

A STUDY ON AWARENESS AND IMPACT OF GST AMONG RETAIL TRADERS WITH REFERENCE TO TAXONOMI FINSERV PRIVATE LIMITED, BANGALORE

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Abstract

Goods and service tax (GST) which includes all the indirect taxes in Indian tax system. GST was implemented in the year 2017. The GST will be beneficial for the Indian economy. Which helps the tax payer to pay single tax and benefited to reduce the tax burden on goods and services. The present study made an attempt to know the awareness and impact of GST among retail traders with reference to Taxonomi Finserv Private Limited. The study has adopted the simple random sampling technique for the collection of primary data through questionnaire by 85 respondents and it is analyzed by using percentage method. This study examined the retailer's awareness, opinion and problems about GST. This result reveals that GST has made easy, transparent tax system when comparing to previous system. After implementation of GST, it helps to reduce tax burden and maximize the profit level of the retail traders. The study has found that a majority of the retailers are aware of the GST system and most of the respondents are ready to adopt this system to pay tax on goods and services.

Keywords: Goods and Services, Retail Traders, Taxation, Respondents, Awareness, Impact, Implementation, Tax System, Taxonomi Finserv Pvt. Ltd, Government.

Introduction

The introduction of Goods and Service Tax (GST) is a very significant step in the field of indirect tax reforms in India. The government proposes to introduce GST with effect from **1st July 2027**. By amalgamating a large number of Central and State taxes into a single tax. It is intended to mitigate cascading or double taxation in a significant way and cover the way for a common national market. GST is the most ambitious and remarkable indirect tax reform in India's post - Independence history. Its objective is to levy a single national uniform tax across India on all

goods and services with comprehensive and continuous chain of set-off benefits up to the retailer level. GST has taken its wings a profusion of indirect taxes of the Central and the States it also makes Indian products competitive in the domestic and international markets.

Review of Literature

Robin Roy., etal, "GST awareness, perception and practical difficulties of retail traders- Evidence from Kerala", (2018), In this study authors seeks to evaluate the awareness, perception, practical difficulties and extent of awareness on practical difficulty

of retail traders after implementation of new tax system. For the purpose of the study the samples were collected from the retail traders of Kerala and the collected data were analyzed using statistical techniques such as ANOVA, Factors analysis and Regression and find that the level of awareness has not reached satisfactory level and this has led to negative perceptions among retailers about GST. Also lack of awareness was found to be a significant factor that has caused practical difficulties. In order to increase awareness and knowledge and to make retailers better understand the general principles of GST adequate and relevant information must be provided by organizing talks, public education programs and training.

Jeethy Sukumaran., et al., "A study on the impact of GST in retail shops at Kerala south coastal regions", (2021), This study is intended to carry out the impact of GST in retail shops. GST has replaced indirect taxes such as VAT, Excise tax, CST etc., and it shall simplify business and accounting process. GST is applicable on both goods and services. So, this study entitled, the impact of GST on retail shops has much scope in the present scenario. The implementation of GST affects our everyday lives in different ways.

Varna Sabu V., et al., "A study on awareness and perception level on GST among retailers", (2022), In this study authors concentrated on the awareness and perception level of retailers on GST and its provisions. It is based on primary data gathered from 150 retailers and found that statement "GST provide comprehensive and wider coverage on input tax credit" and also found that GST ensure uniformity of taxes from opinion respondents. They have neutral opinion regarding the compliance facility of GST.

Teik and Rahi., (2020), His study focuses on 14 careful news items from the GST Malaysia Info website, which the previous administration set up by to inform the public on the advantages of the GST for the nation and its citizens by contrasting lexical phrases with their experiential meanings. Basic corpus linguistic procedures must be used to the collection, classification and analysis of data. The data must also be carefully examined utilizing the researcher's interpretative resources, or members resources. The qualitative analysis of this study shows that the public is persuaded to purchase the new GST

tax system as well as the nation-building ideology and rhetoric that go along with the adoption of a more efficient form of tax collection.

Paramasivan C (2021) GST is one of the most important and innovative milestones in Indian taxation system which help to simplify the tax system in India. The implementation of GST will be in favour of free flow of trade and commerce throughout the country. Therefore, it is concluded that awareness of GST become an important point of effective implementation of taxation system in our country

Giesecke., et al, (2021), In this study the economic implications of a GST rate increase and GST base expansion for Australia's eight states and territories using a multi-regional general equilibrium model and a multi-regional microsimulation model. They identified the states and territories negatively impacted by the GST reform and discussed the regional structural variables contributing to different regional effects. These results have policy implications in light of Australia's GST structure.

Research Gap

The above-mentioned studies have concentrated on GST awareness among the retail traders and tax payers at macro level with providing negative and positive impact of GST on retailers at particular area or region. At micro level, testing the awareness among the retailers about the steps of filing and all other information, the research is found to be limited. Keeping this in view, the study focuses on identifying the awareness and impact of GST among the Retail traders with reference to Taxonomi Finserv Private Limited, Bangalore.

Research Design

Objective of the Study

- To study the awareness level of GST among the retail traders with reference to Taxonomi Finserv Private Limited, Bangalore.
- To study the opinions of retailers about the GST implementation.

Statement of the Problem: "One Nation One Tax" – The Goods and Service Tax was implemented in India on 1st July 2017. It is a comprehensive, multi-stage, destination-based tax which is levied on every value addition. The new tax policy has brought significant

changes to the existing tax system and business transactions. The study seeks to awareness, perception, practical difficulties or issues and extent of impact of awareness about GST among retail traders after implementation of new tax policy. This study shows suggestions for the issues and retailers' perception about GST to reduce the tax burden.

Methodology of the Study: This study is basically analytical research. Thus, in order to collect the required primary data, observation and survey methods are used. In order to assess the perception of the individual assesses, a separate questionnaire is prepared.

Data Collection: In this method both primary and secondary data has been collected.

- In order to collect primary data in depth a semi structured interviews of retailers have been conducted and a structured questionnaire will be prepared for the individuals.
- Questionnaire is prepared according to the objectives of the study and to know the awareness of the retail traders in filing the GST returns to the Government. 'Optional type' questions and 'yes or no' questions have been prepared.
- Secondary data will be collected from the sources like books, internet, journals, and other related websites.

Sample Design: Sampling design is a design that specifies the sample frame, sample size, sample selection and estimation methods in detail. In this study sampling unit will be individual assesses of *Taxonomi Finserv Private Limited*, Bangalore. For the study simple random sampling technique had been used for collecting primary data through questionnaire. The sample size will be 85 respondents.

Technique of Sample Design: This research is based on the intention or purpose of the study. Simple random sampling technique is used. Only those elements will be selected from the population which suits the best for the purpose.

Research Instrument: The data was collected from the respondents through questionnaire and is analyzed using percentage analysis method.

Limitations of the Study: The present study is limited to following areas:

- The study is limited to retail traders of only one particular region.
- Time and resource factors are the most limiting one for the study.
- The study was collected by number of retail traders.
- Few respondents failed to give reliable information.

Meaning

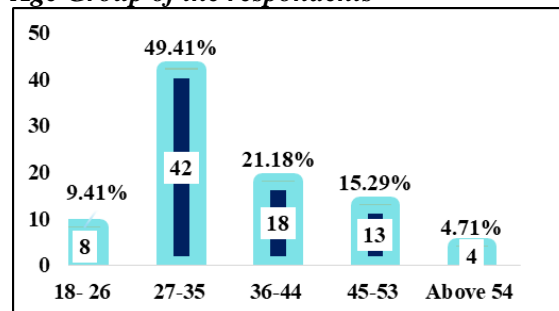
GST is also known as the Goods and Service Tax. It is an indirect tax which has replaced many indirect taxes in India. Such as the excise duty, value added tax, service tax, entry tax, octroi etc. The Goods and Service Tax Act was passed in the Parliament on 29th March 2017 and came into force on 1st July 2017. GST is levied on the supply of goods and services. GST law in India is a comprehensive, multi-stage, destination-based tax that is levied on every value addition. It is the biggest reform of India and single domestic indirect tax law for the entire country.

Definition

According to Goods and Service Tax (GST) Act, 2017, GST means tax on supply of goods or services or both, except taxes on supply of alcoholic liquor for human consumption, tobacco products and petroleum products.

Data Analysis and Interpretation

Age Group of the respondents

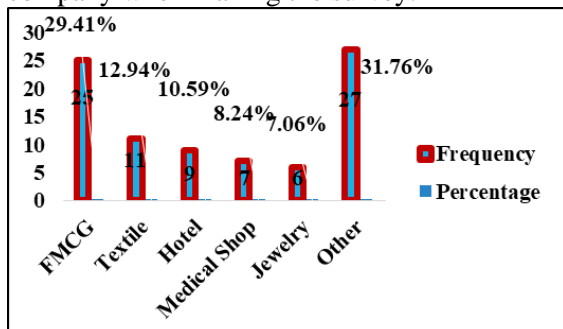


From the above graph, we come to know that the age group between 27-35 make up to 49.41% of the total respondents who belongs to the middle age group, involved themselves in the field of retail activities, and followed by the age group 36-44 middle age group conduct their business as a retail trader. These age groups are more interested in doing retail activities.

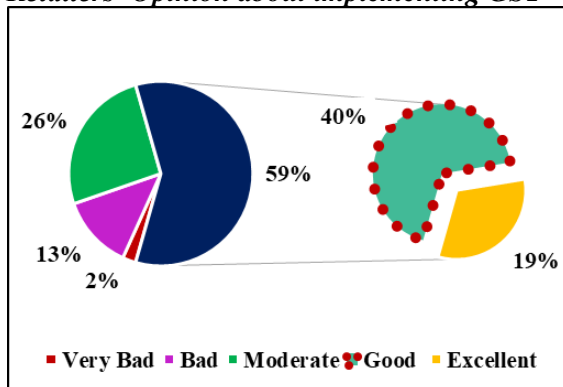
Working Area of the respondents

The graph interpreted that, the company having more registration from other retail business (Bakery, Fancy shops,

Stationary shops), FMCG, textile and hotel businesses when comparing to medical shop and jewelry shop who are regularly visiting the company when making the survey.

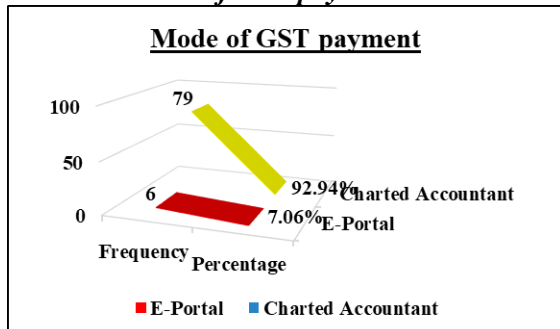


Retailers' Opinion about implementing GST



From the above result it can interpret that, 40% of the retailers having good opinion about implementing GST. Reason is that implementation of GST resulted in decrease of cost of goods and increase of services cost. There is still few of retailers who have resistance to change. Whereas respondents have shown positive interest about the benefits of GST such as transparency, reduction in tax, reduction in cascading effect and so on.

Retailers' mode of GST payment



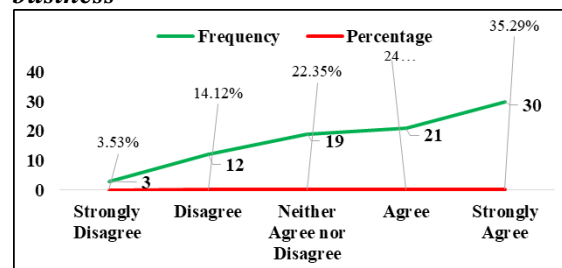
The above data interprets that, most of the retailers are paying GST by the Chartered Accountant when comparing to E-Portal because Chartered Accountants are professional in the taxation and accounting system, they are well known to make payment of GST than the Individuals, if the person paying personally, he may face more confusions, problems and

technical issues to avoid these most of the retailers will approach CA to pay GST.

Sources which helped retailers to know about GST

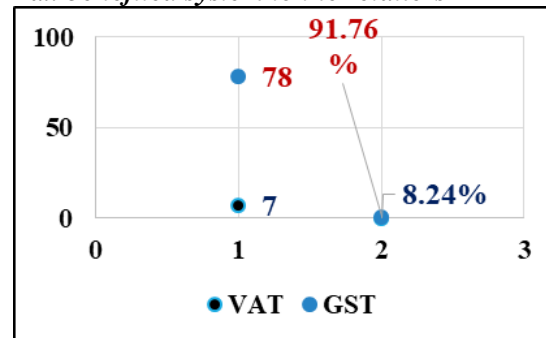
Majority of the retailers are getting information from the Chartered Accountant and Government Notification because retailers are paying their taxes by the Chartered Accountant and Government also published many sources to get knowledge about GST. If there is any information regarding GST these both sources help the retailer to update their knowledge.

GST has improved the profitability of retailer business



The above data reflects that the survey is dominant by most of the retailers agree that GST has increased the profitability of the business. The reason being that GST have a benefit of marginal reduction in tax payment a huge relief is given to start-ups, allowing to reap more profits in the future which in turn can develop the business.

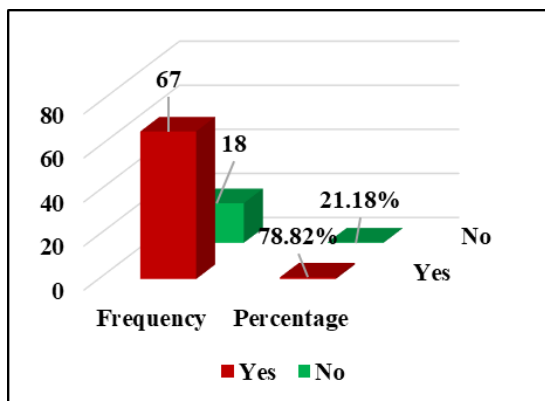
Tax benefited system to the retailers



From the above data it can interpret that, most of the retailers are following GST than the VAT system. The reason is that, prior to GST implementation, the retailers were required to pay as soon as some value is added to the product at each stage but in GST there is no such burden because GST is single tax levied on the product and services and GST also eased the taxation system.

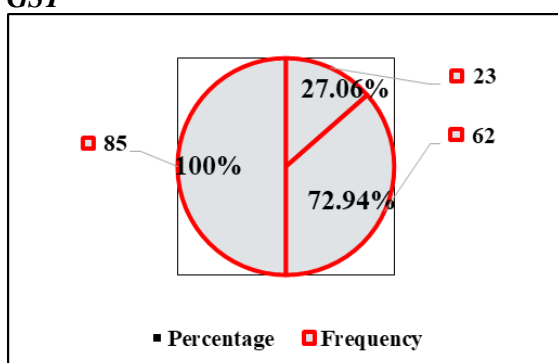
Awareness of GST Rates

From the above result shows that most of the retailers are aware about the rates available in GST like nil rate, 5%, 12%, 18% and 28%. Only few people are not properly



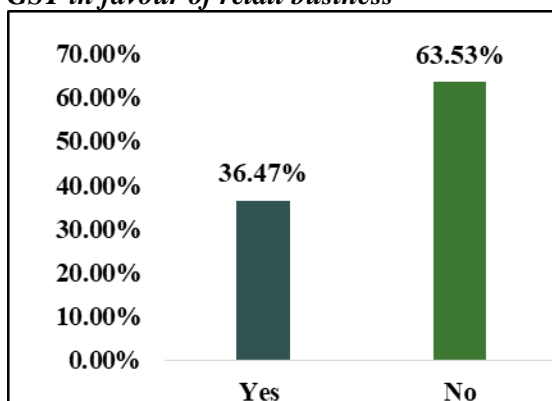
aware due GST rates are changed recently in the year 2023 and for each group of the product rates may vary.

Problems faced by the retailer in related to GST



The above graph interprets that, majority of retailers are not facing any problems in relating to the GST because they are paying GST timely with reference to Chartered Accountant and Government Notification but few people are facing problems in filing return, tax procedure, claiming ITC returns and technical issues etc.

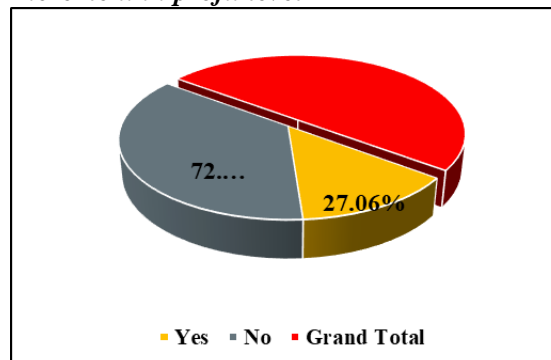
GST in favour of retail business



From the above graph it can interpreted that, 63.53% GST is favour for the retail business because it aims to reduce burden of tax on retailers and fair rates are given for all the retailers without any unfair practices and also GST helps the retailer to get

return on their goods and services tax payment. GST also increased the profitability of retail business.

Increment in profit level



From the above graph 72.94% of retailers didn't get any increment in the profit level due to other factors such as pricing strategy, competition and promotion and also lack of awareness about GST.

Findings

- It is found that the majority of the age group is from 27-35 years which is 49.41% of the total survey and followed by 36-44 years of age. This shows that middle age groups are more interested in doing the retail business.
- The survey shows that the most of the retailers like FMCG shops, Textile, Hotel, Medical shops and jewelry shops are registered under GST.
- From the above survey most of the people said that, implementing GST is good and only 2.35% retailers are feeling difficulties about implementing GST.
- For most of the retailers Chartered Accountant firm and government notifications helped to know about GST.
- Most of the retailers paying GST through Chartered Accountant and only 7.06% of the retailers going through e-portal to pay GST.
- It is found that majority of the respondents feel that GST improved the profitability of their business.
- 91.76% of the respondents from the total survey are mainly using GST system to pay taxes. Only 8.24% of the people are still using VAT.
- The study shows that 78.82% of the retailers know about rates divided to the product and services under GST. 21.18% of the people still didn't update about new rates.

- From the study 72.94% of the retailers are not facing any problem under GST and Only few people are still facing certain problems to make payment of GST.
- The study found that, this system is not favor to do retail business.
- From the above analysis 72.94% of the retailers not getting any increment in their profit level and only 27.06% of the respondents are earning some increment in their profit level by adopting GST.

Suggestions Based on the Survey

Based on the analysis of the data collected the following recommendations can be made:

- Retailers find it difficult to be aware of provisions of GST, hence company can provide certain important knowledge by spreading awareness among the retailers by adopting suitable campaigns on taxation.
- From this study one of the retailers suggested that, 5% of GST to be removed on food products.
- Government can conduct online programs to educate retailers regarding return filing, handling the GSTN as well as notifying them regarding the basic and upgraded provisions of GST.
- The provisions of GST can be even more liberalized so that retailers can operate efficiently with the best interest for the people as well as economic growth.
- The study suggests that uniformity in tax slab rates reduces the uncertainty among retailers about the slab rate.
- The policy maker can bring more effective and friendly user digital payment solutions to the retailers. So that the retailers can easily make GST payment as a routine instead of paying full settlement at the end of the accounting year.
- Government can also make opportunity to increase profit level of the retail business by avoiding taxes on daily usage items.

Conclusion

The present study has been focused on the awareness and impact of GST among the retail traders. The study has considered the primary data by using random sampling methodology collected the data from the retailers with the drafted questionnaire. The secondary data has been collected from journals and related websites. The study has

examined the retailer's perception with the help of percentage analysis and result reveals that "GST has made easy, transparent taxation system when comparing to previous system and it is also increased the managerial effectiveness in business due to proper maintenance of accounting". The study examined the problems faced by the retailers while filing the returns and only few retailers need to be known the provisions and GST regime and government can take up necessary program to upgrade the retailer's knowledge and interest to pay GST.

Hence, I would like to conclude by saying that the Central government have get more benefit from the implementation of GST when comparing to Retailers and Customers so still more updated and effective GST system should help the retail sector by giving liberty on the tax provisions.

Scope for the Further Study

The present study results stated that the retailers are experiencing the problems in filing the returns and incrementing the profit level of their business. Hence there is a need to do research in this area by considering the retailers perception in gaining knowledge about the time-to-time changes in GST.

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A STUDY OF FRUSTRATION AND JOB STRESSORS AMONG DIFFERENT CATEGORIES OF TEACHERS

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Abstract

Teaching is a difficult and demanding profession. To be effective in the classroom, teachers need to draw on mental, emotional, and physical resources. Teachers, like many other professionals, face a plethora of intricate obstacles. One of the main things influencing a person's behaviour is frustration. There are a wide range of diverse origins of frustration. There is no end to the particular circumstances that irritate people, but they can be broadly classified into three groups: the physical surroundings, the biological constraints of humans, and the psychological makeup of the individual. Living humans are under constant pressure to meet their wants, which leads to stress. Thus, stress is an inevitable and natural part of living. Overly high levels of stress, however, can lead to physiological and psychological issues that impair a person's performance inside the company. Given that the goal of the study is to comprehend and evaluate the relationship between job pressures and frustration across various teacher categories. The study was conducted on a sample of 201 different categories of Teachers in different schools of Tamilnadu. The investigator applied a Stratified random sampling technique to ensure the adequacy of the sample in each level of the independent variables selected for the analysis of collected data. The 'Frustration Scale' constructed by Neil Harrigdon and the 'Job Stressors Scale' constructed by Dr. Mrs. Meena Buddisagar Rathod were utilized for seeking the responses from the teachers. The result showed that Frustration and Job stressors are positively correlated with the total sample and the Sub-samples (Gender and Locality of the school). Job stressors of the teachers highly depend on their homely environment, especially Frustration.

Keywords: Frustration, Job Stressors, Teachers, Job Environment, Stress Management.

Introduction

Among all the jobs in the world, teaching is among the most important and noble. Teaching is the foundation of all other social work. It is the cornerstone of any nation's development as a profession. The efficient operation of the country depends on teachers. Instructors have a significant influence on how pupils develop as individuals.

There is no denying the role that

teachers play in the educational process. In the field of education or a particular teaching-learning scenario, he is the ultimate agent who imparts knowledge, establishes the schedule, chooses reading materials, assumes the role of an expert in the subject, assesses learning outcomes, and assists students in resolving challenges and personal issues. Teaching is a difficult but complex process requiring teachers to have good interpersonal skills, be productive when working on school-

related tasks, pique students' interests in learning, and build friendly relationships with their colleagues.

Being a teacher requires a complicated effort. Teaching is a difficult and demanding profession. Teachers need to draw on mental, emotional, and physical resources to be effective in the classroom. Teachers, like many other professionals, face a plethora of intricate obstacles. Teachers rarely receive the resources they require to live up to the high standards and expectations in many parts of the world. Working long hours involves organising lessons, supervising student projects, assessing student work, and administering exams. These long hours combined with the demands of their workplaces can eventually result in serious health issues.

Frustration

The development of human resources is the primary goal of education, as they are a nation's most valuable asset. An effective educational system is essential to a nation's development. Indian society is multifaceted, comprising diverse social groups with a wide range of backgrounds. It covers things like geography, socioeconomic class, language, culture, and religion. Teachers are under stress as a result of these circumstances. One of the main things influencing a person's behaviour is frustration. There are a wide range of diverse origins of frustration. There is no end to the particular circumstances that irritate people, but they can be broadly classified into three groups: the physical surroundings, the biological constraints of humans, and the psychological makeup of the individual. In addition to being inevitable, irritation has a significant negative impact on people's happiness. Numerous psychologists have emphasised the need to channel dissatisfaction towards positive aspects. A person's irritation may motivate them to make more concerted, focused efforts in the pursuit of their ultimate goals of fulfillment and achievement. It might fortify the motivation and intensify the endeavour to pursue the obstructed course of action.

Numerous exceptional accomplishments in the history of humanity, society, and the individual have arisen from extremely difficult circumstances or upbringings.

Stressors on the Job

A teacher's life is inevitably filled with

stress. A teacher's behaviour has both positive and bad dysfunctional effects. It significantly affects a teacher's ability to educate and his overall health. Therefore, to do teaching effectively, it is vital to look at some of the characteristics of stress on health.

Paramasivan. C (2015) Education becomes a powerful weapon to the socio-economic setup of the country which brings colorful changes in almost all the stakeholders. Providing quality and time bound education to the students is the vital role of the educational system of the country particularly in higher education which is highly knowledge based, innovation oriented and research centered. Education and educational system largely depends on the academicians particularly the teaching faculty.

Because stress can negatively impact an employee's performance and health, it has become a serious worry in the modern world. Different physiologists and psychologists have given different definitions of stress. Simply put, stress is the result of tensions or pressures that people experience in their daily lives. As living human makes constant demands, it produce pressures, i.e., stress. Thus, stress is an inevitable and natural part of living. Overly high levels of stress, however, can lead to physiological and psychological issues that impair a person's performance inside the company. Consequently, stress management has evolved into a difficult task for contemporary organisations.

An individual experiences physiological and psychological imbalance as a result of stress. It is the body's response to demands or modifications in both the internal and exterior surroundings. Stress arises whenever there is a change in the external environment, including the temperature, humidity, pollution, and working circumstances. These days of competition, when one aspires to achieve more than others have, resulting in an imbalance between resources and expectations, it leads to psycho-social stress.

Objectives of the Study

The present study has the following objectives

1. To find out the level of Frustration in different categories of teachers for the total sample and Subsamples based on Gender (Male/Female) Locality (Rural/ Urban)
2. To find out the significant difference in

the mean score of Frustration of the subsamples based on Gender (Male/Female) Locality (Rural/ Urban)

3. To find out the relationship between Frustration and job stressors in different categories of teachers for the total sample and subsamples based on Gender (Male/Female) Locality (Rural/ Urban)

Hypotheses of the Study

The following are the hypotheses that were developed for this investigation.

1. The level of Frustration in different categories of teachers for the total sample and Subsamples based on Gender (Male/Female) Locality (Rural/ Urban)
2. There is a significant difference in the mean score of Frustration of the subsamples based on Gender (Male/Female) Locality (Rural/ Urban)
3. There significant rrelationship between Frustration and job stressors in different categories of teachers for the total sample and subsamples based on Gender (Male/Female) Locality (Rural/ Urban)

Methodology

Sample

The study was conducted on a sample of 201 different categories of Teachers in different schools of Tamilnadu. The investigator applied a Stratified random sampling technique to ensure the adequacy of the sample in each level of the independent variables selected for the analysis of collected data.

Tool

The Frustration Scale was constructed by Neil Harrigdon to measure the Frustration of Different categories of Teachers. The sample is provided with 5 alternatives to give his/her responses ranging from the most acceptable to the least acceptable description of his/her frustration. The alternatives and solutions are structured so that the scoring scheme for each item stays the same. i.e. 5, 4,3,2,1. If the subject puts (√) mark for the first alternative the score is 5. The summated score of all the 23 items provides the total frustration score of an individual.(1 = never,2 = rarely, 3 = sometimes, 4 = often, 5 = rarely). The 'Job Stressors Scale' was constructed by Dr. Mrs. Meena Buddisagar Rathod to measure the Job stressors of different categories of Teachers. Job stress is defined as

the harmful physical and emotional responses that occur when the requirements of a job do not match the capabilities, resources, or needs of the worker. Conditions that may lead to stress include heavy workload, lack of participation in decision-making, poor social environment, conflicting or uncertain job expectations, job insecurity or lack of opportunity, and unpleasant or dangerous work environment.

Items in the Indore Teacher's Job Stress are the integrated whole of problems/demands of the teaching profession, due to teachers feeling Overloaded, powerless, Motiveless, conflict in Role, Ambiguity in the Role, and also Frail interpersonal Relationships at the workplace, which leads him/her to face stress. It consists of 51 items.

Statistical techniques used

1. Basic Descriptive Statistics
2. Percentage Analysis
3. 't' test
4. Product moment coefficient of correlation.

Analysis and Interpretation

To find out the level of Frustration in different categories of teachers for the total sample and Subsamples based on Gender and the Locality of the school.

An objective of the study was to find out the level of Frustration in different categories of teachers for the total sample and Subsamples based on Gender and Locality of the school.

Percentage Analysis

A simple percentage analysis calculation was used to assess the level of Frustration For the total sample and the subsample based on gender and locality of the school.

The total samples are classified into three different levels (high, Moderate, and Low) based on the scores of Frustration. This is based on the conventional procedure of sigma distance from the mean. Students having a score of M+ sigma and above in Frustration level were treated as having high Frustration, those with a score of M- sigma and below were treated as having low Frustration and those having a score in between M+ sigma and M- sigma were treated as moderate Frustration. A simple percentage calculation is used to determine the number of teachers in each group.

The percentage of Frustration of students is presented in Table 1

Data and Result of Percentage Analysis of Frustration of Different Categories of Teachers.

				High		Moderate		Low	
Sample	Mean	Total	SD	N	%	N	%	N	%
Total	89.65	201	14.915	35	16.91	135	67.16	32	15.92
Male	84.92	95	12.761	15	15.78	70	73.68	10	10.52
Female	80.23	106	10.265	20	18.86	62	58.49	19	17.92
Rural	85.63	101	11.170	14	13.8	72	71.28	15	14.85
Urban	81.56	100	13.808	20	20	63	63	17	17

It indicates that among the total sample of Different categories of Teachers, 16.91 % belong to high Frustration level, 67.16 % belong to moderate Frustration and 15.92% belong to low Frustration level. So for the total sample, the majority of the teachers have moderate levels of Frustration.

Among the Male sample, 15.78% belong to high Frustration, 73.68% belong to moderate Frustration level and 10.52 belong to low Frustration level. Among the Female sample, 18.86% belong to the high Frustration level, 58.49 belong to the moderate Frustration level and 17.92% belong to the low Frustration level.

Among urban teachers, 20% belong to a high Frustration level, 63% belong to a moderate Frustration level and 17% belong to a low Frustration level. Among rural teachers, 13.8% belong to a high Frustration level, 71.28% belong to a moderate Frustration level and 14.85 % belong to a low Frustration level.

To find out the significant difference in the Mean Scores of Frustration of the Subsamples Based on Gender and Locality of the School.

In this section, the arithmetic Mean and standard deviation of the subgroups Based on Gender and locality of the school were found. Two-tailed test of significance of the difference between the mean scores of Frustration. For the subsamples based on gender and locality of the school. The details are given below.

Test of significance of difference between the mean scores of Frustration For the subsamples based on gender

The value obtained for the mean scores of Frustration of Different categories of Teachers based on Gender are given below.

Data and Result of the Test of Significance of Difference between the Mean Scores of Frustration based on Gender

Sample	N	Mean	SD	t value
Female	106	80.23	10.265	2.431
Male	95	84.92	12.761	

The t value calculated, 2.431 were found to be greater than the table value of 1.96 at 0.05 level of significance. This reveals that there is a significant difference in the mean scores of Frustration of teachers based on gender at 0.05 level of significance. Hence it can be interpreted as Female teachers and Male teachers differ in their level of Frustration. The Female students were found to be more Frustration than Male teachers.

Test the Significance of the difference between the mean scores of Frustration For the subsamples based on the Locality of the School.

The values obtained for the mean scores of Frustration of Different categories of Teachers based on the Locality of the school are given in Table 3.

Date and Result of the Test Significance of Difference between the Mean Scores of Frustration based on Locality of the School

Sample	N	Mean	SD	t Value
Urban	100	89.65	10.265	2.296
Rural	101	84.92	12.761	

The t value calculated, 2.296 were found to be greater than the table value of 1.96 at 0.05 level of significance. This reveals that there is a significant difference in the mean scores of Frustration of teachers from schools located in rural and urban areas at 0.01 level of significance. Hence it can be interpreted that urban teachers were found to be more Frustration than rural teachers.

Estimation of the Relationship between Frustration and Job stressors of teachers for the total sample.

The value obtained for the relationship between the Frustration and Job stressors of teachers for the Total sample is given below.

Data and Result of the Relationship between Frustration and Job stressors of teachers for the Total Sample

Sample	r	Significance
201	.293	0.01 level

The correlation coefficient between Frustration and Job stressors of teachers for the total sample is 0.293. The relation can be interpreted as a medium positive correlation between these variables. The positive value of 'r' indicates that any increase or decrease in Frustration will result in a corresponding increase or decrease in Job stressors. It shows that the correlation is significant at 0.01 level of significance.

Relationship between the Frustration and Job stressors of teachers for the Subsamples based on Gender: The value obtained for the relationship between Frustration and Job stressors of teachers for the subsamples based on gender.

Data and Result of the Relationship between Frustration and Job stressors of Teachers for the Subsamples based on Gender and Locality

Total sample	r	Significance
Male (N= 95)	.0348	NS
Female (N= 106)	.435	0.01 level
Rural(N= 101)	.225	0.01 level
Urban (N= 100)	.335	0.05 level

The table reveals that the coefficient of correlation between Frustration and Job stressors of Males is .034. Hence no significant difference.

Table 5 also reveals that the coefficient of correlation between Frustration and Job stressors of Females is .435. Hence significant at 0.01 level of significance. So the result can be interpreted as a high positive correlation between Frustration and Job stressors for the Female sample.

The table reveals that the coefficient of correlation between the Frustration and Job stressors of rural is .225. The correlation is significant at 0.01 level. There is a significant relationship between the Frustration and Job stressors of rural teachers.

From Table 5, it is clear that the correlation coefficient between the Frustration and Job stressors of teachers from urban is .351. The relation can be interpreted as the high correlation between these variables. Therefore significant at the 0.05 level of significance.

Major Findings

1. The level of Frustration of teachers for the total sample is moderate.

2. The level of Frustration of teachers for the subsamples based on gender and locality is moderate.
3. There is a significant difference in the mean scores of Frustration based on gender and locality.
4. There is a significant relationship between the correlation coefficient of Frustration and Job stressors of teachers concerning Females.
5. There is a significant relationship between the correlation coefficient of Frustration and Job stressors of teachers concerning the locality of the school.

Conclusion

The investigation shows Teachers' levels of frustration are almost moderate. The study's findings showed a positive correlation between job stress and frustration, meaning that when one's degree of frustration increases, so do job stressors. It is necessary to take action to combat frustration by taking part in school programmes, achieving academic progress, participating in extracurricular activities, making decisions, etc. Being a teacher requires a complicated effort. Teaching is a difficult and demanding profession. Teachers need to draw on mental, emotional, and physical resources to be effective in the classroom. Teachers, like many other professionals, face a plethora of intricate obstacles. Teachers rarely receive the resources they require to live up to the high standards and expectations set for them in many parts of the world. The lengthy work hours combined with the stress and dissatisfaction of their workplaces eventually results in crippling health issues. These tasks include lesson planning, supervising student projects, evaluating student work, and administering exams. The detrimental physical and psychological reactions that arise when a teacher's needs, resources, or capacities are not met by the demands of their job are referred to as job stress. Stress can be brought on by a lot of work, not participating in decision-making, a bad social atmosphere, unclear or conflicting job requirements, employment uncertainty or opportunity loss, and an uncomfortable or dangerous work environment.

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A STUDY ON BANK EMPLOYEES OPINION TOWARDS TALENT MANAGEMENT IN VIRUDHUNAGAR DISTRICT

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Abstract

Proper Talent Management is bound to play a pivotal role in this aspect. Higher level of opinions amongst such employees leads to greater motivations, better performance and remain associated with organisation for longer period. The talent management been implemented in banks include that talent planning, recruitment, talent development, compensation and rewards, performance management and employee empowerment, employees engagement and organizational culture for base on employees opinions. The bank employees in Virudhunagar district are high the researcher has been selected 60 employees using the convenient sampling methods. The data were collected from both Primary data and Secondary data. The researcher uses the tools descriptive analysis and Chi square and factor analysis with help of SPSS.

Keywords: Talent Management, Talent Development, Employees Opinions, Performance Management.

Introduction

Talent management is a process that emerged in the 1990s and continues to be adopted, as more companies realize that their employee's talent and skills drive their business success. Companies that have put in to practice talent management have done so to solve an employee retention and to identify the employees performance etc., Today HR is expected to identify potential talent and also comprehend, conceptualize and implement relevant strategies to contribute effectively to achieve organizational objectives. Hence a serious concern of every HR manager in order to survive this "War for Talent" is to fight against a limited and diminishing pool of qualified available candidates to replace valuable employees when they leave,

dramatically underscoring the difficulty to attract, motivate and retain the best employees in an organisation. Human capital is the main engine behind the modern economy's ability to compete in the industrial sector. The ability, knowledge, and expertise that give a company its unique personality are known as its human capital (Edvinsson & Malone, 1997). Employee retention has become one of the main issues in today's world due to the impact it has on the company. The only vital value for an enterprise is the experience, skills, innovativeness and insights of its people. Human resources are the key components in every organization. It represents total knowledge, talent, and attitude, creative ability, aptitude and belief of an individual involved in the affairs of an organization.

Management of human resources is an integral part for every concern. It is associated with the people at work and their relationships within and outside the enterprise. Moreover, today banks strive to build a strong relationship with their valued customer by making them satisfied because in terms of financial goods, mortgages, insurance services, small business loans, and retail banking., customers around the world demand unlimited facilities.

TM is the division of employees as HR Managers can't fill all the key positions with a high Talent workforce. In short, HR manager must have a talent mindset for which he can invest in strategic key post that determines the organizational performance (Hatun, 2010).

These are special set of skills that help banking professionals to perform their duties and responsibilities such as working with customers or maintaining an organized work area. Hard skills are skills you obtain through your education, experience and training. These are learned abilities that you acquire and enhance through practice. In a workplace, hard skills are of utmost importance because they increase your productivity, efficiency and job satisfaction. Every job requires a specific skill set to succeed and that is why hard skills are essential. As these are job-specific skills, hard skills vary from occupation to occupation. A designer's hard skills would be knowledge of graphic design software, but it would be knowledge of drafting software for an architect. Soft skills: customer service, honesty, integrity, multi-tasking, attention to detail, organizational skills, patience and calmness, critical thinking, teamwork, problem-solving and communication skills

Review of Literature

Egwakhe, J. A, et al (2023) in their article title "Talent Management And Competitive Advantage: The Moderation Role Of Workplace Culture" The study aims to analyse the effect of talent management on competitive advantage through workplace culture moderation. It was concluded that workplace culture moderated the relationship between talent management and competitive advantage in the selected deposit money banks in Lagos State. A recommendation was anchored on management to create a positive workplace culture that supports talent management practises to achieve sustainable competitive advantage.

Lawal Comfort Iyabode, (2015) his investigate Career Development and Talent Management in Banking Sector, indicates that talent philosophy is a prominent concept in bank management policies, and several organizations including commercial banks are already utilizing a particular form of talent management policies based on their perception of talent, but only a few policies impacted career development of staffs in commercial banks in Lagos. Although commercial banks give the opportunity for career development and program that encourages career progression, conversely, career management is the joint responsibility of organizations and individuals, but human resource management in organizations such as commercial banks duly triggered training and development of staff.

Prathiba.S and Lalitha .B (2014) in their titled "a study on talent management strategies in private sector banks" Examined this research aims at identifying the challenges faced by private sector banks with respect to talent management, and findings out the study also aims at identifying the means through which the Banks face their challenges of filling the gaps and what are the strategies that need to be devised in order to reform their talent. This paper aims to review and discuss existing employee engagement strategies adopted by private sector banks and the way in which they retain their core talent.

Paramasivan. C (2011) Information technology plays a key role in the modern world which meets the day-to-day activities of the human beings directly or indirectly associated. Commercial activities particularly banking and financial sectors may not function without proper information technology. With rapid development in the Information Technology Commercial and financial sectors performed well and could reach to nook and corner of the world. Commercial banks and Information Technology are inseparable and interrelated segment which provides immense services to the customers and make them satisfied.

Objectives of the Study

- To analyze the Employee profile
- To find out suitable suggestion and conclusion

Hypothesis of the Study

H_0 = There is no relationship between Employee Profile and Bank employees

Opinion in talent Management

Design and Methodology

The public and private sector banks employees in virudhunagar district are high the researcher has been selected 60 employees using the convenient sampling methods. The data were collected from both Primary data and Secondary data. The researcher uses the tools Descriptive analyze and Chi square and factor analysis with help of SPSS.

Result and Discussion

The data's are interpret and discuss of the bank employees opinion of the talent management.

Employee profile

Variables	Lableas	Frequency	%
Gender	Male	32	53.3
	Female	28	46.7
	Total	60	100
Age	21 – 25	10	16.7
	26 – 30	23	38.3
	31 – 35	11	18.3
	36-40	5	8.3
	Above 41	11	18.3
	Total	60	100
Qualification	Under Graduate	6	10
	Post Graduate	30	50
	Professional Course	24	40
	Total	60	100
Experience	0-5Years	6	10
	6 – 10 Years	10	16.7
	11 – 15 Years	11	18.3
	16 – 20 Years	17	28.3
	Above 21 Years	16	26.7
	Total	60	100
Designation	Clerk	4	6.7
	Cashier	24	40
	Loan Officier	12	20
	Manager	20	33.3
	Total	60	100
Coverage of Program	Skill Development	4	6.7
	Attitude building	14	23.3
	Leadership	10	16.7
	Skill enhancement	32	53.3
	Total	60	100

Computed Value from SPSS

The Table -1. Discuss that Gender of the employees for Most of the respondents are

male 53.3%, then 38.3% of the employees are 26-30 years, then 50% of employees qualifications is Post Graduate, then 28.3% of the employees experience is 16-20 years, then 40% of the employees designation is cashier position and then 53.3% of the employees are response of coverage of Program is Skill enhancement.

Chi- Square Test

There is no relationship between Employee Profile and Bank employees Opinion of talent Management in Banks is studied by mean of chi-square test.

$$X^2 = \sum \frac{(O-E)^2}{E}$$

With (r-1) (c-1) degrees of freedom

$$\text{Where } \Sigma = \frac{\text{Row total} \times \text{Column total}}{\text{Grand total}}$$

O = Observed frequency

E = Expected frequency

R = Number of rows in a contingency table

C = Number of columns in a contingency table

If the calculated value is less than the value at a particular confidence level, say 0.05 levels, it is concluded that the level of Bank employees opinion in talent Management is depended on the variables for which chi-square is computed. If the calculated value is less than table value, it is concluded that the level of Bank employees opinion in talent Management is independent from the variable.

Employees profile and level of Bank employees opinion in talent Management.

In order to test the relationship between Employees profile variables, namely, age, educational qualification, and type of Bank employees opinion of talent Management.in banks. The Chi-Square test has been used to test hypotheses.

There is relationship between age, educational qualification, occupational status, and monthly income. Type of having Bank employees opinion in talent Management is important to the bank for employees individual talent easily identified. The talent is not compare or relationship between age qualification and experience, the talent is a pesrons individual skills in this skill every persons change in every times. In this chi-square test prove.

Table – 2 with regard to Bank employees opinion about talent management in Banks, the chi-square statistics reveals that the p value of 0.013 of age, 0.000 of Qualification and 0.000 of Experience is less than 0.05.

	Chi-Square Tests			
		Value	df	Asymp. Sig. (2-sided)
Age	Pearson Chi-Square	12.604_a	4	.013
	Likelihood Ratio	10.621	4	.031
	Linear-by-Linear Association	5.554	1	.018
	N of Valid Cases	60		
	a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .50.			
Qualification		Value	df	Asymp. Sig. (2-sided)
	Pearson Chi-Square	23.796_a	2	.000
	Likelihood Ratio	14.289	2	.001
	Linear-by-Linear Association	10.233	1	.001
	N of Valid Cases	60		
	a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .60.			
Experience		Value	df	Asymp. Sig. (2-sided)
	Pearson Chi-Square	24.627_a	4	.000
	Likelihood Ratio	17.063	4	.002
	Linear-by-Linear Association	9.995	1	.002
	N of Valid Cases	60		
	a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .60.			

Therefore, the null hypothesis framed is rejected. Hence, it is calculated that there is significant relationship between Employees Profile and their bank employees opinion about talent Management in Banks.

Conclusion

Talent management entails successfully placing the most qualified individuals in the appropriate positions. The employees will reap the full benefits of the company's talent. It affects businesses because many organisations consider talent management in order to ensure they hire the best candidates. In this way, talent management can have a significant impact on staff recruitment and retention. The talent is not compare or relationship between age qualification and experience, the talent is a persons individual skills in this skill every persons change in every times. (Ayodele et al., 2020; Tews et al., 2020; Watson et al., 2018). Proper Talent Management is bound to play a pivotal role in this aspect. Higher level of

opinions amongst such employees leads to greater motivations, better performance and remain associated with organisation for longer period. The talent management been implemented in banks include that talent planning, recruitment, talent development, compensation and rewards, performance management and employee empowerment, employees engagement and organizational culture for base on employees opinions.

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IMPACT OF BRAND IMAGE ON CUSTOMER DECISION MAKING A STUDY WITH REFERENCE TO AUTOMOBILE SECTOR IN CHENNAI CITY

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Abstract

The way customer perceives your brand has a lot to do with the success of your business. Brand image perception that people have of a brand based on their experiences, perceptions, and knowledge. It can be created through various touch points such as advertising, packaging, product design, and customer service. It is the result of all the interactions that a consumer has with a brand, including their perception of the brand's products, services, and reputation. The brand image can include product's appeal, ease of use, functionality, fame and overall value from a customer's viewpoints. The image of a brand is ultimately a decisive factor that determines the product sales. The present study is conducted with a view to find out the perception of the customers towards brand image in automobile sector.

Keywords: Brand image, Customer perception, Satisfaction, Automobile sector, Chennai.

Introduction

Growing businesses everywhere in the world have a far and wide objective of building up their brand image. Establishing a strong and consistent brand image has become crucial for the success of any business. It's your brand image that differentiates you from your competitors and builds trust amongst your audience. It also has the power to influence their decision to engage with your brand or even buy your products.

Brand image can be defined as a unique group of associations which creates a perception about an offering within the minds of the target customers. It is the present mindset of a customer about a brand and reflects what the brand stands for at present in the customer's mind. Brand image is not necessarily a mental image, it can have emotional attributes added to it as well. It is a bundle of functions and mental connections

with a brand that customers have. Brand image is often not created, it's automatically formed². Brand image can have a significant impact on consumer behaviour and purchasing decisions³. The automotive industry is a crowded marketplace, strong brand image gives a business a competitive edge that their competitors might not have.

Objectives of the Study

- To study the perception towards brand image.
- To identify the satisfaction level of customers towards brand image.
- To identify the associations between the demographic factor and decision making using brand image.

Need for the Study

Brand image on consumer decision making plays a major role for the growth of the company in the modern market scenario. The basic idea of the study is to find the impact

of brand image on consumer decision making on automobile sector. The purpose of brand image is not only for retaining the customers but also for attracting new customers and increase the sales. The need of the study was to know the decision making of the customers towards automobile sector and also, the attributes while making a purchase decision and factors relating to their satisfaction level.

Research Methodology

This study is intended to understand the impact of brand image on customer's decision making on Automobile Sector. Primary data were collected from the respondents in the form of questionnaires which depicted the impact of brand image on consumer decision making on Automobile Sector. The sample size for the study was restricted to the maximum of 100. Convenient random sampling method was used.

Limitations of the Study

- ❖ This study generally focuses on the impact of brand image on customer decision making.
- ❖ The sample size for the study was restricted to the maximum of 100.
- ❖ This study is limited to Chennai City only.

Review of Literature

Bitto Benny (2020) conducted a study on impact of brand image on consumer preference among youth. In this study the researcher have studied the preferential option for a branded products from middle class and upper middle class. The economic and social status of the high income group may influence their purchasing decisions. Quality is an important factor that influences customers' preference for branded products and the frequency of buying. Consumers prefer to use branded and unbranded products in the equal proportion for factors such as price, quality and durability of the products. Customers prefer products with high quality and reasonable price range over and above product design and product range.

D. Arockia Prema (2019) conducted a study on Impact of Brand Image on Consumer Buying Behavior. This study reviewed studies about the impact of brand image on consumer from perspective of customer equity. Brand image has strong positive impact on consumer buying behavior as it's an implied device that can change people's buying behavior positively

and teenagers are becoming more and more conscious for branded products to show off their personality symbol. It is suggested that companies that are targeting teenagers should focus more on developing their brand image because it was found that most of the teens were influenced by it.

Data Analysis and Interpretation

Age Wise Classification

Age	No.	%
20-30 years	33	33%
31-40 years	17	17%
41-50 years	18	18%
51-60 years	14	14%
Above 61 years	18	18%
Total	100	100%

From the above table it can be concluded that majority of the respondents are in the age group of 20-30 years.

Gender Wise Classification

Gender	Respondents	%
Female	46	46%
Male	54	54%
Total	100	100%

The above table shows that 46% of the respondents fall in the category of female, 54% of the respondents fall in the category of male. Thus, it can be concluded that majority of the respondents are in the gender group of male.

Family Monthly Income Wise Classification

Monthly Income	Respondents	%
Rs. 50,000 – Rs. 1,00,000	24	24%
Rs. 1,00,001 – Rs. 1,50,000	13	13%
Rs. 1,50,001 – Rs. 2,00,000	24	24%
Above Rs. 2,00,000	39	39%
Total	100	100%

Majority of the respondents are in the income group of earning more than Rs.2,00,000.

Family Members Wise Classification

Family members	Respondents	% of respondents
Less than 3	13	13%
4	29	29%

5	34	34%
More than 5	24	24%
Total	100	100%

Most of the respondents are in the family members of 5.

Marital Status Wise Classification

Marital status	Respondents	% of respondents
Single	29	29%
Married	71	71%
Total	100	100%

From The above table shows that 29% of the respondents fall in the category of single, 71% of the respondents fall in the category of married. Thus, it can be concluded that majority of the respondents are in the status group of married.

Occupation Wise Classification

Occupation	Respondents	% of respondents
Government sector	25	25%
Private sector	25	25%
Own business	20	20%
Doctor	15	15%
Lawyer	11	11%
Teacher	4	4%
Total	100	100%

Majority of the respondents are in government and private sector of occupation.

Role Of Purchase Decision Wise Classification

Purchase decision	Respondents	% of respondents
Self	37	37%
Family	48	48%
Friends	13	13%
Others	2	2%
Total	100	100%

Majority of the respondents are taking purchase decision with family.

No. of Cars wise classification

No. Of cars	Respondents	% of respondents
Nil	16	16%
1	52	52%
2	14	14%
More than 2	18	18%
Total	100	100%

The above table concludes that 16% of the respondents fall in the category of nil, 52% of the respondents are possessing 1 car, 14% of the respondents fall in the category of possessing 2 cars and 18% of the respondents fall in the category of possessing more than 2 cars. Thus, it can be concluded that majority of the respondents are possessing 1 car.

Present Brand Car Wise Classification

Present brand	Respondents	%
Maruti suzuki	31	31%
Toyota	1	1%
Ford	3	3%
Hyundai	16	16%
Tata	8	8%
Honda	6	6%
Benz	6	6%
Audi	5	5%
Mahindra	4	4%
Nissan	5	5%
Kia	2	2%
Others	13	13%
Total	100	100%

From above it can be interpreted that 31% of the respondents possess Maruti Suzuki. 1% of the respondents possess Toyota. 3% of the respondents possess Ford brand and 16% of the respondents possess Hyundai. 8% of the respondents possess Tata, 6% of the respondents possess Honda and 6% of the respondents possess Benz. 5% of the respondents possess Audi, 4% of the respondents possess Mahindra and 5% of the respondents possess Nissan, 2% of the respondents fall in the category of Kia and 13% of the respondents fall in the category of others like Renault.

Descriptive Statistics Of Attributes Of Purchase Decision Making

	N	Maximum	Minimum	Mean	SD
Design and Model	100	2	5	4.49	.718
Technical Features	100	1	5	4.16	.907
Safety and Security System	100	1	5	4.18	.978
Availability of Spares	100	1	5	3.84	1.143
Consumer Offers and Schemes	100	1	5	3.74	1.050
After Sales Support (Service)	100	1	5	3.77	1.221
Seating Capacity	100	1	5	3.90	1.210
Utility / Purpose for Which Car Is Used	100	1	5	3.54	1.344
Interior Comfortableness	100	1	5	3.91	1.198
Enhances My Social Status	100	1	5	3.09	1.386
Celebrity Endorsement	100	1	5	2.63	1.561
Valid N (listwise)	100				

From the table it can be inferred that design and model having a mean value of 4.49 is the major reason for the purchase decision making. The safety and security system having a mean value of 4.18 is the next major reason for purchase decision making, the mean value of technical features is 4.16 is also another major reason of purchase decision making, and for interior comfortableness mean value is 3.91, seating capacity has mean value of 3.90, and

availability of spares is 3.84, while the mean value of after sales support (Service) is 3.77. The mean value of consumer offers and schemes is 3.74 and the mean value of utility / purpose for which car is used is 3.54, and for enhances my social status is 3.09 is the second least reason for the purchase decision making. Finally, the mean value of celebrity endorsement is 2.63 is the least reason for the purchase decision making.

Descriptive Statistics On Factors Relating To Satisfaction Level Towards Brand

	N	Minimum	Maximum	Mean	SD
Would Refer The Brand To Others	100	1	3	2.40	.711
Will Purchase The Same Brand In Future Also	100	1	3	2.24	.698
Increase In Price Will Not Affect The Brand Purchase	100	1	3	2.15	.687
Satisfied With The Overall Performance Of The Brand	100	1	3	2.28	.637
Satisfied With The Brand Reputation	100	1	3	2.31	.615
Valid N (listwise)	100				

It can be concluded that Refer the brand to others as the highest mean value of 2.40 for the satisfaction level towards the brand, the second highest mean value for Satisfied with the brand reputation is 2.31 for the satisfaction level towards brand, for satisfied overall performance of the brand is 2.28. The second least mean value of is 2.24 for the purchase of same brand Finally, the least mean value of Increase in Price Will Not Affect the Brand Purchase is 2.15. Thus it can be inferred that the consumers are moderately

satisfied.

Association Between Age And Attributes While Making A Purchase Decision

	Value	Df	Asymptotic Significance
Pearson Chi-Square	111.707 ^a	116	.003
Likelihood Ratio	118.270	116	.424
Linear-by-Linear Association	.046	1	.830
N of Valid Cases	100		

From the above table that the significance level of 0.003 is smaller than the standard significance level is 0.05. This shows that there is an association between age and attributes while making a purchase decision.

Association Between Gender & Attributes While Making A Purchase Decision

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	30.431a	29	.393
Likelihood Ratio	38.073	29	.121
Linear-by-Linear Association	.848	1	.357
N of Valid Cases	100		

From the above table that the significance level of 0.393 is greater than the standard significance level is 0.05. This shows that there is no association between gender and attributes while making a purchase decision.

Association between Monthly Income & Attributes While Making Purchase Decision

	Value	Df	Asymptotic significance (2-sided)
Pearson Chi-Square	44.049a	30	.047
Likelihood Ratio	43.772	30	.050
Linear-by-Linear Association	3.469	1	.063
N of Valid Cases	100		

From the above table that the significance level of 0.047 is smaller than the standard significance level is 0.05. This shows that there is an association between monthly income and attributes while making a purchase decision.

Findings

- Design and model, safety and security system, technical features are the major attributes while making a purchase decision. Celebrity endorsement, enhances my social status, Utility/ Purpose for which car is used are the least attributes while making a purchase decision. Consumer offers and schemes, after sales support (service) are moderating attributes of purchase decision.
- Refer the brand to others and satisfied with the brand reputation are the major factors relating to satisfaction level towards brand.

Purchase of same brand in future and satisfied with the overall performance of the brand are the least factors relating to satisfaction level towards brand. Increase in brand will not affect the brand purchase is the moderating factor relating to satisfaction level towards brand.

- It is found that there is no association between age and gender attributes while making a purchase decision.
- It is found that there is an association between monthly income and attributes while making a purchase decision.

Conclusion

Brand image has strong positive impact on consumer buying behavior as it's an implied that it can change people's buying behavior. Most of the customers are loyal with some specific brands. Customers have high awareness about the known brands as compared to an unknown brand. Well-known brand companies maintain the standard of quality, that's why brand name effect the customer choice furthermore these companies are very near to the customer's needs. So when customers intend to purchase a car, brand name influences the customer's decision. Every brand name has its own reputation in the customer's mind. The study also describes that many people watch TV, read the newspaper, magazines and use the internet for regular basic for update information about the different branded products. People's perceptions are very strong regarding branded cars. People are very close to the branded products and brand name and it influences their choice. The auto industry is individualizing vehicles more and more, but one must ensure that brand and its message remains intact. Customization is important because it lets consumers choose exactly what they want. Companies should strive to make the overall experience that people get from any interaction with your company align with your brand and its reputation. Consistency and authenticity throughout your entire company are needed in order for you to pull consumers to your brand.

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A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE SHOPPING

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Abstract

The present study delves into the multifaceted realm of consumer satisfaction in the context of online purchasing behavior. With the rapid evolution of e-commerce, understanding the determinants and intricacies of consumer contentment holds pivotal significance for businesses striving to thrive in the digital marketplace. This research aims to investigate the various factors influencing consumer satisfaction in online purchases. A comprehensive review of existing literature forms the foundation of this study, elucidating the intricate web of factors encompassing website usability, product quality, delivery efficiency, customer service, and return policies. Employing a structured questionnaire, data was gathered from a diverse sample of online shoppers, encompassing different demographics and purchase preferences. The analysis of collected data utilizing statistical techniques revealed intriguing correlations between specific factors and overall consumer satisfaction. Findings suggest that while factors like website interface and product quality significantly influence satisfaction levels, nuances exist within different consumer segments, emphasizing the importance of tailored approaches in enhancing consumer contentment. This study's implications extend beyond academia, offering valuable insights and recommendations to businesses aiming to optimize the online shopping experience. By discerning and addressing these determinants, companies can bolster consumer satisfaction, fostering enduring relationships and competitive advantages in the dynamic digital landscape.

Keywords: Online marketing, Consumer Satisfaction, Digital marketing, E-commerce, Customer service.

Introduction

The advent of the digital age has ushered in a transformative shift in consumer behavior, propelling online shopping to the forefront of retail commerce. This paradigm shift has revolutionized the traditional consumer-retailer interaction, presenting both unprecedented opportunities and challenges for businesses operating in the ever-expanding e-commerce landscape. At the heart of this evolution lies the concept of consumer

satisfaction – a cornerstone in understanding and catering to the dynamic needs of online shoppers. This study embarks upon an exploration of the intricate dynamics underlying consumer satisfaction in the realm of online purchases. As businesses endeavor to carve their niche and flourish in the digital marketplace, discerning the factors that underpin consumer contentment becomes quintessential. By unraveling these factors, enterprises can not only thrive but also forge

enduring relationships with their clientele. The foundation of this study is laid upon an extensive review of pertinent literature encompassing consumer behavior, e-commerce, and satisfaction theory. Drawing upon established frameworks and models, this research seeks to dissect the multifaceted components shaping consumer satisfaction during the online shopping experience. The overarching aim is to delve into the diverse factors that influence consumer contentment, spanning from the usability of e-commerce platforms and the quality of products to the efficiency of delivery and the responsiveness of customer service. Through a systematic analysis of these facets, this study endeavors to uncover patterns, correlations, and nuances that delineate the landscape of consumer satisfaction in online purchases. This exploration is not merely confined to academic pursuits; it holds significant implications for businesses striving to excel in the competitive online marketplace. By elucidating the determinants of consumer satisfaction, this study aims to offer actionable insights and recommendations that can empower businesses to optimize their strategies and elevate the online shopping experience for their customers.

Review of Literature

Studies by Johnson et al. (2018) and Gupta and Sharma (2019) underscore the significance of addressing access barriers in achieving comprehensive financial inclusion. They highlight the role of policy interventions, infrastructure development, and regulatory measures in extending financial services to marginalized populations, particularly in rural areas. Despite progress, access to formal financial services remains a challenge, necessitating multifaceted approaches to bridge the gap.

Research by Khan and Khan (2020) delves into the socioeconomic impact of digital payment platforms. They explore how increased access to digital financial services, including mobile money and online payment apps, can contribute to financial inclusion and economic empowerment, especially among underserved communities. The study emphasizes the potential for these platforms to facilitate financial transactions, savings, and access to credit for previously excluded populations.

Understanding consumer behavior and trust in online transactions is crucial in the context of financial inclusion and digital payments.

Studies by Zhao et al. (2017) and Chen et al. (2020) investigate factors influencing consumer trust in online transactions, emphasizing security, transparency, user experience, and reliability of digital payment platforms. Their findings underscore the pivotal role of trust in shaping consumer adoption and satisfaction with online payment apps. The emergence of financial technology (Fintech) innovations has the potential to revolutionize financial inclusion efforts.

Research by Sengupta and Sahay (2018) explores the role of Fintech in expanding financial access, highlighting how innovative solutions, such as peer-to-peer lending platforms, blockchain-based systems, and digital wallets, can address gaps in financial services. Their study emphasizes the need for regulatory support and infrastructure development to harness the full potential of these innovations for inclusion.

Tr. Kalai Lakshmi and V. Sanjai (2021) explored consumer satisfaction levels with online payment apps, indicating a growing trend in app usage among customers. Their study emphasized factors influencing satisfaction, including ease of use, security features, transaction speed, customer support, and overall user experience. The findings highlighted the importance of these elements in shaping consumer perceptions and satisfaction with digital payment apps.

Research by Das and Das (2020) and Rai and Singh (2019) delved into the interplay between consumer satisfaction with digital payment apps and its impact on financial inclusion. Their studies suggested that higher levels of consumer satisfaction with these apps positively influence the adoption rate among underserved populations. Enhanced satisfaction correlates with increased usage and, consequently, contributes to broader financial inclusion objectives by enabling access to financial services among marginalized communities.

Paramasivan. C (2011) Information technology plays a key role in the modern world which meets the day-to-day activities of the human beings directly or indirectly associated. Commercial activities particularly banking and financial sectors may not function

without proper information technology. With rapid development in the Information Technology Commercial and financial sectors performed well and could reach to nook and corner of the world. Commercial banks and Information Technology are inseparable and interrelated segment which provides immense services to the customers and make them satisfied.

Understanding the barriers and enhancers of consumer satisfaction with digital payment apps is crucial in the context of financial inclusion. Studies by *Sahu and Gupta (2018)* and *Sharma and Tyagi (2021)* identified various factors influencing satisfaction levels. These factors encompassed security concerns, usability issues, service reliability, transparency in transactions, and personalized customer experiences. Addressing these factors can significantly impact satisfaction levels and subsequent adoption rates among diverse consumer segments.

Studies by Kaur and Kaur (2019) and *Jain and Kumar (2020)* highlighted the pivotal role of trust and education in shaping consumer satisfaction with digital payment apps. Trust-building measures, transparent policies, educational initiatives, and user awareness programs were identified as crucial elements in enhancing consumer trust and satisfaction. Building trust and imparting financial literacy were found to positively influence consumer attitudes and satisfaction toward digital payment apps, consequently aiding in financial inclusion efforts.

Objectives of the Study

1. To Assess Consumer Satisfaction Levels, Measure and evaluate consumer satisfaction levels with digital payment apps among diverse demographic groups, focusing on factors such as ease of use, security, reliability, customer service, and overall user experience.
2. To Understand Consumer Behavior in App Usage, Investigate patterns and behaviors of consumers in using digital payment apps, including frequency of usage, preferred features, reasons for app selection, and any barriers hindering adoption, especially among underserved populations.
3. To Identify Factors Influencing Consumer Satisfaction, Analyze and identify key determinants that significantly impact

consumer satisfaction with digital payment apps, including security concerns, usability issues, transaction transparency, and the role of personalized experiences.

1. 4.To Explore the Relationship Between Satisfaction and Financial Inclusion, Investigate the correlation between higher levels of consumer satisfaction with digital payment apps and their influence on the financial inclusion of marginalized or underserved communities.
4. To Assess the Role of Trust and Education, Evaluate the impact of trust-building measures, transparency in policies, educational programs, and initiatives aimed at enhancing financial literacy on consumer attitudes, trust, and subsequent satisfaction levels with digital payment apps.
2. 6.To Propose Recommendations for Improving Satisfaction and Inclusion, Based on findings, suggest strategies and recommendations for app developers, policymakers, and financial institutions to enhance consumer satisfaction, promote app adoption, and further financial inclusion objectives among marginalized groups.

Research Methodology

For this study on consumer satisfaction with digital payment apps, primary data is collected from various demographic groups, including students, employees, businessmen, professionals, and other users, using a structured questionnaire.

Type of Research: Descriptive research is employed to understand and describe the levels of satisfaction among users of digital payment apps. The study aims to provide an overview and analysis of consumer experiences with these apps.

Sampling Method: Simple random sampling is utilized to ensure equal opportunities for selection among participants from the target population. This method offers fair representation and equal chances for inclusion in the study.

Sample Size: A total of 140 respondents were considered for this study to gather diverse perspectives and experiences regarding consumer satisfaction with digital payment apps.

Tools of Analysis: The research utilizes questionnaire-based data gathering and statistical tools for data evaluation. Statistical

analysis involves the use of percentages and visual representation through tables to illustrate consumer satisfaction levels.

Limitations of the Study

- **Geographical Restriction:** The research is limited to the specific area of Gorakhpur. Therefore, the outcomes and conclusions drawn from this study might not be universally applicable or generalizable to other geographical regions.
- **User Restriction:** As the survey focuses on analyzing users of mobile payment apps, the sample selection is limited to this specific user group. Consequently, the findings may be specific to mobile payment users and might not represent other categories of digital payment users.

Data Analysis and Interpretation

How do internet purchases affect days when epidemics occur?

Category	Respondents	Percentage
Yes	90	64%
No	50	36%

The data suggests that a substantial majority of the surveyed individuals, constituting 64% of the respondents, believe that their internet purchases are influenced or affected when epidemics happen. This could imply that during epidemic periods, a significant portion of individuals alter or modify their online purchasing patterns due to various factors such as concerns about safety, logistical challenges, financial considerations, or changes in preferences arising from the epidemic situation.

Online shopping satisfaction Level

Online Shopping Satisfaction	No.of Respondents	Percentage (%)
Highly Satisfied	14	10%
Neutral	56	40%
Satisfied	11	7.86%
Dissatisfied	42	30%
Highly Dissatisfied	17	12.14%

The majority of respondents fell within the categories of Neutral, Dissatisfied, and Highly Dissatisfied, indicating a significant proportion of respondents had mixed to negative sentiments regarding their online shopping experiences. The lower percentages in the Highly Satisfied and Satisfied categories suggest that a smaller portion of respondents expressed positive satisfaction levels with their online purchases.

Have you encountered any issues making online purchases?

Category	Respondents	Percentage
Yes	80	57%
No	60	43%

The data shows that a majority (57%) of the surveyed individuals faced challenges or issues while making online purchases. This could imply that a significant portion of respondents encountered various problems such as delivery issues, payment problems, product quality concerns, website usability issues, or customer service-related challenges during their online shopping experiences. On the other hand, 43% of respondents did not face any issues, indicating that a smaller but notable segment had trouble-free online shopping experiences without encountering significant problems.

Customer Satisfaction with Mobile Payment Apps

Satisfaction Level	No.of Respondents	Percentage (%)
Very Satisfied	35	25%
Satisfied	50	35.71%
Neutral	20	14.29%
Dissatisfied	25	17.86%
Very Dissatisfied	10	7.14%

The majority of respondents fell within the categories of Satisfied and Very Satisfied, indicating that a substantial proportion of users had positive experiences with mobile payment apps. However, the presence of Neutral, Dissatisfied, and Very Dissatisfied categories suggests that a notable portion of users had mixed to negative experiences or were dissatisfied with certain aspects of these apps.

Consumer Satisfaction with Online Customer Service

Satisfaction Level	No.of Respondents	Percentage (%)
Excellent	25	17.86%
Good	45	32.14%
Satisfactory	30	21.43%
Fair	25	17.86%
Poor	15	10.71%

The majority of respondents rated their experiences as Good, Satisfactory, and Excellent, indicating that a significant portion of users had positive to moderately positive experiences with online customer service.

However, the presence of Fair and Poor categories suggests that a notable segment of users had mixed to negative experiences or found the service lacking in certain aspects, highlighting areas that may require improvement.

User Satisfaction with E-commerce Delivery Speed

Satisfaction Level	No.of Respondents	Percentage (%)
Very Fast	20	14.29%
Fast	40	28.57%
Moderate	45	32.14%
Slow	25	17.86%
Very Slow	10	7.14%

The majority of respondents fell within the categories of Fast, Moderate, and Very Fast, suggesting that a significant proportion of users had relatively satisfactory to quick delivery experiences. However, the presence of Slow and Very Slow categories highlights that a notable segment of users faced delays or encountered extremely slow delivery times, indicating room for improvement in enhancing the speed of e-commerce deliveries to meet customer expectations.

Suggestions

1. During Epidemics and Internet Purchases:

- Encourage flexible and adaptable online shopping models during epidemic situations to address safety concerns, logistics challenges, and changing consumer preferences.
- Provide clear communication on safety measures taken by online platforms to boost consumer confidence during such periods.
- Enhance logistical capabilities to ensure timely delivery and availability of essential products during epidemics.

2. Enhancing Online Shopping Experience:

- Focus on resolving issues that lead to dissatisfaction in online shopping experiences, such as improving product quality, streamlining payment processes, and enhancing customer service.
- Implement strategies to increase customer satisfaction by addressing concerns raised in the Dissatisfied and Highly Dissatisfied categories.

3. Addressing Challenges in Online Purchases:

- Work on resolving common issues faced during online purchases, such as improving delivery services, addressing payment-related problems, and enhancing the overall user

experience on e-commerce platforms.

- Implement user-friendly interfaces and transparent policies to mitigate customer concerns and build trust in online shopping platforms.

4. Improving Mobile Payment App Experiences:

- Focus on addressing concerns highlighted in the Neutral, Dissatisfied, and Very Dissatisfied categories to improve user experiences with mobile payment apps.

- Enhance app functionalities, security measures, and user interfaces to provide a more satisfying and secure mobile payment experience.

5. Enhancing Online Customer Service:

- Improve areas highlighted in Fair and Poor categories by enhancing customer service responsiveness, providing better resolutions to user issues, and ensuring a more satisfactory customer service experience.

- Implement user feedback systems to continually monitor and improve customer service based on user ratings.

6. Improving E-commerce Delivery Speed:

- Address challenges in the Slow and Very Slow categories to improve delivery speed and efficiency.

- Streamline logistics, optimize delivery routes, and consider innovative approaches to expedite delivery times for a more satisfactory customer experience.

Scope of Future Research

The scope of future research in the realm of online shopping and customer satisfaction involves exploring various facets:

1. **Understanding Consumer Behavior:** Investigating how changing circumstances (like epidemics, economic shifts, technological advancements) impact consumer preferences and decisions in online shopping.
2. **Enhancing User Experience:** Focusing on improving user interfaces, payment processes, security measures, and convenience to boost satisfaction in online transactions.
3. **Mobile Payment Apps Development:** Researching ways to address concerns and improve user experience in mobile payment apps, emphasizing security, ease of use, and reliability.
4. **Optimizing E-commerce Delivery:** Identifying challenges in the delivery

process and exploring innovative strategies to enhance speed and reliability.

5. Improving Customer Service: Finding ways to enhance online customer service experiences and the impact of effective service on customer satisfaction and loyalty.

Conclusion

The analysis of consumer behaviour and satisfaction levels across various aspects of the online marketplace highlights a nuanced landscape. During epidemic situations, a majority of consumers recognize the impact on their internet purchases, indicating a shift in purchasing patterns. However, concerning online shopping satisfaction, a significant proportion of respondents expressed mixed to negative sentiments, emphasizing areas for improvement to enhance consumer satisfaction. Encountered challenges during online purchases and varied satisfaction levels with mobile payment apps, customer service, and e-commerce delivery signify the need for proactive measures. Addressing these concerns, improving user experiences, and focusing on service quality enhancements are pivotal to meet evolving consumer expectations and foster higher satisfaction levels in the dynamic digital marketplace. The examination of consumer experiences in the online realm reveals a complex interplay of influences on purchasing behaviors and satisfaction levels. Amid epidemics, the acknowledgment of altered internet purchase patterns underscores the adaptability of consumers in response to changing circumstances. However, the prevailing mixed to negative sentiments regarding online shopping satisfaction, coupled with encountered challenges in the purchasing journey, signal critical areas necessitating attention. The varied satisfaction levels across mobile payment apps, online customer service, and e-commerce delivery highlight the multidimensional nature of consumer experiences. To fortify consumer satisfaction, a proactive approach encompassing targeted enhancements in service quality, user experience, and addressing encountered challenges stands essential. This proactive stance will be pivotal in aligning with evolving consumer expectations and fostering a more gratifying online shopping environment.

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THE TITANIC IMPACT OF ARTIFICIAL INTELLIGENCE IN E-COMMERCE: STATISTICS AND FACTS

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Abstract

This is macro- era of Artificial intelligence (AI) and Machine Learning (ML). There is terrific collision of ML on high society as walled with technology. ML and AI helps us in Exploring, Arranging, and finding appropriate statistics. In the present day, all E-commerce titans like Amazon, Flipkart & Shopify Myntra standing on the spin edge of AI and ML. Artificial Intelligence is certainly taking over the cosmos. AI is universally now, specifically in e-commerce sphere AI is making its influence. This study interpreting on impact of Artificial intelligence in E-Commerce. Intended to denote the statistical facts applicable to this realm..

Keywords: Artificial intelligence, E-Commerce, Machine Learning, Natural Language Processing, Amazon Web Services.

Introduction

The economy has been seeing extraordinary levels of digitization over the half century, imposing an active and organizational transformation in businesses from traditional organisation methods to digitally driven organization approaches to maintain constancy and permanency. While the economic outcomes of priced internet access are widespread, the retail industry has exhibited the effect of it in the outline of a dramatic shift in habitué preferences toward prioritizing accessibility and dependability over everything else when it comes to procuring. Utmost businesses have implemented, either significantly or progressively, E-commerce mostly to preserve a competitive improvement in the marketplace. AI is gaining reputation in the machinery era as one of the most talented next generations

technologies. AI is an advanced and complex software system. AI systems continuously work of popular products and services such as Netflix, Amazon, Flipkart and, naturally, Google. In the past few years, though, AI has lined its way into marketing, helping products to enhance every step of the purchaser. AI perform things like inspired decision -making, information processing, speech recognition machine learning has applications in marketing.

Artificial Intelligence

Artificial intelligence uses the computing power of machines to imitate the human mind's problem-solving and decision-making abilities. This is a technology that is known for exhibiting human behaviour. Unlike traditional computer programs that to perform tasks based on inputs, AI tools can reason with data, sense opportunities, and adapt to

different scenarios like the human mind.

Machine Learning

Machine learning depends on data and algorithms to perform actions and make predictions. It is a continually learning tool that produces more accurate outputs when it is exposed to more data. The more information it gathers, the better it becomes in predicting outcomes. It performs analysis based on the input data independent of any human interference.

Objectives of the Study

1. To recognize the existing condition of E-commerce
2. To investigate the power of AI in E-commerce

Scope of the Study

The scope of the study is to find out the influence of AI in E-commerce. An authentic effort has to incorporate all the attributes connecting to the analysis. For this determination, analysis of how AI impacts E-commerce now a days.

Literature Review

As per current era study, perceptions on the role of AI in e-commerce. Last few years offered to the e-commerce sector with its speedy growth. At the same time the high-tech developments gave rise to different strategies. This investigation tries at detecting the instruments used in e-commerce, able to enhance marketing elevations. Managerial and marketing activities have been associated in the relevant body of intelligence that can be improved using AI. E-commerce urgently needs to source its own statistics information and transmitted data to obtain economical vantage. In the domain of e-commerce, AI expertise has also achieved satisfactory results. AI has become an essential steering force for the improvement of e-commerce. This labelled

the e-commerce advancement state and scenario of AI technology, analyses the present situation of the usage of AI in commerce.

In personal assistant of AI, great significance on the e-commerce advancement. Elements designed to render affirmative value to buyers within the e-commerce environment and even though the AI/ML systems have upheld their pyramid of benefits within this industry. E-commerce organizations have produced business commitment schemes that over artificial intelligence (AI) to boost their production and competence. Studies have supervised on the influences of AI on the operating ability of E-commerce business which points to a positive. This describes the associations of artificial intelligence (AI) in e-commerce business aspects and influences that AI is an essential module for improving business situation in E-Commerce. Paramasivan. C (2019), Digital financial inclusion involves the deployment of the cost-saving digital means to reach currently financially excluded and underserved populations with a range of formal financial services suited to their needs that are responsibly delivered at a cost affordable to customers and sustainable for providers. DFI involves many intermediaries: intuitions, banks, NGO's and public.

Research Methodology

The aim of the investigation is to examine the AI in E-commerce. The information used is both secondary data. It is designed pertaining to the impact of the study. Secondary data is the base of the paper. Data gathered from sources. The secondary data is grouped from authorized arithmetical sources as well as published books, journals, research papers, magazines, and newspapers.

Statistical Data AI footprints in E-commerce

Eighty percent of all client communications have managed by AI	2020
The AI in the e-commerce market valued at USD 4.06 billion in MarketWatch	2020
8 in 10 businesses have implemented AI as a customer service solution or plan	2020
Eighty-five percent of client interactions in eCommerce have succeeded without an individual	2021
120,000 stores using AI technology for offer personalization – Juniper Research.	2022
Thirty-six percent of merchants use AI to provide customers with highly personalized online experiences – IBM.	2023
International payments on AI in eCommerce estimated to attain over \$8 billion by	2024
Personalized recommendations, which use AI, account for up to eCommerce site revenues- Brilliance.	30%
consumers are willing to shop more often and spend more with retailers that are better at	49%

personalizing experiences	
Top-tier eCommerce companies have already implemented AI and machine learning platforms	28%

AI Marketing Benchmark Report 2023

Marketers have used AI in their marketing activities	61.4%
The AI tool most often used by marketers is Jasper.ai	32.8%
AI for content production.	44.4%
The optimistic view that AI enhance their marketing efforts.	54.5%
It believed AI can outperform humans at their jobs	71.2%
19.2% of respondents spent more than marketing budget on AI-driven campaigns.	40%
Plan to Use AI or ML in Their Influencer Campaigns more then	60%
AI took over in terms of marketing operations, high-level strategy and decision-making tasks would leave for human marketers.	42.2%

ChatGPT accomplished a projected one hundred million monthly dynamic users in January 2023, just two months after proclamation, making it the immediate spreading in consumer application history. The main reason for non-using AI yet, (41.9%) was because of a lack of insight and an excessive cost of execution (23.7%).

Significant role of AI in E-Commerce

- ✓ Personalization
- ✓ Virtual Voice Assistance
- ✓ Chatbot Services
- ✓ Visual Search
- ✓ Customer Relationship Statistics
- ✓ Product Content Management
- ✓ Fake Promotions

Benefits of AI & ML Ecommerce Business

- ✓ Increased Conversions
- ✓ Streamlined Search Function
- ✓ Personalized Store Experience
- ✓ Improved Customer Service
- ✓ Advanced Forecasting

Steps to Adapt AI and Machine Learning in Ecommerce

1. Price Optimization,
2. Predictive Analysis Visual and Voice Search
3. Product Recommendation
4. Inventory Management

Conclusion

In an era defined by rapid digital growth, the expansive world of e-commerce is being revolutionary shaped by artificial intelligence (AI). From buyer experience to inventory management, AI's existence is shaping a new trial for unparalleled business growth and competence. The fascinating domain of AI in e-commerce statistics, exposing the stunning ability transform

traditional shopping experiences. AI in E-commerce is performing a steering role in advanced solutions and purchaser experiences. AI & ML are shaping the future of ecommerce from offering personalized products to forecasting customers' needs. AR (augmented reality) and VR (virtual reality), replicate in-store shopping experiences for the shoppers. By leveraging these technologies for ecommerce business, the true power of AI and ML in ecommerce begin, Progression Populations. Install AI-based algorithms in online stores to enable smart search, will power ECOMMERCE to improve transitions and profits.

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BALANCE OF PAYMENT: A TOOL OF ECONOMIC ANALYSIS

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Abstract

Measuring and assessing the external position of a country are essential steps in the economic policymaking process. Data on the transactions and financial flows between a country and the rest of the world, which are systematically summarized in the balance of payments, form the basis of any analysis of a country's external position and need for adjustment. The balance of payments (BOP) is the record of all international financial transactions made by the residents of a country. There are three main categories of the BOP: the current account, the capital account, and the financial account. The current account is used to mark the inflow and outflow of goods and services into a country. The capital account is where all international capital transfers are recorded. In the financial account, international monetary flows related to investment in business, real estate, bonds, and stocks are documented. The current account should be balanced versus the combined capital and financial accounts, leaving the BOP at zero, but this rarely occurs.

Keywords: External Position, BOP, Current account, Capital account, Financial account, Monetary Flows, Balance of Trade.

Introduction

Balance of Payment (BOP) is a statement which records all the monetary transactions made between residents of a country and the rest of the world during any given period. This statement includes all the transactions made by/to individuals, corporate and the government and helps in monitoring the flow of funds to develop the economy.

When all the elements are correctly included in the BOP, it should sum up to zero in a perfect scenario. This means the inflows and outflows of funds should balance out. However, this does not ideally happen in most cases. A BOP statement of a country indicates whether the country has a surplus or a deficit of funds i.e when a country's export is more than its import, its BOP is said to be in surplus. On the other hand, the BOP deficit indicates that a country's imports are more than its

exports. Tracking the transactions under BOP is something similar to the double entry system of accounting. This means, all the transactions will have a debit entry and a corresponding credit entry.

Importance of the Balance of Payments

- The balance of payments helps any country determine if its currency's value is appreciating or depreciating.
- It provides almost accurate information on the commercial and/or financial performance of the external sector of an economy.
- Balance of payments helps to monitor the import-export transactions in a given period.
- It analyses the export growth potential of a country. It helps the government make sustainable fiscal and trade policies and strategies.
- BOP helps to analyze macroeconomic policies to preserve the external balance of

the national economy. It also contributes to correcting temporary and structural imbalances that may arise in the external accounts of a given economy.

- It allows us to analyze the relations of a country with other countries in a certain period. This way, you can see how some accounts relate to others.

The General Rule in BOP Accounting

- If a transaction earns foreign currency for the nation, it is a credit and is recorded as a plus item.
- If a transaction involves spending of foreign currency it is a debit and is recorded as a negative item.

A Country's BOP is Vital for the Following Reasons

- The BOP of a country reveals its financial and economic status.
- A BOP statement can be used as an indicator to determine whether the country's currency value is appreciating or depreciating.
- The BOP statement helps the Government to decide on fiscal and trade policies.
- It provides important information to analyze and understand the economic dealings of a country with other countries.

By studying its BOP statement and its components closely, one would be able to identify trends that may be beneficial or harmful to the economy of the country and thus, then take appropriate measures.

Components of a Balance of Payment

There are three components of balance of payment viz current account, capital account, and financial account. The total of the current account must balance with the total of capital and financial accounts in ideal situations.

Current Account

The current account is used to monitor the inflow and outflow of goods and services between countries. This account covers all the receipts and payments made with respect to raw materials and manufactured goods. It also includes receipts from engineering, tourism, transportation, business services, stocks, and royalties from patents and copyrights. When all the goods and services are combined, together they make up to a country's Balance of Trade (BOT).

Various Categories of Trade and Transfers

BOP on current account is a statement of actual receipts and payments in short

period.

- It includes the value of export and imports of both visible and invisible goods. There can be either surplus or deficit in current account.
- The current account includes: export & import of services, interests, profits, dividends and unilateral receipts/payments from/to abroad.
- BOP on current account refers to the inclusion of three balances of namely Merchandise balance, Services balance and Unilateral Transfer balance
- It could be visible or invisible trading, unilateral transfers or other payments/receipts. Trading in goods between countries are referred to as visible items and import/export of services (banking, information technology etc) are referred to as invisible items. Unilateral transfers refer to money sent as gifts or donations to residents of foreign countries. This can also be personal transfers like money sent by relatives to their family located in another country.

Capital Account

All capital transactions between the countries are monitored through the capital account. Capital transactions include the purchase and sale of assets (non-financial) like land and properties.

The capital account also includes the flow of taxes, purchase and sale of fixed assets etc by migrants moving out/into a different country. The deficit or surplus in the current account is managed through the finance from the capital account and vice versa. There are 3 major elements of a capital account:

- Loans and borrowings – It includes all types of loans from both the private and public sectors located in foreign countries.
- Investments – These are funds invested in the corporate stocks by non-residents.
- Foreign exchange reserves – Foreign exchange reserves held by the central bank of a country to monitor and control the exchange rate does impact the capital account.

Financial Account

The flow of funds from and to foreign countries through various investments in real estates, business ventures, foreign direct investments etc is monitored through the financial account. This account measures the

changes in the foreign ownership of domestic assets and domestic ownership of foreign assets. On analyzing these changes, it can be understood if the country is selling or acquiring more assets (like gold, stocks, equity etc).

The importance of the balance of payment in India can be determined from the following points:

- It monitors the transaction of all the imports and exports of services and goods for a given period
- It helps the government analyze a particular industry export growth potential and formulate policy to sustain it
- It gives the government a comprehensive perspective on a different range of import and export tariffs. The government then increases and decreases the tax to discourage import and encourage export, individually, and be self-sufficient

The Sources of Supply of Foreign Exchange

- Purchase of goods and services by foreigners
- Foreign Direct Investment (FDI) into our country
- Inflow by the NRIs settled in foreign countries
- Speculative purchase of home currency by foreigners

Deficit In The Balance of Payments

When autonomous foreign exchange payments exceed autonomous foreign exchange receipts, the difference is the balance of payments deficit. The autonomous transactions in foreign exchanges are those transactions that are independent of the state's balance of payments and are undertaken for an individual's own sake.

Receipts (Credits)	Payments (Debits)
1) Exports of goods	1) Imports of goods
Trade Account Balance	
2) Exports of services	2) Imports of services
3) Interests, profits and dividends received	3) Interests, profits and dividends paid
4) Unilateral receipts	4) Unilateral Payments
Current Account Balance (1 to 4)	
5) Foreign Investments	5) Investments abroad
6) Short term borrowing	6) Short term lending
7) Medium and long term borrowing	7) Medium and long term lending
8) Statistical discrepancy (Errors and omission)	
Capital Account Balance (5 to 8)	
9) Change in reserves (+)	9) Change in reserves
Total Receipts = Total payments	

Disequilibrium in the Balance of Payments

A disequilibrium in the balance of payment means its condition of Surplus or deficit

- **A Surplus in the BOP** occurs when Total Receipts exceeds Total Payments. Thus, $BOP = CREDIT > DEBIT$

- **A Deficit in the BOP** occurs when Total Payments exceeds Total Receipts. Thus, $BOP = CREDIT < DEBIT$

Causes of Disequilibrium in the BOP

- Cyclical fluctuations
- Short fall in the exports
- Economic Development
- Rapid increase in population
- Structural Changes
- Natural Calamities
- International Capital Movements

Measures to Correct Disequilibrium in the BOP

1. Monetary Measures:

a) Monetary Policy

The monetary policy is concerned with money supply and credit in the economy. The Central Bank may expand or contract the money supply in the economy through appropriate measures which will affect the prices.

b) Fiscal Policy

Fiscal policy is government's policy on income and expenditure. Government incurs development and non - development expenditure,. It gets income through taxation and non - tax sources. Depending upon the situation governments expenditure may be increased or decreased.

c) Exchange Rate Depreciation

By reducing the value of the domestic currency, government can correct the disequilibrium in the BOP in the economy. Exchange rate depreciation reduces the value of home currency in relation to foreign currency. As a result, import becomes costlier and export becomes cheaper. It also leads to Inflationary trends in the country,

d) Devaluation

Devaluation is lowering the exchange value of the official currency. When a country devalues its currency, exports becomes cheaper and imports become expensive which causes a reduction in the BOP deficit.

e) Deflation

Deflation is the reduction in the quantity of money to reduce prices and incomes. In the domestic market, when the currency is deflated, there is a decrease in the income of the people. This puts curb on

consumption and government can increase exports and earn more foreign exchange.

f) Exchange Control

All exporters are directed by the monetary authority to surrender their foreign exchange earnings, and the total available foreign exchange is rationed among the licensed importers. The license-holder can import any good but amount is fixed by monetary authority.

2. Non-Monetary Measures:

a) Export Promotion

To control export promotions the country may adopt measures to stimulate exports like:

- export duties may be reduced to boost exports
- cash assistance, subsidies can be given to exporters to increase exports
- Goods meant for exports can be exempted from all types of taxes.

b) Import Substitutes

Steps may be taken to encourage the production of import substitutes. This will save foreign exchange in the short run by replacing the use of imports by these import substitutes.

c) Import Control

Import may be kept in check through the adoption of a wide variety of measures like quotas and tariffs. Under the quota system, the government fixes the maximum quantity of goods and services that can be imported during a particular time period.

1. Quotas

Under the quota system, the government may fix and permit the maximum quantity or value of a commodity to be imported during a given period. By restricting imports through the quota system, the deficit is reduced and the balance of payments position is improved.

2. Tariffs

Tariffs are duties (taxes) imposed on imports. When tariffs are imposed, the prices of imports would increase to the extent of tariff. The increased prices will reduce the demand for imported goods and at the same time induce domestic producers to produce more of import substitutes.

Official Reserve Transactions and their Importance in the Balance of Payments

Official reserve transactions mean running down the country's foreign exchange

reserves in case of a deficit in the balance of payments by selling foreign currency in the foreign exchange market. In case of surplus, the country can buy foreign exchange and increase its official reserves. A country is said to be having its balance of payment in equilibrium when the sum of its current account and non-reserve capital account equals zero, which means the current account deficit is financed entirely by international borrowings without any movement in the country's official reserves.

India's Balance of Payment

	Apr-Jun 2015 P			Apr-Jun 2014 PR		
	Credit	Debit	Net	Credit	Debit	Net
A. Current Account	126.6	132.7	-6.2	139.2	147.0	-7.8
1. Goods	68.0	102.2	-34.2	81.7	116.3	-34.6
Of which:						
POL	8.2	24.7	-16.5	16.8	40.4	-23.6
2. Services	38.0	20.6	17.4	37.6	20.6	17.0
3. Primary Income	3.2	8.8	-5.6	2.3	9.0	-6.7
4. Secondary Income	17.3	1.1	16.2	17.6	1.1	16.4
B. Capital Account and Financial Account	140.3	133.6	6.6	144.6	136.6	8.0
Of which:						
Change in Reserve (Increase (-)/Decrease (+))	0.0	11.4	-11.4	0.0	11.2	-11.2
C. Errors & Omissions (-) (A+B)	0.0	0.5	-0.5	0.0	0.1	-0.1

P: Preliminary, PR: Partially Revised

Note: Total of subcomponents may not tally with aggregate due to rounding off.

- A country, like India, which is on the path of development generally, experiences a deficit balance of payments situation.
- This is because such a country requires imported machines, technology and capital equipment's in order to successfully launch and carry out the programme of industrialization.
- India's current account deficit (CAD) narrowed to US\$ 6.2 billion (1.2 per cent of GDP) in Q1 of 2015-16 from US\$ 7.8 billion (1.6 per cent of GDP) a year ago.
- This improvement was mainly on account of the merchandise trade deficit (US\$ 34.2 billion during Q1 of 2015-16) which contracted on a year-on-year (y-o-y) basis due to a larger absolute decline in merchandise imports relative to merchandise exports.
- The reduction in the CAD was also enabled by higher net earnings through services and lower outflow on account of primary income (profit, dividend and interest).
- Private transfer receipts, mainly representing remittances by Indians employed overseas, amounted to US\$ 16.2 billion, a marginal decline from their level a year ago. In the financial account, net inflows of foreign direct investment were higher on a y-o-y basis, however, portfolio

investment declined sharply. Non-resident Indian (NRI) deposits received by commercial banks during the quarter at US\$ 5.9 billion were more than double the net inflow into these accounts in Q1 of last year.

- Net loans availed by banks witnessed an inflow of US\$ 5.4 billion, mainly on account of a fall in foreign currency assets held abroad by banks.
- In April-June 2015 there was net accretion of US\$ 11.4 billion to India's foreign exchange reserves on a BOP basis; which was marginally higher than the accretion in the corresponding quarter of last year.

Reasons for Poor Performance of India's Export Trade

There are several reasons for India's Poor performance. Some of them are:

I. Export - Related Problems:-

1. High Prices

As compared to other Asian Countries the price of Indian goods is high. Prices are high due to documentation formalities, high transaction costs & also to make higher profits.

2. Poor - Quality

Many Indian exporters do not give much importance to quality control, so their products are of poor quality. Due to low quality many times Indian goods are rejected & sent back to India by foreign buyers.

3. Problem of Trading Blocs

Trading blocs reduce trade barriers on member nations, but they impose trade barriers on non-members. As India is not a member of some powerful trading blocs, it has to face some problems.

4. Negative Attitude

Some of the overseas buyers have a negative attitude towards Indian goods. They feel that Indian goods are inferior goods. That there is a need to correct this attitude.

5. Poor Infrastructure

Indian infrastructure is very poor, Indian exporters find it difficult to get orders & also to deliver them at time.

Conclusion

Balance of payments is an important concept in the economics of a country and various components make up the balance of payments. The balance of payments cannot be zero as a deficit in the current account will be offset by a surplus in the capital account and vice versa. However, a deficit in the balance of payments is considered harmful for the economy as it means a lot of dependency on imported products and foreign investment in the country. While some might say a deficit can boost a country in times of recessions, it generally shows a lack of self-dependency and gross domestic product.

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DETERMINANTS OF EMPLOYABILITY SKILLS TOWARDS COLLEGE YOUTH WITH SPECIAL REFERENCE TO CHENNAI CITY

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Abstract

There is an increasing emphasis on the role that postsecondary education institutions play in enhancing the employability skills of their graduates. Due to the abundance of career options available to them, college students face even more competition in the labour market. The study is empirical and is based on a survey methodology. The young people attending Chennai City colleges provided the primary data. The sample size for this study is restricted to 496 respondents. During their time in the program, graduates must improve their employability in order to have a competitive advantage in the job market. It is important to keep in mind that the best people will be distinguished from the average by their attitude, aptitude, communication, and adaptability. In this reference that, the researcher find out the Determinants of Employability Skills towards College Youth - With Special Reference to Chennai City.

Keywords: *Efficiency, Proficiency, Employability Skills and College Youth.*

Introduction

There is an increasing emphasis on the role that postsecondary education institutions play in enhancing the employability skills of their graduates. Due to the abundance of career options available to them, college students face even more competition in the labour market. These skill deficiencies, which are sometimes referred to as the graduate competency gap, have been the subject of numerous studies conducted both internationally and in India. Based on extensive reviews, this article aims to offer a conceptual framework on graduate's employability skills. A set of abilities and dispositions known as employability skills are essential for success in any line of work. These competencies may also be referred to as foundational, work-readiness, job-readiness, or soft skills. Your ability to communicate with co-workers, solve problems, comprehend your place in a team, make wise decisions and take

charge of your career is all examples of employability skills. Your interactions with others are influenced by your personal traits, routines, and attitudes. Because these abilities are related to your ability to manage relationships with customers and co-workers, your job performance, and your career success, employers highly value them.

Review of Literature

Lourdes Guardia et al., (2021) made an interesting study to understand graduate employability skills in higher education institution of East Africa. The researchers explore the mismatch between level of employability skills acquisition and demand in the market. Eleven focus groups were designed to collect insights related to graduate employability skills through principle component analysis method. The result indicates that labour market valuation and level of acquisition skills will facilitate job

opportunities in higher education system and industry.

Panagiotis Arsenis et al., (2021) conducted a study among graduates with regard to acquisition of employability skills and student engagement through group video assessment. The researchers adopted empirical research design and students were required to work in small teams to create a 3-minute video on economic issue. The result indicates that student perception towards entrepreneurial intentions have positive influence on video assessment contribution. The researcher suggested that team skill, engagement with other students, the ability to communicate were developed in order to match the expectations and group experience.

Sabreya Khanom Zuma (2020) made an attempt to investigate the role of soft skill attainment in Bangladesh business graduates in selected higher education institutions. The researcher used five-point Likert scale and adoptable questionnaire for the purpose of exploring soft skills attainment. The result indicates that advancement in soft skill teaching to business graduates will improve interpersonal relationship and social life of students in higher education institutions. Further, the researchers recommended observing and inculcating professional course mindset of the youth to match skills required in labour market in Bangladesh.

Md Moazzem Hossain et al., (2020) have conducted an empirical study with a quantitative positive approach for the purpose of tracing evidence for factors influencing business graduates' employability skills in Bangladesh. The main purpose of the research is to explore the mediating effect of social mobility factors on employability skills. The survey method was adopted to collect responses and primary data collected were subjected to data analysis and interpretation. The structural equation modelling proves that Soft Skills and Technical Skills are significantly and positively related to employability skills. Further, empirical evidences support that social mobility factor have significant moderate influence on employability skills of business graduates. Finally, the researchers concluded that focus on the internal and external factors enhances the employability skills of business graduates.

Konstantinos Tsirkas et al., (2020) conducted an empirical study to examine the

gap in soft skills perception of employees. The researchers adopted empirical research design and survey method to gather responses from 151 employees in Greece. The statistical techniques such as, independent samples 't' test and ANOVA has been applied to draw meaningful findings. The result reveals that there is a significant mean difference among employees and their subsequent employability skills. Employed have better perception of soft skills as compared to subsequent employees. Further, the researchers suggested that selecting employees without soft skills is a worrying sign for employer-employee relationship for better co-operation in the organisation.

Noor Al-Shehab et al., (2020) have made a scientific investigation to understand the role of employability skills among business graduates for meeting the expectations as a measurement to meet the market demand. The researcher has adopted deductive approach and data were collected from 85 respondents and subjected to data analysis. The respondents are senior employees at retail Islamic banks of Bahrain. The researchers suggested developing other aspects such as, teamwork, risk management and decision-making skills. The researchers suggested establishing durable bond with universities to enhance the employability skills.

Statement of the Problem

The need for highly skilled workers has increased in both developed and developing countries due to globalization, knowledge, and competition, which has allowed these countries to accelerate their growth rates and rise on a higher trajectory. Development of skills is crucial for India from a socio-economic and demographic perspective. The mismatch between the supply and demand of labour in India is caused by workers lacking the necessary skills, even if they are graduates or postgraduates. India needs a skilled labour force to grow its economy and become globally competitive. In an effort to close the skills gap in the human resource, the Indian government established the NSDC and SSDCs. These institutions aim to equip final-year College youth with the skills needed to meet the demands of various units across various sectors. Students' confidence levels will rise along with their skills, knowledge, and abilities. An attempt has been made to characterize the skill

development programs and the manner in which degree college students are receiving training from them in this study.

Objective of the Study

1. To identify the personal profile of the college youth in Chennai City.
2. To examine the underlying dimensions of Employability Skills (ES) Variables
3. To analyse the influence between Proficiency Factor (PF) and other factors Credibility Factor (CF), Assistance Factor (AF), Leadership Factor (LF), Dignity Factor (DF), and Efficiency Factor (EF).

Research Methodology

The study is empirical and is based on a survey methodology. The young people attending Chennai City colleges provided the primary data. The sample size for this study is restricted to 496 respondents, and the researcher used the convenient sampling method. To obtain secondary data, sources such as books, journals, magazines, periodicals, and websites were employed. Regression analysis, factor analysis, test of normality, percentage analysis, and descriptive statistics are the methods and tools employed.

Results and Discussion

Demographic Profile of the College Youth

Demographic Profile (N = 496)	Description	Frequency	Percentage
Gender	Male	373	75.2
	Female	123	24.8
Marital Status	Single	495	99.8
	Married	1	0.2
Nature of Family	Nuclear Family	399	80.4
	Joint Family	97	19.6
Place of Living	Urban	352	71.0
	Semi-Urban	92	18.5
	Rural	52	10.5
Educational Qualification	Under Graduate	401	80.8
	Post Graduate	95	19.2
Nature of Education	Arts/Humanities	332	66.9
	Science	43	8.7
	Engineering	56	11.3
	Management	65	13.1
Type of Educational Institution	Self-Financing/Private	312	62.9
	Government/Govt. Aided	184	37.1
Place of School Education	Urban	381	76.8
	Semi-Urban	74	14.9
	Rural	41	8.3
Monthly Family Income: (Rupees)	Upto 15,000	125	25.2
	Between 15,001 – 30,000	142	28.6
	Between 30,001-60,000	121	24.4
	Above 60,000	108	21.8
Medium of Instruction in School	English	453	91.3
	Tamil	41	8.3
	Others	2	0.4

Descriptive Statistics (Age)			
Mean	Std. Deviation	Minimum	Maximum
19.451	1.469	17	26

Table indicates that majority of the respondents are male (75.2%), majority of the respondents are single (99.8%), majority of the respondents are nuclear family (80.4%), majority of the respondents are urban (71%), majority of the respondents are under graduate (80.8%), majority of the respondents are arts/humanities (66.9%), majority of the respondents are self-financing/private (62.9%),

majority of the respondents are urban (76.8%), majority of the respondents are between 15,001 - 30,000 (28.6%), majority of the respondents are English (91.3%). According to descriptive statistics, the college students who took part in the review ranged in age from 17 to 26 years old, with a mean age of 19.451 and a standard deviation of 1.469.

Exploratory Factor Analysis of Employability Skills (ES)

Items	Mean	SD	Communalities	Variance (Eigen Value)	Loadings	Cronbach's Alpha
Proficiency Factor (PF)						
ES (13)	4.480	0.710	0.582	12.021 (3.005)	0.724	0.770
ES (12)	4.530	0.669	0.552		0.637	
ES (14)	4.400	0.835	0.500		0.606	
ES (06)	4.310	0.837	0.535		0.554	
ES (15)	4.320	0.795	0.551		0.477	
ES (05)	4.380	0.785	0.444		0.467	
Credibility Factor (CF)						
ES (23)	4.040	0.906	0.578	11.216 (2.804)	0.700	0.77
ES (21)	4.310	0.779	0.531		0.621	
ES (22)	3.920	1.034	0.496		0.610	
ES (19)	4.250	0.810	0.517		0.601	
ES (20)	4.150	0.828	0.517		0.579	
ES (18)	4.320	0.766	0.445		0.488	
Assistance Factor (AF)						
ES (10)	4.010	0.846	0.714	9.669 (2.417)	0.790	0.751
ES (09)	3.980	0.885	0.634		0.754	
ES (08)	4.010	0.926	0.570		0.662	
ES (11)	4.020	0.838	0.519		0.559	
Leadership Factor (LF)						
ES (02)	4.240	0.731	0.660	8.286 (2.072)	0.722	0.654
ES (01)	4.290	0.712	0.545		0.661	
ES (03)	4.040	0.833	0.520		0.609	
ES (04)	4.500	0.648	0.510		0.469	
Dignity Factor (DF)						
ES (16)	4.310	0.862	0.732	6.998 (1.750)	0.815	0.643
ES (17)	4.310	0.817	0.557		0.655	
Efficiency Factor (EF)						

ES (25)	4.200	0.766	0.491	6.949 (1.737)	0.631	0.570
ES (24)	4.360	0.668	0.534		0.604	
ES (07)	4.270	0.734	0.553		0.527	
Total Variance = 55.140% and Cronbach's Alpha = 0.895 for 25 itmes						
KMO and Bartlett's Test						
Kaiser-Meyer-Olkin Measure of Sampling Adequacy. = 0.901 (Bartlett's Test of Sphericity Approx. Chi-Square = 3728.415; df = 300; Sig. = 0.000)						

Table reveals that the Bartlett's Test of Sphericity, with an approximate chi square value of 3728.415, df = 300, and p = 0.000, is statistically significant at the five percent level. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.901. Consequently, it

is suitable for preliminary factor analysis, and the 25 items have demonstrated communalities ranging from 0.444 to 0.732. Six predominated groups are also formed from the reduction of the 25 variables. The variable is found to reveal a total variance of 55.140%.

High Mean value of employability skills among college youth. The standard deviation values are very low. ES (12) Mean=(4.530), SD=(0.669). followed by ES(04)Mean=(4.500), SD=(0.648); ES (13)Mean=(4.480), SD=(0.710); ES (14)Mean=(4.400), SD=(0.835); ES (05)Mean=(4.380), SD=(0.785); ES (24)Mean=(4.360), SD=(0.668); ES (15)Mean=(4.320), SD=(0.795); ES (18)Mean=(4.320), SD=(0.766); ES (06)Mean=(4.310), SD=(0.837); ES (21)Mean=(4.310), SD=(0.779); ES (16)Mean=(4.310), SD=(0.862); ES (17)Mean=(4.310), SD=(0.817); ES (01)Mean=(4.290), SD=(0.712); ES (07)Mean=(4.270), SD=(0.734); ES (19)Mean=(4.250), SD=(0.810); ES (02)Mean=(4.240), SD=(0.731); ES (25)Mean=(4.200), SD=(0.766); ES (20)Mean=(4.150), SD=(0.828); ES (23)Mean=(4.040), SD=(0.906); ES (03)Mean=(4.040), SD=(0.833); ES (11)Mean=(4.020), SD=(0.838); ES (10)Mean=(4.010), SD=(0.846); ES (08)Mean=(4.010), SD=(0.926); ES (09)Mean=(3.980), SD=(0.885) and ES (22)Mean=(3.920), SD=(1.034).

The most dominant factor is factor 1 with the described variance of 12.021 with Eigen value of 3.005 and it has six variables associated to the employability skills such items are “**ES (13), ES (12), ES (14), ES (06), ES (15) and ES (05).**” It has been labelled as “**PROFICIENCY FACTOR (PF)**”.

Followed by factor is factor 2 with the described variance of 11.216 with Eigen value of 2.804 and it has six variables associated to the employability skills such items are “**ES (23), ES (21), ES (22), ES (19), ES (20), ES (18).**” It has been labelled as “**CREDIBILITY FACTOR (CF)**”.

Followed by factor is factor 3 with the described variance of 9.669 with Eigen value of 2.417 and it has four variables associated to the employability skills such items are “**ES (10), ES (09), ES (08) and ES (11).**” It has been labelled as “**ASSISTANCE FACTOR (AF)**”.

Descriptive Statistics and Test of Normality (ES)

ES	Mean	SD	Variance	Skewness	Kurtosis	Kolmogorov-Smirnova		Shapiro-Wilk	
						Statistic (df = 496)	Sig.	Statistic (df = 496)	Sig.

Followed by factor is factor 4 with the described variance of 8.286 with Eigen value of 2.072 and it has four variables associated to the employability skills such items are “**ES (02), ES (01), ES (03) and ES (04).**” It has been labelled as “**LEADERSHIP FACTOR (LF)**”.

Followed by factor is factor 5 with the described variance of 6.998 with Eigen value of 1.750 and it has two variables associated to the employability skills such items are “**ES (16) and ES (17).**” It has been labelled as “**DIGNITY FACTOR (DF)**”.

Followed by factor is factor 6 with the described variance of 6.949 with Eigen value of 1.737 and it has two variables associated to the employability skills such items are “**ES (25), ES (24) and ES (07).**” It has been labelled as “**EFFICIENCY FACTOR (EF)**”.

PF	26.423	3.170	10.051	-1.078	1.486	0.146	0.000	0.902	0.000
CF	24.996	3.515	12.360	-0.599	0.065	0.105	0.000	0.954	0.000
AF	16.022	2.645	7.000	-0.502	-0.041	0.124	0.000	0.958	0.000
LF	17.074	2.056	4.231	-0.615	0.284	0.125	0.000	0.943	0.000
DF	8.619	1.441	2.079	-1.234	1.886	0.192	0.000	0.839	0.000
EF	12.832	1.592	2.536	-0.689	0.980	0.143	0.000	0.924	0.000
Lilliefors Significance Correction									

Table demonstrates the power of descriptive statistics in the employability skills study area. Specifically, higher mean values and lower standard deviations indicate a regular distribution of data. The Kolmogorov-Smirnov and Shapiro-Wilk normality tests

demonstrate that the data are normal and suitable for higher-order multivariate analysis. The distribution of employability mean, standard deviation, variance, skewness, and kurtosis is normal.

Regression Analysis of Employability Skills (ES)

Dependent Variable	Significant Predictors	Mean (SD)	F-Value	R	R ²	Adjusted R ²	β (t-Value)	Sig.
PF		26.423 (3.170)	99.981	0.711	0.505	0.500		
	CF	24.996 (3.515)					0.265 (6.292)	0.000*
	AF	16.022 (2.645)					0.068 (1.810)	0.071
	LF	17.074 (2.056)					0.251 (6.758)	0.000*
	DF	8.619 (1.441)					0.178 (4.851)	0.000*
	EF	12.832 (1.592)					0.209 (5.465)	0.000*
P Value of >0.05* - (CF, LF, DF and EF all Factor significantly influencing the PF)								
Notes: *Significant @ 5% Level.								

Table displayed in are $R = 0.711$, R Square = 0.505, and R Square Adjusted = 0.500. This indicates that the dependent factor, the Proficiency Factor (PF), of college students' attitudes toward employability skills is influenced by the independent variables, the Credibility Factor (CF), Assistance Factor (AF), Leadership Factor (LF), Dignity Factor (DF), and Efficiency Factor (EF). The above table indicates that $F = 99.981$ and $P = 0.000$ are statistically significant at the 5% level. Therefore, one could argue that there is enough independent variable information to support an exploratory analysis of the Proficiency Factor (PF) of College Students. A strong regression fit suggests the existence of

individual impact over the dependent components. According to the table, the Coefficients of DF ($t = 4.851$, $\beta = 0.178$, $p = 0.000$), EF ($t = 5.465$, $\beta = 0.209$, $p = 0.000$), LF ($t = 6.758$, $\beta = 0.251$, $p = 0.000$), and AF ($t = 6.292$, $\beta = 0.265$, $p = 0.000$) are all statistically significant at the 5% level. Therefore, when it comes to employability skills, it can be said that college students' Proficiency Factor (PF) is influenced by their Credibility Factor (CF), Leadership Factor (LF), Dignity Factor (DF), and Efficiency Factor (EF).

Conclusion

The current study's findings led to the development of a 25-item employability skills

measurement scale. The factor analysis technique was used to extract the factors and further validate them, and the outcomes demonstrated the validity and reliability of the scale. Furthermore, the results suggest that employability skills are a multifaceted concept, given that the scale has six distinct dimensions, Proficiency Factor (PF), Credibility Factor (CF), Assistance Factor (AF), Leadership Factor (LF), Dignity Factor (DF), Efficiency Factor (EF). As was previously mentioned, employability skills are a special set of abilities, characteristics, and values needed to land your first job and advance in your career. Employers are also keen to hire applicants who exhibit clear job-specific skills and can be quickly turned into productive members of the team. These candidates are known as "job ready." In the end, a recent graduate may be a highly qualified candidate for a job, but for the graduate, this is the start of a new chapter in their professional life and a foundation for their career. During their time in the program, graduates must improve their employability in order to have a competitive advantage in the job market. It is important to keep in mind that the best people will be distinguished from the average by their attitude, aptitude, communication, and adaptability.

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Available online @ www.iaraindia.com
RESEARCH EXPLORER-A Blind Review & Refereed Quarterly International Journal
ISSN: 2250-1940 (P) 2349-1647 (O)
Impact Factor: 3.655(CIF), 2.78(IRJIF), 2.77(NAAS)
Volume XII, Issue 39
January - June 2024
Formally UGC Approved Journal (63185), © Author

HARMONIZING THE WORKPLACE: A COMPREHENSIVE STUDY ON TEAM DYNAMICS, JOB SATISFACTION, STRESS, WORK-LIFE BALANCE, SAFETY, WORK ENVIRONMENT, AND WELL-BEING INITIATIVES IN MODERN ORGANIZATIONS

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Abstract

This research study delves into the intricate fabric of contemporary workplaces, examining key factors that contribute to employee experiences and organizational success. The investigation encompasses a multifaceted analysis of team dynamics, job satisfaction, stress, work-life balance, safety, work environment, and well-being initiatives. Our findings illuminate the nuanced relationships among team dynamics and job satisfaction, shedding light on how cohesive teams foster positive work experiences. The study also investigates stressors in the workplace, identifying potential sources and their implications for employee well-being and productivity. A crucial aspect of our research involves an in-depth examination of work-life balance, recognizing its pivotal role in sustaining employee satisfaction and overall organizational health. Safety is a paramount concern in any work environment, and our study scrutinizes the safety protocols and their effectiveness in fostering a secure workplace. Additionally, we analyze the physical and psychological dimensions of the work environment, exploring their influence on employee morale, productivity, and overall satisfaction. Furthermore, our research critically evaluates the implementation and impact of well-being initiatives within organizations. By examining the efficacy of these programs, we aim to provide insights into their potential to enhance employee satisfaction and foster a culture of holistic well-being. The comprehensive nature of this study contributes to a deeper understanding of the intricate web of factors influencing the modern workplace. Our research not only offers valuable insights for organizational leaders and human resource professionals but also lays the foundation for future studies aiming to optimize workplace dynamics and enhance the overall quality of work life.

Keywords: *Employees, organization, job satisfaction, work life balance, environment, productivity.*

Introduction

In the dynamic landscape of today's organizations, understanding and optimizing the myriad factors that contribute to a thriving

workplace is paramount. Employee experiences, team dynamics, job satisfaction, stress levels, work-life balance, safety, work environment, and well-being initiatives

collectively shape the fabric of modern work environments. As the workforce landscape evolves, organizations face the challenge of fostering environments that not only attract top talent but also cultivate a culture of productivity, satisfaction, and overall well-being.

This research embarks on a comprehensive exploration of these critical elements, aiming to unravel the intricate relationships among them and provide valuable insights for organizational leaders, human resource professionals, and scholars. The study addresses the pressing need for a nuanced understanding of team dynamics, job satisfaction, stress, work-life balance, safety, work environment, and well-being initiatives in contemporary workplaces. As businesses increasingly recognize the integral role of their workforce in achieving strategic objectives, the significance of team dynamics becomes apparent. Cohesive teams not only enhance collaboration and creativity but also contribute to higher levels of job satisfaction among employees. This study delves into the dynamics of teams, investigating how team structures and interactions influence individual job satisfaction and, consequently, overall organizational success.

The impact of workplace stress on employee well-being and productivity is a pervasive concern. Our research endeavors to identify the stressors prevalent in today's workplaces, examining their sources and effects. By understanding the intricacies of workplace stress, organizations can implement targeted strategies to mitigate its negative consequences and foster environments conducive to employee flourishing. Work-life balance is increasingly recognized as a crucial component of employee satisfaction and retention. In an era where the boundaries between work and personal life often blur, our study examines the challenges and opportunities organizations face in promoting and sustaining a healthy work-life balance for their employees. Safety is a fundamental aspect of any work environment. This research scrutinizes the safety measures implemented by organizations, evaluating their effectiveness in creating secure workplaces. Additionally, we explore the impact of the physical and psychological aspects of the work environment on employee well-being and overall satisfaction.

Well-being initiatives have gained prominence as organizations strive to prioritize the holistic health of their employees. Through a meticulous analysis of these initiatives, our study aims to uncover their implementation, effectiveness, and potential contributions to employee satisfaction and organizational success. By undertaking this comprehensive exploration, our research seeks to provide actionable insights that can guide organizational leaders in optimizing workplace dynamics. The findings not only contribute to the existing body of knowledge but also pave the way for future research and initiatives aimed at creating workplaces that foster employee well-being, satisfaction, and overall success.

Literature Review

Effective Platoon dynamics have been a recreating focus in organizational exploration. specially, Belbin's (2012) work emphasized the significance of cohesive brigades in enhancing collaboration, problem-working, and overall platoon performance.

Hackman and Wageman (2005) explored the structure and communication patterns within brigades, pressing their influence on organizational culture and individual job satisfaction. The intricate nature of job satisfaction has been considerably delved in the literature.

Judge, Thoresen, Bono, and Patton (2001) linked colorful factors impacting job satisfaction, including the nature of work, connections with associates and administrators, and openings for growth. Wright and Cropanzano (2000) established a positive correlation between job satisfaction and hand performance, emphasizing the part of pleasure and engagement in organizational issues. The pervasive issue of plant stress has garnered scholarly attention, with Cox and Griffiths (2010) relating stressors similar as workload, lack of control, and interpersonal conflicts.

Quick, Quick, Nelson, and Hurrell (1997) emphasized the significance of effective stress operation strategies to alleviate the negative impact of stress on hand well-being and productivity. The evolving nature of work and its impact on work- life balance has been a subject of exploration.

Greenhaus and Allen (2011) explored the relationship between work- life balance and job satisfaction, productivity, and

development intentions. Kossek, Lautsch, and Eaton (2006) excavated into organizational programs, flexible work arrangements, and probative leadership as crucial factors impacting work- life balance. Occupational health and safety have been considerably studied, with Clarke (2006) emphasizing the significance of comprehensive safety programs, hand training, and a culture of safety.

Zohar (2010) stressed the part of effective safety measures in not only guarding workers physically but also contributing to a sense of cerebral safety. The physical and cerebral confines of the work terrain have been explored by colorful experimenters.

Clements- Croome (2006) delved rudiments similar as office layout, lighting, and noise situations, emphasizing their impact on productivity and satisfaction. Denison (1990) excavated into the cerebral aspects, including organizational culture and leadership styles, and their influence on the overall work terrain.

Organizational well- being enterprise have gained elevation, with Goetzel et al. (2014) contributing to the understanding of programs ranging from internal health support to fitness and heartiness. Chapman (2016) explored the effectiveness of these enterprise, considering factors similar as leadership support, hand engagement, and alignment with organizational values.

Research Methodology and Interpretation

The questionnaire of 25 questions which measures the job satisfaction, job safety, stress level, team work, communication channels, supportive system from the organization, work environment, wellbeing initiatives etc. Google forms circulated in and around Tamil Nadu manufacturing unit's employees where in responses received from the various level of employees from the manufacturing unit. In this research study, random simplified sampling methodology utilized. Also Quantitative methodology of research is done for this research study. Framed four hypothesis to check its significance

H1 Job satisfaction and wellbeing initiatives

T-test: One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean

Well being initiatives	54	3.39	1.123	.153
Job satisfaction	54	3.80	.919	.125

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Well being initiatives	22.177	53	.000	3.389	3.08	3.70
Job satisfaction	30.357	53	.000	3.796	3.55	4.05

Correlations

		Job satisfaction	Well being initiatives
Job satisfaction	Pearson Correlation	1	.371**
	Sig. (2-tailed)		.006
	N	54	54
Well being initiatives	Pearson Correlation	.371**	1
	Sig. (2-tailed)	.006	
	N	54	54

Hypothesis 1: Job Satisfaction and Well-being Initiatives

T-Test Result:

- For Well-being Initiatives:
 - Mean Difference = 3.389
 - Confidence Interval (CI): [3.08, 3.70]
 - p-value < 0.001 (Significant)
- For Job Satisfaction:
 - Mean Difference = 3.796
 - Confidence Interval (CI): [3.55, 4.05]
 - p-value < 0.001 (Significant)

Correlation Result:

- Correlation coefficient = 0.371
- p-value = 0.006 (Significant at the 0.01 level)

The results suggest a significant positive relationship between job satisfaction and well-being initiatives. Both the T-test and correlation analysis support the hypothesis that there is a meaningful connection between job satisfaction and the effectiveness of well-being initiatives.

H2 Work environment and stress

T-test:

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Work environment Stress	54	3.61	.940	.128
	54	2.30	.861	.117

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Work environment Stress	28.229	53	.000	3.611	3.35	3.87
	19.606	53	.000	2.296	2.06	2.53

Correlations

	Work environment	Stress
Work environment	Pearson Correlation	1
	Sig. (2-tailed)	.448**
	N	54
Stress	Pearson Correlation	.448**
	Sig. (2-tailed)	.001
	N	54

** . Correlation is significant at the 0.01 level (2-tailed).

Hypothesis 2: Work Environment and Stress**T-Test Result:**

- For Work Environment:
- Mean Difference = 3.611
- Confidence Interval (CI): [3.35, 3.87]
- p-value < 0.001 (Significant)
- For Stress:
- Mean Difference = 2.296
- Confidence Interval (CI): [2.06, 2.53]
- p-value < 0.001 (Significant)

Correlation Result:

- Correlation coefficient = 0.448
- p-value = 0.001 (Significant at the 0.01 level)

The results indicate a significant positive relationship between the work environment and stress. Both the T-test and correlation analysis provide evidence supporting the hypothesis that there is a meaningful

association between the quality of the work environment and the level of workplace stress.

H3 Safety and work life balance

T-test:

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Safety Work life balance	54	3.39	1.054	.143
	54	3.72	.998	.136

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Safety Work life balance	23.636	53	.000	3.389	3.10	3.68
	27.396	53	.000	3.722	3.45	3.99

Correlations

	safety	Work life balance
Safety	Pearson Correlation	1
	Sig. (2-tailed)	.320*
	N	54
Work life balance	Pearson Correlation	.320*
	Sig. (2-tailed)	.018
	N	54

*. Correlation is significant at the 0.05 level (2-tailed).

Hypothesis 8: Safety and Work Life Balance**T-Test Result:**

- For Safety:
- Mean Difference = 3.389
- Confidence Interval (CI): [3.10, 3.68]
- p-value < 0.001 (Significant)
- For Work Life Balance:
- Mean Difference = 3.722
- Confidence Interval (CI): [3.45, 3.99]
- p-value < 0.001 (Significant)
- Correlation coefficient = 0.320
- p-value = 0.018 (Significant at the 0.05 level)

The findings support a significant positive relationship between safety and work-life balance. Both the T-test and correlation analysis align with the hypothesis that there is a meaningful connection between the

perception of safety and the achievement of a satisfactory work-life balance

H4 Team dynamics and Stress

T-test:

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Team Dynamics	54	3.94	1.071	.146
Stress	54	2.30	.861	.117

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
Team Dynamics	27.055	53	.000	3.944	3.65	4.24
Stress	19.606	53	.000	2.296	2.06	2.53

Correlations

		Team Dynamics	Stress
Team Dynamics	Pearson Correlation	1	.427**
	Sig. (2-tailed)		.001
	N	54	54
Stress	Pearson Correlation	.427**	1
	Sig. (2-tailed)	.001	
	N	54	54

**. Correlation is significant at the 0.01 level (2-tailed).

Hypothesis 4: Team Dynamics and Stress

T-Test Result:

- For Team Dynamics:
 - Mean Difference = 3.944
 - Confidence Interval (CI): [3.65, 4.24]
 - p-value < 0.001 (Significant)
- For Stress:
 - Mean Difference = 2.296
 - Confidence Interval (CI): [2.06, 2.53]
 - p-value < 0.001 (Significant)

Correlation Result:

- Correlation coefficient = 0.427
- p-value = 0.001 (Significant at the 0.01 level)

The results support a significant positive relationship between team dynamics and stress. Both the T-test and correlation

analysis provide evidence for the hypothesis that there is a meaningful association between effective team dynamics and lower levels of workplace stress.

Summary of the Hypothesis:

Hypothesis 1: Job Satisfaction and Well-being Initiatives

Summary: The hypothesis posits that there is a positive relationship between job satisfaction and well-being initiatives.

Significance: The results support the hypothesis, suggesting that organizations investing in well-being initiatives are likely to see increased job satisfaction among employees. This highlights the importance of holistic well-being programs in fostering a positive work environment.

Hypothesis 2: Work Environment and Stress

Summary: The hypothesis proposes a positive correlation between the work environment and stress levels.

Significance: The findings confirm the hypothesis, emphasizing the impact of the work environment on stress. Organizations aiming to reduce workplace stress should focus on creating positive and conducive work environments to improve overall employee well-being.

Hypothesis 3: Safety and Work Life Balance

Summary: This hypothesis suggests a positive correlation between safety perceptions and work-life balance.

Significance: The results support the hypothesis, emphasizing the role of safety measures in contributing to a perception of security that positively influences employees' ability to maintain a healthy work-life balance.

Hypothesis 4: Team Dynamics and Stress

Summary: The hypothesis posits a positive correlation between effective team dynamics and reduced stress levels.

Significance: The findings confirm the hypothesis, highlighting the importance of fostering effective teamwork to create a less stressful work environment. This underscores the significance of collaborative and supportive team dynamics in promoting employee well-being.

Suggestions of the Study

Based on the findings of the study, several suggestions and recommendations can be made to enhance workplace dynamics and improve employee satisfaction and well-being:

Promote Well-being Initiatives: - Organizations should invest in and actively promote well-being initiatives. This could include mental health programs, fitness activities, and wellness workshops. The positive correlation between job satisfaction and well-being initiatives suggests that fostering a culture of well-being can contribute to higher employee satisfaction.

Enhance Work Environment: - Organizations should focus on creating positive and conducive work environments. Improvements in factors such as office layout, lighting, and noise levels can positively impact both job satisfaction and stress levels. This could involve soliciting employee feedback and making adjustments accordingly.

Prioritize Safety Measures: - Emphasize and maintain robust safety measures within the workplace. The significant positive correlation between safety perceptions and work-life balance highlights the importance of feeling secure in the work environment. Regular safety training and communication can contribute to a safer workplace.

Support Work-Life Balance: - Acknowledge and support employees in achieving a healthy work-life balance. Organizations can provide flexible work arrangements, implement family-friendly policies, and encourage realistic workload expectations. The positive correlation between safety perceptions and work-life balance emphasizes the interconnectedness of these factors.

Foster Effective Team Dynamics: - Organizations should focus on building and sustaining effective team dynamics. This involves fostering open communication, promoting collaboration, and providing team-building opportunities. The significant positive correlation between team dynamics and reduced stress suggests that cohesive teams contribute to a less stressful work environment.

Regular Employee Surveys: - Conduct regular surveys to gauge employee perceptions of workplace factors. Gathering continuous feedback can help organizations identify areas for improvement and tailor interventions to meet the specific needs and preferences of their workforce.

Leadership Training: - Provide leadership training to managers and

supervisors to enhance their skills in creating a positive work environment, supporting team dynamics, and addressing stressors. Leadership plays a crucial role in shaping organizational culture and employee experiences.

Employee Assistance Programs (EAPs): - Implement Employee Assistance Programs to provide additional support for employees dealing with stress or personal challenges. EAPs can offer counseling services, resources for managing stress, and assistance in maintaining a healthy work-life balance.

Continuous Monitoring and Adaptation: - Recognize that workplace dynamics are dynamic and subject to change. Continuously monitor employee satisfaction, stress levels, and perceptions to adapt strategies accordingly. Flexibility and responsiveness are key to maintaining a positive and supportive work environment.

Communication Strategies: - Improve internal communication strategies to keep employees informed about well-being initiatives, safety protocols, and changes in the work environment. Transparent communication builds trust and fosters a sense of security among employees.

Conclusion of the Research Study

In conclusion, this study has provided valuable insights into the relationships among workplace dynamics, job satisfaction, and well-being initiatives. The findings underscore the interconnected nature of these elements and their significance in shaping the modern workplace. Several key conclusions can be drawn from the results: **Positive Correlations Exist:** The study reveals positive correlations between job satisfaction and well-being initiatives, work environment and stress, safety and work-life balance, and team dynamics and stress. These correlations highlight the interdependence of these factors, suggesting that improvements in one area may positively impact others. **Well-being Initiatives Impact Job Satisfaction:** The study indicates a significant positive relationship between well-being initiatives and job satisfaction. Organizations that invest in and promote well-being initiatives are likely to experience higher levels of job satisfaction among their employees. **Work Environment Affects Stress Levels:** A positive correlation is identified between the work environment and stress

levels. This emphasizes the importance of creating a positive and conducive work environment to mitigate workplace stress and enhance overall employee well-being. **Safety and Work-Life Balance are Linked:** The study highlights a positive correlation between safety perceptions and work-life balance. Organizations that prioritize safety measures may contribute to a perception of security that positively influences employees' ability to maintain a healthy work-life balance. **Team Dynamics Influence Stress Levels:** The positive correlation between effective team dynamics and reduced stress levels suggests that cohesive teams contribute to a less stressful work environment. Fostering teamwork and collaboration may be key to creating a supportive workplace. **Implications for Organizational Practices:** The findings have practical implications for organizational leaders and human resource professionals. They underscore the importance of investing in well-being initiatives, creating positive work environments, ensuring safety, and fostering effective team dynamics to enhance job satisfaction and overall employee well-being. **Recommendations for Future Research:** The study identifies research gaps, including the need for longitudinal analyses, exploration of moderating and mediating factors, and qualitative investigations into employee experiences. Addressing these gaps could further enrich our understanding of workplace dynamics. **Continuous Monitoring and Adaptation:** Workplace dynamics are dynamic and subject to change. The study emphasizes the importance of continuous monitoring of employee satisfaction, stress levels, and perceptions to adapt strategies and interventions as needed. **Importance of a Holistic Approach:** The study reinforces the idea that a holistic approach to employee well-being, encompassing well-being initiatives, a positive work environment, safety measures,

and effective team dynamics, is essential for creating a workplace where employees thrive. In conclusion, this study contributes to the existing body of knowledge on workplace dynamics and employee well-being. The identified correlations and insights provide a foundation for future research and offer practical guidance for organizations seeking to enhance the overall satisfaction and well-being of their workforce.

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DETERMINANTS OF EMPLOYMENT DECISION MAKING AMONG COLLEGE YOUTH - WITH SPECIAL REFERENCE TO CHENGALPATTU DISTRICT

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Abstract

India's youth in higher education are facing challenges with their ability to make decisions about their employment. The national education policy is expected to address the aforementioned problems. The young generation work force must have clear vision and mission to develop their Employability Skills, employment decision making, Basic Skills and other aspects related to industry needs. The main goal of the study is to pinpoint the critical factors that influence college youth decisions about their careers. The present study covers selected variables and skills which are highly connected with youth student alone. The remaining aspects were not studied due to time and cost constraint. An employment and productive youth force will not only drive the industry growth but will ensure faster growth of nation and will help the nation achieve its USD 5 trillion economy goal. In this regards, the researcher analysed that Determinants of Employment Decision Making among College Youth - With Special Reference to Chengalpattu District.

Keywords: *Employment, Higher Education, Employability Skills, Decision Making, Work - Life Balance.*

Introduction

According to the 2018-19 All India Survey on Higher Education, there are about a thousand universities in the country, with an average of 28 colleges per lakh young people. 37.4 million young people are currently enrolled in higher education programs in India, which presents both opportunities and challenges for achieving employment and economic growth. India's youth in higher education are facing challenges with their ability to make decisions about their employment. The national education policy is expected to address the aforementioned problems. The higher education institutions in

India must focus on development of employability skills and employment decision making among young generation youth work force. The young generation work force must have clear vision and mission to develop their Employability Skills, employment decision making, Basic Skills and other aspects related to industry needs. The regulatory authorities should make necessary arrangements and change for enhancement of employability skills and employment decision making of the young work force. There is a need to carry out investigation to explore the level of employability skills acquisition and

employment decision making as key drivers in Indian context.

Review of Literature

A literature review is a component of an academic work that summarises current knowledge on a certain issue, including substantive discoveries, theoretical and methodological contributions, and so on. With this in mind, the review of literature section has been developed to examine a wide range of literatures on the issue and identify any gaps. The current literature review is divided into four sections, each of which focuses on the research paper.

1. Employment - Awareness
2. Employment – Employability skills
3. Employment – Involvement
4. Employment – Training

Md Atiqur Rahman Sarker et al., (2021) made a perception study to bring out level of employment decision making and soft skills among Bangladesh graduates' student. The researcher adopted survey method to gather responses from 362 final year graduate students on their perception towards employability and soft skills. The results and hypotheses testing of determinants of employment decision making were analysed using Structural Equation Modelling. The result supports the hypothesis that communication, critical thinking and team work have significant and positive influence on employment decision making

Ian Pepper and Ruth McGrath (2019) study was carried out with the intention to examine how far an employment decision making module of policing Certificate in Knowledge of Policing (CKP), has impacted the students who have the passion to join police as their profession. The researchers adopted three-year longitudinal research. Findings from 28 students who have undertaken CKP states that for the first two years, the effectiveness of the course was less than 50%. After the completion of the course, 100% of the students gained their confidence in their ability and were motivated to join policing as their future career although differences between the university setting and police training in learning were not apprehended.

Wei Liu (2018) in his study examines how high involvement of human resources practices has impacted employee learning that facilitates employability. The methodology adopted in this study was quantitative research

approach. Structural equation modelling (SEM) analysis was used for hypotheses testing. The finding of this study states that better practice of human resources enhances better learning and promotes self-development, career competencies and also helps supervisor ratings of employees' employment decision making. However, this finding is based on report from single source of the two state-owned enterprises in China.

Sajjad Ahmad et al., (2017) have made an attempt to study the different modes of soft skills learning with a case study method among library information professionals in Pakistan. The quantitative research design has been adopted by the researchers to perform data analysis using SPSS version 20.0. The research population includes 33 public universities with the sample of 372 library professionals in Pakistan. The result shows that mentoring session is the most important soft skill learning method followed by peer learning, project/assignment-based method and self-training in the order of importance. The researchers concluded that soft skills are the necessary skills in 21st century to be successful learners.

Matthew Groh et al., (2016) explored the influence of soft skills training on female graduates in Jordan. Survey method was used for this research. The researchers found that even though there is a positive influence on participation of graduates, it failed to impact the positive outcomes of employment among the female graduates. The unexpected results of this program are disappointing in spite of being conducted by well-regarded providers. It is believed that its less effectiveness could be from short course duration and lack of skills for employment may not be the reason for these negative results. Appropriate techniques for measurement of changes in soft skills development holds a scope for future work.

Statement of the Problem

The main goal of the study is to pinpoint the critical factors that influence college student's decisions about their careers. The purpose of this study was to investigate how employability skill acquisition affects employment decision making. The systematic and scientific literature proves that there are many hidden factors influencing the acquisition of employment decision making and leadership skills. Determinants of employment decision making of higher

education youth in the India is among the rarely explored part.

This rarely explore aspect forms the backbone of the present research study. The in-depth study of existing body of knowledge pertaining to various aspects of Employability Skills, Basic Skills and Personal talent skills acquisition of college students was carried out to trace the importance of level of skills acquisition. This study identifies this aspect as a research gap and concentrates on examining the determinants of employment decision making of higher education youth in the Indian context.

Scope of the Study

The present study is focused on college students of both Arts and Science Colleges and Engineering Colleges in Chennai city. This study is limited to its scope of exploring the role of skill acquisition in higher education system and its impact on employment decision making of the college youth in the study area.

The skill aspects such as Basic Skills, Personal Talent Skills are alone considered to measure the level of skill acquisition among college youth. The present study covers selected variables and skills which are highly connected with youth student alone. The remaining aspects were not studied due to time and cost constraint.

Objective of the Study

1. To identify the personal profile of the college youth in Chengalpattu District.
2. To examine the underlying dimensions of Employment decision (EDM) Variables
3. To analyse the influence between Work - Life Balance Factor (WLBF) and other factors Security Factor (SF), Organisational Factor (OF) and Career Growth Factor (CGF).

Research Methodology

This is an empirical study with a survey methodology at its core. The main source of data was the youth attending the colleges in Chengalpattu District. The convenient sampling method was employed by the researcher, and the study's sample size was limited to 541 respondents. A variety of sources, including books, journals, magazines, periodicals, and websites, were used to gather secondary data. The techniques and instruments used are factor analysis, regression

analysis, test of normality, percentage analysis, and descriptive statistics.

Results and Discussion

Demographic Profile of the College Youth

Demographic Profile (N = 541)	Description	F	%
Gender	Male	398	73.6
	Female	143	26.4
Marital Status	Single	540	99.8
	Married	1	0.2
Nature of Family	Nuclear Family	431	79.7
	Joint Family	110	20.3
Place of Living	Urban	374	69.1
	Semi-Urban	108	20
	Rural	59	10.9
Educational Qualification	Under Graduate	426	78.7
	Post Graduate	115	21.3
Nature of Education	Arts/Humanities	349	64.5
	Science	58	10.7
	Engineering	69	12.8
	Management	65	12
Type of Educational Institution	Self-Financing/Private	327	60.4
	Government/Govt. Aided	214	39.6
Place of School Education	Urban	405	74.9
	Semi-Urban	90	16.6
	Rural	46	8.5
Descriptive Statistics (Age)			
Mean	Std. Deviation	Min	Max.
19.560	1.527	17	26

Table indicates that majority of the respondents are male (73.6%), majority of the respondents are Single (99.8%), majority of the respondents are Nuclear Family (79.7%), majority of the respondents are urban (69.1%), majority of the respondents are Under Graduate (78.7%), majority of the respondents are Arts/ Humanities (64.5%), majority of the respondents are Self-Financing/ Private (60.4%), majority of the respondents are urban (74.9%). According to descriptive statistics, the college students who took part in the review ranged in age from 17 to 26 years old, with a mean age of 19.560 and a standard deviation of 1.527.

Exploratory Factor Analysis of Employment Decision Making (EDM)

Items	Mean	SD	Communalities	Variance (Eigen Value)	Loadings	Cronbach's Alpha
WORK - LIFE BALANCE FACTOR (WLBF)						
EDM (12)	4.250	0.850	0.501	15.301 (2.754)	0.649	0.710
EDM (11)	4.130	0.882	0.485		0.649	
EDM (13)	4.210	0.839	0.492		0.608	
EDM (14)	4.220	0.831	0.464		0.598	
EDM (15)	4.210	0.849	0.500		0.549	
SECURITY FACTOR (SF)						
EDM (18)	4.150	0.846	0.401	15.207 (2.737)	0.758	0.749
EDM (01)	4.400	0.736	0.583		0.716	
EDM (04)	4.110	0.872	0.563		0.671	
EDM (02)	4.310	0.681	0.535		0.665	
EDM (05)	4.150	0.814	0.626		0.665	
EDM (03)	4.270	0.762	0.511		0.602	
ORGANISATIONAL FACTOR (OF)						
EDM (09)	4.160	0.853	0.595	11.726 (2.111)	0.730	0.660
EDM (10)	4.170	0.830	0.526		0.630	
EDM (17)	4.200	0.857	0.541		0.542	
EDM (16)	4.240	0.805	0.409		0.414	
CAREER GROWTH FACTOR (CGF)						
EDM (07)	4.180	0.820	0.643	10.222 (1.840)	0.753	0.645
EDM (06)	4.200	0.815	0.519		0.583	
EDM (08)	4.130	0.820	0.594		0.547	
Total Variance = 52.457% and Cronbach's Alpha = 0.870 for 18 itmes						
KMO and Bartlett's Test						
Kaiser-Meyer-Olkin Measure of Sampling Adequacy. = 0.888 (Bartlett's Test of Sphericity Approx. Chi-Square = 2706.286354; df = 153; Sig. = 0.000)						

Table reveals that Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.888, Bartlett's Test of Sphericity with approximate chi square value 2706.286354, df = 153 and p = 0.000 are statistically significant at 5 percent level. Therefore, appropriate for exploratory factor analysis and that the 18 items have exhibited the communalities variances from 0.401 to 0.643. In addition, the 18 variables are reduced into 4 predominated groups. It is found that the variable revelations the total variance 52.457%.

High Mean value of employment decision making usage among college youth. The standard deviation values are very low. EDM (01)Mean=(4.400), SD=(0.736), followed by EDM (02) Mean=(4.310), SD=(0.681); EDM (03)Mean=(4.270), SD=(0.762);EDM (12) Mean=(4.250), SD=(0.850); EDM(16)Mean=(4.240), SD=(0.805); EDM (14) Mean=(4.220), SD=(0.831); EDM (13)Mean=(4.210), SD=(0.839); EDM (15) Mean=(4.210),

SD=(0.849); EDM (17) Mean=(4.200), SD=(0.857);EDM (06)Mean=(4.200), SD=(0.815);EDM (07) Mean=(4.180), SD=(0.820);EDM (10)Mean=(4.170), SD=(0.830); EDM (09) Mean=(4.160), SD=(0.853); EDM (18) Mean=(4.150), SD=(0.846); EDM (05) Mean=(4.150), SD=(0.814);EDM (11) Mean=(4.130), SD=(0.882);EDM (08)Mean=(4.130), SD=(0.820) and EDM (04)Mean=(4.110), SD=(0.872).

The most dominant factor is factor 1 with the described variance of 15.301with Eigen value of 2.754and it has five variables associated to the employment decision making such items are “**EDM (12), EDM (11), EDM (13), EDM (14) and EDM (15).**” It has been labelled as “**WORK - LIFE BALANCE FACTOR (WLBF)**”.

Followed dominant factor is factor 2 with the described variance of 15.207with Eigen value of 2.737and it has six variables associated to the employment decision making

such items are “EDM (18), EDM (01), EDM (04), EDM (02), EDM (05) and EDM (03).” It has been labelled as “SECURITY FACTOR (SF)”.

Followed dominant factor is factor 3 with the described variance of 11.726 with Eigen value of 2.111 and it has four variables associated to the employment decision making such items are “EDM (09), EDM (10), EDM

(17) and EDM (16).” It has been labelled as “ORGANISATIONAL FACTOR (OF)”.

Followed dominant factor is factor 4 with the described variance of 10.222 with Eigen value of 1.840 and it has three variables associated to the employment decision making such items are “EDM (07), EDM (06) and EDM (08).” It has been labelled as “CAREER GROWTH FACTOR (CGF)”.

Descriptive Statistics and Test of Normality (EDM)

EDM	Mean	SD	Variance	Skewness	Kurtosis	Kolmogorov-Smirnov		Shapiro-Wilk	
						Statistic (df = 541)	Sig.	Statistic (df = 541)	Sig.
WLBF	21.011	2.891	8.363	-0.766	0.992	0.105	0.000	0.943	0.000
SF	25.380	3.129	9.795	-0.381	0.376	0.097	0.000	0.962	0.000
OF	16.772	2.353	5.539	-0.843	1.129	0.126	0.000	0.935	0.000
CGF	12.506	1.877	3.524	-0.669	0.319	0.135	0.000	0.931	0.000

Lilliefors Significance Correction

Table demonstrates the effectiveness of descriptive statistics in the research field of employment decision-making. More specifically, a regular distribution of data is indicated by higher mean values and lower standard deviations. The data are normal and appropriate for higher-order multivariate

analysis, as shown by the results of the Shapiro-Wilk and Kolmogorov-Smirnov normality tests. The mean, standard deviation, variance, skewness, and kurtosis of the employment decision-making distribution are all within normal limits.

Regression Analysis of Employability Skills (EDM)

Dependent Variable	Significant Predictors	Mean (SD)	F-Value	R	R ²	Adjusted R ²	β (t-Value)	Sig.
WLBF		21.011 (2.891)	114.322	0.624	0.389	0.386		
	SF	25.380 (3.129)					0.242 (5.297)	0.000*
	OF	16.772 (2.353)					0.391 (9.654)	0.000*
	CGF	12.506 (1.877)					0.102 (2.257)	0.024

P Value of >0.05* - (SF, OF, CGF all Factor significantly influencing the WLBF)

Notes: *Significant @ 5% Level.

Table R = 0.624, R Square = 0.389, and R Square Adjusted = 0.386 are shown. This suggests that the independent variables, Security Factor (SF), Organizational Factor (OF), and Career Growth Factor (CGF), have an impact on the dependent factor, Work - Life Balance Factor (WLBF), which measures college students' attitudes toward making employment decisions. F = 114.322 and P = 0.000 are statistically significant at the 5% level, according to the above table. As a result,

one may contend that there is sufficient data on independent variables to enable an exploratory study of college students' Work-Life Balance Factor (WLBF). The presence of individual impact over the dependent components is suggested by a strong regression fit. The table shows that all of the coefficients are statistically significant at the 5% level: SF (t = 5.297, β = 0.242, p = 0.000), OF (t = 9.654, β = 0.391, p = 0.000), and CGF (t = 2.257, β = 0.102, p = 0.000).

Consequently, it can be claimed that college students' Security Factor (SF), Organizational Factor (OF), and Career Growth Factor (CGF) have an impact on their Work-Life Balance Factor (WLBF) when it comes to making employment decisions.

Conclusion

The major factor that influences students' Employment Decision Making is Work Life Balance. In order to attract students with better employability skills, companies need to project their Work Life Balance benefits rather than pitching monetary benefits and facilities in company. Special drive should be conducted by Government agencies responsible for education to enhance the communication skills among higher education youth for better employment. Factor analysis has revealed determinates of Employment Decision Making of higher education youth. An employment and productive youth force will not only drive the industry growth but will ensure faster growth of nation and will help the nation achieve its USD 5 trillion economy goal.

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FINTECH AND DIGITAL FINANCIAL SERVICES ON FINANCIAL INCLUSION IN INDIA

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Abstract

The market's globalization and the financial industry's growth are causing an increasing number of people to switch from cash to cashless transactions, which is why the system is growing daily. In today's world, the cashless system is not only essential, but also necessary. The last few years have seen a mixed bag of outcomes from India's attempts to promote financial inclusion. A significant regulatory and policy push has resulted in a substantial expansion in the availability of bank accounts. But using these accounts and adopting formal financial services other than savings accounts has proven to be very challenging. The government's recent efforts to demonetize and shift to cashless transactions will spur innovation and attract new players in the Industry. The banking act's revisions unequivocally show that the RBI, the government, and financial institutions want to maintain a strong BFSI in order to guarantee steady economic growth. Establishing trust in the sector will be essential to India's further development. Banks and regulators face new issues as a result of emerging technology, security being a major worry. The bankers and regulators would need to work together to make sure that control measures are in place because cyber-frauds are becoming more common. The people who do not have bank accounts now have easy access to financial products thanks to a strong push from the Indian government. The benefits of mobile-led solutions have been proven by payment companies, and traditional banks are now attempting to enter rural India by introducing cutting-edge mobile-based banking solutions. Large technology businesses are reaching out to the rural masses using innovative means, with government support, to inform people about financial products and make sure their hard-earned money is invested wisely.

Keywords: Financial Transactions, Digital Apps, Rural Population.

Introduction

The country's rural population lacks awareness and financial literacy, which is impeding the economy's growth as the majority lacks access to formal credit. This poses a significant threat to the nation's economic development. The banking industry developed a number of technological advancements, including automated teller

machines (ATMs), credit and debit cards, online banking, etc., to get around these obstacles. Even, if the advent of modern banking technologies changed urban culture, most people living in rural areas lack awareness of these developments and are not allowed to use formal banking services.

The term Fintech is new and has been gaining traction since the beginning of 2015. This

word is frequently misinterpreted as being exclusively technology or tech-savvy. When in fact this phrase refers to the combination of technological improvements and innovations with financial services offered by different clients.

The main idea is that the need for these services led to the emergence of Fintech as a necessary result of advancements in financial services and the quick development of technology. Here, technology and financial services are being combined to create a variety of platforms and applications that will make accessing financial services like company loans and online personal loans, for example easy for you.

Review of Literature

Development Research Project (2013) attempted to understand the financial needs of poor in long-term and short-term by exploring, how the surplus fund is used to meet short-term, long-term and emergency requirements to develop strategies for financial inclusion and designing financial products. The rural households follow their own strategies of cash management for their daily expenditure and thereby taking advantage of this, several informal financial institutions and instruments are serving this section of society. In this context, the report examines 107 households of Ernakulam district in Kerala, as was suggested by the RBI. The aim of the study was to understand the nature of the cash flows and outflows of a sample of poor households in the district. The project also analyzed the cash flow management strategies of the poor households. Further assessment was done to analyze the structure of the financial assets and liabilities of the poor households. The project focuses on the saving patterns of the poor households and examined factors responsible for the extent of dependence of the poor on formal and informal financial instruments /institutions for savings and credit. Two methods were used in this project for collecting data. First, the sample of poor household using questionnaire and keeping a track using financial diary method of the same sample. Second, the analysis provided emphasis on rural and urban

CRISIL (2013) measured the extent of financial inclusion in India in the form of an index. It makes use of the non-monetary aggregates for calculating financial inclusion. The parameters used by the CRISIL Inclusix

took into account the number of individuals having access to various financial services rather than focusing on the loan amount. The three parameters of the index were the branch, deposit and credit penetration. These parameters were updated annually and based on the availability of data; additional services such as insurance and microfinance were added. The key findings of the report were as follows: one in two Indians has a savings account and only one in seven Indians has access to banking credit; CRISIL Inclusion at an all-India level stood at a relatively low level of 40.1 for 2011 (on a scale of 100). In short, CRISIL gave ground-level information regarding the progress of financial inclusion in the country's rural and in urban areas.

RBI (2014a) focused on the provision of Financial Services to small businesses and low-income households. Among the main motives of the committee included designing principles for maximum financial inclusion and financial deepening and framing policies for monitoring the progress in the development of financial inclusion in India. Thus, in order to achieve the goal of maximum financial inclusion and increased access to financial inclusion the committee proposed the following measures: provision of full-service electronic bank account; distribution of Electronic Payment Access Points for easy deposit and withdrawal facilities; provision of credit products, investment and deposit products, insurance and risk management products by formal institutions. The main findings of the report highlighted the following key issues. First, the majority of the small businesses were operating without the help of formal financial institutions. Second, more than half of the rural and urban population did not have access to the bank account. Third, savings in terms of GDP have declined in 2011-12. To address these issues, the Committee recommended that each individual should have a Universal Electronic Bank Account while registering for an Aadhar card. The committee also proposed for setting up of payments banks with the purpose of providing payments services and deposit products to small businesses and low-income households. In addition, banks should purchase portfolio insurance, which will help in managing their credit exposures. Further, the Committee recommended for setting up of a State Finance Regulatory Commission where all the state

level financial regulators will work together. For the interest of the bank account holders, the committee recommended for the creation of Financial Redress Agency (FRA) for customer grievance redress across all financial products and services, which would coordinate with the respective regulator.

RBI (2014b) presented a report to study various challenges and evaluate alternatives in the domain of technology that can help the large-scale expansion of mobile banking across the country. The report divided the challenges into 2 broad categories – Customer enrollment related issues and Technical issues. Customer enrollment related issues include mobile number registration, M-PIN (mobile pin) generation process, concerns relating to security as a factor affecting onboarding of customers, education of bank's staff and customer education. On the other hand, technical issues include access channels for transactions, cumbersome transaction process, and coordination with MNOs (Mobile Network Operators) in a mobile banking ecosystem. The report has a detailed comparison of four channels of mobile banking - SMS (Short Message Service), USSD (Unstructured Supplementary Service Data), IVRS (Interactive Voice Response System) and Mobile Banking Application, and evaluates each one of them based on accessibility, security, and usability. To resolve the different problems identified, the report suggests developing a common mobile application, using SMS and GPRS channels, for all banks and telecom operators. The aforementioned application should enable the user to perform basic mobile banking operations such as enquiring his/her account balance, transfer and remittance of money. The application is expected to be developed in such a way that it provides a simple menu driven, interactive interface to the user. Such an application can be developed by the combined efforts of telecom operators and banks. The application can be embedded on all new SIM cards so that any person buying a new card has a pre-installed application. For customers already using SIM cards, the application can be transferred “over the air” (OTA) using a dynamic STK (SIM Application Tool Kit) facility.

Paramasivan. C (2019), Digital financial inclusion involves the deployment of the cost-saving digital means to reach

currently financially excluded and underserved populations with a range of formal financial services suited to their needs that are responsibly delivered at a cost affordable to customers and sustainable for providers. DFI involves many intermediaries intuitions, banks, NGO's and public.

Issues Affecting Fintech in India

Although India has been rising to match the other countries with their Fintech developments, it is clear that India is quite behind when compared to them. India has a huge market for growth in this sector. However, there are many factors, which make it hard for the Fintech sector in this country to rise and be equal to the more developed markets and economies. Some of these factors are discussed below:

- Low Internet Penetration
- Bank Accounts
- An absence of Hardware and More Hands
- Lack of Funds

India's economy is changing quickly, and with the rise of Fintech, the financial industry is about to undergo a major shift. An increasing number of individuals are accepting the concept of digital lending as the demand for business loans grows. Our economy is still expanding, and the market is still relatively fresh. Consequently, this industry will expand in the upcoming years as well.

Fintech companies have emerged as a worldwide and local stimulus for SMEs' growth thanks to their innovative business strategies. As a result, fintech companies are starting to serve as small businesses' "one-stop shop" for financial needs. Several new players are entering the online lending market with innovative financial solutions, unlike subsectors like wealth management or payments.

Future Prospects of Fintech towards Financial Inclusion

It is impossible to overestimate the significance of MSMEs as a key economic engine and provider of jobs. Fintech can also reach out to a big market of underprivileged and unserved persons. Thus far, this major game-changer has only reached a select group of clients in Tier-I and Tier-II Indian cities. It is imperative that innovations be made for the mass market and that issues like limited regulatory policies and a lack of digital and financial literacy be addressed. Additionally, a

Fintech company has sole responsibility for maintaining relationships with SME clients in the face of delinquencies.

The problem of delayed payment in financing, more so in the MSME space, tantamount to being an occupational hazard that cannot be done away with. However, looking at the bigger picture, ensuring continuity of partnerships, and staying resilient is the key. In addition, there is substantial interest from foreign investors in the Indian Fintech space, wanting to capitalize on the country's steadily growing GDP. Initiatives such as 'Digital India', 'Make in India', the recent demonetization drive and the push to make India a cashless economy are laying strong foundations for synergies between Fintech and MSMEs.

Technology and the Financial Services in the Indian Market

Fintech, when taken literally, is the range of financial services that may be accessed through digital platforms. Numerous things have been impacted by this recent upheaval in the banking and financial services industry.

Scope for Growth in India

Fintech service providers are currently changing how businesses and individuals do daily transactions. For this reason, worldwide investments in Fintech companies have been growing at an unprecedented rate: they tripled from US\$ 4.05 billion in 2013 to US\$ 12.2 billion in 2014 and US\$ 19.1 billion in 2015. While the scale has been significantly smaller, the growth rates have been comparable in India, where investment in the Fintech sector increased by 282 percent between 2013 and 2014, reaching US\$ 450 million in 2015.

Additionally, India has a large untapped market for financial service technology startups – 40 percent of the population is currently not connected to banks and 87 percent of payments are made in cash. With mobile usage expected to increase to 64 percent in 2018 from 53 percent currently, and internet penetration steadily climbing, the growth potential for Fintech in India cannot be overstated. Moreover, by some estimates, as much as 90 percent of small businesses are not linked to formal financial institutions. These gaps in access to institutions and services offer important scope to develop Fintech solutions (such as funding, finance management) and expand the market base.

Disruptive Potential in the Traditional Finance and Banking Sector

Furthermore, with 87 percent of payments being performed in cash and 40 percent of the population not having access to banks, India presents a sizable untapped market for financial service technology businesses. The potential for Fintech in India is enormous, as the country's internet penetration is increasing and mobile usage is predicted to rise from 53 percent in 2018 to 64 percent in 2018. Furthermore, up to 90% of small firms are estimated to be unaffiliated with official banking institutions. These gaps in access to organizations and services present a significant opportunity to grow the market and create Fintech solutions (financing, finance management, etc.).

Challenges and Opportunities for Fintech Expansion

Although the Reserve Bank of India (RBI) and government's pro-startup policies have helped digital finance startups, conventional institutions have a legacy and established infrastructure that makes them difficult to replace. Indian consumers, who are already recognized for having conservative financial tastes, are a market that fintech entrepreneurs must win over with greater trust. One of the largest issues is determining how to effectively sell to them and influence their financial behavior. Another is establishing a robust and adaptable regulatory framework to keep up with the rapid advancements in technology.

Conversely, conventional banking and financial establishments have the ability to utilize their current clientele and integrate digital offerings that foster robust financial connections, enhance service effectiveness, and expand accessibility to accommodate evolving requirements. The much-needed modernization of the traditional banking system may be sparked by the disruptive potential of Fintech firms, which would also increase the number of banks in operation and save expenses.

In response to these opportunities and challenges, U.K. giant Barclays is planning to operationalize its fifth global Fintech innovation center in India; Federal Bank announced a partnership with Startup Village to develop innovative banking products; and Goldman Sachs Principal Strategic Investments Group (GSPSI) is looking to

invest in Bengaluru's Fintech startup scene. Banks such as HDFC and Axis have launched mobile phone applications to facilitate digital transactions.

Therefore, there's a chance that traditional institutions and Fintech companies in India won't have to compete with one another given the potential for growth in technology innovation.

The Right Combination of Incentives, Policies, and Regulation

The goal of RBI initiatives and concurrent government initiatives has been to promote financial inclusion. This has meant creating a more level playing field for competition and innovation in India's emerging Fintech industry. This has made it possible for physical and online solutions to flourish and has produced a more secure financial system with widespread accessibility. Reserve Bank of India: A multidisciplinary committee was recently established by the RBI to investigate the Fintech industry in India. The intention is to comprehend the associated risks and the introduction of new models, and then evaluate the ways in which the banking system might adjust and react to them. The Bharat Bill Payments System, the Unified Payments Interface, peer-to-peer lending, digital payments, and the use of automated algorithms to provide financial advice have all been encouraged by the RBI thus far. Additionally, 11 Fintech companies have received licenses from the RBI to open payment banks that offer deposit, remittance, and savings services.

Government Schemes

These include the Digital India initiative, the Jan Dhan Yojana, and the Aadhar Unique Identification system, which have all offered significant platforms that have made innovation in technology possible. Furthermore, by eliminating the need for middlemen, the current administration's e-governance initiatives encourage transparency. Other examples of the government's initiatives to promote the development of a Fintech ecosystem in India include the elimination of surcharges on electronic transactions, tax advantages for individuals and companies who use e-payments, and modifications to authentication standards.

Fintech Startup Sector

This is arguably the most powerful motivator for Fintech companies to grow in

India. According to data analytics company Traxcn, 174 Fintech startups were launched in 2015 alone thanks to a supportive legislative framework. As was already noted, a number of national and international banks, as well as investment groups, are backing Fintech solutions and investing in Fintech businesses in India.

Observations

All industries have seen a transformation in corporate processes due to the digital and technological revolution, and the financial and banking sector is no exception. The fact that the Indian government and regulatory bodies have actually encouraged an entrepreneurial environment for Fintech in India rather than creating obstacles for it is encouraging. To ensure safe and open growth, policies and governance will, nevertheless, need to keep up with the rapid pace of innovation in this field.

Conclusion

Customers are generally less inclined to accept new technology when they have faith and confidence in the existing banking system. Until users are pleased with privacy and security concerns, new technologies will not succeed. Even if it is simpler and less expensive than the conventional ways, it still takes some time to gain the trust of the clients.

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FACTORS MOTIVATING WOMEN ENTREPRENEURS IN POLLACHI; AN EXPLORATORY STUDY

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Abstract

In today's economic world in family a single man cannot satisfied the whole family need. The man is need of some support. Women are eagerly waiting to support them and pull out their talents to the outside world women entrepreneur. Women entrepreneur plays a vital role in today's economic development. Even the educated and uneducated both are start up their own business according to their skill and education, and they succeed also. Women are having curiosity to start the business to pull out their skills. Along with the business, she also manages the family, children and financial activities. Based on the women's interest government is providing too many schemes and loans to women entrepreneurs to enhance their business. If they are aware and utilize the schemes it will be helpful to develop their business. Basically, women are more involvement in whatever the work they start, they will complete in good manner. Women are not doing their business as work. They do their work as passion, involvement and the sprit that we have to win. Still, most of the women are sitting in the home simply because of lack of knowledge about entrepreneurship and how to start- up the new business.

Keywords: Women Entrepreneurs, Entrepreneurship.

Introduction

Pollachi is not only for particular domain.it is a group of all the traditional and modern business. Traditional business-like cottage products agri allied business, tender coconut business, coir business, coconut business, oil grinding, poultry farm as traditional business. And they are doing some of the businesslike fruit vendors, steel industry, beauty parlor, tailoring shops, boutique shops etc.

Meaning of Motivation

Motivation means needs desires, wants or drives within the individuals. It is a proves of invigorating people to actions to

accomplish the goals. Here women entrepreneurs are motivating to start and run the business in desire of money. The management stydy guide states that, in the work goal context the psychological factors stimulating the people's behavior can be desire for money, success, recognition job satisfaction, team work etc. and also they explained that the process of motivation is a psychological phenomenon which means needs and wants of the individuals have to be tackled by framing an incentive. According to Fisher (2009), motivating and individuals involves a certain degree of orientation and direction along with an inclination or

impulsion to act. There are two approaches of motivation. Based to content theories of approach, the fulfilling specific needs of the workers energize them to perform better and under the proves theories fulfilling needs of the workers are translated into expected behaviors. Those theories point out that individual differences, job characteristics and organizational practices affect workers motivation. Hence, women entrepreneurs who are highly motivated are able to perform their business with enthusiasm.

Statement of the Problem

The women who have taken entrepreneurship as her role, she is facing more problems in starting and running their business, lack of knowledge, lack of sources, and lack of investments. Women are having a greater number of roles in their family and as religious, cultural and restriction. These practices are restricting the accessibility.

Objectives of the Study

1. To study the factors motivating women entrepreneurs in Pollachi. The present study has adopted empirical method of investigation.
2. To investigate factors that motivate women entrepreneurship, a survey was conducted in pollachi.

The data were collected with a set questionnaire marked with 5-point Scale. The present study adopted random sampling method, collected data from 100 entrepreneurs.

Review of Literature

Meyasangla Longkuma states that factors motivating women entrepreneurs are it has been found that Education, opportunities to establish business, Self – Esteem, Economic condition, social family support and government support motivates women entrepreneurship is positively and it found that women undertake business in informal sectors rather than in formal sector. Hence, everyone associated with women entrepreneurs needs motivate and support women entrepreneur for further growth.

Kavitha K and Kavitha R analyzed about factors affecting influence women to become entrepreneurs with special reference to small and medium enterprises. From their result hard work, self-confidence, intelligence, better quality of products, business selection and involvement are considered to be the most

significant elements give the success of the women entrepreneurs.

Paramasivan, C. (2013). Empowerment of women in the third world countries is important because the benefits will be felt not only by the women themselves, but by their households as well. It may take a more enlightened approach to ensure the empowerment of women in developing countries, but the returns to their families and even the societies as a whole will be worth it.

According to the research by Alam et al. (2011), familial support, strong social ties, internal ambition, and information and communication technology a, are the four main variables that contribute to the success of women in business. These variables are considered in the present study.

Paramasivan C and Subathra S (2016) Women entrepreneurship has been developed all over the state because the efforts taken by various institutions and schemes of state and central government. Ministry of MSME has provided subsidy to entrepreneurs for promotion of entrepreneurship. It has been granted special benefits to women entrepreneurs for their upliftment, it increases the women enterprises.

Nagamuthu (2018) analyzed with 120 respondents about challenges constraining women entrepreneurs in the small-scale retail sector of Coimbatore district. The analysis, descriptive analysis and k related precedent test used in the data analysis, and the finding is raising capital is a major problem while starting the business, and getting knowledge about their customer is the major problem while running the business and they suggested that government must conduct some trade fairs, exhibition and conference to provide knowledge about the entrepreneurship, new governmental schemes are required to motivate the women entrepreneurs to engage in small scale and large scale business.

Findings and Discussions

KMO and Bartlett's Test

Kaiser – Meyer – Okin Measure of Sampling		0.905
Bartlett's Test of Sphericity	Approx. Chi Square	1.629
	Df	190
	Sig	< 0.001

Kaiser – Mayer – Olkin measure is an index which defines sampling Adequacy. The

KMO test value is 0.905. which is more than 0.5 can be considered acceptable and valid to conduct data reduction technique.

The Bartlett's test of Sphericity helps a researcher to decide, whether the results of factor analysis are worth considering and

whether we should continue analysing the research work. Bartlett's test of Sphericity significant to a level of significance is < 0.001 which shows that there is a high level of correlation between variables, which make it adequate to apply factor analysis.

Communalities

Variables	Variable Name	Initial	Extraction
1	High standard of living	1.000	.522
2	I want to be my own boss	1.000	.486
3	I aspire to become successful entrepreneur	1.000	.598
4	To achieve something in life	1.000	.653
5	Willing to be innovative	1.000	.571
6	Family pressurization	1.000	.511
7	Insufficient income	1.000	.685
8	Family business	1.000	.747
9	To support family financially	1.000	.697
10	Support of family and friends	1.000	.759
11	Possession of Skills	1.000	.584
12	Market accessibility	1.000	.764
13	Location advantage	1.000	.757
14	High demand for product	1.000	.806
15	Conducive business environment	1.000	.782
16	Social recognition	1.000	.834
17	Provide employment	1.000	.826
18	Support the self-help group	1.000	.850
19	Eradicate poverty	1.000	.780
20	Use the local talent	1.000	.668

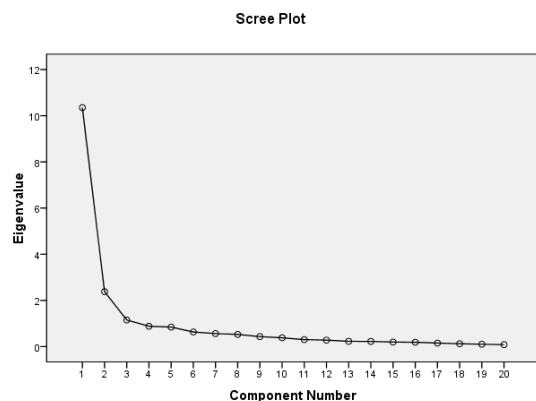
Every variable in the communality initially is expected to share 100% variance share by each item. The extraction value is ranging from 0.486 to 0.850 which shows that

minimum variance share of item after extraction is 48.6% and maximum extraction is 85%.

Total variance Explained

Component	Initial Eigen value			Extraction sums of squared loading			Rotation sums of Squared loadings		
	Total	% of Variance	Cumulative	Total	% of variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.350	51.748	51.748	10.350	51.748	51.748	5.294	26.469	26.469
2	2.380	11.898	63.646	2.380	11.898	63.646	4.297	21.484	47.953
3	1.150	5.751	69.397	1.150	5.751	69.397	4.289	21.444	69.397
4	.881	4.405	73.801						
5	.843	4.213	78.015						
6	.631	3.157	81.172						
7	.562	2.811	83.983						
8	.526	2.630	86.613						
9	.431	2.153	88.766						
10	.379	1.893	90.659						
11	.302	1.512	92.172						
12	.278	1.391	93.563						
13	.227	1.136	94.698						
14	.222	1.110	95.809						
15	.194	.972	96.781						
16	.186	.931	97.712						
17	.152	.758	98.470						
18	.122	.612	99.082						
19	.102	.508	99.590						

Total variance contributed by first component is 51.78, by second component 11.898, third component 5.751. the Eigen value or a given factor measures the variance in all the variables which is accounted for that factor measures the variance in all the variables which is accounted for by the factor. It is also clear that there is total three distinct components having Eigen values greater than 1 from the given set of variables. Eigen value for factor 1 is 10.650, for factor 2 is 2.380, for factor 3 is 1.150.



Interpretation

The screen plots show the components as the X axis and the corresponding Eigen values as the Y axis.

First three components are considered whose Eigen value are 10.650, 2.380 and 1.150. hence 8.051 is the maximum Eigen value hence this factor is most significant followed by other factors. Since all these three factors are having Eigen value greater than 1 and sharing maximum variance hence, they are essential in the present study.

Interpretation

The Eigen value for a given factor measures the variance in all the variable which is accounted for by the factor. It is also clear that there is total three eigen values greater than 1 from the given set of variables. Eigen value for factor 1 is for 10.350, factor 2 is for 2.380 factor 3 is for 1.150.

Rotated Component Matrix

Factors	Components	Item Description	Rotated Loading	% of Variance	Eigen Value
1	Family Reason	Support of family and friends	.846	51.748	10.350
		Family business	.838		
		To support family Financially	.784		
		Possession of Skills	.710		
		Insufficient Income	.693		
2	Business Environment	Willing to be innovate	.629	11.898	2.380
		To Achieve something in life	.629		
		To become successful entrepreneur	.809		
		Location advantage	.793		
		High demand for product	.761		
		Conducive business environment	.746		
		Market Accessibility	.522		
		High standard of living	.485		
		Family pressure	.475		
		I want to be a own business	.890		
3	Social Responsibility	Support the self help group	.863	5.751	1.150
		Social recognition	.858		
		Provide Employment	.825		
		Eradicate Poverty	.755		
		Use the local talent	.755		

Findings and Recommendations

It has been found that Family reason business environment and social responsibility is the main factors which motivate women to start the business and succeed. Most of the women are support to the family, insufficient income, to become successful entrepreneur, market accessibility, high standard of living, eradicate poverty and to start a own business is one of the main thing to be a entrepreneur.

Conclusion

In spite of many limitations, the research able to identify factors which are responsible for women to start up a new business and succeed in that is a career, the answer is Family reason, Business environment and social responsibility are the reasons for run a business.

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CASHLESS TRANSACTIONS IN RURAL AREAS: A STUDY WITH SPECIAL REFERENCE TO SALEM DISTRICT

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Abstract

Cashless Transactions have grown rapidly in the world from the last two decades. Due to an increase of internet and technology, expansion of banking services, incentives given by the government etc., there is increase in cashless transactions in India. Cashless transactions have become an integral part of urban as well as rural life. Cashless transactions have brought security and transparency in the economy. So, the main objective of this paper is to study the extent to which people in rural areas doing cashless transactions. In this study, 50 respondents from rural areas of Salem district of Tamilnadu were interviewed through a well-structured questionnaire. The study found that cashless transactions have increased after demonetization and Covid-19. A use of cashless payments among men more than women in rural areas, adults use digital payments regularly for purchasing goods and services, paying bills, and to make many other transactions, Debit and credit cards, Mobile banking are mostly used by people in rural areas, 1/3 percent peoples use cashless payments mode daily and weekly. More than sixty-five percent peoples are satisfied with cashless transactions in rural areas. Lack of banking facilities, lack of information, online fraud and most importantly low internet connectivity are the challenges in cashless transactions in rural areas. There is need to increase awareness about cashless transactions among illiterate people.

Keywords: Financial inclusion, Cashless transactions, Mobile banking, Rural areas, Demonetization.

Introduction

Cashless transactions have grown rapidly in the world due to extensive use of technology in the banking sector, the increase in bank accounts, increase in mobile phones and availability of internet, convenient to use, increase in e-commerce, government incentives etc. The use of cash has declined rapidly in developed countries like Sweden, Norway, United Kingdom, United states and

Euro area. Sweden is the most cashless economy in the world. People in Sweden are always using plastic money or Swish app for transactions. After Covid-19 pandemic, the trend towards cashless transactions has increased. (Riksbank, 2020) The use of cashless transactions has also increased significantly in many low incomes and moderate-income countries of the world after Covid-19 pandemic. In developing economies,

the proportion of adults making or receiving digital payments increased from 35% in 2014 to 57% in 2021. Adults sending or receiving digital payments is practically universal in high-income economies (95 percent). Being paid directly into your account opens the door to using other financial services. In fact, 83 percent of adults in emerging economies who received a digital payment also made one, up from 66 percent in 2014 and 70 percent in 2017. (Asli Demirgüç-Kunt, 2021) Many transactions are being done in cashless mode instead of cash mode in rural areas since last decade. Many older people also use cashless tools for transactions after covid-19 pandemic.

Cashless Transactions in India

The present era is the era of information and technology, use of technology and internet has become beneficial to human life. Due to the use of technology and internet to provide various banking facilities to the customers, many reforms have been made in the banking sector. The revolution in information and communication technology at the global level has brought about fundamental changes in the banking and financial system. Information-technology and electronic funds transfer system have emerged as the two pillars of modern banking development. The Narasimhan Committee II has attempted to outline a number of practical strategies for attaining quick adoption of information technology in the banking system. (RBI, 2001) As per the recommendations of Narasimhan Committee II RBI is providing incentives and guidance to public and private banks as well as customers for safe cashless transactions. The Government of India is promoting cashless transactions to make transparent transactions, control black money. The benefits of many government schemes are also credited directly to the account of the beneficiary. The Government of India has adopted the concept of Digital India in 2015 to transform the economy into a digitally empowered and knowledge economy. Along with this, to provide financial services to poor people, an opportunity to open an account on zero balance is being provided in India under Pradhan Mantri Jan Dhan Yojana. In November 2016, the Govt. of India took a decision to demonetize old ₹500 and ₹1000 notes to reduce corruption, black money and terrorism, which has helped in the growth of cashless transactions. After the global

pandemic of covid-19, cashless transactions have increased in the economies around the world and India is no exception.

Cashless Transactions

In a cashless economy, transactions are conducted more and more digitally and with fewer physical bills. In other words, it refers to a decrease in the supply or shortage of cash rather than a shift towards using digital payment methods such as a debit card, credit card, internet banking, and mobile phone apps in place of cash. In a cashless economy, cash is less used for transactions, rather than more transactions are carried out through cashless instruments like cheque, debit or credit card, mobile wallet etc. Cashless instruments are regularly used to exchange all goods and services. In developing countries, cash is widely used to buy and sell goods and services, but in developed countries like US, Sweden, Canada, Singapore digital tools are used for transactions. Black money is generated in large quantities in underdeveloped and developing countries due to cash. Also, many Naxalite and terrorist activities, tax evasion and corruption are increasing in this country. Financial inclusion is more important to increase cashless transactions in the country. It is necessary to provide banking services to many people. "In developing countries 76 percent of adults have a bank account. Which was 68 percent in 2017 and 51 percent in 2011. In Europe and Asia, account ownership has reached 78 percent, with three-quarters of adults using their accounts to make digital payments. In Asia, 89 percent adults have bank accounts, Sri Lanka and India 78 and 89 percent respectively." (The Global Findex Database 2021: Financial Inclusion, Digital Payments, and Resilience in the Age of COVID-19, 2022)

Financial Inclusion and Cashless Transaction in Rural Area of India.

"Financial inclusion typically defined as the proportion of individuals and firms that use financial services." (WB, 2014) Regional Rural Banks were established in 1975 on the recommendation of the Narasimhan committee to bring financial services to the people living in rural areas of India. Many schemes are being implemented to provide financial inclusion to rural people, such as Pradhan Mantri Jan Dhan Yojana, Pradhan Mantri Surksha Bima Yojana etc. To increase financial inclusion and cashless transactions in

rural India, all financial facilities of the government are also credited directly to the beneficiary's account e.g., wages of MGNREGA, subsidy of gas, agricultural inputs. Cashless transactions have become a part of daily life in rural India and consumers are using mobile wallets, internet banking, UPI etc. to purchase many goods and services. Rural Consumers are using cashless devices in their daily life like. To purchase households, payments of various bills (Mobile and TV recharge, Electricity bills) also payments various instalments e.g., home loan instalments, premium of insurance, Buying Railway, bus tickets. Sanding Money and many other tasks. Paramasivan. C (2019), Digital financial inclusion involves the deployment of the cost-saving digital means to reach currently financially excluded and underserved populations with a range of formal financial services suited to their needs that are responsibly delivered at a cost affordable to customers and sustainable for providers. DFI involves many intermediates intuitions, banks, NGO's and public.

Objectives of the Study

- To ascertain how much of the rural populace is aware of cashless transactions.
- To identify the problem that has an impact on cashless transactions.
- To examine what motivates rural peoples to choose cashless payment methods.

Importance of the Study

- The study briefly describes the attitudes and practices of the rural people towards cashless transactions.
- It provides the data regarding the issues facing by rural population in cashless transactions.
- It promotes awareness of cashless transactions among the users.
- It gives details regarding various facets of electronic payments.

Limitation of the Study

- The study's sample size is "50" rural residents.
- The study is restricted to rural villages in Tamilnadu's Salem district.
- The study was limited to cashless transactions in rural areas.
- Personal, formally confidential, and other irrelevant information concerning the study is avoided when collecting data from the respondents.

Hypothesis of the Study

"Hypothesis testing begins with an assumption, called a hypothesis. It helps us to make a population parameter. A hypothesis in statistics is simply a quantitative state about a population."(Gupta, 2008) The following were research hypothesis formulated for testing the study.

- Cashless transactions have increased in rural areas of Salem district.
- Internet connectivity is a major problem to cashless transactions in rural areas of Salem district.

Methods of Collecting Data

"Primary data are obtained by a study specifically designed to fulfil the data needs of the problems at hand."(Gupta, 2008) Primary data for this study was collected from the rural population in the form of a well-structured questionnaire. Secondary data is collected from a reference books, newspapers, various reports and official websites such as the World Bank, Rusk bank, RBI, and others.

Sampling Methods

Simple random sampling techniques are used to collect samples for this study. In simple random method each person or element in the population gets an equal chance of being selected.

Sample Size

In research it is necessary to select the samples properly and adequately. The sample size for this study is 50 rural villagers from all rural villagers of Salem district of Tamilnadu.

Review of Literature

Kumari A., Mamatha and Maiya (2018), Both highly educated and less educated individuals in rural areas are familiar with cashless transactions. When it comes to cashless transactions, the majority of highly educated people use them frequently. Because of a variety of factors, including changes in technology, a lack of knowledge, a lack of interest, an individual's age, a lack of convenience, a negative perception, etc., illiterate people are unable to incorporate this concept into their daily life.

Kumari Aparna, (2018) Sameera Sourabh (2017) Although semi-urban and rural markets are currently expanding more quickly than major centres, a sizable part of recent branch expansion has taken place in these regions. The goal is to make the branches the single point of contact for all services. Branch on Wheels, a mobile-van branch that attempts

to provide banking services to a collection of far-flung unbanked communities, is one example of how technology is a tremendous enabler for financial inclusion. (Sameera, 2017)

Analysis of Data

The analysis of data collected from various sources is a crucial phase in every study. Many statistical tools and mathematical techniques are used to analyse data. (Gupta, 2008) Using procedures and methodologies, data is analysed and interpreted.

“The technique used for interpretation the detail percentage method. Percentage method is a technique which analyse the data in numerical. It helps to compare one variable with another. With this analysis we can easily draw the inference from the data” (Gupta, 2008). The simple percentage technique has been used for the study and tables and pie charts were used to explain the findings.

Gender of the Respondents

Gender	Respondents	Percentages
Male	36	72.00
Female	14	28.00
Total	50	100.00

It is clear from the above table that there are two different sorts of respondents in the survey. These are both men and women. 36 (72%) of the respondents were men, while 14 (28%) were women. A use of cashless payments among men more than women in rural areas.

Age of the Respondents

Age	Respondents	Percentages
20-30	02	4.00
30-40	21	42.00
40-50	19	38.00
50-60	05	10.00
More 60	03	6.00
Total	50	100.00

Table reveals that 84 % of adult's (respondents) are doing cashless payments. In order to complete transactions, respondents between the ages of 30-50 use cashless methods most frequently.

Education of the Respondents

Education	Respondents	Percentages
Illiterate	04	8.00
Primary	04	8.00
Secondary	11	22.00
Higher Secondary	03	6.00
Under Graduate	09	18.00

Post Graduate	19	38.00
Total	50	100.00

There are six different categories of respondents, each with a unique set of qualifications, as can be seen from the chart above. In the study there were 4 illiterate respondents (8%), Primary educated 4(8%), Secondary educated 11(22%), Higher Secondary educated 3(6%), Undergraduate 9(18%), Postgraduate 19(38%). This study shows that, the percentages of respondents with postgraduate and secondary education are higher. Illiterate respondents are ignorant of cashless transactions, so cashless transactions are found to be less among them than educated respondents.

Occupations of the Respondents

Occupation	Respondents	Percentages
Agriculture	27	54.00
Salaried	20	40.00
Other	03	6.00
Total	50	100.00

The percentage of respondents who work in agriculture greater than those who are salaried and other respondents is displayed in the above table.

Cashless payment methods utilized by rural residents

Option available for cashless payments	Respondents	%
Cheque, NEFT/RTGS	12	24.00
Demand Draft	00	0.00
Debit/ Credit Card and Mobile Wallet	34	68.00
None of the above	04	8.00
Total	50	100.00

According to the above table, 68 % of the total respondents uses debit, credit card and mobile wallet for transactions, while only 24% respondents use Cheque and NEFT/RTGS for transactions, 8 % respondents use cash for transactions.

Frequency using Cashless payment methods

Frequency of cashless transaction	Respondents	%
Daily	23	46.00
Weekly	15	30.00
Monthly	6	12.00
Never	6	12.00
Total	50	100.00

Percentages of cashless transactions out of total transactions.

Cashless Transactions	Respondents	Percentages
0-20 %	11	22.00
21-40 %	13	26.00
41-60 %	17	34.00
61-80 %	08	16.00
81-100 %	01	2.00
Total	50	100.00

The table reveals the respondents' opinion about the ratio of cashless transactions to the total transactions. Out of the total respondent's 34% respondents doing their 41-60 % transactions through cashless, while 26 percent respondents doing their transaction 21-40 percent though cashless. 22 percent respondents doing their transactions through cashless mode between 0-20%.

Reasons of cashless transactions

Reason to Cashless Transaction	f	%
Secure and fast Transaction	13	26.00
Transparency	05	10.00
Convenience	01	2.00
To get discounts	00	00.00
All of above	31	62.00
Total	50	100.00

It reveals that, 62 % of respondents use cashless mode to get all the benefits of security and fast transactions, for transparency, conveyance and to get discounts. Out of 50 respondents 13(26%) respondents use cashless transactions for secure and fast transactions.

Effect of Demonetization and Covid-19 on Cashless transactions

Effect	F	%
Cashless transactions increased	41	82.00
Cashless transaction decreased	01	4.00
Neutral	08	16.00
Total	50	100.00

The above table exhibits the feedback of the respondents towards the effect of demonization and Covid-19 on cashless transactions. Out of 41 respondents, 82 % have agreed that cashless transactions have increased after demonetization and Covid-19 and 16 % respondents are neutral regarding this.

The respondents' level of satisfaction in regard to cashless transactions

Level of satisfaction	Respondents	Percentages
More satisfied	15	30.00
Satisfied	18	36.00
Natural	09	18.00
Less satisfied	06	12.00
Dissatisfied	02	4.00
Total	50	100.00

Five-point the respondents' degree of satisfaction with cashless transactions was assessed using Linkert's scale. 30% of respondents are more satisfied, 36% are satisfied, 18% are natural, 12% are less satisfied, and 4% respondents are dissatisfied.

Difficulties faced in cashless truncations

Difficulties	F	%
Lack of Information	09	18.00
lack of banking facilities	01	4.00
lack of cashless instruments	00	00
lack of internet connectivity	23	46.00
Online fraud	05	10.00
All of above	12	24.00
Total	50	100.00

Table indicates that 46% respondents said lack of internet connectivity is the main difficulty in cashless transactions, 24 % respondents face all the difficulties and 18 % respondents didn't know how to do cashless transactions.

Conclusion

In this study "Cashless transactions in Rural Areas: A study with special reference to Salem District" it has been seen that; cashless transactions are being done in large scale in urban as well as rural areas of Salem district. People in rural areas generally use cashless modes for their daily transactions. In fact, cashless transactions have become an important part of rural life. As people regularly use cashless modes like Cheque, Debit and credit card, Mobile banking, Net banking, ATMs for purchasing goods and services, pay various bills, pay installments, online shopping etc. Salaried people, sellers and farmers in rural areas use cashless mode regularly for complete their transactions. Adults in rural areas mostly use the cashless modes for transactions. Post demonetization and Covid-19, cashless transactions have increased in rural areas in Salem District. Lack of banking facilities, lack of information, online fraud and most importantly low internet connectivity are

the challenges in cashless transactions in rural areas. There is a need for awareness about cashless transactions among illiterate people in rural areas.

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A STUDY ON INSTITUTIONAL INFRASTRUCTURE AND FACILITIES FOR FACULTY

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Abstract

This study provides a brief overview of the importance of institutional infrastructure and facilities for faculty in Higher Educational Institutions and their profound impact on academic success and institutional excellence. In the ever-evolving landscape of higher education, the significance of robust institutional infrastructure cannot be overstated. The modern classroom, equipped with cutting-edge technology and interactive features, emerges as a dynamic space for faculty to engage students actively. Research laboratories, well-appointed faculties and collaborative spaces form the foundation for intellectual exchange and innovative research initiatives, attracting top-tier talent and fostering an energetic academic community. Investment in faculty development is important for institutional growth. The well-designed conference facilities and professional development centers provide avenues for continuous learning, knowledge dissemination and showcasing of faculty expertise. The integration of recreational facilities and support for work-life balance further enhances the faculty well-being, contributing to job satisfaction and retention. The co-operation between institutional infrastructure and facilities of faculties emerges as a cornerstone in the pursuit of educational excellence.

Keywords: *Integration, Well-Being, Faculty, Satisfaction and Retention.*

Introduction

This study underscores the interconnectedness of infrastructure and faculty success, emphasizing the role of institution as a facilitator for cutting-edge research, innovative teaching and holistic development of both faculty and students. The technological integration of high-speed internet, IT support and e-learning platforms is crucial for faculty adaptability and efficiency in the rapidly changing educational landscape. As HEIs direct the challenges and opportunities of 21st century, the recognition and prioritization of institutional infrastructure and facilities of faculty emerge as strategic

imperatives. Institutions that invest in these essential components create an environment where faculty can succeed, thereby developing academic excellence and contributing to the broader societal impact of higher education.

In the realm of higher education, the landscape is defined not only by the quality of academic programs and research initiatives but also by the support provided by institutional infrastructure and facilities. These elements will shaping the academic environment. The dynamics of higher education are undergoing a transformative shift, focused by technological advancements, changing pedagogical paradigms, and the ever-expanding horizons of

research.

At the heart of this evolution lies the modern classroom a dynamic space where traditional teaching methodologies intertwine seamlessly with innovative technologies. Equipping classrooms with cutting-edge tools fosters interactive learning environments, enabling faculty to engage students in different ways. As technology becomes an integral part of the educational journey, the modern classroom emerges as a substance for knowledge dissemination and active student participation. The research laboratories and facilities stands as a testament to an institution's commitment to pushing the boundaries of knowledge. Need to provide well-equipped laboratories with the essential tools for ground breaking research, attracting top-tier researchers and adopting a culture of innovation. These spaces become crucibles for intellectual curiosity, collaboration and the pursuit of solutions to complex societal challenges.

The faculty inhabit play a crucial role in fostering intellectual exchange and collaboration. Faculty, designed with accessibility and collaboration in mind, serve as hubs for idea generation and interdisciplinary interaction. Collaboration spaces further facilitate a culture of knowledge-sharing, enhancing the collective intellectual vibrancy of the academic community. Recognizing that the strength of an institution lies in the continuous growth of its faculty, dedicated spaces for professional development become imperative. Centers that offer ongoing training, workshops and resources empower faculty to adapt to evolving pedagogies, incorporate innovative teaching methods and stay well-informed of the latest advancements in their respective fields.

Recreational and fitness facilities, quality housing options and convenient transportation solutions are not mere amenities but essential components in fostering a healthy work-life balance. A satisfied and supported faculty is better positioned to contribute effectively to the institution's academic mission. As the educational landscape becomes increasingly digital, high-speed internet, robust IT support and efficient e-learning platforms become essentials in faculty adaptability. These technological integrations ensure that faculty can direct the complexities

of modern education, seamlessly transitioning between in-person, hybrid and online teaching modalities.

Review of Literature

Vaishali Singh and Ravindra Kumar (2017), In the landscape of management education, the symbiotic relationship between institutional infrastructural facilities, teaching-learning resources and academic attainments is a critical determinant of success. The physical and educational environments provided by institutions play an important role in shaping academic achievements, consequently, the placement routes of management graduates.

Balogun T.A. (1982) they examined that the effectiveness of teaching often hinges on the quality and accessibility of instructional materials and equipment. Recognizing the dynamic nature of scientific exploration and the need for hands-on learning experiences, there is a growing emphasis on the improvisation of science teaching equipment. Traditional teaching methods, reliant on standard equipment, are being augmented by a wave of creativeness, customization and innovation in the development of teaching tools.

Bosah H. O. N. (1997) they revealed that the pursuit of educational excellence, the role of school infrastructure cannot be excessive. The background of education is dynamic and diverse, the need for improving school plant provision and administration stands as a vital imperative.

Joseph Owoye and Philias Olatunde (2011), they found that the relationship between school facilities and academic achievement holds profound significance, particularly in the context of Agricultural Science. It becomes evident that the laboratories and agricultural resources, physical environment, encompassing classrooms, plays an essential role in shaping the academic success of students in this specialized field.

Lawal A (1995), they examined that the language proficiency is at the core of academic achievement and personal development. In the educational landscape, the language education extends beyond the acquisition of basic skills, it aims to cultivate effective communication, critical thinking and a deep appreciation for linguistic diversity.

Paramasivan. C (2015) Education becomes a powerful weapon to the socio-

economic setup of the country which brings colorful changes in almost all the stakeholders. Providing quality and time bound education to the students is the vital role of the educational system of the country particularly in higher education which is highly knowledge based, innovation oriented and research centered. Education and educational system largely depends on the academicians particularly the teaching faculty.

Institutional Infrastructure and Facilities for Faculty

The effectiveness of institutional infrastructure and facilities for faculty in Higher Educational Institutions is influenced by a multitude of factors. These factors contribute to the environment in which faculty members operate and play a crucial role in shaping the quality of education and research. In the pursuit of academic excellence, the Higher Educational Institutions recognize the important role of institutional infrastructure and facilities to teaching, research and faculty development. Equipping the classrooms with interactive whiteboards and state-of-the-art technology and other multimedia facilities improves the teaching and learning experience. Faculty can engage students effectively, developing dynamic and participatory learning. Well-equipped laboratories provide necessary tools for attracting the top-tier researchers, improve research and promoting collaborative projects. Accessible and well-designed faculty members and collaboration spaces are essential for encouraging the communication and interdisciplinary collaboration.

Integrating fitness and recreational facilities into the campus contributes to faculty well-being. A healthy work-life balance is crucial for maintaining productivity, faculty morale and job satisfaction. Offering convenient transportation, affordable and quality housing options and contributes solutions to their satisfaction and retention. A supportive environment enhances the faculty experience. Seamless access to high-speed internet and IT support ensures that faculty can influence technology for teaching, research and administrative tasks and develop their efficiency and innovation.

Financial Resources

Adequate financial resources are essential for institutions to invest in modern infrastructure, state-of-the-art laboratories and

faculty development centers. The availability of funding influences the scale and quality of facilities provided to faculty. The vision and commitment of institutional leadership to academic excellence profoundly impact the prioritization of infrastructure and facilities. A clear institutional vision fosters an environment where investments are made strategically to enhance faculty support. The step at which institutions adopt and integrate technology into their infrastructure affects the quality of facilities available to faculty. Access to cutting-edge technology, high-speed internet and advanced e-learning platforms is vital for modern educational environments.

Thoughtful planning and design of physical spaces, including classrooms, offices, and collaboration areas, contribute to the efficient utilization of infrastructure. Well-designed spaces enhance faculty productivity and foster a positive work environment. The size and type of institution impact the scale and nature of infrastructure investments. The larger institutions may have more extensive facilities, while smaller institutions may focus on creating specialized, high-quality spaces. The quality of infrastructure and facilities plays a role in faculty recruitment and retention. Institutions that offer modern, well-equipped facilities are more likely to attract and retain high-caliber faculty members. Accreditation requirements and quality standards set by regulatory bodies influence the types of facilities that institutions need to provide. Compliance with these standards ensures the institution's credibility and reputation, the culture of the institution, including its commitment to faculty development, collaborative research and work-life balance, shapes the effectiveness of facilities. A supportive culture enhances the impact of infrastructure on faculty success.

Community and Stakeholder Expectations

The expectations of the stakeholders, community and industry partners may influence the types of facilities needed. Aligning infrastructure investments with external expectations enriches the relevance and impact of the institution. Keeping well-informed trends in teaching methodologies and research practices influences the infrastructure needs. Institutions need to adapt to emerging trends to provide facilities that meet the evolving needs of faculty. Government policies and regulations regarding education

funding and research support impact the ability of institutions to invest and maintain infrastructure. The compliance and support from governmental bodies are essential factors for the improvement of educational institutions.

Feedback and Continuous Improvement

Gathering feedback from both students and faculty about the usability and effectiveness of facilities is crucial. User feedback helps institutions to make informed decisions about optimizing and improving the existing infrastructure. The interaction of financial resources, institutional leadership, technology integration, and some other various factors shapes the quality and impact of institutional infrastructure and facilities for faculty in HEIs. The strategic considerations contribute to creating an environment that fosters academic excellence and supports the holistic development of faculty members. The incorporation of continuous feedback mechanisms, involving stakeholders at every level, becomes instrumental in the iterative process of infrastructure development. Faculty and student input serve as valuable guides for refining and optimizing existing spaces, ensuring they align with the evolving needs and expectations of the academic community.

A Legacy of Educational Excellence

The facilities provided for faculty members become integral components of the institution's identity, shaping its reputation as a hub for academic achievement, innovation and societal impact.

Recommendations

Conduct a thorough assessment of existing infrastructure and prioritize investments based on the specific needs and goals of the institution. Develop a long-term strategic plan that aligns with the institution's vision and academic priorities. Establish sustainable funding models that allocate resources for ongoing maintenance, upgrades, and new infrastructure projects. Explore public-private partnerships, humanitarian initiatives, and grant opportunities to diversify funding sources. Commit to continuous technological upgrades, ensuring that faculty have access to the latest tools and resources. Invest in high-speed internet, support for virtual collaboration, and cutting-edge e-learning platforms to facilitate innovative teaching methods. Design physical spaces that are flexible and adaptable to changing

pedagogical needs. Consider collaborative workspaces, modern classrooms, and ergonomic faculty offices that promote efficiency, creativity and a positive work environment.

Strengthen and expand faculty development centers to provide comprehensive support for ongoing professional development. Offer workshops, training programs and resources that empower faculty to enhance their teaching methodologies and research skills. Prioritize investments in state-of-the-art research facilities and laboratories. Foster interdisciplinary collaboration by creating shared research spaces that facilitate the exchange of ideas and expertise. Implement wellness initiatives that support faculty well-being and work-life balance. Provide recreational facilities, health services, and mental health support to promote a healthy and balanced lifestyle of employees. Explore options for providing affordable and quality housing options for faculty, especially those relocating from other regions. Partner with local housing providers or establish on-campus housing solutions to enrich faculty satisfaction and retention.

Adoptive collaborations with industry partners to align infrastructure investments with emerging trends and industry needs. Industry partnerships can provide insights into the types of facilities that enhance faculty preparation for real-world applications. Ensure that all facilities are designed with universal design principles, making them accessible to individuals with diverse abilities. Prioritize inclusivity in infrastructure planning to create an environment that caters to the needs of a diverse faculty and student body. Establish continuous feedback mechanisms involving faculty, students and other stakeholders. Regularly seek input on the usability and effectiveness of existing facilities, using feedback to inform future infrastructure decisions. Prioritize energy-efficient buildings, waste reduction initiatives and environmentally conscious construction methods to align with global sustainability goals. By implementing these recommendations, the Higher Educational Institutions can create an environment that empowers the faculty members, promotes academic excellence and enhances the educational experience for students. Strategic and thoughtful investments in infrastructure

contribute to the long-term success and sustainability of the institution.

Conclusion

In the Higher Educational Institutions, the institutional infrastructure and facilities for faculty stands as a cornerstone in shaping the educational landscape. The strategic and caring investments in infrastructure play an important role in developing academic excellence, innovation and the well-being of faculty members. The modern classrooms, cutting-edge research facilities and collaborative spaces serve as catalysts for academic success. This will create an environment where the faculty engage in teaching methodologies, research and interdisciplinary collaboration. An allocation of financial resources, understanding of technological advancements, allows the institutions to create an ecosystem that supports faculty members in their pursuit of scholarly endeavours.

Facilitating continuous professional development, providing wellness initiatives and promoting WLB will support of faculty members. The adaptability both in pedagogy and technology, ensures that the infrastructure remains effective. By adopting collaborations with industry, embracing universal design principles and global sustainability practices can lead the educational innovation. Higher Educational Institutions need to recognize the impact of infrastructure on faculty success, educational experience and commitment to shaping the minds and develop the future. It also prioritize the creation of a favourable environment for faculty members and empower them to excel in research, teaching and their professional development. A commitment to investing in innovative infrastructure not only attracts the top talent also positions the institution as a creation and dissemination.

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AN INVESTIGATION ON THE INTER RELATIONS BETWEEN FUZZY ROUGH UTRA TM CONNECTED SYSTEM AND OTHER FUZZY ROUGH ALGEBRAIC TM SYSTEM

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Abstract

This study presents and investigates fuzzy rough ultra TM connected spaces, a novel type of fuzzy rough algebraic TM system. It is established that fuzzy rough algebraic TM systems' hypo connectedness and fuzzy rough ultra TM connected spaces are distinct concepts, and that fuzzy rough algebraic open hereditarily irresolvable system are fuzzy rough ultra TM connected but not hypo connected. Examples are provided to prove the concept of inter relations.

Keywords: Fuzzy rough Utra TM connected system, Fuzzy rough hypo TM connected system, Fuzzy rough algebraic TM Brown system, Fuzzy rough TM dense, Fuzzy rough nowhere TM dense, Fuzzy rough somewhere TM dense.

Introduction

A valuable notion in Mathematics and Computer Science, Fuzzy Connectedness offers a number of intriguing characteristics. It can be used, for instance, to define fuzzy connected components, the maximal fuzzy connected subsets of a given fuzzy space. It can also be used to segment images based on fuzzy connectivity in image processing and computer vision. The concept of fuzzy ultra-connected spaces and the relation between topological spaces and other connected spaces were discussed by Thangaraj G and Ponnusamy M [5]. This paper deals with the relation between different connected spaces in fuzzy rough algebraic TM system.

1.2 PRELIMINARIES

Definition 1.2.1 [2]

A fuzzy set λ in a fuzzy topological space (X, T) is called fuzzy dense if there

exists no fuzzy closed set μ in (X, T) such that $\lambda < \mu < 1$. That is, $cl \lambda = 1$, in (X, T) .

Definition 1.2.2 [2]

A fuzzy set λ in a fuzzy topological space (X, T) is called fuzzy nowhere dense if there exists no non-zero fuzzy open set μ in (X, T) such that $\mu \subset cl(\lambda)$. That is $int(cl(\lambda)) = 0$, in (X, T) .

Definition 1.2.3 [4]

A fuzzy set α in a fuzzy topological space (X, τ) is called a fuzzy somewhere dense set if there exists a non-zero fuzzy open set β in (X, τ) such that $\beta \leq cl(\alpha)$. That is, $intcl(\alpha) \neq 0$ in (X, τ) .

Definition 1.2.4 [5]

A fuzzy topological space is said to be a fuzzy hyper connected space if every non-zero fuzzy open subset of (X, τ) is fuzzy dense in (X, τ) .

Definition 1.2.5 [6]

A fuzzy fuzzy topological space is said to be a fuzzy Brown space if for any two non-zero fuzzy open sets α and β in (X, τ) , $cl(\alpha) \not\subseteq 1 - cl(\beta)$ in (X, τ) .

1.3 Fuzzy Rough Ultra TM Connected System**Definition 1.3.1**

Let X be a rough set. Then X is said to be a rough algebraic system, if X_L and X_U are TM algebras with $X_L \subset X_U$.

Definition 1.3.2

Let L be a lattice. For any rough algebraic TM system X and any fuzzy rough set, A is said to be fuzzy rough algebraic if A_L is a mapping from $X_L \rightarrow I$ and A_U is a mapping from $X_U \rightarrow I$ with $A_L(x) \leq A_U(x)$ for every $x \in X_U$. The collection of all such sets in X is denoted by $\mathcal{FR}(X_{TM})$.

Definition 1.3.3

A fuzzy rough TM algebra A in a fuzzy rough algebraic TM system (X, TM) is said to be a fuzzy rough TM dense if there exists no fuzzy rough closed algebraic B in (X, TM) such that $A \subseteq B \subseteq \tilde{1}$. That is $\mathcal{FR}_{TM}cl(A) = \tilde{1}$ in (X, TM) .

Definition 1.3.4

A fuzzy rough algebraic A in a fuzzy rough algebraic TM system (X, TM) is called a fuzzy rough nowhere TM dense algebra if there exists a non-zero fuzzy rough open algebraic D in (X, TM) such that $D \subseteq \mathcal{FR}_{TM}cl(A)$. That is, $\mathcal{FR}_{TM}intcl(A) = \tilde{0}$ in (X, TM) .

Definition 1.3.5

A fuzzy rough algebraic A in a fuzzy rough algebraic TM system (X, TM) is called a fuzzy rough somewhere TM dense algebra if there exists a non-zero fuzzy rough open algebraic B in (X, TM) such that $B \subseteq \mathcal{FR}_{TM}cl(A)$. That is, $\mathcal{FR}_{TM}intcl(A) \neq \tilde{0}$ in (X, TM) .

Definition 1.3.6

Let (X, TM) be a fuzzy rough algebraic TM system. Then (X, TM) is said to be the fuzzy rough ultra TM connected system if whenever A', B' are two non-zero fuzzy rough closed algebraic in (X, TM) , $A' \not\subseteq B'$, in (X, TM) .

Example 1.3.1

Let $U = \{a, b, c\}$ and let $X_L = \{a\}$ and $X_U = \{a, c\}$ with $X_L \subset X_U$.

Then the Boolean algebra is $\mathcal{B} = \{\tilde{0}, \{a\}, \{b\}, \{b, c\}, \{a, c\}, \{a, b\}, \{a, b, c\}\}$.

Define $A_L(x): X_L \rightarrow I \Rightarrow A_L(a) = 0.3$

$A_U(x): X_U \rightarrow I \Rightarrow A_U(a) = 0.5$ and

$A_U(c) = 0.3$

and define $B_L(x): X_L \rightarrow I \Rightarrow B_L(a) = 0.2$

$B_U(x): X_U \rightarrow I \Rightarrow B_U(a) = 0.2$

and $B_U(c) = 0.3$

Then $A = \left\{ \left(\frac{a}{0.3} \right), \left(\frac{a}{0.5}, \frac{c}{0.3} \right) \right\}$ and $B =$

$\left\{ \left(\frac{a}{0.2} \right), \left(\frac{a}{0.2}, \frac{c}{0.3} \right) \right\}$ the fuzzy rough algebraic of

(X, TM) . Therefore, the fuzzy rough algebraic TM system is $\{\tilde{0}, \tilde{1}, A, B\}$. The fuzzy rough

algebraic closed A' and B' is given by $A' =$

$\left\{ \left(\frac{a}{0.5} \right), \left(\frac{a}{0.7}, \frac{c}{1} \right) \right\}$ and $B' = \left\{ \left(\frac{a}{0.8} \right), \left(\frac{a}{0.8}, \frac{c}{1} \right) \right\}$.

Then by computation it is found that $A' \not\subseteq B'$. Hence (X, TM) is a fuzzy ultra connected space.

Example 1.3.2

Let $U = \{a, b, c\}$ and let $X_L = \{a\}$ and $X_U = \{a, c\}$ with $X_L \subset X_U$.

Then the Boolean algebra is $\mathcal{B} = \{\tilde{0}, \{a\}, \{b\}, \{b, c\}, \{a, c\}, \{a, b\}, \{a, b, c\}\}$.

Let $A = \left\{ \left(\frac{a}{0.9} \right), \left(\frac{a}{0.9}, \frac{c}{0.1} \right) \right\}$ and $B =$

$\left\{ \left(\frac{a}{0.3} \right), \left(\frac{a}{0.4}, \frac{c}{0.3} \right) \right\}$ be the fuzzy rough algebraic of

(X, TM) . Therefore, the fuzzy rough algebraic TM system is $\{\tilde{0}, \tilde{1}, A, B\}$. The fuzzy

rough algebraic closed A' and B' is given by

$A' = \left\{ \left(\frac{a}{0.1} \right), \left(\frac{a}{0.1}, \frac{c}{1} \right) \right\}$ and $B' =$

$\left\{ \left(\frac{a}{0.6} \right), \left(\frac{a}{0.7}, \frac{c}{1} \right) \right\}$. By computation it is found

that $A' \subseteq B'$. Hence (X, TM) is not a fuzzy ultra connected space.

Proposition 1.3.1

If D and E are non – zero fuzzy rough algebraic open in a fuzzy rough ultra TM connected system (X, TM) , then $\mathcal{FR}_{TM}cl(D) \not\subseteq \tilde{1} - \mathcal{FR}_{TM}cl(E)$ in (X, TM) .

Proof

Let D and E be non – zero fuzzy rough algebraic open in (X, TM) . Then, $\mathcal{FR}_{TM}cl(D)$ and $\mathcal{FR}_{TM}cl(E)$ are fuzzy rough regular A fuzzy rough algebraic closed in (X, TM) and thus fuzzy rough algebraic closed in (X, TM) . Since (X, TM) is a fuzzy rough ultra TM connected system,

$$\mathcal{FR}_{TM}cl(D) \not\subseteq \tilde{1} -$$

$\mathcal{FR}_{TM}cl(E)$ in (X, TM) .

Proposition 1.3.2

If B and G are non – zero fuzzy rough TM regular closed in a fuzzy rough ultra TM

connected system (X, TM) , then $B \not\subseteq \tilde{1} - G$ in (X, TM) .

Proof

Let B and G are non – zero fuzzy rough TM regular closed. Since fuzzy rough regular A fuzzy rough algebraic closed are fuzzy rough closed algebraic in fuzzy rough algebraic TM system, B and G are fuzzy rough regular A fuzzy rough algebraic closed in the fuzzy rough ultra TM connected system (X, TM) , $B \not\subseteq \tilde{1} - G$ in (X, TM) .

Remark 1.3.1

The following result can be obtained from the *Proposition 1.3.1*. In a fuzzy rough ultra TM connected system, there are no disjoint fuzzy rough regular A fuzzy rough algebraic closed.

For if B and G are any two disjoint fuzzy rough regular A fuzzy rough algebraic closed in a fuzzy rough ultra TM connected system (X, TM) , then $B \cap G = \tilde{0}$ and this implies that $B \not\subseteq \tilde{1} - G$ in (X, TM) , which is contradiction by *Proposition 1.3.1*. Thus, there are no disjoint fuzzy rough regular TM closed in fuzzy rough ultra TM connected system.

Proposition 1.3.3

If a fuzzy rough algebraic TM system is a fuzzy rough ultra TM connected system, then there are no disjoint fuzzy rough algebraic TM closed in (X, TM) .

Proof

Suppose that D and E are fuzzy rough algebraic TM closed in (X, TM) such that $D \cap E = \tilde{0}$. This implies that $D \subseteq \tilde{1} - E$ in (X, TM) . But this is a contradiction to being a fuzzy rough ultra TM connected system in which $D \not\subseteq \tilde{1} - E$, for any two fuzzy rough algebraic closed D and E in (X, TM) . Hence there are no disjoint fuzzy rough A fuzzy rough algebraic closed in (X, TM) .

Proposition 1.3.4

If B and D are fuzzy rough somewhere TM dense in a fuzzy rough ultra TM connected system (X, TM) , then $\mathcal{F}_{RTM}int(B) \not\subseteq \tilde{1} - \mathcal{F}_{RTM}int(D)$, in (X, TM) .

Proof

Let B and D be any two fuzzy rough somewhere TM dense algebras in (X, TM) . Then, $\mathcal{F}_{RTM}intcl(B) \neq \tilde{0}$ and $\mathcal{F}_{RTM}intcl(D) \neq \tilde{0}$, in (X, TM) .

Since (X, TM) is a fuzzy rough ultra TM connected system, for the fuzzy rough TM open algebras $\mathcal{F}_{RTM}intcl(B)$ and $\mathcal{F}_{RTM}intcl(D)$ in (X, TM) .

By *Proposition 1.3.1*,

$$\mathcal{F}_{RTM}cl[\mathcal{F}_{RTM}intcl(B)] \not\subseteq \tilde{1} - \mathcal{F}_{RTM}cl[\mathcal{F}_{RTM}intcl(D)], \text{ in } (X, TM).$$

Now

$$\begin{aligned} \mathcal{F}_{RTM}int(B) &\subseteq \\ \mathcal{F}_{RTM}intcl(B) &\subseteq \\ \mathcal{F}_{RTM}cl[\mathcal{F}_{RTM}intcl(B)] &\text{ and } \\ \mathcal{F}_{RTM}int(D) &\subseteq \\ \mathcal{F}_{RTM}intcl(D) &\subseteq \end{aligned}$$

$$\mathcal{F}_{RTM}cl[\mathcal{F}_{RTM}intcl(D)]$$

Then

$$\begin{aligned} \mathcal{F}_{RTM}int(B) &\subseteq \\ \mathcal{F}_{RTM}cl[\mathcal{F}_{RTM}intcl(B)] &\not\subseteq \tilde{1} - \\ \mathcal{F}_{RTM}cl[\mathcal{F}_{RTM}intcl(D)] &\subseteq \tilde{1} - \end{aligned}$$

$$\mathcal{F}_{RTM}int(D) \text{ in } (X, TM).$$

Hence it follows that $\mathcal{F}_{RTM}int(B) \not\subseteq \tilde{1} - \mathcal{F}_{RTM}int(D)$, in (X, TM) .

Proposition 1.3.5

If N and M are fuzzy rough somewhere TM dense in fuzzy rough ultra TM connected system, then $\mathcal{F}_{RTM}int(N) \neq \tilde{0}$ and $\mathcal{F}_{RTM}int(M) \neq \tilde{0}$, in (X, TM) .

Proof

Let N and M be any two fuzzy rough somewhere TM dense in (X, TM) . Then $\mathcal{F}_{RTM}int(N) \not\subseteq \tilde{1} - \mathcal{F}_{RTM}int(M)$, in (X, TM) .

Suppose that $\mathcal{F}_{RTM}int(N) = \tilde{0}$ and $\mathcal{F}_{RTM}int(M) = \tilde{0}$, in (X, TM) . Then $\tilde{0} = \mathcal{F}_{RTM}int(N) \not\subseteq \tilde{1} - \mathcal{F}_{RTM}int(M) = \tilde{1} - \tilde{0} = \tilde{1}$.

Then $\tilde{0} \not\subseteq \tilde{1}$, a contradiction. Thus, $\mathcal{F}_{RTM}int(N) \neq \tilde{0}$ and $\mathcal{F}_{RTM}int(M) \neq \tilde{0}$, in (X, TM) .

Definition 1.3.7

A fuzzy rough algebraic TM system is said to be a fuzzy rough hypo TM connected system if every non- zero fuzzy rough open sub algebraic of (X, TM) is fuzzy rough TM dense in (X, TM) .

Proposition 1.3.6

If A is a fuzzy rough somewhere TM dense in a fuzzy rough ultra TM connected [but not fuzzy rough hypo TM connected] system (X, TM) , then $\mathcal{F}_{RTM}int(A) \neq \tilde{0}$ and $\mathcal{F}_{RTM}cl(A) \not\subseteq \tilde{1}$ in (X, TM) .

Proof

Let A be a fuzzy rough somewhere TM dense in (X, TM) . Then,

$\mathcal{F}_{\mathcal{RTM}}\text{intcl}(A) \neq \tilde{0}$ in (X, TM) .

Now $\mathcal{F}_{\mathcal{RTM}}\text{intcl}[\tilde{1} - \mathcal{F}_{\mathcal{RTM}}\text{cl}(A)] = \tilde{1} - \mathcal{F}_{\mathcal{RTM}}\text{clint}[\mathcal{F}_{\mathcal{RTM}}\text{cl}(A)]$. By hypothesis, (X, TM) is not a fuzzy rough hypo TM connected system and thus for the fuzzy rough algebraic open $\mathcal{F}_{\mathcal{RTM}}\text{intcl}(A)$ in (X, TM) . $\mathcal{F}_{\mathcal{RTM}}\text{cl}[\mathcal{F}_{\mathcal{RTM}}\text{intcl}(A)] \neq \tilde{1}$ implies that $\mathcal{F}_{\mathcal{RTM}}\text{intcl}\tilde{1} \neq \tilde{0}$. Thus $\tilde{1} - \mathcal{F}_{\mathcal{RTM}}\text{cl}(A)$ is a fuzzy rough somewhere TM dense in (X, TM) .

Then by Proposition 5.3.3, for the fuzzy rough somewhere TM dense algebra A and $\tilde{1} - \mathcal{F}_{\mathcal{RTM}}\text{cl}(A)$, $\mathcal{F}_{\mathcal{RTM}}\text{int}(A) \neq 0$ and $\mathcal{F}_{\mathcal{RTM}}\text{int}[\tilde{1} - \mathcal{F}_{\mathcal{RTM}}\text{cl}(A)] \neq \tilde{0}$ in (X, TM) . Then, $\mathcal{F}_{\mathcal{RTM}}\text{int}(A) \neq \tilde{0}$ and $\tilde{1} - \mathcal{F}_{\mathcal{RTM}}\text{cl}(A) \neq \tilde{0}$ and thus $\mathcal{F}_{\mathcal{RTM}}\text{int}(A) \neq \tilde{0}$ and $\mathcal{F}_{\mathcal{RTM}}\text{cl}(A) \neq \tilde{1}$ in (X, TM) .

Proposition 1.3.7

If a fuzzy rough algebraic TM system (X, TM) is a fuzzy rough ultra TM connected system, then there is no fuzzy rough algebraic $D (\neq \tilde{0}, \tilde{1})$ which is both fuzzy rough algebraic open and fuzzy rough algebraic closed in (X, TM) .

Proof

Suppose that there exists a fuzzy rough TM algebra D which is both fuzzy rough algebraic open and fuzzy rough algebraic closed in (X, TM) . Now D is a fuzzy rough TM closed in (X, TM) implies that $\tilde{1} - D$ is a fuzzy rough algebraic open in (X, TM) .

Since (X, TM) is a fuzzy rough ultra TM connected system, By Proposition 5.3.1, for the fuzzy rough algebraic open algebra D and $\tilde{1} - D$ in (X, TM) , $\mathcal{F}_{\mathcal{RTM}}\text{cl}(D) \not\subseteq [\tilde{1} - \mathcal{F}_{\mathcal{RTM}}\text{cl}(\tilde{1} - D)]$, in (X, TM) .

Then $\mathcal{F}_{\mathcal{RTM}}\text{cl}(D) \not\subseteq [\tilde{1} - (\tilde{1} - \mathcal{F}_{\mathcal{RTM}}\text{int}(D))] = \mathcal{F}_{\mathcal{RTM}}\text{int}(D)$. This implies that $D = \mathcal{F}_{\mathcal{RTM}}\text{cl}(D) \not\subseteq \mathcal{F}_{\mathcal{RTM}}\text{int}(D) = D$, in (X, TM) . Hence there is no fuzzy rough algebraic D which is both fuzzy rough algebraic open and fuzzy rough algebraic closed.

Proposition 1.3.8

If $\varphi: (X, TM) \rightarrow (Y, TM)$ is a fuzzy rough TM continuous function from a fuzzy rough ultra TM connected system (X, TM) into a fuzzy rough algebraic TM system (Y, TM) , then (Y, TM) is a fuzzy rough ultra TM connected system.

Proof

Let S and G be any two non-zero fuzzy rough algebraic closed in (Y, TM) . It is

claimed that $S \not\subseteq \tilde{1} - G$, in (Y, TM) . Suppose that $S \subseteq \tilde{1} - G$, in (Y, TM) . Then, $\varphi^{-1}(S) \subseteq \varphi^{-1}(\tilde{1} - G) = \tilde{1} - \varphi^{-1}(G)$.

Since $\varphi: (X, TM) \rightarrow (Y, TM)$ is a fuzzy rough TM continuous function, $\varphi^{-1}(S)$ and $\varphi^{-1}(G)$ are fuzzy rough algebraic closed in (X, TM) . Thus, $\varphi^{-1}(S) \subseteq \tilde{1} - \varphi^{-1}(G)$ for the fuzzy rough algebraic closed $\varphi^{-1}(S)$ and $\varphi^{-1}(G)$ in (X, TM) , a contradiction to (X, TM) being a fuzzy rough ultra TM connected system.

Thus, $S \not\subseteq \tilde{1} - G$, for the fuzzy rough algebraic closed S and G in (Y, TM) . Hence (Y, TM) is a fuzzy rough ultra TM connected system.

1.4 Some Relationships Between Fuzzy Rough Ultra TM Connected System and Other Fuzzy Rough Algebraic TM System

Definition 1.4.1

A fuzzy rough algebraic TM system is said to be a fuzzy rough algebraic TM Brown system if for any two non-zero fuzzy rough algebraic open A and B in (X, TM) , $\mathcal{F}_{\mathcal{RTM}}\text{cl}(A) \subseteq \tilde{1} - \mathcal{F}_{\mathcal{RTM}}\text{cl}(B)$ in (X, TM) .

Proposition 1.4.1

If a fuzzy rough algebraic TM system (X, TM) is a fuzzy rough ultra TM connected system, then (X, TM) is a fuzzy rough algebraic TM Brown system.

Proof

Let D and E be any two non-zero fuzzy rough TM closed algebra in (X, TM) . Since (X, TM) is a fuzzy rough ultra TM connected system, by Proposition 5.3.1, $\mathcal{F}_{\mathcal{RTM}}\text{cl}(D) \not\subseteq \tilde{1} - \mathcal{F}_{\mathcal{RTM}}\text{cl}(E)$, in (X, TM) . This proves that (X, TM) is a fuzzy rough algebraic TM Brown system.

Remark 1.4.1

The fuzzy rough algebraic TM Brown system need not be fuzzy ultra TM connected system.

Example 1.4.1

Let $U = \{a, b, c\}$ and let $X_L = \{a\}$ and $X_U = \{a, c\}$ with $X_L \subset X_U$.

Then the Boolean algebra is $\mathcal{B} = \{\tilde{0}, \{a\}, \{b\}, \{b, c\}, \{a, c\}, \{a, b\}, \{a, b, c\}\}$.

Define $A_L(x): X_L \rightarrow I \Rightarrow A_L(a) = 0.8$

$A_U(x): X_U \rightarrow I \Rightarrow A_U(a) = 0.9$ and

$A_U(c) = 0.3$

and define $B_L(x): X_L \rightarrow I \Rightarrow B_L(a) = 0.3$

$B_U(x): X_U \rightarrow I \Rightarrow B_U(a) = 0.4$

and $B_U(c) = 0.2$

Then $A = \left\{ \left(\frac{a}{0.8} \right), \left(\frac{a}{0.9}, \frac{c}{0.3} \right) \right\}$ and $B = \left\{ \left(\frac{a}{0.3} \right), \left(\frac{a}{0.4}, \frac{c}{0.4} \right) \right\}$ the fuzzy rough algebraic of (X, TM) . Therefore, the fuzzy rough algebraic TM system is $\{\tilde{0}, \tilde{1}, A, B\}$. The complement of A and B are $A' = \left\{ \left(\frac{a}{0.1} \right), \left(\frac{a}{0.2}, \frac{c}{1} \right) \right\}$ and $B' = \left\{ \left(\frac{a}{0.6} \right), \left(\frac{a}{0.7}, \frac{c}{1} \right) \right\}$.

Let us define the fuzzy rough algebraic closed as $D = \left\{ \left(\frac{a}{0.6} \right), \left(\frac{a}{0.6}, \frac{c}{1} \right) \right\}$ and $E = \left\{ \left(\frac{a}{0.5} \right), \left(\frac{a}{0.6}, \frac{c}{1} \right) \right\}$. Then by computation $\mathcal{F}_{\mathcal{RTM}}cl(D) = \left\{ \left(\frac{a}{0.6} \right), \left(\frac{a}{0.7}, \frac{c}{1} \right) \right\}$ and $\mathcal{F}_{\mathcal{RTM}}cl(E) = \left\{ \left(\frac{a}{0.6} \right), \left(\frac{a}{0.7}, \frac{c}{1} \right) \right\}$. Then $\tilde{1} - \mathcal{F}_{\mathcal{RTM}}cl(E) = \left\{ \left(\frac{a}{0.3} \right), \left(\frac{a}{0.4}, \frac{c}{1} \right) \right\}$ which implies, $\mathcal{F}_{\mathcal{RTM}}cl(D) \not\subseteq \tilde{1} - \mathcal{F}_{\mathcal{RTM}}cl(E)$. Hence, (X, TM) is a brown system but not a ultra connected system as $D' \subseteq E$.

Remark 1.4.2

It is to be noted that fuzzy rough ultra TM connected system is independent of fuzzy rough hypo TM connected system. For, Example 5.3.1. (X, TM) is a fuzzy rough ultra TM connected system but not a fuzzy rough hypo TM connected system. Also, a fuzzy rough hypo TM connected system need not be a fuzzy ultra TM connected system. For, consider the following example.

Example 1.4.2

Let $U = \{a, b, c\}$ and let $X_L = \{a\}$ and $X_U = \{a, c\}$ with $X_L \subset X_U$.

Then the Boolean algebra is $\mathcal{B} = \{\tilde{0}, \{a\}, \{b\}, \{b, c\}, \{a, c\}, \{a, b\}, \{a, b, c\}\}$.

Define $A_L(x): X_L \rightarrow I \Rightarrow A_L(a) = 0.8$

$A_U(x): X_U \rightarrow I \Rightarrow A_U(a) = 0.9$ and $A_U(c) = 0.3$

and define $B_L(x): X_L \rightarrow I \Rightarrow B_L(a) = 0.7$

$B_U(x): X_U \rightarrow I \Rightarrow B_U(a) = 0.8$ and $B_U(c) = 0.3$

Then $A = \left\{ \left(\frac{a}{0.8} \right), \left(\frac{a}{0.9}, \frac{c}{0.3} \right) \right\}$ and $B = \left\{ \left(\frac{a}{0.7} \right), \left(\frac{a}{0.8}, \frac{c}{0.3} \right) \right\}$ the fuzzy rough algebraic of (X, TM) . Therefore, the fuzzy rough algebraic TM system is $\{\tilde{0}, \tilde{1}, A, B\}$. The complement of $A' = \left\{ \left(\frac{a}{0.1} \right), \left(\frac{a}{0.2}, \frac{c}{1} \right) \right\}$ and $B' = \left\{ \left(\frac{a}{0.2} \right), \left(\frac{a}{0.3}, \frac{c}{1} \right) \right\}$. Define $S = \left\{ \left(\frac{a}{0.7} \right), \left(\frac{a}{0.6}, \frac{c}{0.3} \right) \right\}$ and $D = \left\{ \left(\frac{a}{0.6} \right), \left(\frac{a}{0.7}, \frac{c}{0.3} \right) \right\}$ be fuzzy rough algebraic open. Then the corresponding fuzzy rough algebraic closed $S' = \left\{ \left(\frac{a}{0.4} \right), \left(\frac{a}{0.3}, \frac{c}{1} \right) \right\}$

and $D' = \left\{ \left(\frac{a}{0.3} \right), \left(\frac{a}{0.4}, \frac{c}{1} \right) \right\}$. By computation $\mathcal{F}_{\mathcal{RTM}}cl(S) = \tilde{1}$. Hence, (X, TM) is a fuzzy rough hypo connected system but not a fuzzy rough ultra connected system as $S' \subseteq D$.

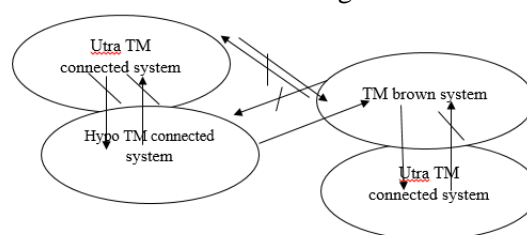
Proposition 1.4.2

If a fuzzy rough TM system (X, TM) is a fuzzy rough ultra TM connected system, then (X, TM) is a fuzzy rough TM connected system.

Proof

Let (X, TM) be a fuzzy rough ultra TM connected system. Then, by Proposition 5.3.4, there is no fuzzy rough algebraic A which is both fuzzy rough algebraic open and fuzzy rough algebraic closed in (X, TM) and hence (X, TM) is a fuzzy rough TM connected system.

The inter relation between fuzzy rough ultra TM connected system, fuzzy rough hypo TM connected system, fuzzy rough TM brown system and fuzzy rough TM connected system can be stated as follows in Fig. a:



Definition 1.4.2

A fuzzy rough algebraic TM system is said to be a fuzzy rough algebraic open hereditarily irresolvable system if $\mathcal{F}_{\mathcal{RTM}}intcl(A) \neq \tilde{0}$, for any non-zero fuzzy rough algebraic A defined on X , then $\mathcal{F}_{\mathcal{RTM}}int(A) \neq \tilde{0}$, in (X, TM) .

Proposition 1.4.3

If a fuzzy rough algebraic TM system (X, TM) is a fuzzy rough ultra TM connected system but not fuzzy rough hypo TM connected system, then (X, TM) is a fuzzy rough algebraic open hereditarily irresolvable system.

Proof

Let H be a fuzzy rough somewhere TM dense algebraic in (X, TM) . Since (X, TM) is a fuzzy rough ultra TM connected system but not a fuzzy rough hypo TM connected system, $\mathcal{F}_{\mathcal{RTM}}int(H) \neq \tilde{0}$ and $\mathcal{F}_{\mathcal{RTM}}cl(H) \neq \tilde{1}$ in (X, TM) . Thus, for the fuzzy rough somewhere TM dense algebraic H , $\mathcal{F}_{\mathcal{RTM}}int(H) \neq \tilde{0}$ implies that (X, TM) is a fuzzy rough algebraic open hereditarily irresolvable system.

Remark 1.4.3

Fuzzy rough algebraic open hereditarily irresolvable system need not be fuzzy rough ultra TM connected system.

Example 1.4.3

Let $U = \{a, b, c\}$ and let $X_L = \{a\}$ and $X_U = \{a, c\}$ with $X_L \subset X_U$.

Then the Boolean algebra is $\mathcal{B} = \{\tilde{0}, \{a\}, \{b\}, \{b, c\}, \{a, c\}, \{a, b\}, \{a, b, c\}\}$.

Define $A_L(x): X_L \rightarrow I \Rightarrow A_L(a) = 0.3$

$A_U(x): X_U \rightarrow I \Rightarrow A_U(a) = 0.5$ and $A_U(c) = 0.3$

and define $B_L(x): X_L \rightarrow I \Rightarrow B_L(a) = 0.2$

$B_U(x): X_U \rightarrow I \Rightarrow B_U(a) = 0.2$

and $B_U(c) = 0.3$

Then $A = \left\{\left(\frac{a}{0.3}, \left(\frac{a}{0.5}, \frac{c}{0.3}\right)\right)\right\}$ and $B =$

$\left\{\left(\frac{a}{0.2}, \left(\frac{a}{0.2}, \frac{c}{0.3}\right)\right)\right\}$ the fuzzy rough algebraic of (X, TM) . Therefore, the fuzzy rough algebraic TM system is $\{\tilde{0}, \tilde{1}, A, B\}$. The complement of

$A' = \left\{\left(\frac{a}{0.5}, \left(\frac{a}{0.7}, \frac{c}{1}\right)\right)\right\}$ and $B' =$

$\left\{\left(\frac{a}{0.8}, \left(\frac{a}{0.8}, \frac{c}{1}\right)\right)\right\}$. Define fuzzy rough algebraic

open $E = \left\{\left(\frac{a}{0.6}, \left(\frac{a}{0.7}, \frac{c}{0.2}\right)\right)\right\}$ and $R =$

$\left\{\left(\frac{a}{0.5}, \left(\frac{a}{0.5}, \frac{c}{0.3}\right)\right)\right\}$. Then the complement of

E and R is $E' = \left\{\left(\frac{a}{0.3}, \left(\frac{a}{0.4}, \frac{c}{1}\right)\right)\right\}$ and $R' =$

$\left\{\left(\frac{a}{0.5}, \left(\frac{a}{0.5}, \frac{c}{1}\right)\right)\right\}$. Then $\mathcal{F}_{\mathcal{RTM}} \text{int}(E) =$

$\left\{\left(\frac{a}{0.3}, \left(\frac{a}{0.5}, \frac{c}{0.3}\right)\right)\right\} \neq \tilde{0}$ and $\mathcal{F}_{\mathcal{RTM}} \text{cl}(E) =$

$\left\{\left(\frac{a}{0.8}, \left(\frac{a}{0.8}, \frac{c}{1}\right)\right)\right\}$. Then

$\mathcal{F}_{\mathcal{RTM}} \text{int}(\mathcal{F}_{\mathcal{RTM}} \text{cl}(E)) = \left\{\left(\frac{a}{0.3}, \left(\frac{a}{0.5}, \frac{c}{0.3}\right)\right)\right\} \neq$

$\tilde{0}$. Hence (X, TM) is a fuzzy rough TM open hereditarily irresolvable system need not be fuzzy rough ultra TM connected system as $E' \subseteq R$.

Proposition 1.4.4

If $S \not\subseteq \tilde{1} - K$, for any two fuzzy rough nowhere TM dense algebra in a fuzzy rough hypo TM connected system (X, TM) , then (X, TM) is not a fuzzy rough ultra TM connected system.

Proof

Suppose that S and K are any two fuzzy rough algebraic closed in (X, TM) . Then, $\mathcal{F}_{\mathcal{RTM}} \text{cl}(S) = S \neq \tilde{1}$ and $\mathcal{F}_{\mathcal{RTM}} \text{cl}(K) = K \neq \tilde{1}$ in (X, TM) . This implies that S and K

are not fuzzy rough TM dense algebraic and S and K are fuzzy rough nowhere TM dense algebraic in (X, TM) .

By hypothesis $S \subseteq \tilde{1} - K$. Thus, for the fuzzy rough closed algebraic S and K , $S \subseteq \tilde{1} - K$, implies that (X, TM) is not a fuzzy rough ultra TM connected system.

Proposition 1.4.5

If D is a fuzzy rough algebraic closed in a fuzzy rough ultra TM connected system but not a fuzzy rough hypo TM connected system (X, TM) , then D is a fuzzy rough somewhere TM dense algebraic in (X, TM)

Proof

Let D be a fuzzy rough algebraic TM closed in (X, TM) . Since (X, TM) is a fuzzy rough ultra TM connected system but not fuzzy rough hypo TM connected system, (X, TM) is a fuzzy rough algebraic open hereditarily irresolvable system. Then, D is a fuzzy rough somewhere TM dense algebra in (X, TM) .

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DETERMINANTS OF LIFE SATISFACTION TOWARDS MIGRATION EMPLOYEES WITH SPECIAL REFERENCE TO CHENNAI CITY

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Abstract

The term migrated refers to a person who moves from one nation or state to another. Numerous causes, including socio political, economic, and ecological ones, contribute to migration. Migrated employees have an important place in the employment market and contribute much to the economic development of the state by providing employee force to various economic activities, which otherwise will be impossible due to scarcity of employees. This is an empirical study with a survey methodology at its core. The main source of information was the youth enrolled in migration employees in Chennai City. This study's sample size is limited to 463 respondents. The life satisfaction of migration is similar to the contemporary advocacy for the inclusion of life satisfaction and self-reported well-being in government programmes for monitoring objective social and economic success. In this view that, the researcher analysed that Determinants of Life Satisfaction towards Migration Employees - With Special Reference to Chennai City.

Keywords: *Life satisfaction, Migration, Socio- economic and Migration Employees.*

Introduction

The term migrated refers to a person who moves from one nation or state to another. Numerous causes, including socio political, economic, and ecological ones, contribute to migration. The rate of temporary migration tends to rise in correlation with economic disparities across different geographic locations. It is common to witness laborers from many locations working hard at challenging tasks throughout Chennai City. Due to its highest salary rates among Indian states, it is a major supplier of manual labourers for the state, which is severely short-staffed in the area of group unemployment. The state economy and the job market in Tamil Nadu are thought to be ludicrous due to the severe lack of manual labourers and the high wage rate in the centre of group unemployment. When workers migrate for

economic reasons, their migration patterns change, they acquire new skills and become more flexible, and their incomes rise. All of these factors contribute to the development of humankind as well as to the migrated person's and at least his dependents' standard of living. The current study examines the employment and income trends of migrant labourers in Chennai City.

Review of Literature

Rojanaworarit, C., & El Bouzaidi, S. (2021) have made empirical attempt to examine the role public health services for international migrant workers during the COVID-19 pandemic and provides a policy brief for improvement of the public health system. The researcher adopted the deficiencies in public health services based on the framework of the 10 Essential Public Health Services and the EPHS framework was

also applied to develop policy options and recommendations in the subsequent policy brief. The result indicates that the policy brief provides policymakers with evidence-based recommendations for improving public health services for international migrant workers during the COVID-19 pandemic and beyond.

Yang, B., & Qu, D. Z. (2020) made an interesting study to understand the rapid urbanization of China brings in large number of migrant workers coming from rural areas and local residents should be discussed in the future as more migrant workers intend to stay in cities for long-term. The researchers explore the first category of literature is the research field on China's migration and urbanization to describe the whole context of migrant workers. The result indicates that there are still many disadvantaged and marginalized sub-groups in migration who are suffering from less welfares and rights in urban lives.

Arisman, A., & Jaya, R. K. (2020) conducted a study among Labour migration in Asean, Indonesian migrant workers in Johor Bahru on on managing the international labour migration between the two countries. The researchers adopted mixed methods data collection is done by distributing questionnaires to migrant workers in the receiving states and used in-depth interview to 10 stakeholders in the sending states. The result indicates that Indonesian migrant workers in Johor mostly have their documents kept by their employer. Fisheries sector has the highest percentage of workers whose documents are retained by the employer. The researcher suggested that the working conditions of Indonesian migrant workers in Malaysia still need improvements in several areas.

Wei, W., & Gao, W. (2018) conducted an empirical study to examine the rural to urban migrant workers who are from the same place of origin tend to concentrate in the same workplace. The researchers adopted empirical research design and survey method to gather responses from enclave workers and non-enclave workers with respect to sense of deprivation and willingness-to-participate by using a propensity score matching method. The result reveals that employers can reduce labour conflicts by using NPE to mitigate migrant workers' sense of deprivation and by lowering the risk of their collective actions. In

this way, NPE may contribute to the upkeep of workplace order and even social order.

Baljit kaur (2015) made an interesting study to migration of the large cities take in place all the corner of the country with different social and background. The human migration changed to other place permanently or temporarily for considerable duration as in case of seasonal employee. The researchers explore the migration most important factor that brings intensive change in society basically their roles in society are judged only in economic terms but some people, migration becoming a major problem and even a case of economic, social political conflict. The result indicates that migration employees so many problems in his living condition and this problem pull him from native place and migrate to other place where he gets good employment and income opportunity. The researcher finding that there basic summary of this phenomenon makes clear that in spite of the enormous contribution of migration to them still stay behind sparse.

Statement of the Problem

Migrated employees have an important place in the employment market and contribute much to the economic development of the state by providing employee force to various economic activities, which otherwise will be impossible due to scarcity of employees. Even though they are an important source of employment they have little recognition and consideration in the national and also, they are neglecting by the academic community in studying their situations and contributions. Migrated is a major factor that brings severe changes in society. Generally, migration is considered as a natural phenomenon and migrated are often recognized as such people who amongst the most dynamic and entrepreneurial members of society. Thus, their present a wide gap in the world of literature; and the current study is a challenge to fill the gap and to provide a comprehensive idea about their socio-economic profiles, working and living conditions, personal income and employment patterns, economic impact of migrated and impact of their presence upon the employment market of Chennai City.

Objective of the Study

1. To identify the personal profile of the migration employees in Chennai City.

2. To examine the underlying dimensions of migration employees (ME) Variables
3. To analyse the influence between Financial Factor (FF) and other factors Social Factor (SF), Behaviour Factor (BF), Security Factor (SEF) and Performance Factor (PF).

Research Methodology

This is an empirical study with a survey methodology at its core. The main source of information was the youth enrolled

in migration employees in Chennai City. This study's sample size is limited to 463 respondents, and the convenient sampling method was employed by the researcher. A variety of sources, including books, journals, magazines, periodicals, and websites, were used to gather secondary data. The techniques and instruments used are factor analysis, regression analysis, test of normality, percentage analysis, and descriptive statistics.

Results and Discussion

Personal Profile of Migration Employees (ME)

Demographic Profile (N = 463)	Description	Frequency	Percentage
Gender	Male	309	66.7
	Female	154	33.3
Age	Below 25 Yrs	136	29.4
	26 Yrs - 35 Yrs	202	43.6
	36 Yrs - 45 Yrs	84	18.1
	Above 45 Yrs	41	8.9
Marital Status	Unmarried	354	76.5
	Married	109	23.5
Educational Qualification	Illiterate	137	29.6
	Up to school education	78	16.8
	UG	154	33.3
	PG	48	10.4
	Others	46	9.9
Nature of Work	Skilled Work	227	49.0
	Unskilled	138	29.8
	Semi- Skilled	98	21.2
Monthly Family Income: (Rupees)	Upto 15,000	112	24.2
	Between 15,001 - 30,000	164	35.4
	Between 30,001 - 60,000	89	19.2
	Above 60,000	98	21.2
Employment status	Construction	156	33.7
	Hotel	128	27.6
	Apparel Industry	134	28.9
	Other Work	45	9.7

Table indicates that majority of the respondents are male (66.7%), majority of the respondents are 26 Yrs - 35 Yrs (43.6%), majority of the respondents are unmarried (76.5%), majority of the

respondents are under graduate (33.3%), majority of the respondents are skilled work (49.0%), majority of the respondents are between 15,001 - 30,000 (35.4%) and majority of the respondents are construction (33.7%).

Exploratory Factor Analysis of Migration Employees (ME)

Items	Mean	SD	Communalities	Variance (Eigen Value)	Loadings	Cronbach's Alpha
FINANCIAL FACTOR (FF)						
ME (16)	4.170	0.914	0.668	12.986 (2.987)	0.736	0.836
ME (14)	4.170	0.868	0.643		0.698	
ME (17)	4.090	0.911	0.671		0.681	
ME (15)	4.110	0.964	0.569		0.639	
ME (18)	4.120	0.890	0.533		0.575	

ME (13)	4.320	0.846	0.551		0.457	
SOCIAL FACTOR (SF)						
ME (22)	4.110	0.862	0.700	12.771 (2.937)	0.764	0.796
ME (21)	4.140	0.870	0.634		0.736	
ME (20)	4.120	0.835	0.561		0.667	
ME (19)	4.110	0.854	0.516		0.590	
ME (23)	4.190	0.875	0.427		0.545	
BEHAVIOUR FACTOR (BF)						
ME (04)	4.060	0.857	0.594	11.775 (2.708)	0.744	0.736
ME (05)	4.060	0.847	0.542		0.683	
ME (03)	4.160	0.834	0.501		0.634	
ME (02)	4.230	0.846	0.455		0.570	
ME (01)	4.270	0.802	0.400		0.538	
SECURITY FACTOR (SEF)						
ME (09)	4.280	0.783	0.663	11.584 (2.664)	0.725	0.771
ME (07)	4.200	0.848	0.556		0.653	
ME (08)	4.110	0.896	0.458		0.621	
ME (10)	4.270	0.868	0.541		0.584	
ME (06)	4.230	0.875	0.466		0.510	
PERFORMANCE FACTOR (PF)						
ME (11)	4.280	0.845	0.760	8.068	0.828	0.759
ME (12)	4.100	0.796	0.750	(1.856)	0.811	
Total Variance = 57.185% and Cronbach's Alpha = 0.910 for 23 itmes						
KMO and Bartlett's Test: Kaiser-Meyer-Olkin Measure of Sampling Adequacy. = 0.907						
(Bartlett's Test of Sphericity Approx. Chi-Square = 3958.926; df = 253; Sig. = 0.000)						

Table reveals that Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.907, Bartlett's Test of Sphericity with approximate chi square value 3958.926, df = 253 and p = 0.000 are statistically significant at 5 percent level. Therefore, appropriate for exploratory factor analysis and that the 23 items have exhibited the communalities variances from 0.400 to 0.760. In addition, the 23 variables are reduced into 5 predominated groups. It is found that the variable revelations the total variance 57.185%.

High Mean value of life satisfaction among migration employees. The standard deviation values are very low. ME (16)Mean=(4.170), SD=(0.914). followed by ME (14)Mean=(4.170), SD=(0.868);ME (17)Mean=(4.090), SD=(0.911);ME (15)Mean=(4.110), SD=(0.964);ME (18)Mean=(4.120), SD=(0.890);ME (13)Mean=(4.320), SD=(0.846);ME (22)Mean=(4.110), SD=(0.862);ME (21)Mean=(4.140), SD=(0.870);ME (20)Mean=(4.120), SD=(0.835);ME (19)Mean=(4.110), SD=(0.854);ME (23)Mean=(4.190), SD=(0.875);ME (04)Mean=(4.060), SD=(0.857);ME (05)Mean=(4.060), SD=(0.847);ME (03)Mean=(4.160), SD=(0.834);ME

(02)Mean=(4.230), SD=(0.846);ME (01)Mean=(4.270), SD=(0.802);ME (09)Mean=(4.280), SD=(0.783);ME (07)Mean=(4.200), SD=(0.848);ME (08)Mean=(4.110), SD=(0.896);ME (10)Mean=(4.270), SD=(0.868);ME (06)Mean=(4.230), SD=(0.875);ME (11)Mean=(4.280), SD=(0.845) and ME (12)Mean=(4.100), SD=(0.796).

The most dominant factor is factor 1 with the described variance of 12.986with Eigen value of 2.987and it has six variables associated to the migration employees such items are “**ME (16), ME (14), ME (17), ME (15), ME (18) and ME (13).**” It has been labelled as “**FINANCIAL FACTOR (FF)**”.

Followed by factor is factor 2 with the described variance of 12.771with Eigen value of 2.937and it has five variables associated to the migration employees such items are “**ME (22), ME (21), ME (20), ME (19) and ME (23).**” It has been labelled as “**SOCIAL FACTOR (SF)**”.

Followed by factor is factor 3 with the described variance of 11.775with Eigen value of 2.708and it has five variables associated to the migration employees such items are “**ME (04), ME (05), ME (03), ME (02) and ME**

(01).” It has been labelled as “**BEHAVIOUR FACTOR (BF)**”.

Followed by factor is factor 4 with the described variance of 11.584 with Eigen value of 2.664 and it has five variables associated to the migration employees such items are “**ME (09), ME (07), ME (08), ME (10) and ME**

(06).” It has been labelled as “**SECURITY FACTOR (SEF)**”.

Followed by factor is factor 5 with the described variance of 8.068 with Eigen value of 1.856 and it has two variables associated to the migration employees such items are “**ME (11) and ME (12).**” It has been labelled as “**PERFORMANCE FACTOR (PF)**”.

Descriptives and Tests of Normality of Migration Employees (ME)

MW	Mean	SD	Variance	Skewness	Kurtosis	Kolmogorov-Smirnova		Shapiro-Wilk	
						Statistic (df = 463)	Sig.	Statistic (df = 463)	Sig.
FF	24.982	4.002	16.017	-0.920	0.873	0.111	0.000	0.928	0.000
SF	20.676	3.188	10.168	-0.657	0.319	0.127	0.000	0.944	0.000
BF	20.775	2.921	8.534	-0.718	1.045	0.108	0.000	0.948	0.000
SEF	21.084	3.087	9.532	-0.675	0.089	0.117	0.000	0.933	0.000
PF	8.386	1.474	2.173	-1.074	1.609	0.196	0.000	0.869	0.000

Lilliefors Significance Correction

Higher mean values and lower standard deviation values in Table 4, as presented in stronger descriptive statistics, indicate that the data are regularly distributed across the migrating employees in the research area. The normalcy of the data and their suitability for higher-order multivariate

analysis are established using the Kolmogorov-Smirnova and Shapiro-Wilk normality tests. You can utilise the migration employees' parameters—Mean, Standard Deviation, Variance, Skewness, and Kurtosis—to ascertain their dependability and normal distribution.

Regression Analysis of Migration Employees (ME)

Dependent Variable	Significant Predictors	Mean (SD)	F-Value	R	R ²	Adjusted R ²	β (t-Value)	Sig.
FF		24.982 (4.002)	120.753	0.716	0.513	0.509		
	SF	20.676 (3.188)					0.422 (10.547)	0.000*
	BF	20.775 (2.921)					0.115 (2.732)	0.007
	SEF	21.084 (3.087)					0.213 (4.820)	0.000*
	PF	8.386 (1.474)					0.159 (4.353)	0.000*
P Value of >0.05* - (F2, F3, F4 and F5 all Factor significantly influencing the F1)								
Notes: *Significant @ 5% Level.								

Table above displayed in are R Square = 0.513, R Square Adjusted = 0.509, and R = 0.716. This suggests that the independent variables, Social Factor (SF), Behaviour Factor (BF), Security Factor (SEF), and Performance Factor (PF), have an impact on the dependent factor, Financial Factor (FF), of migrant employees' views towards life satisfaction. F = 120.753 and P = 0.000 are statistically significant at the 5% level, according to the preceding table. Thus, it may

be argued that an exploratory analysis of the Financial Factor (FF) of migratory employees is supported by sufficient information on independent variables. The presence of individual impact over the dependent components is suggested by a good regression fit. As per the tabular data, there is statistical significance at the 5% level for the Coefficients of SF (t = 10.547, β = 0.422, p = 0.000), BF (t = 2.732, β = 0.115, p = 0.007), SEF (t = 4.820, β = 0.213, p = 0.000), and PF

($t = 4.353$, $\beta = 0.159$, $p = 0.000$). Thus, it can be concluded that an employee's Social Factor (SF), Behaviour Factor (BF), Security Factor (SEF), and Performance Factor (PF) all have an impact on their Financial Factor (FF), which in turn affects their level of life satisfaction.

Implications of the Study

The outcome of the study will be on the following lines,

1. The outcome of this study can be used by the regulatory authorities to develop proper legal framework that could effectively control migration employees in Chennai City.
2. Creating awareness of migration employees to effectively regulate income, expenditure and savings in Chennai City.
3. To explore solutions to the problems faced by migration employees due to increase in mobility rate and internal migration in Chennai City.
4. Suggesting measures for regulating employment to increase socio - economic conditions and standard of living of the migration employees in Chennai City.
5. Contributing for the betterment of society through effective publishing of research papers to eliminate constraints and problems prevailing in society.
6. Make available of Copies of the report to the authorities for undertaking necessary corrective actions for paving way to regulated employment and economic development.

Conclusion

According to the study findings that individual-level factors like age, education, population group, income, and employment can all provide policymakers, practitioners, and researchers useful information when forming policies that will support people equally and fairly regardless of gender and take into account the complex relationships between the determinants of life satisfaction that this study has established. The life satisfaction of migration is similar to the contemporary advocacy for the inclusion of life satisfaction and self-reported well-being in government programmes for monitoring objective social and economic success. Many nations and international migration agencies have made the required actions to place a high priority on life happiness in their development strategies as a result of the study's conclusions.

The roadmap for building a better and more sustainable future for everyone, including migrants, is found in the Sustainable Development Goals.

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INFORMAL RURAL WOMEN ENTREPRENEURS - A STUDY WITH REFERENCE TO SALEM DISTRICT

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Abstract

Nowadays women empowerment has been increasing so rapidly all over the world and women are starting their own business to seek greater control over their personal and professional lives. They are growing and blooming as successful persons in their own right. They have proved that they are so less than men in efficiency, hard work or intelligence. They are emerging as potential entrepreneurs. They have been making significant impact in all segments of the economy. A strong aspiration to do something positive is in inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. With the influences of media, women are aware of their own traits, rights and also the work situations. The women entrepreneur development is influenced by many complicated factors including social, economic, cultural and psychological prevailing everywhere in the society. This paper highlighted the motivating factors of informal rural women entrepreneurs with reference to Salem District.

Keywords: Rural Women, Informal Sector, Women Development, Motivating Factors, NGOs.

Introduction

Entrepreneurs play very imperative task in socio-economic wellbeing of the country. The emergence of entrepreneurs in a society depends to a great extent on the social, economic, religious, cultural, psychological and environmental factors prevailing in a society. The chore of women was naturally detained to the four walls of the home. She was fully occupied with her duties as a mother, wife, sister, daughter, daughter in law, sister in law and so on. The social and cultural role played by women may place an additional burden on them. Women have to perform household duties with simultaneously operating as business owners. The topic of women in entrepreneurship has been largely neglected by both in entrepreneurship than men but they also generally choose to start and manage firms in different industries than men

impel to do. In recent years, women empowerment was given much emphasized by the policy makers and other social workers. In India, central government, state government and other non-government agencies trying hard to develop women entrepreneurship with various schemes, incentives and subsidies exclusively available for women.

In spite of the effort of the government and other agencies, the growth of women entrepreneurs is still not to the expectation due to various problems faced by women such as poor education, lack of family support, non-availability of capital, low awareness about government assistance, lack of motivation and training programmes, marketing problems, improper work life balance, labour problems, male female competition and so on.

Scope of the Study

Female entrepreneurship is

consistently viewed as beneficial to rural communities. It is seen as a potential vehicle for alleviating the relative hardship of women in rural areas and as a means of utilising the untapped economic development potential of rural women. Furthermore, entrepreneurship is expected to bring women economic independence and, as such, is an important key to both the emancipation of women and national development. Recent research has drawn attention to the contribution of female entrepreneurs to economic development in developing countries; for example, a Malaysian study has found that women's entrepreneurship is increasingly being promoted as a way of creating growth and development. Interestingly, a study of six Arab countries found that women were operating across a range of business sectors and, in some cases, with employment levels ahead of most women-owned firms in Western Europe and North America. Furthermore, the study found that most of the women surveyed were trading internationally and were growth oriented.

The role of women entrepreneurs has changed over the years in the world. Participation and their importance have been commendable in the country's economic growth and development. The World Development Report, 2012 represents that women owned businesses show great potential source of future for economic growth and job creation. Therefore, many initiatives have been started by United Nations to promote and motivate women entrepreneurship in developing and under developed countries, such as efforts in Sub-Saharan African countries. Looking at the above opportunities, India has also supported many women entrepreneurs by providing loans and advances, helping them to establish their business, making them self-sufficient by providing vocational skills, and creating many jobs for other women in the respective areas. These opportunities are need-based in India, and many factors are driving these forces.

In present India, women play many roles very effectively. They can manage home and business equally. They contribute in economic development of India. So, we have to provide development programs for organizational and skill development of women entrepreneurs.

Entrepreneurship which was traditionally described as initiation and

running of a business involving high risks of start-up ventures. An entrepreneur is someone who tries to bring innovation in business and attempts to gain profit through it. Government of India is making rigorous efforts to boost up the number of entrepreneurs in India. Many policies, programmes and schemes have been launched to support and promote this notion, particularly for women entrepreneurs in both urban and rural areas. But still, there seems a gap in endeavors of government of India and actual situations faced by entrepreneurs.

Importance of the Study

Though there is lots many problems that are creating hurdles for the women entrepreneurship in rural Assam, the prospects of growth cannot be underestimated. The government of India and the banks and financial institutions are playing an important role for the development of women entrepreneur. The prospect for the development of women entrepreneurs is possible, when the government, social and financial institution collectively takes initiative. The central government has introduced several schemes for facilitating the women for setting up their business. Government of India has entrusted the responsibility for the development of micro, small and medium enterprise to Ministry of MSME. Ministry of MSME has launched many schemes for the development of entrepreneurship. More thrust is been provided to the assistance of women entrepreneurs.

Review of Literature

Syed Abdul Hameed (2015), has studied, "The Problems and Prospects of Women Entrepreneurs in India". The study focused on various factors influencing women entrepreneurship and recommended measures for removal of obstacles to women entrepreneurship from the Indian perspective. The study identified that, it is the need of the hour to motivate women entrepreneurs to harness the unexplored areas of business venture and scale greater heights

James and Narayana (2015), has conducted an empirical study on "Women Entrepreneurship in India - Problems and Prospects". The researcher focused on the status of women entrepreneurs, problems faced by them and also offered suggestions for overcoming the constraints. It has been recommended that, there should be efforts from all sectors to encourage the economic

participation of women and the country should rise to the challenge and create more support systems for encouraging more entrepreneurship amongst women.

Vijayshree and Hema (2011), have conducted a study on, "Problems and Prospects of Women Entrepreneurs in Informal Market in Chennai. The main objectives of the study was to findout the hindrances of Women Entrpreneurs in informal market and also to study their level of satisfaction of women entrepreneurs in conducting their business. Non-probability convenience sampling technique was used and data were collected from 150 respondents using questionnaire.

Paramasivan C and Subathra S (2016) Women entrepreneurship has been developed all over the state because the efforts taken by various institutions and schemes of state and central government. Ministry of MSME has provided subsidy to entrepreneurs for promotion of entrepreneurship. It has been granted special benefits to women entrepreneurs for their upliftment, it increases the women enterprises.

Patel and Chavda (2013), have conducted a study on, "Challenges and Problems of Rural Entrepreneurship in India". The study has stated that, the major problems faced by rural women entrepreneurs are especially in the fields of marketing of Products, Financial amenities and other primary amenities, i.e. availability of electricity, water supply, transport facilities and required energy etc.,

Statement of the Problem

The entrepreneurship development is a very noble concept. Such concept can also use to empower the women section of the society. The women in the rural areas are subject to lots of restrictions in Assam. They are not regarded as economic power house, rather they are treated as dependent part of the society. Though they equally possesses the potentialities to become a successful entrepreneur but the problems they face which are not similar to the men's problems, creates hindrances in the growth of entrepreneurial activities. The women of rural areas face different types of problems in the path of entrepreneurial growth. But, at the same time their also exist opportunity for them in terms like assistances from different institutions in each sphere of entrepreneurial activity.

However, the opportunity is not adequate. The numbers of women entrepreneurs from rural areas is very negligible. To increase the numbers of rural women entrepreneurs, theirs requires a coordinated action from different stockholders of the society. The society has to change its stereotyped mindset over women. The state governments have to take lead role in the development of women entrepreneurship in whole of Assam. Than only, the possibility of increase in entrepreneurial activity by rural women can be achieved.

Objectives of the Study

The main objectives of the study are as follows,

- i) To find out the demographic variables and business income details of informal rural women entrepreneurs.
- ii) To know the various entrepreneurial activities performed by informal rural women entrepreneurs.
- iii) To examine the factors motivating rural women to become informal entrepreneurs.

Research Methodology

The study is empirical in nature and is based on survey conducted from 110 informal rural women entrepreneurs. The purpose of the study is that know the motivating factors of rural women entrepreneurs in informal sector. Hence, the researcher has chosen the Salem district to informal rural women entrepreneurs for the study. For which, structured schedule was developed and conducted the survey from women entrepreneurs who have running business successfully at the time of interview by using convenience sampling technique.

Result and Discussions

In order to study the dimensions which influence the perceived service on behavior intention, descriptive statistics i.e., Mean and t-test were used.

Mean Score of Demographic Variables of the Respondents

Demographic Factors		F	%
Age	Below 25	47	42.7
	26-35	22	20.0
	36-45	18	16.4
	46-55	14	12.7
	56 and above	9	8.2
	Total	110	100.0
Educational Qualification	Illiterate	15	13.6
	Up to Eighth	16	14.6

	Up to high school	24	21.8
	Degree	38	34.5
	Others	17	15.5
	Total	110	100
Marital Status	Single	44	40.0
	Married	45	40.9
	Divorced	8	7.3
	Widowed	13	11.8
	Total	110	100.0
If married no of children	1	46	41.8
	2-4	58	52.7
	5 and above	6	5.5
	Total	110	100.0
Nature of Family	Nuclear family	74	67.3
	Joint family	36	32.7
	Total	110	100.0
Size of Family	less than 5	66	60.0
	5-8	39	35.5
	6-9	5	4.5
	Total	110	100.0
Earnings Members in the Family	1	34	30.9
	2	50	45.5
	3	21	19.1
	4	4	3.6
	above 5	1	.9
	Total	110	100.0
Family Income	Up to 15000	48	43.6
	15001-20000	23	20.9
	20001-25000	17	15.5
	above 25000	22	20.0
	Total	110	100.0

Among the 110 respondents, maximum 42.7% of the respondents were below 25 years, 34.5% of the respondents were completed degree, 40.9% of the married women doing their business, 52.7% of the respondents were having 2-4 children in their family, 67.3% of the women entrepreneurs families are nuclear, 60% of the respondents family size were less

than 5,45.5% of the respondents earning members in the family are 2 members and out of the total sample size 43.6% of the respondents family income were upto 15000.

Business Income Details wise Classification

Business Income Details		F	%
Secondary Occupation	Yes	34	30
	No	76	70
	Total	110	100.0
If yes state the Occupation	Agriculturist	8	7.3
	Coolie	3	2.7
	Any available work	15	13.6
	House maid	6	5.5
	Others	78	70.9
	Total	110	100.0
Income per month from your activity	less than 2000	10	9.1
	2001-4000	19	17.3
	4001-6000	31	28.2
	6001-8000	11	10.0
	8001-10000	20	18.2
	10000 and above	19	17.3
	Total	110	100.0
Family expenditure per month	upto 5000	11	10.0
	5001-10000	41	37.3
	10001-15000	23	20.9
	15001-20000	19	17.3
	20000 and above	16	14.5
	Total	110	100.0
Savings per Month	Nil	26	23.6
	less than 1000	32	29.1
	1000-2000	30	27.3
	above 2000	22	20.1
	Total	110	100.0

Among the 110 respondents, maximum 70% of the respondents were stated there is no any secondary occupation, 28.2% of the respondents opinioned that income per month from business activity were Rs.4001-6000, 37.3% of the respondents were spent Rs.5001-10000 their family expenditure and 29.1% of the respondents were saved less than Rs.1000 per month.

Entrepreneurial Activities wise Classifications

Entrepreneurial Activity		F	%
Type of Business	Vegetable Vending	21	19.1
	Flower Vending	16	14.5
	Dairy Vending	5	4.5
	Grocery Shop	6	5.5
	Beauty Clinic	3	2.7

	Fruits Vending	11	10.0
	Fancy Store	7	6.4
	Tailoring Shop	10	9.1
	Tea Stall	5	4.5
	Juice Shop	3	2.7
	Tiffin Stall	7	6.4
	Textile Business	4	3.6
	Petty Shop	9	8.2
	Print/Xerox Shop	3	2.7
	Boutique Shop	0	0.0
	Total	110	100.0
Factors Responsible for Choice of the Product	High Demand	16	14.5
	Future Prospects	27	24.5
	Innovative Product	5	4.5
	Past Experience	18	16.4
	Family Business	22	20.0
	Less Risky	15	13.6
	Less Mobility	2	1.8
	Possess Skilled	5	4.5
	Total	110	100.0
Major Reasons that forced to doing this business	Poverty	13	11.8
	Unemployment	21	19.1
	Profitability	12	10.9
	Family Profession	29	26.4
	Easy to Enter and Exit	6	5.5
	Self Interest	19	17.3
	Local Demand	8	7.3
	Other Specify	2	1.8
	Total	110	100.0
When did you start your Business activity	Below 1 Year	29	26.4
	2-3 Years	27	24.5
	4-5 Years	27	24.5
	Above 5 Years	27	24.5
	Total	110	100.0
Participation in Business	Part Time	35	31.8
	Seasonal	16	14.5
	Full Time	55	50.0
	Others	4	3.6
	Total	110	100.0
Business Place Details	Own Place	62	56.4
	Rented	38	34.5
	Leased	10	9.1
	Total	110	100.0
Sources of Finance for your Business Investment	Own Money	32	29.1
	Family Money	46	41.8
	Banks and Financial Institution	14	12.7
	Friends and Relatives	6	5.5
	Traders and Commission Agents	5	4.5
	Money Lenders	1	.9
	Land Lords and Owners	2	1.8
	Others	4	3.6
	Total	110	100.0

Problems faced while Starting their Business Activity	Nothing Problems	22	20.0
	Lack of Capital	30	27.3
	Lack of Experience	17	15.5
	Low Demand	8	7.3
	Non Availability of Proper Place and Building	9	8.2
	Lack of Information	4	3.6
	Right Contacts for Business Venture	10	9.1
	Combining family and Work Life	10	9.1
	Total	110	100.0

Among the 110 respondents, maximum 19.1% of the respondents were doing vegetables vending business, below 25 years, 24.5% of the respondents selected factors responsible for choice of the product were future prospects of the business, 26.4% of the people said major reason that forced to doing their family business, 26.4% of the respondents were start

their business within below 1 year, 50% of the women doing full time business participation, 56.4% of the people doing their business with own place, 41.8% of the respondents said their sources of finance of business activity were family money and 27.3% of the respondents faced problem during starting their business were lack of capital.

Factors Motivating to become Entrepreneur

One-Sample Statistics					Sig. (2-tailed)
Factors	N	Mean	T value	df	
Earn Money from Livelihood	110	4.17	-8.144	109	.000
Get Economic Independence	110	4.01	-10.299	109	.000
Attain Social Status	110	3.91	-10.277	109	.000
Achieve Self Identify	110	3.86	-10.335	109	.000
Meet Family Necessity	110	3.55	-11.283	109	.000
Become Role Model in Profession	110	3.74	-11.982	109	.000
Provide Employment Opportunity	110	3.46	-13.411	109	.000
Face the Challenges in Life	110	3.67	-10.948	109	.000
Offer Financial Assistance to Others	110	3.43	-12.803	109	.000
Achieve better Entrepreneurial Experience	110	3.66	-12.615	109	.000
Maintain Traditional Business	110	3.42	-14.014	109	.000
Achieve the Business Ambition	110	3.16	-15.027	109	.000
Revive the Sick Unit	110	3.23	-13.048	109	.000
Attain Market Potential	110	3.29	-12.713	109	.000
Attain Independency from Family	110	3.65	-12.413	109	.000
Instigate Aspiration in Children	110	3.50	-11.086	109	.000
Gather Technical Knowledge	109	3.30	-12.222	108	.000
Utilize the Ideal Funds	110	3.56	-12.169	109	.000
Develop Organizational Skills	110	3.43	-11.586	109	.000
Encourage Family Members	110	3.75	-10.448	109	.000

The above table showed that the agreement level on the Factors motivating to become an entrepreneurs. The mean ranges from 3 to 4. Therefore, the women entrepreneurs are agreed with the factors motivating becoming an entrepreneur.

This initiative requires appropriate efforts from all expected and related areas for the development of women entrepreneurs. Government of India has provided few policies and programmes to assist women

entrepreneurs but intergrated and operational efficiencies are still to be looked upon.

Suggestions to Development of Women Entrepreneurs in Rural Informal Sector

Here are few of the suggestions that could be taken into consideration for advancement and development of women as an entrepreneur:

- ★ Women particularly living in rural areas should be exposed to awareness programmes related to entrepreneurship.

- ★ Government should come up with better schemes for women entrepreneurs, keeping in mind their challenges and constraints.
- ★ New hands on training programmes should be framed and provided to women.
- ★ Entrepreneurship could be taught as a mandatory or optional subject at school level.
- ★ Counseling through the medium of successful women entrepreneurs or NGOs or specialists could be provided.
- ★ A separate entrepreneurial guidance cell for women could be set up for all time assistance of information at district level.
- ★ Women entrepreneurs could be given provision of credit system at micro or enterprise level.

Conclusion

In the present paper an attempt has been made to explore problems faced by the women who are involved in the entrepreneurial activities in the informal sector. Total 110 women entrepreneurs have been interviewed with the help of well-developed interview schedule in the different rural areas of Salem. The basic problem faced by women entrepreneurs was lack of funds. The need of the time is to make such schemes by the government which could actually benefit these women entrepreneurs working in the informal sector. The major problem for women entrepreneurs has been finance. Hence, the government can provide interest free loans to encourage women entrepreneurs. To attract more women entrepreneurs, the subsidy for loans should be increased. Most of the women entrepreneurs are of the opinion that because of lack of training, they are not able to survive in the market. Hence, the government should conduct frequent training programmes with regard to new production techniques, sales techniques, etc. Improper location and inadequate infrastructure facilities are the hurdles in the way of development of women entrepreneurship which is also responsible for the exploitation of the women entrepreneurs in informal sector. Therefore central as well as state government should take such steps which could improve the status of women entrepreneurs working in informal sector as the contribution of informal sector in the economy cannot be ignored.

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VULNERABILITY OF NATURAL DISASTER - A STUDY WITH REFERENCE TO CYCLONE

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Abstract

A disaster is a serious problem occurring over a short or long period of time that causes widespread human, material, economic or environmental loss which exceeds the ability of the affected community or society to cope using its own resources. Disasters are routinely divided into natural or human-made. Cyclones and the associated floods have recently become a regular problem for many states of India, particularly on its west and east coasts. Some of the recent severe cyclonic storms that caused large-scale devastation in the last decade include cyclone Amphan in May 2020, cyclone Fani in May 2019, cyclone Titli in October 2018, cyclone Hudhud in October 2014 and cyclone Phailin in October 2013. This paper focuses on giving an overview of different types of cyclones, different categories of cyclone and their impact on the life of human beings and the process of mitigation and prevention from cyclones. The study is basically a descriptive study, based on different secondary data.

Keywords: Cyclone, Disaster, Descriptive Study, Coasts, Risks, Environment, Impact.

Introduction

A disaster is a mishap or hazard which causes huge loss of life and property and disrupts the balance of the economy. It is a tragic event with drastic consequences for living beings as well as social and individual development. A disaster can be caused by either natural or man-made factors. Both these factors need to be taken care of to prevent a disaster or lessen its impact. Disasters also arise due to inefficient management of risks. If a safety net is devised to address the potential risks, it would lead to reduction in damages triggered by disasters. Developing countries are more vulnerable to disasters.

An environmental disaster is a mishap or hazardous event which directly influences the environment, bringing serious alterations in the same. These alterations become the root cause of failures or damages that would occur

following a disaster. Since the environmental disasters have direct impact on the environment, they could stunt economic growth, lead to socio-economic failures, deteriorate environmental conditions or threaten life.

Apart from heavy immediate effects or damages, the environment also suffers from the long-term consequences of a disaster, which can prove to be costly. As these long-term effects alter the ecosystem, they can lead to more deaths over the next few years by giving rise to certain diseases and ailments. They may also hinder tree growth or stop cultivation in a particular area, almost instantly. When a disaster strikes, the economy needs to divert all its resources towards the affected areas to try and save its elements from damage to the maximum extent possible. However, it takes high costs to recover the

elements which been lost in or damaged by the disaster.

Objectives

1. To have an overview of the concept of disaster and it's various types.
2. To discuss about the causes and consequences of Disaster.
3. To identify the types of disasters like Man-made and Nature-made disasters.
4. To discuss the effects of disaster.
5. To identify the causes and effects of Natural Disaster Cyclone.
6. To explain about different types and categories of cyclone.
7. To discuss about different impact of cyclone and their phenomenon.
8. To discuss the after-effects of cyclone.

Cyclone as Natural Disaster – An Overview

A cyclone is a large Air Mass that rotates around a strong center of low atmospheric pressures Anti Clock-wise in Northern Hemisphere and clock-wise in Southern Hemisphere “Cyclone” derived from Greek word ‘Kyklos’ which mean ‘Coil of Snakes.’ Henry Piddinto was first used the term ‘cyclone’ in the year 1848 of his weather research. Cyclones are characterised by inward spiralling winds that route about a zone of low pressure. Tropical Cyclone are one of the biggest threats to life and property. It includes a number of different hazards that can individually cause significant impact on life and property. A tropical cyclone is referred by names as hurricane, typhoon, tropical storm, tropical depression and cyclone.

In meteorological terms a cyclone is a wind system that rotates inwards (Counter-clockwise in the Northern Hemisphere and clockwise in the /southern) around a strong low-pressure centre. Simply, put, inward-spiralling winds that rotate about a low-pressure zone is known as a cyclone.

Categories of Cyclone

The categories of a cyclone depend on wind strength. From the following table, you will be able to estimate the damage a cyclone may cause after landfall based on wind speed.

Category	Wind Speed (in km/per hour)	Damage at Landfall
1	119-153	Minimal
2	154-177	Moderate
3	178-210	Extensive
4	211-250	Extreme
5	More than 250	Catastrophic

Generally, when winds rise above 118 km/ph, it is known as a cyclone.

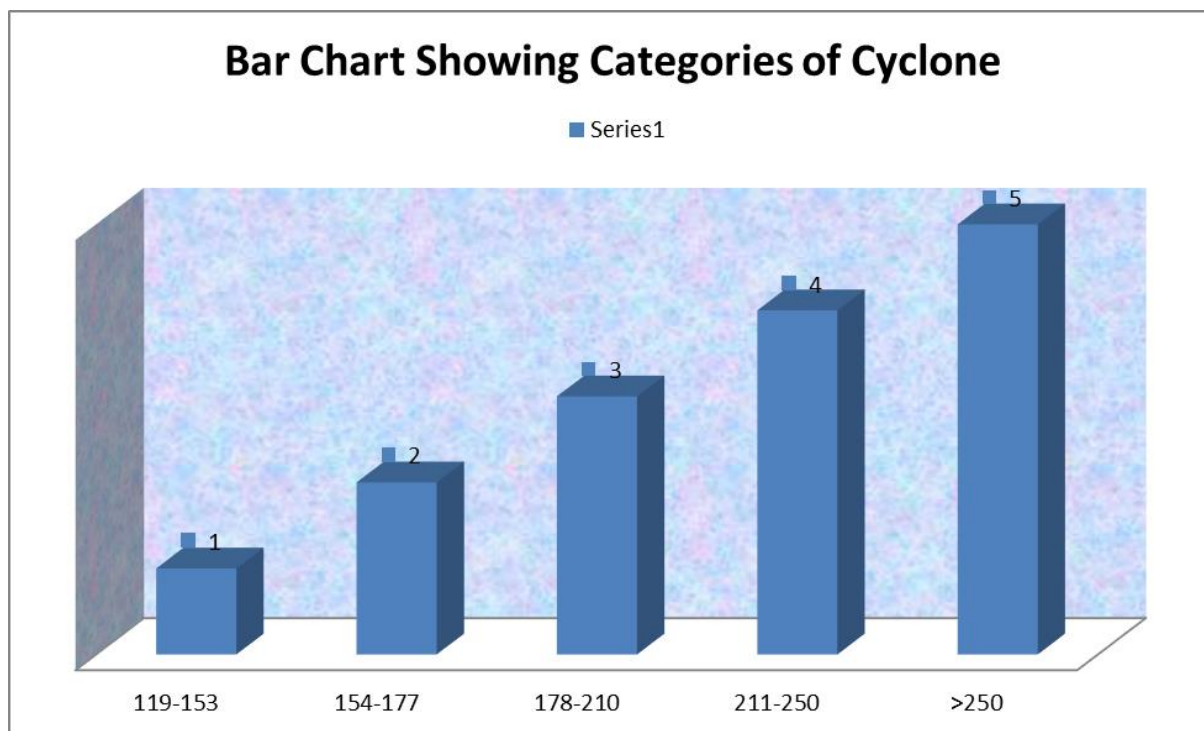
To understand the severity of this storm, one must learn in detail about cyclone formation and its categories. Generally, the two factors which play an important role in the creation of cyclone are – Depression and high Air Pressure and the temperature of the Sea Level which is 27 degree Celsius. This sea-level temperature is always maintained at the Bay of Bengal. So Bay of Bengal creates maximum cyclones.

The World Meteorological Organization has given the responsibility of naming the cyclone to The Mausam Bhawan in Delhi. If the speed of the storm is more than 34 nautical miles per hour, then that cyclone is named in different places and if the speed of the storm is 74 miles/hour or more, then the storm is identified as a cyclone. Some of the world's most tropical winding sites are India, Pakistan, Srilanka, Mayanmar, Bangladesh, Thailand, Maldives etc.

Causes of Cyclone

When warm air rises from the earth and condenses to form clouds, a great amount of heat is released. The combination of this heat and moisture often leads to thunderstorms, from which a tropical storm can develop. The trigger for most Atlantic hurricanes is an easterly wave, a band of low pressure moving

- Westwards, which may have begun as an African thunderstorm. Typhoons in the Far East and Cyclones in the Indian Ocean often develop from a thunderstorm
- In the equatorial trough. During the hurricane season, the Coriolis Effect of the Earth's rotation leads to the winds in the thunderstorm spinning in a circular motion.



Types of Cyclone

There are two types of Cyclone:

- (i) A tropical cyclone is a storm system characterized by a large low-pressure centre and numerous thunderstorms that produce strong winds and heavy rain. Tropical cyclones feed on heat released when moist air rises, resulting in condensation of water vapour contained in the moist air. The term 'tropical' refers to both the geographic origin of these systems, which form almost exclusively in tropical regions of the globe, and their formation in maritime tropical air masses.

- (ii) A tropical cyclone is the generic term for a warm-cored, non-frontal synoptic scale low pressure system over tropical or subtropical waters around the world. In the northwestern Pacific, the same powerful storms are called 'typhoons.' In the southeastern Indian Ocean and southwestern Pacific, they are called 'severe tropical cyclones'. In the northern Indian Ocean, they're called 'severe cyclonic storms.' In the southwestern Indian Ocean, they're just 'tropical cyclones.' Typhoon, Tornado, Hurricane etc. are the examples of tropical cyclone.

Some Important Tropical Cyclones

Name of Cyclone	Sources	Affected Areas	Speed (km/h)
TORNADO	Gulf of Mexico	The Great Plains of the Mississippi	300-500KM/H
TAIFUN	South China Sea and Sea of Japan	East China & South Japan	200km/h
HURRICANE	Karabian sea	West Indies	150-200km/h
CYCLONE	Bay of Bengal, Arabian sea & South West Indian Ocean	Srilanka, Pakistan, India, Bangladesh	60-100km/h

Other important Super-Cyclones

Apart from these cyclones, various cyclones occurring at different times which have deeply

affected human life and social life are also notable.

Name of Cyclone	Time	Average High Speed	Affected Place	Fatalities	Damage
AYLA	2009 – 25 TH May to 27 th May	150km/h	Bangladesh, Sundarban, W.B.	339	\$ 1 billion USD

Hudhud	2014- 7 th Oct to 14 th Oct	185 km/h	Andaman, Nikobar Island, Bisakha Pattanam, Andhra Pradesh	124	\$ 3.58 billion USD
TITLI	2018 – 8 th Oct to 12 th Oct	150 km/h	Andhra Pradesh, Odisha, West Bengal, Bangladesh	85	\$ 920 million USD
Fani	2019 – 26 th April to 5 th May	250 km/h	Odisha, West Bengal, Andhra Pradesh, Bangladesh	89	\$ 8.10 billion USD
Bulbul	2019 – 28 th Oct. to 09 Nov.	140 km/h	Bangladesh, Andaman& Nicobar Island, Vietnam	43	\$ 3.54 billion USD
Amphan	2020 – 16 May to 21 May	240 km/h	West Bengal, Odisha, Andaman, Bangladesh	128	\$ 13.7 Billion USD
Nisarga	2020 – 1 ST June to 4 th June	140 km/h	Maharashtra, Gujarat	6	\$ 803 Million USD
Yaas	2021- 23 rd May to 28 th May	140 km/h	Bangladesh, Andaman, Odisha, Bihar, Madhya Pradesh, W.B.	20	\$ 2,99 billion USD

Impact of Cyclone

While tropical cyclones can produce extremely powerful winds and torrential rain, they are also able to produce high waves and damaging storm surge as well as spawning tornadoes. They develop over large bodies of warm water, and lose their strength if they move over land. This is why coastal regions can receive significant damage from a tropical cyclone, while inland regions are relatively safe. Heavy rains, however, can produce significant flooding inland, and storm surges can produce extensive coastal flooding up to 40 kilometres from the coastline. Although their effects on human population can be devastating, tropical cyclones can also relieve drought conditions. They also carry heat and energy away from the tropics and transport it toward temperate latitudes, which make them an important part of the global atmospheric circulation mechanism. As a result, tropical cyclones help to maintain equilibrium in the Earth's troposphere, and a relatively stable and warm temperature worldwide.

Tropical cyclones out at sea cause large waves, heavy rain, and high winds, disrupting international shipping and, at times, causing shipwrecks. Tropical cyclones stir up water, leaving the air cooler behind them, which causes the region to be less favourable for subsequent tropical cyclones. On land, strong winds can damage or destroy vehicles, buildings, bridges, and other outside objects,

turning loose debris into deadly flying objects. The storm surge, or the increase in sea level due to the cyclone, is deaths. The broad rotation of a tropical cyclone, and vertical wind shear at its periphery, spawns tornadoes.

Over the past two centuries, tropical cyclones have been responsible for the deaths of about 1.9 million people worldwide. Large areas of standing water caused by flooding lead to infection, as well as contributing to mosquito-borne illnesses. Crowded evacuees in shelters increase the risk of disease. Tropical cyclones significantly interrupt infrastructure, leading to power outages, bridge destruction, and the hampering of reconstruction efforts.

Conclusion

Disaster is such a phenomenon which can be caused by different factors. Natural disaster is not at all controlled by Human Beings. Cyclone is one of the most important Natural Disasters and therefore effective measures for prevention and mitigation should be managed in advance by the local government. History shows that different types of cyclones occurred in different times and government has taken a very positive role to save people from the hazardous effects of these cyclones. Nowadays, different important machineries, techniques and gazettes are also available for the purpose which are being effectively used to prevent from the adverse impact of cyclone.

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Available in online @ www.iaraindia.com

RESEARCH EXPLORER-A Blind Review & Refereed Quarterly International Journal

ISSN: 2250-1940 (P) 2349-1647 (O)

Impact Factor: 3.655(CIF), 2.78(IRJIF), 2.77(NAAS)

Volume XII, Issue 39

January–June 2024

Formally UGC Approved Journal (63185), © Author

A STUDY ON FACTORS INFLUENCING THE SUCCESS OF WOMEN ENTREPRENEURS IN TIRUVALLUR DISTRICT

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Abstract

The study explores the factors influencing women entrepreneurs' success in Tiruvallur District, focusing on internal and external determinants, using quantitative data and primary and secondary data. The study uses a well-structured questionnaire to gather data from 300 women entrepreneurs, with 281 valid samples for analysis after 19 responses were excluded due to incomplete information. The study found that internal and external factors significantly impact the success of women entrepreneurs, with external factors having a more substantial influence. Economic enablers, government policies, market opportunities, and socio-cultural support systems are crucial for women's entrepreneurial growth and long-term sustainability. The study results emphasize the need for an approach comprehensively supporting women entrepreneurs, including promoting training programs, mentorship, and skill development workshops, strengthening financial accessibility, business-friendly policies, and networking opportunities to foster a conducive entrepreneurial ecosystem.

Keywords: Women Entrepreneurs; Entrepreneurial success, MSMEs, Internal factors, and External factors

INTRODUCTION

Entrepreneurship is a critical driver of economic development, contributing to job creation, innovation, and sustainable business growth. Women entrepreneurs play a vital role in the financial resilience and development of the community. However, women entrepreneurs have a growing presence in business. Also, they often face diversified challenges that affect their success. These obstacles comprise limited financial access, socio-cultural barriers, risk-taking

constraints, and self-confidence issues. This study identifies the factors affecting the success of women entrepreneurs in Tiruvallur District, categorizing them into internal and external determinants. The Internal factors, i.e., need for achievement, risk-taking ability, and self-confidence, shape entrepreneurial motivation and decision-making, while external factors, including economic conditions and socio-cultural influences, impact access to resources, financial support, and market opportunities. The measurement of the

success of women entrepreneurs is focused on determining the interplay of these factors and highlighting the need for a comprehensive approach to addressing challenges and enhancing their growth potential. To analyse these relationships, the study employs SEM and the robust statistical technique that examines complex relationships between multiple variables. The findings will offer valuable insights for policymakers and business development organizations to formulate targeted interventions that promote women's entrepreneurship. By understanding and addressing key enablers and barriers, this research contributes to the broader goal of women's empowerment, ensuring sustained participation and success in the entrepreneurial landscape of Tiruvallur District.

REVIEW OF LITERATURE

A complex interplay of internal and external factors influences the success of women entrepreneurs. Familiarizing these determinants is significant for developing effective strategies to support and enhance women's entrepreneurial activities. Internal factors, often called personal or psychological traits, play an important role in shaping entrepreneurial intentions and success among women. **Theresa and Vijayabanu (2016)** identified personal orientation, encompassing self-confidence, risk-taking propensity, and the need for achievement, significantly impacting the success of women entrepreneurs. Their research emphasized that women with a strong personal orientation are more likely to overcome challenges and achieve business success. **Dzisi (2008)** highlighted human capital, including prior work experience, equips women with essential skills and knowledge, thereby enhancing women entrepreneurs' business performance. The study concluded women entrepreneurs with higher levels of education and relevant experience are better positioned to manage their enterprises effectively. In connection with

the external factors, the external factors, encompassing economic and cultural dimensions, also play a pivotal role in influencing women's entrepreneurial success. **Tambunan (2009)** states that access to financial resources, supportive government policies, and positive societal attitudes towards women in business significantly contribute to entrepreneurial success. The research found that women entrepreneurs often face challenges in obtaining financing due to discriminatory practices and lack of collateral, which impede their business operations. **Singh and Belwal (2008)** examined the factors affecting women entrepreneurs in MSMEs. The findings revealed that socio-cultural barriers, namely traditional gender roles and family responsibilities, limit women's ability to engage fully in entrepreneurial activities. Additionally, the lack of institutional support and inadequate access to markets were identified as significant obstacles hindering the growth and sustainability of women-led businesses. Despite the positive contributions of internal and external factors, women entrepreneurs face numerous challenges that impede their success. **Roomi and Parrott (2008)** highlighted that gender discrimination, lack of access to networks, and limited mobility due to cultural constraints are significant barriers for women entrepreneurs. **Mordi et al. (2010)** recommended towards the implementing policies to improve infrastructure and reduce bureaucratic hurdles to support women entrepreneurs. **Buttner and Moore (1997)** identified that the desire for independence, self-fulfilment, and economic necessity are primary motivators for women entrepreneurs. The research found that women are driven by push factors are dissatisfaction with previous employment, and pull factors, including pursuing personal goals and financial autonomy. Similarly, a study by **Kirkwood (2009)** reveals that women entrepreneurs are driven by flexibility,

enthusiasm, and a desire to balance work and family life. Internal and external factors significantly impact women entrepreneurs success, including self-confidence and resource access. However, challenges like gender discrimination and insufficient institutional support persist.

OBJECTIVES OF THE STUDY

- The study's ultimate objective is to examine the factors influencing the success of women entrepreneurs in the Tiruvallur District.

HYPOTHESES

1. Internal factors (Need for achievement, Risk-taking, and self-confidence) significantly influence women's entrepreneurial success.
2. External factors (Economic and Socio-cultural factors) significantly influence women's entrepreneurial success.

METHODOLOGY

The current study's core objective is to determine the factors influencing the success of women entrepreneurs in Tiruvallur district. This study adopts a quantitative research approach to examine the factors influencing the success of women entrepreneurs in the Tiruvallur District. The study used both primary and secondary data. The research framework analyzes multiple relationships between variables, ensuring a robust evaluation of the proposed hypotheses. The study considers internal factors (need for

achievement, risk-taking ability, and self-confidence) and external factors (economic and socio-cultural influences) as exogenous variables, with women's entrepreneurial success as the endogenous variable. The data for this study were collected through a structured questionnaire designed to measure the influence of internal and external factors on women's entrepreneurial success. Respondents' perceptions were captured using a five-point Likert scale ranging from strongly disagree to agree strongly. The sample consisted of women entrepreneurs operating in various sectors across Tiruvallur District, selected using a stratified random sampling method to ensure diverse representation. The sample for this study consisted of 300 women entrepreneurs in the study region drawn based on a simple random sampling method in the study region. Out of 300 samples, 19 were rejected due to inadequate information provided by the women entrepreneurs. Finally, 281 samples were used for analysis. The women entrepreneurs were contacted face-to-face to collect primary data. The primary data from target respondents were analyzed using descriptive analysis and structural equation modeling. The data were scrutinized using the SPSS 21.0 version.

RESULTS AND DISCUSSION

Table 1

Demographic Profile of Respondents

Demographic Factors	Frequency	Percent
Age (Years)		
Up to 30 years	66	23.5
31 - 40 years	88	31.3
41-50 Years	78	27.8
>50 Years	49	17.4
Total	281	100.0
Educational Qualification		
UG	113	40.2
PG	97	34.5
Professional	71	25.3

Total	281	100.0
Marital status		
Married	226	80.4
Single	55	19.6
Total	281	100.0
Annual Income		
Up to Rs.5.0 Lakhs	109	38.8
Rs.5.01- Rs.10.0 Lakhs	81	28.8
Rs.10.0 - Rs.15.0 Lakhs	57	20.3
Above Rs.15.0 Lakhs	34	12.1

Total	281	100.0
Experience (in years)		
Up to 3 years	71	25.3
3.1 - 5 years	80	28.5
5.1 - 7 years	83	29.5
Above 7 years	47	16.7
Total	281	100.0

Source: Primary data

The demographic profile of women entrepreneurs in Tiruvallur District reveals that most are young to middle-aged, well-educated, and balancing professional and personal responsibilities. Most respondents are in their early to mid-career stages, with 31.3% falling within the 31-40 age range. Many have higher education, which contributes to their business acumen and decision-making abilities. Most are married, highlighting the importance of family support systems in encouraging women's entrepreneurship. Annual income levels range from Rs. 5.01-10.0 lakhs, with a significant portion earning up to Rs. 5.0 lakhs. Entrepreneurial experience ranges from 5.1 to 7 years, with a smaller proportion having over 7 years. These insights highlight the need for targeted support mechanisms, financial assistance, and entrepreneurial development programs

STRUCTURAL EQUATION MODELLING(SEM)

This study employed the SEM to examine and analyze the determinants affecting the success of women entrepreneurs in Tiruvallur District. SEM examines internal characteristics like achievement, risk-taking propensity, self-assurance, and external factors like economic and socio-economic situations.

to help women entrepreneurs scale their businesses and succeed.

Table 2

MSMEs Entrepreneurial background

MSMEs Entrepreneurial background	Frequency	Percent
Employee Turned Entrepreneur	122	43.4
Entrepreneur Since Beginning	159	56.6
Total	281	100.0

The study of MSME women entrepreneurs in Tiruvallur District reveals two categories: those who started their businesses independently and those who transitioned from employment to entrepreneurship. 56.6% started their businesses independently, while 43.4% transitioned from employees to entrepreneurs. Many women chose entrepreneurship as their primary career path, demonstrating a strong entrepreneurial mindset. However, 43.4% gained work experience before starting their ventures, possibly due to job dissatisfaction, better financial prospects, or personal circumstances.

This approach helps understand the mechanisms facilitating women entrepreneurs' growth and sustainability. This study uses SEM to analyze interdependent interactions within the singular model, improving the precision and dependability of results.

Table 3: Results of Model fit measures

Measure	Estimate	Threshold	Interpretation
CMIN	2.651	--	--
DF	1	--	--
CMIN/DF	2.651	Between 1 and 3	Excellent
CFI	0.956	>0.95	Excellent
SRMR	0.062	<0.08	Excellent
RMSEA	0.049	<0.06	Excellent
PClose	0.07	>0.05	Excellent

Table 4: Hypothesis Results

Endogenous variables		Exogenous variables	Estimate	S.E.	t-value	P
Women Entrepreneurial success	<---	Internal Factors	0.159	0.036	4.365	<0.001**
Women Entrepreneurial success	<---	External Factors	0.42	0.034	12.275	<0.001**

Hypothesis-1

Internal factors, namely Need for achievement, Risk-taking, and self-confidence, significantly influence women's entrepreneurial success.

The hypothesis stating that internal factors (need for achievement, risk-taking, and self-confidence) significantly influence women's entrepreneurial success is supported by the results ($\beta = 0.159$, $p < 0.001$). Based on the co-efficient 0.159 results, the study inferred internal factors positively influence on women's entrepreneurial success in the Tiruvallur District. The p-value (< 0.001) indicates strong statistical significance, confirming that this relationship is not due to random variation. However, the outcome of the study support women entrepreneurs has an important desire for achievement, willingness to take risks, and high self-confidence are likelier to succeed in their entrepreneurial endeavors. This result emphasizes the importance of developing and strengthening internal capabilities among women entrepreneurs.

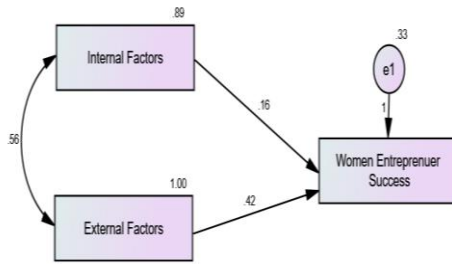
Hypothesis-2

External factors namely socio-cultural and economic factors have a significant favorable influence on women's entrepreneurial success.

The hypothesis that external factors (economic and socio-cultural factors) have a significant favorable influence on women's entrepreneurial success is strongly supported by the results ($\beta = 0.42$, $p < 0.001$). The positive standardized

coefficient (0.42) indicates that external factors play a substantial role in shaping the success of women entrepreneurs in Tiruvallur District. The p-value (< 0.001) confirms this relationship's statistical significance, demonstrating that external factors' impact on entrepreneurial success is highly reliable. Additionally, the t-value (12.275) is well above the acceptable threshold, further validating the strength of this association. This suggests that favorable economic conditions (such as access to financial resources, government support, and market opportunities) and socio-cultural factors (such as family support, social networks, and societal encouragement for women entrepreneurs) significantly contribute to their business success. These findings highlight the crucial role of external support systems in fostering women's entrepreneurship. Policies aimed at improving access to funding, enhancing business-friendly regulations, and promoting socio-cultural acceptance of women entrepreneurs can further improve their success. Additionally, creating awareness about financial literacy, networking opportunities, and community support initiatives can help women entrepreneurs leverage external factors to sustain and grow their businesses effectively.

Figure 1: Factors influencing the success of Women Entrepreneurs



DISCUSSIONS

The study described the internal and external factors predominantly influence the success of women entrepreneurs' in Tiruvallur District. Internal factors like self-confidence, risk-taking ability, and achievement motivation are drivers of success. Encouraging women entrepreneurs to participate in mentorship programs and self-development initiatives can boost their success rates. External factors like economic conditions and socio-cultural support also play a crucial role. Policy interventions and institutional support needed to create a conducive environment for women entrepreneurs. Financial institutions should simplify loan processes, reduce barriers, and provide targeted funding programs. Encouraging entrepreneurial networking, peer support groups and mentorship programs can help women access market opportunities and develop industry-specific knowledge.

IMPLICATIONS OF THE STUDY

This study highlights the impact of internal and external factors on women entrepreneurs' success in Tiruvallur District. To foster a more conducive entrepreneurial environment, policymakers, financial institutions, and entrepreneurship development groups should improve financial accessibility, implement women-focused financial programs, and grant tax incentives. Entrepreneurial development programs should focus on providing women with business skills, leadership workshops, training sessions, and mentorship. Financial institutions should create gender-sensitive loan products and enhance

financial literacy to support women entrepreneurs. Community support, societal attitudes, and business networks can also help women entrepreneurs succeed. The research emphasizes the importance of self-improvement and skill augmentation for female entrepreneurs, recommending mentorship, assistance of financial aspects, and governmental programs. The holistic strategy comprises policy support, economic accessibility, and societal encouragement to create a prosperous entrepreneurial ecosystem for women, contributing to economic growth, innovation, and social advancement.

CONCLUSION

The study's outcome established that internal factors like achievement, risk-taking ability, and self-confidence drive women entrepreneurs' growth and sustainability in Tiruvallur District. External factors like financial resources, government support, and social acceptance also play a significant role. The study suggests a holistic approach integrating individual capability-building programs with institutional backing and policy interventions. This includes training programs, mentorship, and skill enhancement workshops. The study concludes that women's success combines internal competencies and external opportunities.

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