no statistically significant correlation.

FINDINGS

(a) Simple Percentage Analysis:

The majority of respondents were male (51%), under the age of 25 (63%), and married (71%). 44% reported a monthly income below 15000. 41% were satisfied with their overall experience. 46% agreed that the company uses alumni in succession planning, with 71% participating in yearly alumni programs. 37% were encouraged by hosting diverse events, while 36% utilized continued learning resources after employment. 42% gained career opportunities from participation, with 33% willing to provide feedback for ongoing improvement. 49% reported the company measuring effectiveness through alumni event attendance, and expressed interest in mentoring current employees. 38% occasionally prefer alumni event participation. 35% were satisfied with current communication channels, viewing the alumni network as an active sourcing partner in talent acquisition. 49% may participate in mentoring, and 47% viewed the value of mentorship programs neutrally.

(b) Chi-square analysis test:

There is a significant association between age and satisfaction level of overall past experience

(c) Correlation:

There is no significant correlation relationship between gender and interest in mentoring current employees and fellow alumni.

SUGGESTIONS

- Ensure diversity in alumni event participation.
- Improve post-employment learning resources.
- Enhance access to career opportunities for alumni.
- Encourage active feedback participation.

CONCLUSION

In conclusion, the findings highlight the importance of enhancing alumni engagement initiatives to cater to diverse needs and preferences. Efforts should focus on providing continuous learning resources, career opportunities, and effective communication channels. Moreover, leveraging alumni expertise in succession planning and maximizing event attendance can further strengthen organizational ties. Continuous feedback and tailored mentoring programs are crucial for fostering ongoing alumni involvement and driving mutual benefits for both the organization and its alumni network.

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BALANCING PROFESSIONAL AND PERSONAL COMMITMENTS AT CHRISTY FRIEDGRAM INDUSTRY: A HOLISTIC APPROACH

Ms. S. KEERTHANA, MBA., (Ph.D)

&

A. SIVARANJANI, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

Examining the complex challenge of balancing work and personal life at Christy Friedgram Industry. Using a comprehensive approach, the study explores the interaction between employee well-being, retaining talent, and organizational performance. It investigates factors affecting work-life balance, such as employee involvement, morale, and legal issues. The research aims to provide new insights into creating a supportive work environment that promotes employee satisfaction and organizational effectiveness.

Keywords: *Work-life balance Employee well-being Organizational performance Employee satisfaction & Talent retention.*

INTRODUCTION

Achieving the balance between professional and personal commitments is essential for overall well-being, yet it poses numerous challenges. These include the blurring of boundaries between work and personal life due to technology, feelings of over-commitment leading to exhaustion, and disparities in workload distribution. Moreover, inadequate support systems, cultural norms, and technology dependence further complicate the pursuit of balance. Effective communication becomes paramount, but it can be hindered by miscommunication and societal expectations. Ultimately, the impact of imbalance extends beyond work performance to affect physical and mental health, highlighting the necessity for organizations and individuals alike to prioritize strategies for achieving and maintaining equilibrium.

OBJECTIVES OF THE STUDY

- To evaluate employees' satisfaction with workplace culture & conditions, and support systems.
- To pinpoint specific areas for enhancement in organizational policies and practices based on feedback.
- To enhance Employee Engagement and foster collaboration.
- To measure the perceptions on balancing professional responsibilities with personal life commitments
- To assess the alignment of organizational values and practices with employee needs.

NEED OF THE STUDY

This study emphasizes the significance of employee well-being at Christy Friedgram Industry, stressing the importance of balancing professional and personal lives. It aims to enhance the company's reputation as an employer of choice, fostering engagement and motivation among employees. By addressing challenges related to work-life balance, the study seeks to improve organizational performance and fulfill legal and ethical responsibilities, safeguarding against potential

liabilities and reputational damage.

SCOPE OF THE STUDY

The study delves into the intricate dynamics of professional and personal commitments among Christy Friedgram Industry employees, exploring organizational policies, employee perceptions, and support systems. It aims to uncover challenges and opportunities for achieving work-life integration, focusing on strategies and initiatives for improvement. Ultimately, the study seeks to enhance employee well-being and effectiveness through tailored recommendations for Christy Friedgram Industry

LIMITATION OF THE STUDY

Potential limitations of the study include sampling bias and questionnaire validity, while constraints like time and resource availability may restrict the comprehensiveness of findings and recommendations. Response bias could also impact data accuracy, potentially affecting the validity and reliability of the study's conclusions.

REVIEW OF LITERATURE

1. **Namitha (2019)** explored the importance of work-life balance in India for employee engagement, aiming to identify reasons for the imbalance between work and personal life. The study utilized descriptive research methods, suggesting the need for workplace cultures supportive of work-life balance policies and practices to benefit employees and organizations.
2. **Dr. K. Veena Latha (2019)** investigated work-life balance among educators, aiming to understand its impact on personal lives and identify influencing factors. Utilizing a descriptive research approach with statistical analysis, the study suggests involvement in organizational policy development and decision-making to enhance work-life balance for teachers.
3. **Priya Shougani (2022)** studied factors influencing work-life balance among TCS IT workers in Mumbai, revealing challenges faced and coping methods used. Findings indicate dissatisfaction among TCS IT staff with their work-life balance.

RESEARCH METHODOLOGY

Research Design: Descriptive Research Design

Data Collection: Primary Data collected through Questionnaire

Sampling Technique: Simple Random Sampling

Sample Size:204; **Population Size:** 1200

Tools Used: Simple Percentage Analysis, Chi-square Analysis, Correlation Analysis

DATA ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE

The survey results reveal a diverse demographic profile among respondents, with a significant portion aged between 30 and 50 (76%), predominantly male (76%), while in terms of income, a substantial portion earn below 15000 (44%). The majority work in the production department (51%), with varying levels of experience, with 43% having 3-5 years. Regarding workplace satisfaction, there's a general agreement on aspects such as idea-sharing comfort (49%), encouragement of collaboration (44%), and provision of reasonable working hours (45%). However, there are areas of concern, including only 39% agreeing on professional growth opportunities and 38% on adaptability to technology. The survey reveals that 39% of respondents agree that their organization offers family-friendly policies, while 41% feel confident about managing their workload effectively. Additionally, 43% of participants agree that their workplace fosters a supportive culture, and 44% believe their families are considered in decision-making. Moreover, 48% express satisfaction with having resources for work-life balance, and an equal percentage agree they have time for hobbies, refreshing breaks, and personal time. These findings indicate a significant positive sentiment toward various aspects of work-life balance and organizational support among respondents.

CHI-SQUARE ANALYSIS

Relationship between period of experience of employees and organizational benefits.

Test	Value	DF	p-value
Pearson	13.666 ^a	12	.323
Likelihood	11.099	12	.520
Linear-by-Linear	.101	1	.751

RESULT

The analysis shows that there is no significant association between the period of experience of employees in the Christy Friedgram Industry and the organization’s benefits or policies to help with family-related matters.

CORRELATION ANALYSIS

Correlation between age and perception of employees on having enough time for there activities.

Correlation Test	Value	Approx. T	Approx. Sig.
Pearson's R	.053	.075	.754
Spearman's ρ	.012	.073	.176

RESULT

The analysis indicates that there is no significant correlation between age and the perception of employees on having enough time for activities and hobbies outside of work.

FINDINGS

A simple percentage analysis of respondents indicates a predominant demographic of individuals aged 30-40, predominantly male, married, with educational backgrounds up to HSC, earning below 15000, employed in the production department, and originating from nuclear families. Regarding workplace factors, there's consensus on comfortable idea-sharing, collaboration encouragement, reasonable working hours, respect for personal time, and possession of problem-solving skills. While there's agreement on organizational provision for professional growth and transparent communication, adaptability to technology and training support show lower agreement. Work-life balance findings reflect a majority agreeing on a supportive work-life balance, access to resources, satisfaction with personal time, and opportunities for hobbies and refreshing breaks. However, chi-square analysis reveals no significant association between employees' experience period and family-related benefits or policies, and correlation analysis indicates no significant link between age and perceptions of free time outside work activities.

SUGGESTIONS

Implementing a continuous improvement process facilitates ongoing assessment of evolving employee needs and organizational priorities through feedback mechanisms. Mentorship programs and support networks offer platforms for guidance, experience-sharing, and community-building among employees. Recognition programs acknowledge and incentivize employee contributions, while qualitative interviews and focus groups provide deeper insights into work-life balance perceptions. Regular reviews of organizational policies ensure alignment with employee needs, nurturing a supportive work environment conducive to satisfaction and well-being.

CONCLUSION

In conclusion, the study highlights the significance of prioritizing employee well-being and work-life balance at Christy Friedgram Industry for organizational prosperity. By addressing workplace culture, policies, and support systems, it aims to elevate employee satisfaction, engagement, and morale. Through tailored recommendations, the study endeavors to bolster talent retention, organizational performance, and legal adherence, emphasizing the importance of fostering a supportive environment valuing both professional and personal aspects.

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A STUDY ASSESSING TALENT ACQUISITION AND DEVELOPMENT STRATEGIES AT CORAL MANUFACTURING WORKS INDIA PRIVATE LIMITED, ERODE

Ms. S. KEERTHANA, MBA., (Ph.D)

&

M.SNEHA, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This study delves into the talent acquisition and development strategies implemented at Coral Manufacturing Works India Private Limited. Through a comprehensive analysis, it examines the efficacy of current recruitment methods, employee training programs, and talent retention initiatives. By exploring the company's approach to identifying, attracting, and nurturing talent, this research aims to uncover areas of improvement and recommend strategies to optimize talent acquisition and development processes. The findings provide valuable insights for HR professionals and organizational leaders seeking to enhance their workforce capabilities and maintain a competitive edge in the industry.

Keywords: Talent acquisition, Talent development, Recruitment strategies, Employee training programs, Talent retention, Human resources management.

INTRODUCTION

In today's fiercely competitive business environment, talent acquisition and development have emerged as critical pillars for organizational success. Coral Manufacturing Works India Private Limited, operating in a rapidly evolving industrial landscape, recognizes the pivotal role of effective talent strategies in sustaining its growth trajectory and maintaining a competitive edge. As the company strives to attract, retain, and develop top talent, there arises a pressing need to assess and optimize its talent acquisition and development strategies to align with evolving market demands and organizational objectives. This study seeks to delve into the talent acquisition and development strategies employed by Coral Manufacturing Works India Private Limited, aiming to evaluate their efficacy, identify areas for improvement, and offer actionable recommendations for enhancing talent management practices.

OBJECTIVES OF THE STUDY

- To examine the efficiency of the talent acquisition process at Coral Manufacturing Works India Private Limited in attracting suitable candidates.
- To evaluate the effectiveness of employee training programs in enhancing skills and competencies within the organization.
- To assess the adaptability of talent acquisition and development strategies to changes in the business environment.

NEED OF THE STUDY

- Coral Manufacturing Works India Pvt Ltd should prioritize a robust recruitment process to attract top talent.

- Implementing personalized training programs tailored to employees' skill gaps can enhance their professional development.
- Regular performance evaluations and feedback mechanisms are crucial for identifying high-potential employees and nurturing their growth.

SCOPE OF THE STUDY

The scope of the study includes a comprehensive examination of talent acquisition and development strategies implemented at Coral Manufacturing Works India Private Limited. It involves analyzing the alignment of these strategies with organizational goals, evaluating recruitment effectiveness, assessing the impact on employee development, investigating relationships with employee satisfaction and retention, and bench marking practices against industry standards. The study will focus on understanding the current state of talent initiatives and providing insights for potential improvements.

LIMITATION OF THE STUDY

- Limited access to comprehensive data on recruitment processes and employee development programs may restrict the depth of analysis.
- Inadequate historical data on employee turnover rates could hinder the evaluation of the effectiveness of talent acquisition strategies over time.
- Difficulty in obtaining industry benchmarks for talent acquisition and development may impede the comparative analysis of Coral Manufacturing's strategies against industry standards.

REVIEW OF LITERATURE

Agarwal, R. (2023) "Talent Acquisition Trends in Indian Manufacturing Sector: A Comparative Analysis": Agarwal's study analyzes recent trends in talent acquisition specifically within the Indian manufacturing sector, comparing different strategies and their effectiveness.

Sengupta, M. (2022) - "Training and Development Programs: Enhancing Skills in the Manufacturing Industry": Sengupta's research explores the impact of training and development programs on skill enhancement within the manufacturing sector, focusing on their role in addressing skill shortages.

Thakur, D.(2021)- "Talent Acquisition Strategies for Small and Medium-sized Manufacturers: Overcoming Challenges": Thakur's study focuses on talent acquisition strategies tailored for small and medium-sized manufacturing enterprises, offering solutions to overcome resource constraints.

Varma, R. (2020) - "Employee Value Proposition: Aligning Talent Goals with Organizational Objectives": Varma's research examines the concept of employee value proposition within manufacturing companies, emphasizing its role in attracting and retaining top talent.

Gupta, N. (2019)- "Talent Acquisition Challenges in the Indian Manufacturing Industry: A Strategic Perspective": Gupta's work delves into the specific challenges faced by Indian manufacturing companies in acquiring talent, offering strategic insights and potential solutions.

RESEARCH METHODOLOGY

Research design: Descriptive method research design

Sampling Techniques: Simple random sampling

Sample size: The sample size is 170 respondents

Tools used for analysis: Simple percentage analysis, chi-square, correlation

ANALYSIS AND INTREPRETATION

(a) Simple percentage analysis

Simple percentage analysis is a straightforward statistics method used to analyze data by expressing values as percentage of a total or subgroup. In this study, a simple percentage analysis will be employed to examine various aspect related to talent acquisition and development strategies among employees at coral manufacturing providing a clear and concise summary of the data collection for easy interpretation and comparison of different variables.

(b)Chi-square analysis

Relationship between age and talent development strategies incorporate feedback from employee and supervisors

Chi-square Test	Value	df	p-value
Pearson chi-square	42.427	9	.000
Likelihood Ratio	44.380	9	.000

Linear-by-Linear Assoc.	16.001	1	.000
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Interpretation: Null Hypothesis (Ho): Ho there is no relationship between the age and the talent development strategies incorporate feedback from employee and supervisors.

Alternative Hypothesis (H1): H1 there is no relationship between the age and the talent development strategies incorporate feedback from employee and supervisors.

(c) Correlation

Relationship between gender and Have you experienced any instances where talent strategies influenced your decision to stay or leave the company

Correlation Analysis	Value	Approx. T	Approx. Sig.
Pearson’s R	-.113	-1.468	.144
Spearman correlation	-.134	-1.754	.081

Interpretation: Null Hypothesis (H0): Relationship between gender and Have you experienced any instances where talent strategies influenced your decision to stay or leave the company.

Alternative Hypothesis (H1): Significant correlation exists.

Correlation coefficient suggest a very weak negative correlation, but p-value are above 0,05, indicating no statistically significant correlation.

FINDINGS

(a) Simple percentage analysis:

The majority of respondents highlight key trends: predominantly male (62%), below 25 years old (39%), married (61%), and businessmen (48%). Moreover, a notable portion earn below Rs. 20,000 (57%) and perceive recruitment as slow (48%). Satisfaction is noted with candidate (39%) and screening process effectiveness (48%). However, there's a consensus that training lacks alignment with company goals (48%) and fails to improve skills (48%). Despite frequent participation (57%), there's a perceived lack of value (48%) and a desire for more focus on technical skills and mentorship programs (48%). Notably, a significant barrier is the perceived lack of training opportunities (31%).

(b) Chi-square analysis test

There is no significant variable between age and talent development strategies incorporate feedback from employee and supervisors

(c) Correlation

There is no significant variable between gender and Have you experienced any instances where talent strategies influenced your decision to stay or leave the company

SUGGESTIONS

- Review current strategies to understand what's working and what needs improvement. Define goals to clarify the company's short-term and long-term talent needs.
- Benchmark Coral's strategies with industry best practices to identify areas of strength and areas for enhancement.
- Gather insights from current employees regarding their experiences with recruitment, training, and career development opportunities.

CONCLUSION

Coral Manufacturing Works India Private Limited, a prominent player in the manufacturing sector, focuses on delivering top-quality products and services since its establishment. With a strong foothold in India, the company prioritizes talent acquisition through competitive recruitment and fosters employee growth with robust training programs. Embracing diversity and inclusion, Coral Manufacturing aims to maintain its market leadership and fuel innovation by refining its talent strategies continually.

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ADDRESSING THE CROSS-CULTURAL HR MANAGEMENT CHALLENGES AND STRATEGIES AT SARVESH MULTIPLAST INDIA PRIVATE LIMITED

Ms. S. KEERTHANA, MBA., (Ph.D)

&

T. SOMESH KUMAR, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

Cross-cultural HR management poses significant challenges in today's globalized workforce, requiring nuanced strategies for effective implementation. This paper examines the complexities of cross-cultural HR management and explores key strategies to address them. Drawing on theoretical frameworks and empirical evidence, it identifies various challenges such as cultural differences, communication barriers, and diversity management. Moreover, it delves into strategies including cultural sensitivity training, multicultural team building, and adaptive leadership approaches. It also outlines effective strategies including cultural sensitivity training, fostering inclusive work environments, and leveraging diversity as a strength. This paper aims to provide insights for HR professionals navigating the intricacies of cross-cultural management to enhance organizational effectiveness and promote cultural competence.

Keywords: *Global workforce, Cultural diversity, Communication barriers, Diversity management, Cultural sensitivity training, Multicultural team building.*

INTRODUCTION

In today's global economy, HR managers face the challenge of managing diverse cultures within organizations. Understanding and leveraging cultural differences is crucial for success. The concept of HRM has evolved over time to prioritize the importance of people in organizational success. Cross-cultural HRM involves navigating complex cultural differences within diverse workforces to create inclusive environments. Challenges include communication barriers, conflicting norms, and ethical dilemmas. Strategies such as cultural competency training and adaptive leadership are essential for effective cross-cultural HRM.

OBJECTIVES OF THE STUDY

- Identify cross-cultural HR management challenges.
- Analyze impact of cross-cultural differences on HR practices and employee dynamics.
- Explore effective strategies for managing cross-cultural teams and promoting collaboration.
- Assess effectiveness of current HR policies in addressing cross-cultural challenges and propose recommendations for improvement.

NEED OF THE STUDY

- Cross-cultural HRM fosters effective communication and understanding among diverse employees.

- Adapting HR policies accommodates cultural differences, enhancing employee satisfaction and retention.
- Helps organizations manage diverse cultural contexts, contributing to overall business success.
- By embracing cultural diversity, organizations gain an edge in the global marketplace, fostering innovation and growth.

SCOPE OF THE STUDY

The study delves into cross-cultural HR challenges at Sarvesh Multiplast India Pvt Ltd, analyzing cultural influences on HR practices and organizational dynamics. It evaluates current HR policies' efficacy in addressing these challenges and examines strategies for managing cultural diversity. Comparative analysis with industry benchmarks identifies improvement areas, culminating in recommendations for enhancing cross-cultural HR management and fostering inclusivity and productivity.

LIMITATION OF THE STUDY

- Small or biased samples
- Challenges in generalizing findings across diverse cultural contexts
- Difficulty in accurately measuring cultural dimensions and HR practices
- Limited applicability of results to all organizations or industries, and variations in the impact of economic and political factors on HR practices across cultures

REVIEW OF LITERATURE

Nadeem et al., (2022) examines the impact of cultural dimensions on the HRM practice effectiveness in cross-cultural settings. The content analysis of 140 articles indicates that some cultural dimensions- especially power distance and collectivism- seem to have a higher impact on the effectiveness of transferred practices than other cultural dimensions, such as uncertainty avoidance.

Johnson (2021) conducted a meta-analysis of 200 studies focusing on cross-cultural HRM practices. They found that while cultural dimensions like power distance and collectivism do influence HRM effectiveness, the role of uncertainty avoidance shouldn't be overlooked. Their analysis suggests that organizations need to consider a holistic approach to cross-cultural HRM, taking into account a variety of cultural dimensions for optimal effectiveness.

Sparrow & Hiltrop (2019) Discussed the challenges of HRM in multinational corporations, including issues of coordination, control, and cultural diversity. Reviewed the development of expatriate management research, emphasizing the importance of cultural adaptation and support and reviewed the impact of globalization on HRM practices, emphasizing the need for flexibility and innovation in managing cross-cultural challenges.

RESEARCH METHODOLOGY

Research Design: Descriptive Research Design

Data Collection: Primary Data collected through Questionnaire

Sampling Technique: Simple Random Sampling

Sample Size: The sample size is 115 respondents

Tools Used: Simple Percentage Analysis, Chi-square Analysis, Correlation Analysis

ANALYSIS AND INTERPRETATION

a) Simple Percentage Analysis

The survey analysis reveals insightful patterns across various demographics and consumer behavior metrics. Male respondents constitute the majority at 50.4%, while 56% fall within above 35 age range. The largest portion of respondents, 51%, hold Master's degrees. Notably, 57% of challenges are decision-making, with 30.4% of fostering teamwork. However, 68.7% feels supported by addressing the challenges, 30.4% find it not applicable in effective current HR practices are in managing cross-cultural issues. Despite this, 36.5% are enhances collaboration of impact of cultural differences on teamwork.

b) Chi-square analysis

Relationship between age of the respondents and do you think cultural diversity affects employee motivation.

	Value	df	Asymp. Sig. (2-sided)
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Pearson Chi-Square	16.677a	6	.011
Likelihood Ratio	21.653	6	.001
Linear-by-Linear Association	2.902	1	.088
N of Valid Cases	115		

Interpretation: The chi-square analysis indicates a significant relationship between age and perceptions of cultural diversity impacting employee motivation ($\chi^2 = 16.677, p = .011$). Younger age groups are more likely to perceive cultural diversity positively, while older individuals tend to have varied perspectives.

c) Correlation method

Relationship between Monthly income and how do you perceive the impact of cultural differences on teamwork

Correlation Measure	Value	Asymp.Std.Error	Approx.T	Approx.Sig.
Interval by Interval (R)	-0.343	0.074	-3.887	0.000
Ordinal by Ordinal	-0.343	0.074	-3.883	0.000
N of Valid Cases	115			

Interpretation: The correlation analysis reveals a significant negative relationship (Pearson's R = -.343, Spearman's $\rho = -.343, p < .001$) between monthly income and the perception of cultural differences impacting teamwork. As monthly income rises, individuals are more inclined to perceive cultural differences as hindering collaboration rather than enhancing it.

FINDINGS

The survey results reveal several predominant trends among the respondents. Notably, a significant portion, comprising 30.4%, falls within the above 35 age category, indicating a mature demographic. In terms of gender distribution, males constitute the majority at 50.4%. Furthermore, a substantial 30.4% of respondents hold a master's degree, reflecting a highly educated sample. Financially, 33.3% report a monthly income exceeding 1,00,000, suggesting a relatively affluent cohort. Decision-making responsibilities predominantly lie with 31.3% of the participants. Interestingly, 30% of respondents never engage in certain activities. Fostering teamwork is a priority for the majority, with 30.4% emphasizing its importance. Moreover, a significant 68.7% affirm certain beliefs or behaviors. Notably, 30.4% find certain HR practices irrelevant to them. Enhancing collaboration is a focal point for 36.5% of the respondents, while 56.5% view certain aspects positively. Ratings of 'good' are given by 26.1% of the participants, while 55.7% express dissenting opinions. Notably, 31.3% remain unaffected by certain influences. Diversity and inclusion initiatives are pursued by 32.2%, although 26.2% find them insignificant. Additionally, 43.5% reject certain propositions outright, while 37.4% deem certain practices ineffective. Communication tools are favored by 38.4%, with 38.3% expressing agreement with certain statements. Transparency is somewhat achieved by 37.4%, with 43.5% acknowledging partial implementation. Dissatisfaction is prevalent, with 25.2% expressing strong discontent. Practical exercises and mentorship programs are endorsed by 43.5% of respondents, while 42.6% prefer leading by example. Diversity task forces are advocated for by 36.5%, with recruitment practices being scrutinized by 37.4%.

SUGGESTIONS

- Cultural training for staff
- Adaptation of HR policies
- Promotion of collaboration and transparent communication
- Conflict resolution through respectful means

CONCLUSION

Cross-cultural HRM is essential for managing diverse workforces in globalized settings. Tailored HR practices promote inclusivity, communication, and organizational effectiveness. Challenges arise when international companies expand abroad, emphasizing the importance of cross-cultural management. This research focuses on the harmonious relationship between expatriates and local employees, offering suggestions for overcoming cultural barriers. Future studies should delve deeper into cross-cultural HRM to enhance project management in competitive markets.

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A STUDY ON EMPLOYEES PROMOTION AND REWARD POLICIES AT AAVIN PRODUCTION PLANT SALEM

Ms. S. KEERTHANA, MBA., (Ph.D)

&

B. SRIMATHI, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

Employees promotion reward policies play a crucial role in shaping organizational culture, employee motivation, and overall productivity. This study delves into the various dimensions of promotion reward policies, examining their impact on employee satisfaction, retention, and organizational performance. Through a comprehensive literature review and empirical analysis, this research seeks to identify the key factors influencing the design and implementation of promotion reward policies. Additionally, it aims to explore the relationship between promotion reward policies and employee engagement, career advancement opportunities, and organizational justice. By shedding light on best practices and potential pitfalls, this study offers valuable insights for HR practitioners and organizational leaders striving to optimize their promotion reward strategies for enhanced employee satisfaction and sustainable growth.

Keywords: *Employee engagement, Career advancement opportunities, Organization justice, Potential pitfalls.*

INTRODUCTION

Promoting employees shows employees that you value them while also setting up the company for future success. Selecting the best employees for promotions requires careful thought, consideration and planning. In this article, we discuss the importance of promotions, the different methods of promoting employees and when and how to promote employees. Promotions give your best employees a reason to stay with you. By recognizing their talent and providing them with a new challenge, they may be content and uninterested in exploring other employment opportunities. Also, a promotion may make them more loyal to your company, which also decreases the likelihood they will leave.

OBJECTIVES OF THE STUDY

- To study the employees' promotion and reward policies at Aavin production plant.
- To evaluate existing promotion and reward policies at Aavin Production Plant, Salem.
- To identify employee perceptions and satisfaction levels regarding current policies.
- To identify the training needs of employees for professional development.

NEED OF THE STUDY

- Examining employee satisfaction through surveys, leadership development opportunities facilitated by promotion policies and performance feedback system.
- Considering external factors such as market dynamics and regulatory changes is also important to ensure the organization remains competitive and attractive to talent.

- The study would explore the broader implications of the policies on organizational culture and long-term sustainability, providing valuable benchmarks against industry best practices.

SCOPE OF THE STUDY

The scope of the study involves a thorough examination of the employees' promotion and reward policies at the Aavin production plant in Salem. This investigation will encompass an in-depth analysis of the existing policies, focusing on the criteria and processes for employee promotions, as well as the frameworks for recognizing and rewarding employees. The study aims to provide insights into the fairness, transparency, and effectiveness of the current promotion and reward mechanisms. It will explore how these policies align with employee performance, job satisfaction, and overall organizational objectives.

LIMITATION OF THE STUDY

- Limited access to detailed information about Aavin's promotion and reward policies due to confidentiality agreements or corporate policies.
- Variability in the availability and completeness of data related to employee promotions and rewards within the organization, potentially affecting the comprehensiveness of analyses.
- The narrow focus on Aavin production plant in Salem as a case study may limit the generalizability of findings to other organizations or industries.

REVIEW OF LITERATURE

Siddhartha & Lusyana (2023) Working behaviour of employees is relating to perceptions of employees in perception of work environment, team work, role need to be performed. The leadership of any organization may not influence perception of employees without knowing what is needed by employees. Workplace satisfaction can be provided through understanding the motivation is inside employees. The perception of the hotel employees towards their reward system of the one and two star rated hotels is negative.

Ayesha Binte Safiullah (2022) From this study it can be inferred that it is not just one factor, for example it is not just monetary rewards which motivate an employee, though monetary compensation is the physiological factor to the employees. This essentially says that the employees need to be motivated with the content of their job. That is the employees in any organization need to be constantly provided with opportunities for learning new skills so that they do not feel monotonous. They should be motivated to use the acquired skills on their job. The organizations need to provide challenging opportunities to the employees.

Pinto & dos Santos (2021) Every employee needs a good salary package along with other benefits such as bonuses, allowances, medical claims, etc. But with the corona infection everywhere, the created lockdown situation is making the work progress slow and hard for the employees. Employees are working through internet calls and online video conferences for completing their projects and employees are losing interest because of working in a home environment. But still, the firm is doing its best to provide monetary and non-monetary rewards to keep the employees motivated. Employees are credited with their agreed salaries to their bank accounts to keep the continuous flow of work.

RESEARCH METHODOLOGY

Research design: Descriptive method research design

Sampling Techniques: Simple random sampling

Sample size: The sample size is 139 respondents

Tools used for analysis: Simple percentage analysis, Chi-square, Correlation

DATA ANALYSIS AND INTERPRETATION:

a) Simple percentage analysis

The analysis delves into respondent demographics, job satisfaction, and organizational perceptions. It reveals a male majority (51%) with a significant presence in the 25-30 age group (29%) and HSC-educated individuals (36%). Most respondents had 5-10 years of experience (35%) and earned above Rs. 25,000 monthly (39%). There's strong agreement on promotion criteria (85%) and satisfaction with rewards (87%). While many find reward policies fair (87%) and are content with promotion policies (47%), there's neutrality regarding working hours (41%) and training program effectiveness (46%). Improving aspects like working hours and training could enhance overall employee experience, despite generally high satisfaction with rewards and promotions.

b) **Chi-square analysis:** Relationship between gender and perception of promotion criteria..

Chi-square Test	Value	DF	p-value
Pearson	9.417 ^a	4	.051
Likelihood	9.564	4	.048
Linear-by-Linear	3.629	1	.057

Interpretation: There is no significant relationship between gender of the respondents and perception of promotion criteria.

c) **Correlation Analysis:** Relationship between educational qualification and equity of promotion and reward policies.

Correlation Test	Value	Approx. T	Approx. Sig.
Pearson's R	0.070	1.001	0.318
Spearman's ρ	0.081	1.160	0.247

Interpretation: There is no significant variable between educational qualification and equity of promotion and reward policies.

FINDINGS

a) **Simple percentage analysis**

The survey results depict a workforce where males comprise the majority at 51%, with the largest age group falling between 25-30 years (29%). Educational qualifications predominantly consist of HSC (36%), while a significant portion (35%) boast 5 to 10 years of work experience and earn above 25000 monthly (39%). Impressively, 85% perceive promotion criteria as transparent, and 87% are satisfied with reward systems. Recognition for commendable work, deemed promotion-worthy by 35% of respondents, underscores a desire for acknowledgment and advancement. Satisfaction levels vary, with 45% rating participation as good, and opinions on training programs split. Notably, 90% believe promotions are merit-based, and 40% strongly agree with the organization's work methods. Moreover, 60% express contentment with monetary benefits and medical/family welfare schemes. A majority (83%) received promotions in the last six months, and 88% are highly motivated by rewards. This comprehensive overview suggests a generally positive employee sentiment, highlighting areas of satisfaction and areas for potential enhancement.

b) **Chi-square test**

There is no significant relationship between gender of the respondents and perception of promotion criteria.

c) **Correlation**

There is no significant variable between educational qualification and equity of promotion and reward policies.

SUGGESTIONS

- Introduce flexible work policies, such as remote work options or flexible scheduling, to accommodate diverse needs and preferences, including those related to age and family responsibilities.
- Establish regular performance feedback mechanisms, including 360-degree feedback processes, to provide employees with actionable insights for improvement and growth.
- Review and enhance the organization's benefits package to include a comprehensive range of benefits, such as health insurance, wellness programs, and financial assistance, to support employees' overall well-being.
- Implement initiatives to promote work-life balance, such as wellness programs, stress management workshops, and employee assistance programs, to support employees in managing their personal and professional responsibilities.

CONCLUSION

The analysis of demographic characteristics, perceptions, and associations within the surveyed population sheds light on key factors influencing organizational dynamics. While the majority of respondents were male, the distribution across age groups, educational qualifications, years of experience, and income levels varied significantly, reflecting the diverse composition of the workforce. However, the findings also reveal discrepancies in perceptions, particularly regarding the

correlation between the belief in merit-based promotions and the perceived fairness of promotion and reward policies. Addressing these disparities requires a multifaceted approach, including further investigation into the associations observed and the implementation of targeted interventions to foster inclusivity, address employee concerns, and promote a more equitable workplace environment.

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TRANSFORMATIVE AGILITY: IMPLEMENTING AGILE PRACTICES FOR ENHANCED HUMAN RESOURCES PERFORMANCE AT KPR MILL LIMITED

Ms. S. KEERTHANA, MBA., (Ph.D)

&

THANGAMMAL K, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

Transformative agility: Implementing agile practices for enhanced human resources performance" suggests a focus on how applying agile methodologies within human resources can revolutionize organizational performance. This abstract likely delves into strategies for adapting HR processes to be more flexible, responsive, and collaborative, mirroring the principles of agility commonly associated with software development. It may explore how agile HR can streamline recruitment, performance management, learning and development, and employee engagement, ultimately fostering a more adaptive and resilient workforce capable of meeting evolving business needs.

Keywords: Organization Performance, Leadership Culture, Responsiveness, Collaboration & Recruitment.

INTRODUCTION

Organizations navigating today's dynamic business landscape seek strategies to adapt and thrive amidst rapid change. Transformative agility, characterized by the integration of agile practices within human resources, emerges as a strategic approach to enhance organizational performance. By embracing agile methodologies, HR departments can swiftly respond to evolving market demands, foster innovation, and cultivate a culture of continuous improvement (swathi, 2019). This project report delves into the significance of transformative agility in HR, exploring its principles, benefits, and implementation strategies, providing actionable insights to optimize HR performance and drive success in an ever-changing environment.

OBJECTIVES OF THE STUDY

- To explore the role of leadership and organizational culture in facilitating the successful integration of agile HR practices at KPR Mill Limited.
- To investigate the impact of agile HR on talent acquisition and retention strategies at KPR Mill Limited.
- To examine the scalability and adaptability of agile HR practices at KPR Mill Limited.
- To propose recommendations and best practices based on the lessons learned from the agile HR implementation at KPR Mill Limited

NEED OF THE STUDY

In today's dynamic business environment, characterized by rapid changes and increasing complexity, the need for agile HR practices is paramount (A. Kumar, 2018). Traditional approaches struggle to keep pace with evolving demands, especially in talent management. Agile methodologies

offer innovative solutions by promoting collaboration, adaptability, and continuous feedback. By studying transformative agility in HR, organizations can gain a competitive advantage, enhance employee engagement, and achieve better outcomes.

SCOPE OF THE STUDY

This study focuses on the implementation of agile practices within the Human Resources domain of KPR Mill Limited. It explores the motivations, process, and impact of adopting agile methodologies, while also examining the roles of leadership, culture, and communication. Additionally, it investigates how agile practices affect talent acquisition, retention, scalability, and adaptability amidst organizational growth (Sangarandeniya). Through comparative analysis and lessons learned, the study offers recommendations and best practices for agile HR implementation.

LIMITATIONS OF THE STUDY

Obtaining sufficient high-quality HR performance and employee engagement data proves challenging (F.Kamal). Limited resources, including finances, time, and staff, restrict agile practice implementation. Resistance from some individuals and skill gaps further hinder agile adoption. Overcoming these obstacles requires careful planning and robust support mechanisms.

REVIEW OF LITERATURE

Sharma et al. (2024) conducted a study exploring the adoption and implementation of agile practices within the Indian garment industry, focusing on enhancing human resource performance.

Patel and Singh (2024) provided case studies and empirical evidence demonstrating how agile methodologies have been utilized in Indian garment firms to improve HR performance, highlighting specific practices and their impact on employee engagement and productivity.

Singh and Kumar (2024) conducted a comprehensive analysis of agile HR practices adopted by Indian apparel companies, examining their influence on organizational performance, implementation challenges, and outcomes achieved.

Jain and Gupta (2024) investigated the role of agile HR practices in empowering employees within Indian garment manufacturing units, exploring how principles such as self-organization and continuous feedback contribute to performance improvement.

Reddy and Rao (2024) discussed the challenges and opportunities associated with implementing agile talent management practices in the Indian apparel industry, examining their application in talent acquisition, development, and retention strategies to enhance overall HR performance.

RESEARCH METHODOLOGY

- Research design: Mixed method research design
- Sampling techniques: Simple random sampling
- Sample size: The sample size is 210 respondents
- Tools used for analysis: Simple percentage analysis, Chi-square, Correlation

ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

The survey findings reveal a diverse demographic representation, with slightly more female respondents. Most participants fall within the 40-50 age range and hold postgraduate degrees, indicating a well-educated and experienced sample. The majority are married and earn between 20,000 to 30,000 monthly. Overall, there's a positive perception of leadership and organizational culture, with an emphasis on clear communication and employee engagement. Respondents acknowledge the impact of Agile methodologies on various aspects of organizational dynamics, highlighting the importance of adaptability and scalability. Challenges such as limited resources and resistance to change are noted, with suggestions for improvement including continuous training, robust change management, and fostering a culture of innovation. Proactive measures like dedicated change management teams and robust communication plans are advocated for enhancing organizational performance.

CHI- SQUARE ANALYSIS

Test	Value	DF	p-value
Pearson	1.888	3	.000
Likelihood	259.83	3	.000
Linear-by-Linear	7.447	1	.006

RESULT: The analysis shows that there is no significant association between gender and leader

support for agile practices.

CORRELATION

Correlation Test	Value	Approx. T	Approx. Sig.
Pearson's R	.850	.020	.000
Spearman's ρ	.846	.027	.000

RESULT: The analysis shows that there is significant association between age and agile he positively talent attrition.

FINDINGS

Simple percentage analysis: The majority of respondents in various aspects of the survey indicate notable trends. Females constitute 53.3% of the surveyed population, while the 40-50 age group represents 49.5%, and postgraduates make up 49.0% of educational qualifications. Additionally, 43.8% of respondents have 1-3 years of working experience, and 58.1% are married. In terms of income, 40.0% earn between 20,000 to 30,000 monthly. Moreover, 49.5% express supportive views towards leadership, and 39.0% perceive a moderate alignment with their organization's culture. These findings highlight key demographic and attitudinal patterns among the respondents, providing insights into the workforce dynamics at KPR Mill Limited.

Chi- square analysis: There is no significant relationship between gender with monthly income.

Correlation: There is no significant relationship between age and perceived impact of agile.

SUGGESTIONS

Creating an inclusive workplace where everyone has equal opportunities is crucial. Pay equity regardless of gender fosters fairness. Customized Agile training for different age groups enhances effectiveness. Engaging leadership and boosting talent attraction through recognition programs and flexible arrangements improve satisfaction. Investing in training equips employees for growth. Transparent HR processes ease transitions. Prioritizing learning and innovation nurtures a dynamic culture. Dedicated change management teams ensure challenges are managed effectively, fostering organizational resilience.

CONCLUSION

The analysis of KPR Mill Limited's workforce dynamics underscores the importance of addressing gender-based income disparities and tailoring Agile HR strategies for diverse age groups. While leadership and organizational culture are perceived positively, there's a need to strengthen talent attraction and employee engagement. Continuous assessment of scalability and adaptability is crucial for managing growth, alongside improving HR communication. Prioritizing learning and innovation, supported by dedicated change management teams, can drive success and facilitate sustainable growth for KPR Mill Limited.

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EXPLORING CONSUMER ENGAGEMENT INITIATIVES AND THEIR INFLUENCE ON BRAND LOYALTY AT BRITANNIA INDUSTRIES LIMITED IN PERUNDURAI, ERODE

Ms. S. KEERTHANA, MBA., (Ph.D)

&

S. THIRUVALAGAN, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This study explores consumer engagement initiatives at Britannia Industries Limited, focusing on their influence on brand loyalty in Perundurai, Erode. With 120 respondents, the study highlights the significance of social media interaction and its relation to respondents' educational qualifications. It emphasizes aligning marketing communications with brand values for effective engagement. Ultimately, creating a sense of community and emotional connection with the brand are crucial for long-term customer loyalty, reinforcing the need for continual customer engagement efforts in maintaining brand success.

Keywords: Consumer Engagement, Brand Loyalty, Consumer Preference, Competitive.

INTRODUCTION

This study investigates consumer engagement and brand loyalty at Britannia Industries Limited in Perundurai, Erode, acknowledging their critical role in sustaining competitiveness. It explores various engagement strategies and their impact on brand loyalty within the local market context, aiming to provide actionable insights for Britannia Industries to refine its strategies and maintain market leadership amidst evolving consumer preferences and competitive pressures.

COMPANY PROFILE

Britannia Industries, a leading Indian food company with over a century of legacy, boasts annual revenues exceeding Rs. 9000 Cr. Renowned for household brands like Good Day, Tiger, and Nutri Choice, Britannia's diverse product portfolio spans biscuits, bread, cakes, dairy, and more. With a presence in over 60 countries, Britannia is committed to quality and health, removing trans fats and enriching products with essential nutrients. Their accolades include being amongst India's most trusted brands and receiving prestigious awards for excellence. Britannia's philosophy emphasizes respect, teamwork, and accountability, with core values centered around leadership and ownership. Their product range includes biscuits, breads, dairy, cakes, and rusks, catering to diverse consumer preferences with a focus on quality and innovation.

OBJECTIVES OF THE STUDY

- To assess the effectiveness of specific consumer engagement initiatives deployed by Britannia Industries Limited in Perundurai, Erode, in terms of their reach, resonance, and relevance to the target audience.
- To investigate the correlation between consumer engagement levels and brand loyalty metrics, such as brand preference, willingness to pay premium prices, and likelihood of recommending the brand to others.

- To explore the role of digital platforms and technology in facilitating consumer engagement activities for Britannia Industries Limited in Perundurai, Erode, and their impact on brand loyalty in an increasingly digital marketplace.

NEED OF THE STUDY

This study is vital for understanding how consumer engagement impacts brand loyalty at Britannia Industries Limited in Perundurai, Erode. It will offer insights for strategic decision-making, resource allocation, and adapting to digital trends, fostering a customer-centric approach and strengthening brand equity. By filling the gap in understanding consumer dynamics, the research aims to enhance marketing strategies, adapt to changing preferences, and maintain competitiveness, ultimately driving sustainable growth and fostering long-term customer relationships.

SCOPE OF THE STUDY

- The geographical scope of the study is limited to the operations of Britannia Industries Limited in Perundurai, Erode. However, the findings and recommendations may have broader implications for similar companies operating in competitive markets.
- The study employs both qualitative and quantitative research methods, including surveys, interviews, and data analysis, to achieve its objectives. It aims to provide actionable insights and recommendations that can inform strategic decision-making and enhance the company's competitive position in the marketplace.
- Furthermore, the study will explore the role of digital platforms and technology in facilitating consumer engagement efforts and their impact on brand loyalty outcomes. It will also identify potential challenges and barriers faced by the company in effectively engaging consumers and propose strategies to address them.

LIMITATIONS OF THE STUDY

- Resource constraints may limit data collection and analysis depth.
- Accessibility issues could hinder diverse perspective gathering.
- Data quality may be affected by respondent bias or errors.
- Findings may lack generalizability beyond Britannia's context.
- External influences like market changes may affect results.

ANALYSIS AND INTERPRETATION

(a) Simple percentage method:

The demographic profile of respondents reveals that a significant proportion falls within the age range of 36-45 years (40.8%), followed by those aged 26-35 (22.5%). Moreover, the majority of respondents have completed undergraduate (UG) education (51.7%) and are engaged in business activities (47.5%). Concerning income, a substantial portion earns between Rs. 20,001-30,000 per month (38.3%). Regarding social media engagement, a notable percentage strongly agrees (28.3%) that they frequently interact with the brand on social media, while a majority (30.8%) feel connected to the brand through its online presence. In terms of brand influence, significant portions strongly agree that social media interactions (35.8%) and promotional offers (50.8%) influence their purchasing decisions. Looking at brand loyalty, a considerable majority agree (41.7%) to continue purchasing from the brand, but only a small percentage (12.5%) strongly agrees to consistently choose the brand over others in the same category.

(b) Chi – square test

Chi - square	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	218.253 ^a	51	.000
Likelihood Ratio	218.018	51	.000
Linear-by-Linear Association	91.972	1	.000

RESULT:

As per the above table, it is inferred that the P value is 0.000; it is not significant to 5% (0.05) significant level. The minimum expected count is 0.03. Thus alternative hypothesis is accepted and it is found that there is some significant relationship between the educational qualification of the respondents and social media interaction.

(c) Correlation:

		AGE OF THE RESPONDENTS	BRAND LOYALTY
AGE OF THE RESPONDENTS	Pearson Correlation	1	.858**
	Sig. (2-tailed)		.000
	N	120	120
BRAND LOYALTY	Pearson Correlation	.858**	1
	Sig. (2-tailed)	.000	
	N	120	120

RESULT:

The Above table indicates that out of 120 respondents, co-efficient of correlation between the age of the respondents and brand loyalty is 0.858. It is below 1. So there is positive relationship between the age of the respondents and brand loyalty.

FINDINGS

The study indicates a male majority, comprising 69.2% of respondents. Notably, 40.8% fall within the 36-45 age group, suggesting a significant segment for brand engagement. A substantial 51.7% have completed undergraduate education, and 47.5% are engaged in business occupations. In terms of income, 38.3% earn between Rs. 20,001-30,000 monthly. The data also highlights strong agreement percentages across various brand interaction metrics on social media, ranging from 26.7% to 60.0%. Moreover, there's a significant relationship observed between respondents' educational qualifications and their social media interaction patterns, as well as between age demographics and brand loyalty.

SUGGESTIONS

- Increasing personalization in social media interactions can improve consumer connection to the brand.
- The company should encourage more interactive material to increase social media participation.
- The business must make sure that social media material is appealing and relevant in order to sustain attention.

CONCLUSION

The study underscores the significant impact of consumer engagement programs, particularly via social media, on brand loyalty. It highlights the importance of providing engaging content to enhance brand experience and foster customer relationships. Effective distribution of marketing messages, including promotional offers, influences purchase decisions and brand advocacy. Building a sense of community and emotional connection with the brand is crucial for long-term customer loyalty. Overall, ongoing efforts in customer engagement are vital for ensuring the company's success in a competitive industry.

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A STUDY ON MARKET PENETRATION STRATEGIES AT CAVINKARE PRIVATE LIMITED, BHAVANI, ERODE

Ms. S. KEERTHANA, MBA., (Ph.D)

&

K. UDHAYAKUMAR, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

The study focuses on analyzing market penetration strategies at Cavinkare Private Limited in Bhavani, Erode, using a sample size of 120 and employing descriptive research design and convenience sampling. The primary data collection method is a questionnaire, and statistical tools such as simple percentage analysis, chi-square analysis, and correlation are utilized. Findings reveal no significant relationship between respondents' gender and pricing strategy. However, it's recommended to continue offering targeted discounts and promotions to attract price-conscious customers. It's concluded that a competitive pricing strategy, coupled with transparent value communication, is crucial for influencing consumer purchasing decisions positively. Additionally, efficient distribution channels play a vital role in enhancing consumer loyalty and satisfaction.

Keywords: Market penetration, Products, Strategies, Customer satisfaction.

INTRODUCTION

Market penetration is a key metric for measuring a product's sales compared to the total market, aiding in strategy development to increase market share. Strategies to boost market penetration include adjusting pricing, enhancing marketing efforts, updating products, forming partnerships, and innovating. These strategies aim to deepen a company's presence in the market, leading to improved financial health and competitiveness. Market penetration pricing involves offering low prices to enter markets and gain share from competitors. Customer satisfaction plays a vital role in driving business growth and loyalty by ensuring products meet customer needs effectively.

COMPANY PROFILE

CavinKare Private Limited, founded in 1990, specializes in personal care products and dairy goods, boasting a diverse portfolio including hair and skin care, food, snacks, and beverages. With a revenue of Rs. 1,600 crore in 2017-18, the company anticipates surpassing Rs. 2,000 crore in 2018-19. Its Erode dairy plant, spanning 22 acres, produces a variety of milk and milk products with a focus on freshness and quality. Led by Chairman C.K. Ranganathan, CavinKare emphasizes innovation and ethical practices, earning numerous awards for its HR initiatives, brand excellence, and corporate social responsibility.

OBJECTIVES OF THE STUDY

- To evaluate the prevailing pricing strategy in the company
- To assess the efficiency and effectiveness of various distribution channel utilized by the company
- To measure overall customer satisfaction towards the company's products.

- To obtain suggestions from the respondents to enhance market penetration strategies for the company

NEED OF THE STUDY

This study on market penetration strategies is crucial for Cavinkare Private Limited to bolster its competitive position and expand market presence. Analyzing these strategies provides insights into consumer behavior, market dynamics, and competitor tactics, guiding marketing approaches, product customization, and identifying new market opportunities. Findings inform real-world actions such as targeted marketing campaigns, pricing adjustments, distribution channel optimization, and product innovations, optimizing resource allocation and maximizing returns on investment.

SCOPE OF THE STUDY

This study focuses on market penetration strategies employed by Cavinkare Private Limited in Bhavani, Erode. It analyzes the company's tactics in marketing, pricing, distribution, and product innovation to enhance its market share. Evaluating external factors like consumer preferences and competitor actions, the study aims to boost revenue and profitability for the company. The outcomes will benefit stakeholders and the community through job creation and economic development.

LIMITATIONS OF THE STUDY

- The sample size chosen for the surveys being limited to 120.
- The researcher had also difficulty in getting some information which the respondents were not interested to give.
- The present study has been limited to Erode only.
- The data is collected only from the customers of the company Cavinkare Private Limited.

REVIEW OF LITERATURE

Disha Mahajan, Navneeta Agarwal and Anand Agarwal, (2021) The modern customer is so resourceful that he can make the critical decision of purchasing a specific brand of goods from among the many options available to him. Consumers' likes and preferences vary greatly, and they purchase several kinds of food for consumption. Marketers have devised novel techniques to cater to the wide range of consumer interests and preferences. Product branding helps make or show a product's image, quality, the company's image, and user loyalty to the brand. The study is analytical and is based on both primary and secondary data. The primary data is gathered through questionnaire from the 100 consumers of branded food products using snowball sampling. The secondary data for the study is being gathered from the websites of the organizations of branded food products.

P. Janaki and S. Keerthana (2019), The restaurant industry being the largest service sector has a significant role in Indian economy. In today's fastest walk of the day, fast food restaurant holds a pivotal position in restaurant industry. Among the various fast food restaurants in Erode City, the perception of consumers differs between branded and nonbranded fast food restaurants. The growth in population, changing culture, trends in fashion, innovation in food items have led to the growth of fast food restaurants. In this aspect, the present research probes into the level of consumers' satisfaction towards branded fast food restaurants by employing Chi-square Test. Further, the problems faced in utilizing the services of fastfood restaurant is analyzed with Weighted Average Ranking. The result showed that gender, age and monthly family income have significant association with the level of satisfaction towards fast food restaurant and more number of respondents faced the problem of consuming high fat content food items.

RESEARCH METHODOLOGY

Sampling Unit: Sampling unit is Erode.

Population: Here entire customers of the company Cavinkare Private Limited, Bhavani, Erode are the population.

Sample Size: Sample size of the study is 120.

Tools used for analysis: Simple percentage analysis, Chi-square, Correlation

ANALYSIS AND INTERPRETATION

(a) Simple percentage method:

The survey data highlights that the majority of respondents were male (69.2%), primarily aged between 21-30 years (43.3%). Business owners formed the largest occupational group (45.0%), with a significant portion having professional qualifications (40.8%). Most reported an income

between Rs. 1,00,001 to 2,00,000 (35.0%). While pricing was generally viewed positively, opinions on its influence on purchase decisions varied. Positive perceptions were noted regarding order accuracy (35.8% strongly agreed) and product quality meeting expectations (49.2% highly satisfied). However, concerns exist about physical retail accessibility (29.2% strongly disagreed) and packaging appeal (43.3% neither satisfied nor dissatisfied). Overall, respondents expressed favorable views on brand recognition (47.5% agree) and transparency in product details (43.3% satisfied).

(b) Chi – square test:

Chi – square test	Value	df	Asymp. Sig. (2sided)
Pearson Chi-Square	33.746 ^a	17	.009
Likelihood Ratio	37.916	17	.003
Linear-by-Linear Association	2.636	1	.104

Interpretation:

Null Hypothesis (H0): No significant association between the gender of the respondents and pricing strategy.

Alternative Hypothesis (H1): Significant association exists.

With p-values below 0.05, so there is no the gender of the respondents and pricing strategy.

(c) Correlation:

		AGE OF THE RESPONDENTS	CUSTOMER SATISFACTION
AGE OF THE RESPONDENTS	Pearson Correlation	1	-.367** .000
	Sig. (2-tailed)		
	N	120	120
CUSTOMER SATISFACTION	Pearson Correlation	-.367**	1
	Sig. (2-tailed)	.000	
	N	120	120

INTERPRETATION

The Above table indicates that out of 120 respondents, co-efficient of correlation between the age of the respondents and customer satisfaction is -0.367. It is below 1. So there is negative relationship between age of the respondents and customer satisfaction.

FINDINGS

The survey findings reveal that 69.2% of respondents are male, with 43.3% aged 21-30. A majority (45.0%) are business owners, and 40.8% have professional qualifications. In terms of income, 35.0% earn between Rs. 1,00,001 to 2,00,000. Regarding pricing, opinions vary: 35.8% find it competitive, 36.7% see good value, and 34.2% view it negatively. Most agree on order accuracy (35.8%) and product quality (49.2%), but concerns exist about physical retail accessibility (29.2%) and packaging appeal (43.3%). Respondents generally recognize the brand (47.5%) and appreciate transparency (43.3%). There's no significant gender-pricing relationship, but age inversely affects satisfaction.

SUGGESTION

- Pricing should be routinely compared to that of competitors in order to maintain competitiveness.
- Effectively communicating the value proposition of its products or services is crucial for the company to establish a rationale for pricing.

- Increasing pricing transparency and emphasizing value-added benefits have the potential to exert a positive influence on consumer purchasing decisions.

CONCLUSION

In summary, this research underscores the significance of market penetration strategies for organizational success amid competition. Key findings highlight the importance of competitive pricing, transparent value communication, efficient distribution channels, product innovation, and quality maintenance in influencing consumer behavior and satisfaction. To thrive, businesses must prioritize these aspects, adapt to market dynamics, and meet evolving consumer demands. By addressing identified obstacles and implementing suggested actions, organizations can enhance competitiveness, boost customer satisfaction, and achieve long-term growth.

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A STUDY ON "WORKFORCE PLANNING IN THE DIGITAL ERA: MEETING FUTURE DEMANDS" AT VOLUME ZERO

Ms. S. KEERTHANA, MBA., (Ph.D)

&

A VASANTH, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This study, conducted at Volume Zero, delves into the complexities of workforce planning in the digital era, particularly focusing on the transition to a digitally transformed landscape. It assesses the impact of digitalization, explores innovative strategies and technologies, evaluates talent management implications, and offers recommendations for organizations to thrive amidst rapid technological disruption. The research objectives include analyzing the impact of digitalization on workforce planning strategies, identifying challenges in transitioning to a digital environment, exploring innovative approaches and technologies, assessing the role of emerging technologies in shaping future workforce requirements, investigating talent acquisition, development, and retention strategies, and proposing recommendations for adaptation and success in the digital age. With a comprehensive scope covering various aspects of workforce planning, this study aims to contribute valuable insights to human resource management and organizational studies, providing actionable recommendations to empower organizations to effectively navigate the challenges and opportunities presented by rapid digitalization.

Keywords: Workforce planning, Digital era, Digital transformation, Impact of digitalization Innovative approaches, Talent management.

INTRODUCTION

Workforce planning is a strategic process undertaken by organizations to ensure they have the right people with the right skills in the right positions at the right time to achieve their business objectives effectively and efficiently. It involves analyzing current workforce capabilities, forecasting future workforce needs based on business goals and external factors, identifying gaps between the present and future workforce requirements, and implementing strategies to address those gaps. Workforce planning encompasses activities such as talent acquisition, development, retention, succession planning, and restructuring to align the workforce with organizational goals and ensure long-term sustainability and competitiveness.

COMPANY PROFILE

Volume Zero, established in 2002 by entrepreneur Mr. Raja Ram, is a pioneering and affordable fashion brand known for its unique and modern designs. Catering to urban men's apparel needs, it has evolved into a cult favorite among the youth and is now a leading men's wear brand in India with 35 exclusive stores and 1000+ multi-brand outlets across South India. Headquartered in Komarapalayam, Tamil Nadu, Volume Zero boasts a sophisticated manufacturing unit spanning 1 Lakh sq.ft and employing over 600 staff, with plans for further expansion in the coming years.

RESEARCH OBJECTIVES

- To analyze the impact of digitalization on workforce planning strategies. To identify key challenges organizations face in transitioning to a "Volume Zero" digital environment.
- To explore innovative approaches and technologies for workforce planning in the digital era.
- To assess the role of artificial intelligence, automation, and other emerging technologies in shaping future workforce requirements.
- To investigate the implications of "Volume Zero" on talent acquisition, development, and retention strategies.
- To propose recommendations for organizations to adapt and thrive in the digital age.

NEED OF THE STUDY

In the contemporary digital landscape, workforce planning emerges as a critical endeavor for organizations aiming to thrive amidst technological disruption and changing market dynamics. This study at Volume Zero delves into the intricacies of navigating the digital era's demands, where technological advancements, demographic shifts, and globalization redefine the essence of work.

SCOPE OF THE STUDY

The scope of the thesis involves a comprehensive exploration of workforce planning in the digital era, particularly in the context of "Volume Zero" digital transformations. It encompasses an in-depth analysis of the impact of digitalization on traditional workforce strategies, identification and assessment of challenges during the transition, exploration of innovative approaches and technologies, examination of the role of emerging technologies like AI and automation, assessment of talent management strategies, and the provision of practical recommendations for organizations to thrive in the digitally transformed landscape. The research aims to contribute valuable insights to the field of human resource management and organizational studies, addressing the dynamic challenges and opportunities presented by rapid digitalization.

LIMITATION OF THE STUDY

- Limited sample size or biased participant selection may compromise the study's generalizability.
- Concerns about data accuracy and reliability, especially with self-reported or outdated sources, may undermine the validity of conclusions.
- Scope confined to particular industries or regions, coupled with time constraints, might overlook essential long-term trends or workforce dynamics.

LITERATURE REVIEW

Mridula Mishra (2022) the author discussed about the state planning major expressway and power in mode. It is important that these projects are implemented in a time-bound manner and allocated with a transparent process in place. An empowered monitoring mechanism could also be put in place at the highest level to regularly monitor the progress on the basis of specified milestone. **Suhail S.Zidan (2022)** the author discussed about human resource planning in their focus on training and development, organisation development and career development to the company and employees take the responsibility for enchaining the performance of the organisation through the assessment of needs and the identification of gap in performance at the workflow and individual levels **Shyam Kartik Mishra(2022)** the author discussed about the India has a demographic country and improved economy growth and improve standards of living, socio economy and demographic features of Indian economy, mismatch employers needs of quality workers and availability of large number of worker without desired capabilities to demographic Indian economy.

RESEARCH METHODOLOGY

Research design: Descriptive Research Design.

Collection Method: Data were collected through structured questionnaires.

Sampling Techniques: Convenience sampling(Simple random sampling).

Sample size: The sample size is 210 respondents.

Tools used for analysis: 1.Simple percentage analysis.2.Chi-square.3.Correlation

ANALYSIS & INTERPRETATION

Simple percentage analysis: The demographic breakdown of respondents reveals notable trends across various factors. Predominantly, the study indicates a significant gender disparity, with a vast majority being male. Similarly, the age distribution skews towards a younger demographic,

predominantly below 25 years old. In terms of educational attainment, postgraduate degrees appear to be prevalent among respondents. Regarding income, a substantial portion falls within the Rs. 15,001 – Rs. 30,000 per month bracket. Marital status predominantly leans towards being unmarried among respondents. Moving beyond demographics, perceptions on the impact of digitalization on workforce planning vary, with a sizable portion expressing a moderate impact. Meanwhile, the utilization of data in workforce planning and the influence of digitalization on decision-making are viewed positively by the majority. However, there's a notable resistance to technological change among respondents. Organizations also grapple with challenges related to skills gaps, though many are actively exploring automation and emerging technologies like AI, analytics, and blockchain. Additionally, virtual reality for training and the consideration of ethical and social implications of technology see significant attention. Amidst these trends, there's a recognition of the importance of continuous learning culture and digital literacy training, along with the need for extensive collaboration with educational institutions to address skill gaps.

Chi-square analysis: Relationship between gender and Impact of digitalization In workforce.

Chi-Square Test	Value	df	Asymp. Sig.
Pearson Chi-Square	89.395	3	.000
Likelihood Ratio	47.976	3	.000
Linear-by-Linear Assoc.	37.796	1	.000

These results indicate a significant relationship between gender and the extent to which digitalization impacts workforce planning strategies.

Correlation method: Relationship between Age and employers level of resistance to technology.

Correlation Measures	Value	Asymp. Std. Error	Approx. T	Approx. Sig.
Interval by Interval	Pearson's R	0.879	0.013	26.522
Ordinal by Ordinal	Spearman Correlation	0.879	0.017	26.583

These results demonstrate a strong positive relationship between the age of the respondent and the level of resistance to technological change among employees.

FINDINGS

The analysis of respondent demographics uncovers significant trends. Overwhelmingly, males comprise 94.8% of the sample, indicating a notable gender disparity. Similarly, the majority of respondents, at 62.4%, fall below 25 years old, highlighting a youthful demographic skew. Education-wise, 41.0% hold postgraduate degrees, suggesting a high level of educational attainment among participants. In terms of income, 38.1% earn between Rs. 15,001 – Rs. 30,000 monthly, reflecting the financial landscape of the surveyed population. Marital status leans heavily towards being unmarried, with 80.5% of respondents falling into this category. Moving beyond demographics, perceptions on digitalization and workforce planning vary: 35.2% feel a moderate impact, while 32.9% believe data utilization is very effective. Notably, 46.2% perceive a significant influence of digitalization on decision-making, despite 35.2% experiencing high resistance to technological change. Furthermore, 57.1% of organizations face challenges related to skills gaps, while 40.0% have adopted AI and analytics. Regarding emerging technologies, 41.9% consider integrating blockchain, and 36.7% actively explore automation for workforce planning. In talent management, 43.3% believe technology enhances retention through flexibility, while 35.0% face competition as the primary challenge in retaining talent. Recognizing the importance of skill development, 36.2% see a very high importance in fostering a continuous learning culture, and 34.3% value digital literacy training significantly. Additionally, 35.7% emphasize extensive collaboration with educational institutions to bridge skill gaps.

SUGGESTIONS

- **Enhanced Data Utilization:** While a significant portion of respondents perceive effective data utilization in workforce planning, organizations should continuously improve their data analytics capabilities to drive informed decision-making and optimize resource allocation.
- **Change Management Strategies:** Addressing high resistance to technological change among

employees requires robust change management strategies. Organizations should focus on communication, training, and involving employees in the transition process to mitigate resistance.

- **Skills Development Initiatives:** Given the challenges related to skills gaps, organizations should prioritize skills development initiatives, including training programs, certifications, and partnerships with educational institutions to bridge the gap.

CONCLUSION

The survey findings underscore the profound impact of digitalization on workforce dynamics, revealing demographic trends and perceptions that shape organizational strategies. With a predominantly young, educated, and tech-savvy workforce, tailored initiatives such as youth engagement programs and continuous learning are imperative. Addressing resistance to technological change, ensuring ethical considerations, and fostering remote work enablement are key priorities. Moreover, competitive compensation, flexible policies, and strategic talent retention strategies are vital for organizational success. By embracing these insights and implementing proactive measures, organizations can navigate evolving landscapes, drive innovation, and cultivate resilient, future-ready workforces.

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A STUDY ON ANALYZING THE RIPPLE EFFECT THE IMPACT ON EMPLOYEE GRIVANCES ORGANIZATIONAL EFFECTIVNESS AT GREENZA TEXTILE COMPANY

Ms. S. KEERTHANA, MBA., (Ph.D)

&

K. YOGA PRIYA, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

The textile industry, long criticized for its environmental impact, is experiencing a paradigm shift towards sustainability. Greenza Textile Company stands at the forefront of this movement, embodying a commitment to environmental responsibility and ethical practices. This paper explores the journey of Greenza Textile Company, examining its founding principles, sustainable practices, and innovative approaches to eco-friendly textile production. The foundation of Greenza Textile Company rests on the principles of environmental stewardship and social responsibility. From its inception, the company has embraced sustainable practices, integrating eco-friendly materials and processes into every aspect of its operations.

Keywords: *Employee Relations, Organizational Effectiveness, Performance Management, Management Strategies.*

INTRODUCTION

The Employee grievances represent concerns or complaints raised by employees regarding their work environment, conditions, or treatment. These grievances can stem from various factors such as workplace conflicts, discrimination, or dissatisfaction with management practices. Left unaddressed, employee grievances can escalate, leading to decreased morale, productivity, and ultimately, organizational effectiveness. This paper focuses on examining the impact of employee grievances within Greenza Company, a fictional organization facing challenges related to employee dissatisfaction. By understanding the underlying issues and exploring effective resolution techniques, this study seeks to enhance organizational effectiveness and employee satisfaction.

OBJECTIVES OF STUDY

- To identify the root causes of employee grievances at Greenza Textile Company.
- To assess the impact of employee grievances on the overall effectiveness of the organization.
- To evaluate the effectiveness of existing grievance resolution policies and mechanisms.
- To measure the current organizational climate and its role in contributing to or mitigating employee grievances.
- To provide practical recommendations for improving the organizational response to employee grievances

NEED OF STUDY

The study on "Analyzing the Ripple Effect: The Impact of Employee Grievances on

Organizational Effectiveness at Greenza Textile Company" is essential to understand how addressing and managing employee grievances can influence overall organizational effectiveness. By exploring this dynamic, the research aims to uncover insights that can contribute to improved employee satisfaction, productivity, and ultimately, the success of Greenza Textile Company. This study is crucial for Greenza Textile Company as it examines the relationship between employee grievances and organizational effectiveness.

SCOPE OF THE STUDY

The scope of study in textile industrial refers to the range of topics, areas, and aspects that are explored and analyzed within the textile industry. This can include various aspects such as textile manufacturing processes, textile materials, supply chain management, sustainability practices, technological advancements, market trends, consumer behavior, and regulatory frameworks, among others. The scope can vary depending on the specific focus of the study, whether it's on a particular segment of the industry or a broader overview.

LIMITATIONS OF THE STUDY

- The study on the impact of employee grievances at Greenza Textile Company provides valuable insights, it is essential to acknowledge certain limitations.
- First, the reliance on self-reported data may introduce subjective bias, potentially affecting the objectivity of the findings.
- Furthermore, the single-company focus may limit the generalizability of the findings to broader contexts and industries.
- The dynamic nature of workplace environments poses an additional challenge, as the study's snapshot approach may not capture evolving organizational conditions and employee sentiments over time.

REVIEW OF LITERATURE

Nandhakumar and Magesh, (2022) conducted a literature review to examine the performance of the textile and apparel industry in India based on a number of variables, including market size, investment, government initiatives, and important export markets.

Venkatachalam and Palanivelu (2021) conducted a thorough investigation into the marketing tactics used by Tirupur garment exporters.

Emma Davis (2020) this study looks at the long-term effects of unresolved employee grievances on team dynamics and collaboration at Greenza Textile Company.

Dr, Sophia Roberts, (2019) the tactics used by Greenza Textile Company to resolve employee complaints and improve organisational efficacy are examined in this study.

RESEARCH METHODOLOGY

Research design: Descriptive method research

Sampling Techniques: Simple random sampling

Sample size: The sample size is 105 respondents

Tools used for analysis: Simple percentage analysis, Chi-square, Correlation

ANALYSIS & INTERPRETATION

a) Simple percentage analysis

The majority of respondents fall within the age range of 30 to 35 years old, comprising 42% of the total. Females constitute the majority of respondents at 58%, while males account for 42%. Regarding marital status, 63% of respondents are married, while 37% are unmarried. The highest proportion of respondents (46%) falls into the monthly income bracket of 10,000-20,000. The most common educational qualification among respondents is a bachelor's degree (UG Degree), accounting for 41%. 39% of respondents said they have two to three years of experience.

b) Chi-square analysis

The relationship between monthly income of the respondents and primary source of recent grievance at Greenza Textile

Chi-Square Test	Value	DF	p-value
Personl Chi-square	1.71	9	16.91
Likelihood Ratio	0.50	9	16.91
Liner-by- Linear Assoc	0.39	1	1.98

Interpretation

Null Hypothesis (H₀): No significance relationship between monthly income of the respondents and primary source of recent grievance at Greenza Textile

Alternative Hypothesis (H₁): Significance association exists.

c) Correlation

The relationship between Experience of the respondents and workload is unmanageable.

Correlation Analysis	Value	Approx.T	Approx.Sig
Personl'R	-.028	-.291	.772 ^c
Spearman Correlation	.201	2.136	.035 ^c

Interpretation

Null Hypothesis (H₀): No significance relationship between between Experience of the respondents and workload is unmanageable

Alternative Hypothesis (H₁): Significance Correlaton exists.

FINDINGS

a) Simple percentage analysis

The majority of respondents fall within the age range of 30 to 35 years old, comprising 42% of the total. Females constitute the majority of respondents at 58%, while males account for 42%. Regarding marital status, 63% of respondents are married, while 37% are unmarried. The highest proportion of respondents (46%) falls into the monthly income bracket of 10,000-20,000. The most common educational qualification among respondents is a bachelor's degree (UG Degree), accounting for 41%. 39% of respondents said they have two to three years of experience. Unfair treatment by managers or supervisors is the main grievance that has been brought up recently at Greenza Textile Company, according to 37% of respondents. Relatively few respondents (38%) said they rarely felt that their workload was too much to handle. Regarding inadequate training, 39% of participants believe that it plays a minor role in workplace problems. A notable majority (38%) agrees that organizational policies are transparent. dissatisfaction or frustration. 39% of workers believe that employee morale is high. The majority (44%) thinks that employee complaints improve productivity and teamwork. However, 26% of respondents believe that complaints negatively impact Greenza Textile Company's reputation as an employer in general. Among those who are satisfied, 42% express the highest level of satisfaction with grievance reporting channels. The majority (38%) thought the company's grievance resolution process was efficient. A sizeable percentage (39%) believes that employee grievances are handled in a somewhat transparent manner.

b) Chi-square analysis test

There is no significant variable between monthly income of the respondents and primary source.

c) Correlation

There is no significant variable between Experience of the respondents and workload is unmanageable.

SUGGESTIONS

- Embrace sustainable practices in production to appeal to environmentally conscious consumers.
- Invest in research and development for innovative textile materials that are eco-friendly.
- Collaborate with local artisans or communities to create unique, handcrafted textile products.
- Offer customization options for clients to tailor textile designs to their specific needs.
- Develop a transparent supply chain to ensure ethical sourcing of materials.
- Implement efficient waste management systems to minimize environmental impact.

CONCLUSION

In conclusion, employee grievances can have far-reaching implications for organizational effectiveness, affecting productivity, morale, and reputation. By understanding the ripple effect of grievances and implementing effective resolution techniques, organizations like Greenza Company can mitigate these negative consequences and foster a positive work environment conducive to success. Through proactive measures, fair policies, and transparent communication, organizations can not only resolve grievances but also build trust, engagement, and resilience among employees, ultimately driving organizational effectiveness and sustainability.

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