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## From the Editor's Desk

Happiness is when what you think,

What you say and what you do are in harmony”

- Mahatma Gandhi

“Never Worry about numbers. Help one person at a time,  
and always start with the person nearest you”

- Mother Teresa

“That some achieve great Success, is proof to all that others  
Can achieve it as well”

- Abraham Lincoln

“Truth is the only safe ground  
to stand on”

- Elizabeth Cady Stanton

“Coming together is a beginning. Keeping together is progress  
Working together is success”

- Henry Ford

“You grow more when you get more people's perspectives

- Mark Zuckerberg, the co-founder of Facebook

Learning is both art and science. One can become learned on the successful quest for knowledge and relating the knowledge to practice. It is important to learn how to learn rather stuffing one's head full of all facts and figures that might be outdated. No doubt that certain amount of facts is necessary, but having the skills and ability to appropriately learn is also equally critical. DBJC would be happy to see this journal as a common platform for appropriate learning. One of the key objectives of research is its usability and application. The Research papers of this journal focus on Women Entrepreneurship Development, Globalisation Impact on housing, Supply chain management, Brand loyalty, Purchase decision and satisfaction of fast consumers, Behavioural changes of customers, Talent management, Customer Relationship management and Organisational climate.

DBJC Journal of Business Research (Jainspire) is committed to expanding research frontiers and it encourages submission of high quality manuscripts with innovative ideas. Expanding its horizon will further enhance the quality and the journal will continue to provide an outlet for established and rising scholars to publish innovative research papers.

Best Wishes and Season's Greetings

**Dr. M. Sakthivel Murugan**

**Editor**

**DBJC Journal of Business Research**

## WOMEN ENTREPRENEURSHIP DEVELOPMENT IN VELLORE DISTRICT

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### INTRODUCTION

The Indian population has got a natural trait, crucial for success as an entrepreneur such as business thinking, optimism, and persistence that suggests a wealth of entrepreneurial capacity. However, generally there is an aversion to take risk for running a business.

Possessing Passion, Creativity, Persistence, Craving towards new technology, High risk-tolerance, good networking and collaboration as their traits, it is possible for Women Entrepreneurs to convert anything in the existing market and to improvise the product or service according to the wants of the customers.

This study attempts to analyse the reasons for selecting Micro & Small Enterprises by the Women Entrepreneurs in Vellore District.

Table 1 and Diagram 1 shows the distribution of Micro & Small Enterprises in Vellore District that are based on Coir, Leather goods, Agarbathi, Chamki works, Gold works, Handloom, Auto servicing and Bricks manufacturing.

**Table – 1**  
**Distribution of Cluster of Micro & Small Enterprises in Vellore District**

Name of the Cluster	Location	Major Items manufactured	Micro/ Small Enterprises
Coir	Gudiyatham, Pernampet, K.V.Kuppam, Tirupattur.	Coir De-fibring, Curled Coir, Coir Ropes.	125
Leather goods (Cobbler type)	Melvisaram, Vellore, Pernampet	Leather Chapel, Shoes	450
Agarbathi	Kaveripakkam	Agarbathi	186
Gold Ornaments	Vellore and its peripheral	Gold ornaments	150
Chamki work	Arakkonam, regions	Embroidery and Chamki work	800
Gold ornaments	Vellore	Gold Jewellery	150
Handloom	Kaveripakkam, Gudiyatham	Lungi, Towel, readymade garments, Dhoti and sarees	850
Auto Servicing	Mukaikur	Serving of all type of vehicles	250
Brick Manufacturing	Arakkonam	Country Brick	60
<b>Total</b>			<b>3021</b>

**Source: Government of India, Ministry of MSME, Brief Industrial profile of Vellore District, 2012-13 Pp 16-17**

Diagram 1

Distribution of Cluster of Micro & Small Enterprises in Vellore District:

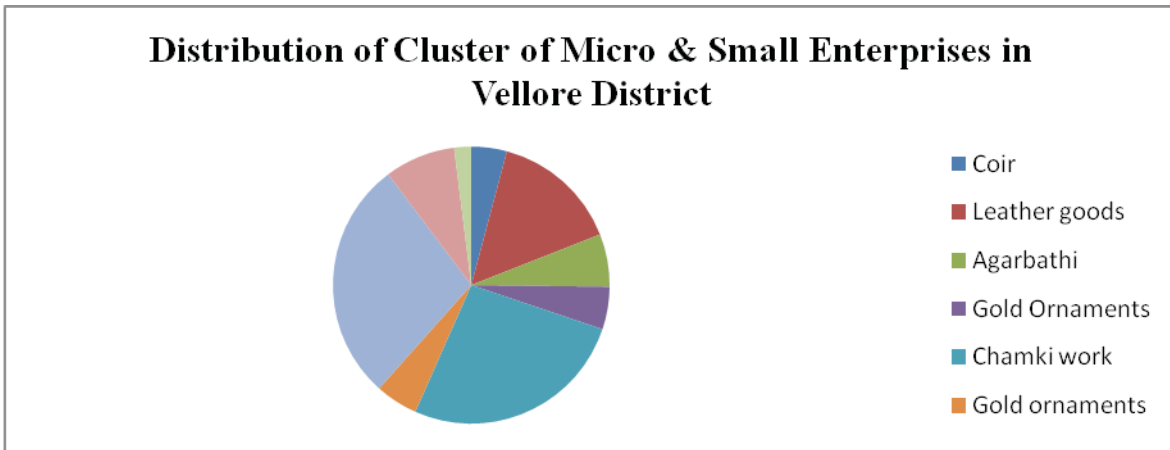


Table 1 and Diagram 1 shows the distribution of Cluster of Micro & Small Enterprises that are located in clusters in areas like Gudiyatham, Pernampet, K.V.Kuppam, Tirupattur, Kaveripakkam, and Arakkonam regions. The main reason for the industries located in clusters are the availability of raw materials, availability of skilled labour force and above all the markets for the products are readily available in the areas nearby to the clusters.

Diagram 2 shows the distribution of micro and small enterprises in Vellore District.

Diagram 2 Distribution of Micro and Small enterprises in Vellore District

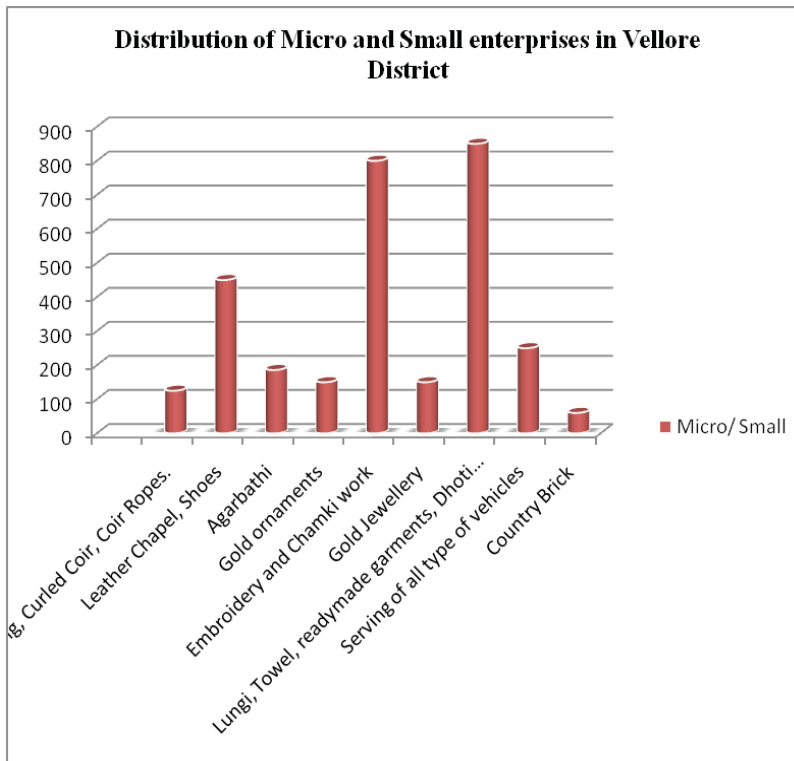


Table 2 and Diagram 3 shows the distribution of respondents of the present study

**TABLE – 2**  
**Distribution of Respondents**

Name of the Cluster	Location	Urban	Semi-urban	Rural	Industrial Estate	Responded samples total
Coir	Gudiyatham, Pernampet, K.V.Kuppam, Tirupattur	1	1	1	1	4
Leather goods (Cobbler type)	Melvisaram, Vellore, Pernampet	17	7	10	8	42
Agarbathi	Kaveripakkam	3	3	3	3	12
Gold Ornaments	Vellore and its peripheral	2	2	2	2	8
Chamki work	Arakkonam, regions	73	21	28	15	137
Gold ornaments	Vellore	2	2	2	2	8
Handloom	Kaveripakkam, Gudiyatham	90	20	32	29	171
Auto Servicing	Mukaikur	5	5	4	4	18
Brick	Arakkonam	0	0	0	0	0
<b>TOTAL</b>		193	61	82	64	400

Table 2 and Diagram 3 shows that the majority of respondents were engaged in handloom followed by chamki work.

**Diagram 3**  
**Distribution of Respondents**

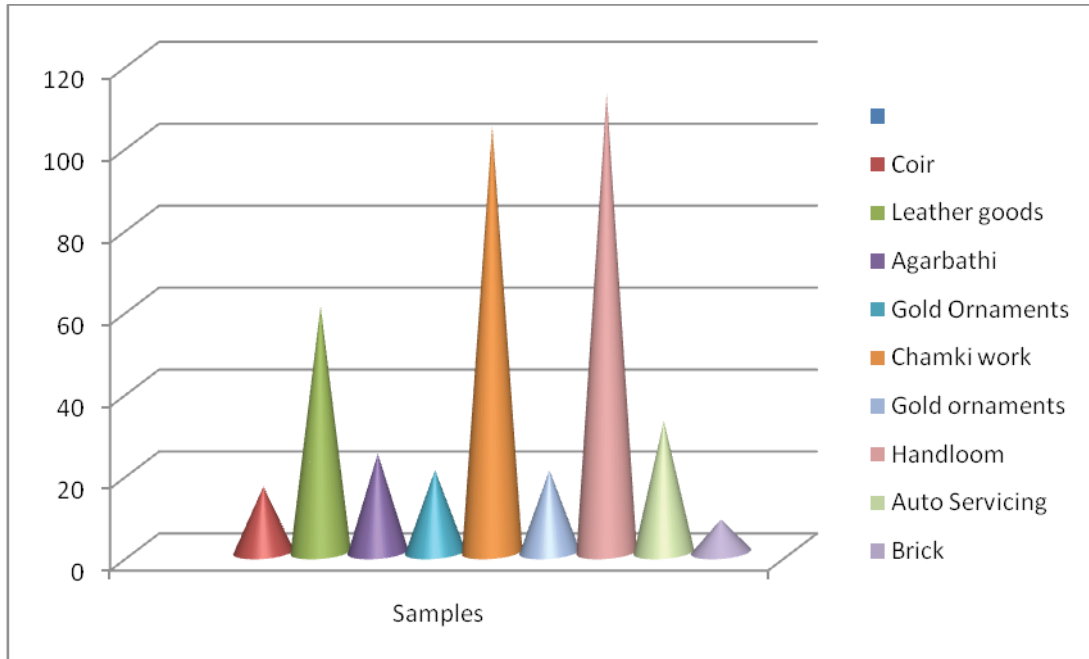


Table 3 shows the classification of sample respondents according to area

**Table - 3**  
**CLASSIFICATION OF SAMPLE RESPONDENTS ACCORDING TO AREA**

Area	Number of samples	Percentage
Urban	193	48.25
Semi-urban	61	15.25
Rural	82	20.5
Industrial Estate	64	16
Total	400	100

Table 3 shows that majority of respondents belonged to urban and semi urban areas.

Table 4 shows the reasons for selecting a particular industrial area

**Table - 4**  
**REASONS FOR SELECTING A PARTICULAR INDUSTRIAL AREA**

REASONS	Percentage
Ease to start the business	30
High margin of business profit	16
Previous experience from employment	14
Availability of Raw materials and skilled labour force	16
Easy availability of technical knowhow	4
Others	20
Total	100

Table 4 shows that the main reasons for selecting a particular industrial area is that it is easy to start business in that area

The Women Entrepreneur is empowered for selecting Industry/Area of setting up an enterprise if the following measures are taken by the Government:

- ❖ Information about the raw material availability, technical knowhow, marketability should be made easily available.
- ❖ The industrial training imparted as a part of the curriculum of the technical institutes and colleges should be made more effective and focussed towards creation of better Entrepreneurs.

## CONCLUSION

It is observed that formal education as well as technical education does not contribute in a major way for moulding an entrepreneur and setting up of an enterprise. For a developing country like India, it is essential to concentrate more on the development of industrial sector, particularly those belonging to MSMEs, as they are major employment generators. In order to improve the proportion of Women Entrepreneurs more Entrepreneurial Development Courses, particularly focussed on women must be conducted.



## A STUDY ON GLOBALISATION IMPACT ON HOUSING FINANCE IN TAMILNADU

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### **Introduction**

In view of the critical important of housing finance, it has been witnessing substantial growth worldwide in the recent past. In fact, in many countries, it has been recognized as the driver for economic growth. There were also many favorable factors, which also encouraged housing finance boom. Lower inflation, lower interest rates and increasing real estate prices provided the necessary environment for the growth of housing finance. With the recent spurt in the GDP growth across many countries, people have been aspiring to realize their lifetime dream of living in their own house of choice. Moreover, with the application of innovative technology, data collection, processing and customer services have acquired efficiency through automation and transaction costs reduced to the minimum. New delivery channels have come into use in the IT environment. Many countries have tax incentives for the borrowers. The legal regime was made lender- friendly with appropriate foreclosure laws. The mortgage loan securitization route has helped the lending institutions to handle larger volume of loans with lower regulatory capital requirement besides transfer of risks. All these factors have contributed towards global growth in housing finance.

In United States (US), Fannie Mae and Freddie Mac were the principal government sponsored enterprises in the housing finance sector. Their market share in the housing loans was as high as 70 percent. These two enterprises enjoyed implicitly government guarantee and consequently raise long-term funds globally at low interest rates to finance home mortgage loans at relatively cheaper rates. Fixed rate mortgage loans were offered even for 30 years maturity period. These two organizations were instrumental in the securitization and development of secondary markets for home loans. The long-term fixed rate mortgages also provided hedge against interest rate for home loan borrowers, besides facilitating finance for consumption purpose. Europe, which was known for strong banking network, has also a very advanced mortgage loan market. However, Europe does not have any government – sponsored institutions in the mortgage loan market.

The foreclosure practices also vary from country to country depending on the legal regimes of the countries, which are not uniform. In Italy, for instance, a foreclosure will fructify in 120 months, whereas it takes just six months in Sweden, and 9 months in Netherlands. Securitization process is adopted by most of the banks to raise funds. In China, the government involvement is almost total in providing housing. Chinese banks do not have any significant exposure to housing loans. In Latin American countries, on the other hand, the state sponsored mortgage banks are engaged in the home loan activity. Then commercial bank's involvement in housing loans is limited due to many unfavorable factors. Besides unsatisfactory legal situation with regard to the property title deeds, macro – economic instability, high inflation, volatile real estate prices and non – availability of long – term funds at reasonable interest rates also come in the way of the bank's active involvement in the home loan market. Similarly housing finance is not having a flourishing activity in the transition economies. Many countries in this category do not have strong and vibrant banking system, reliable legal system to confer property rights and financial stability to promote on a massive scale housing finance.

## Recent Subprime Housing Finance Crisis

The housing finance market had undergone fundamental changes worldwide during the last two decades. Traditionally, there were limited sources of mortgage financing as the banking system were hesitant to fund their short term deposits to long term mortgage lending. The lending terms were less attractive; required down payments usually about half of the home's purchase price, the duration of mortgage loans was short usually ten years or less and high fixed interest rates on loans reflecting the illiquidity, unhedgeable interest rate risk and default risk associated with mortgages. The shift from reliance on short – term deposits to greater use of capital markets in recent years represented a great sea change in the mortgage finance market. This revolutionary change took place, first, in the US in early 1970s. The US government authorized Fannie Mae, a privately owned government sponsored enterprise to operate in the secondary market for guaranteed mortgage loans.

To compete with Fannie Mae in the secondary market, another government - sponsored company Freddie Mac (the Federal Home Loan Mortgage Corporation) was created. In 1980s, Freddie Mac introduced collateralized mortgage obligations (CMOs), which separated payments from a pooled set of mortgages into strips carrying different effective maturities and credit risks. Since 1980, the outstanding volume of mortgage-backed securities has increased from less than US \$200 billion to more than US\$4 trillion. Alongside these developments, the private mortgage insurers bundled housing loan not handled by the Freddie Mac, which amounted to around US\$2 trillion in home mortgage debt. By 1990s, increased reliance on securitization led to a greater separation between mortgage lending and mortgage investing even as the mortgage and capital markets became more closely integrated. More than 60 percent of the loan mortgage market was securitized compared with less than 10 percent in 1980s.

The on-going global financial crisis, the worst since the depression of 1930s is thus mainly driven by subprime mortgage housing loans in the United States (US). With the real estate boom and appreciating house prices, the banks considered safe to lend against security of mortgage as potential repayment problems could be mitigated by rapidly appreciating market prices for the collateral houses. However, when the asset prices started falling, the housing loans against mortgage become subprime loans and the banking system was faced with the problem of growing non- performing assets (NPAs). This was more so in the context of recession, when the probability of most of the housing loans becoming ninja loans was – no income, no job and no housing finance, the following developments, which led to subprime lending, should be taken into account:

- ❖ The shift from traditional model of mortgage markets based on portfolio lending to securitization market is fraught with high risks as it is difficult to monitor the originators of home loans and ensure that they have incentives to make good loans.
- ❖ A major driving force for the housing finance revolution in the global market was the steady decline of interest rates and easier credit terms for long term and illiquid mortgage loans.
- ❖ There as been a global trend to credit conditions in obtaining housing finance; margins for mortgage loans have generally fallen and loan to value rations have risen.
- ❖ Mortgage contracts offered more consumer choice; greater use of variable rate mortgages, which have traditionally relied on fixed rate mortgages.
- ❖ The transition from a highly regulated system to a more market drive system also boosted the housing finance market and linked closely to liberal lending conditions in capital markets. The capital markets emerged as the main source of housing finance.

- ❖ The off – balance securitization and the development of liquid derivatives markets eased the spreading and trading of risk which attracted the global investors to buy financial products backed by subprime mortgages.
- ❖ Technological advances facilitated these developments and led to commoditization of mortgages.
- ❖ The capacity to withdraw owner equity from appreciating house prices has materially increased while there is a boom in the real market.

### **Entry of Commercial Banks to Housing Finance**

Although the commercial banks were the largest mobilize of savings in the country, traditionally, banks were rather reluctant to finance for housing. This was mainly because banks considered housing finance as a long – term credit against mortgage, which was not in their business domain. This difficulties, particularly the legal technicalities regarding title, valuation etc., in accepting immovable property as security and in realizing the amount lent, in case of default, discouraged banks to advance money on mortgage of real estate in general. Banks considered housing loans as unproductive and inflationary. Granting housing loans was considered a function of institutions specializing in housing finance, namely the HUDCO and Co-operative Housing Societies. The Banks preferred financing the working capital needs of industry. Bank’s participation in financing housing in India has been very limited (Cherunilam and Heggade, 1987). Moreover, as their resources are short –term maturity based, they were reluctant to tie their resources in long – term ventures. Though the nationalization of fourteen major commercial banks in 1969 opened a new era of ‘social and innovative’ banking in India, housing finance continued to be outside their portfolio. Demographic pressure on urbanization with the economic development, however, raised the demand for housing for housing finance. Proliferation of slums in bigger cities has compelled the Government to consider the need for directing banks to include housing finance in their lending portfolio.

A study group on Housing Finance Institutions set up by the RBI in September 1987 under the Chairmanship of Dr.Rangarajan, then Deputy Governor, made recommendations, inter alia, the role that can be played by the commercial banks in housing finance. Based on the recommendations of the Study Group and considering the growing importance of housing sector and the massive housing shortage prevailing in the country, the Reserve Bank of India had advised banks in early 1990s to enter the domain of housing finance. Banks were asked to allocate annually a minimum of 3 per cent of their incremental deposits for housing finance. The entry of commercial banks was definitely a landmark in the housing finance sector. Initially, they entered the housing finance market cautiously on small scale. Before directly entering into housing finance, some banks have found expedient to set up separate subsidiaries to specialize in housing finance. Canara Bank, Vijaya Bank, Corporation Bank, and ING Vysya Bank have adopted this route and established their own housing finance subsidiaries. Banks like Syndicate Bank opened specialized Housing Finance Branches dealing exclusively with housing finance. Towards the end of 1990s, against the backdrop of lower interest regime, industrial slow-down, sluggish credit off-take and ample liquidity, commercial banks recognized the potential of housing finance as an alternative avenue to lend their surplus funds. The rising disposable incomes, growing demand for housing, stability in real estate market and fiscal incentives made housing finance an attractive bankable business.

Thus, with the entry of commercial banks, the institutional set up for housing finance in India emerged as under: Housing Finance Companies (HFCs) are exclusively set up for providing finance for housing development. They include besides private sector sponsored housing finance subsidiaries set up by banks for housing finance. Since most of the commercial banks are now directly undertaking housing

finance, the housing finance subsidiaries sponsored by commercial banks have merged with them. There are also other institutions involved directly or indirectly in undertaking housing finance like NABARD, Non-banking Financial Institutions (NBFIs), cooperative banks, LIC, GIC, and Employees' Provident Funds etc. Their role is only marginal.

### **An Overview of Performance by Various Institutions**

The housing finance has witnessed phenomenal growth during the last ten years. The housing finance as percentage of GDP increased from 3.4 percent in 2001 to 7.25 percent by 2005. The higher economic growth, burgeoning middle class, increasing purchasing power, changing demographics and increasing number of nuclear families, scaling down of real estate prices and a softer interest rate regime enabled the housing finance sector to grow at a phenomenal rate of around 41 percent on average during the last five years (NHB, 2005).

### **Supply – Demand Gap in Housing Finance**

In the recent years, a significant development in credit markets all over the world has been the rapid growth of credit availed for housing by individual households. While household housing credit market has already developed in the developed countries, it is only recently that the household housing credit market has started developing in India. On demand side, boost to households' current incomes because of high economic growth, rapid urbanization particularly emergence of a number of second tier cities as upcoming business centers and increase in IT and IT related activities have positive impact on households' demand for housing credit. On supply side, lower inflation and lower interest rates, higher income levels, higher asset prices, financial liberalization and more liquidity have boosted the confidence of financial intermediaries to enter into the housing credit market. The removal of restrictions on bank lending to the housing sector has also eased the supply-led credit constraints and facilitated higher credit flow by banks to this sector. The growth in housing and housing finance activities in recent years, thus, reflect the buoyant state of housing finance market in the country. The housing investment as the proportion to GDP has increased from 3.4 percent in 2001 to 7.25 percent by 2005.

However, this ratio is very low compared to other countries. The proportion of housing investment to GDP in UK is 54 percent, in USA 57 percent, 40 percent in the European Union, 17 percent in Thailand and 34 percent in Malaysia (NHB,2005). Even in most of the developing countries, it is in the range of 25 percent to 40 percent. Assuming India will reach housing loan GDP ratio of 10 percent during the Eleventh Plan period, the demand for housing finance is projected to go up to Rs. 3.79 lakh crore per annum. As per the Eleventh Five Year Plan estimates, the housing sector requires Rs.3,61,318 crore of investments, consisting of Rs.1,47,195 crore required for mitigating housing shortage at the beginning of the Eleventh Plan and Rs.2,14,123 crore for new additions to be made during the Eleventh Plan period. As against this requirement, the present total outstanding housing loans is only Rs.76,819 crore. There is already a shortage of 24.71 million houses in urban areas alone (Eleventh Plan) During the Eleventh Plan period, total housing requirement including the backlog is estimate at 26.53 million. Every year, nearly, 2.5 million houses are now built in India. But the nation's requirement is more than 6.5 million per annum, besides renovation of dilapidated houses. This clearly shows the tremendous potential and opportunity for future growth in the housing finance sector.

From the above information, it is clear that the supply and demand gap in housing finance is at present very wide and is expected to widen further with high economic growth, rapid urbanization and growing number of nuclear individual families. In the Eleventh Plan, it is expected that the housing finance disbursements by banks and other housing finance institutions would grow at the rate of about 15

percent per annum during the Eleventh Plan period. Based on this, it is estimated that the flow of credit disbursal from the Housing Finance Institutions would be Rs.7.75 lakh crore during the Eleventh Plan period. This amounts to Rs.1.55 lakh crore per annum. This requires tremendous growth in supply side of housing finance, which really poses challenge to institutional players in housing finance market. Since the commercial banks have vast branch network throughout the length and breadth of the country and major mobilize of saving, the banking sector is expected to play an important role in providing credit meet the growing housing needs in the country.

### **Conclusion**

Housing is a basic human necessity and a problem of human deprivation. It also encourages saving in the form of physical assets besides forward and backward linkage with industrial growth. The problem of housing in India is both quantitative and qualitative housing shortage. Shortage in quantitative terms arise largely due to an outgrowth in the number of families than the residential housing stock, while qualitative shortage are the number of sub –standard (life threatening and unsafe ) and inadequate housing units. The Eleventh Five Year Plan estimated housing shortage to be around 26.53 million. Besides, additional 2 million new housing units required every year to cope up with new migrants to urban India. Moreover, out of 192 million existing dwelling in its, about 40 percent were categorized as sub – standard.

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## BENEFITS OF SUPPLY CHAIN MANAGEMENT PRACTICES IN MANUFACTURING COMPANIES IN CHENNAI

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### Introduction

Competitive pressure has led to rethinking of the traditional structures and ways of working of manufacturing companies. The system of purchasing, however, also has created new demands on the competence of the companies as well as the type and form of cooperation among the manufacturers and their parts suppliers. The parts suppliers are integrated into the product development and must be developed which ensure just-in-sequence delivery. The manufacturer obtains higher-quality, innovative products at lower prices and lower risk. The supplier benefits from an increased sales volume, a stable business relationship, and greater competitiveness. It generates numerous advantages for all those involved, especially related to costs, quality, delivery and development time.(Ralf Landmann and others, 2001).

For Manufacturers and suppliers, there are various options available in Supply chain management factors , production and production planning policies, systems, procedures and methods. They are formulated at strategic level. The information is passed on to company level and ultimately to operating level at shop floor. The required optimum decisions are taken considering all factors including Business Economics.

The study is carried out in Manufacturing Industry with their T 1 and T 2 suppliers in Chennai, India. The resources of Manufacturing Industry are limited. The study examines various production planning factors practiced in supply chain management. It analyses production elements and their ranking. It examines the applications of identified and ranked production planning factors to meet the challenges of economic changes and to achieve business economic goals. It enables judicious allocation of resources available to the Manufacturing Industry.

The supply chain encompasses all activities associated with the flow and transportation of goods from the raw materials stage (extraction) through to the end user as well as the associated information flows. Materials and information flow both up and down the supply chain.

Each automobile has around 1400 components. These components can be grouped under "Bought out finish" and "made-here" components. The Production Planning decides (after Aggregate Planning, MRP and MRP II) the movement of materials and value addition. Each component or group of components, beginning from raw material stage, undergo various production processes, sub-assemblies, assemblies at various stages and at places until it is delivered to the customer. The flow of information, materials / products / services and finance, from raw materials to customers, are being done through "Supply Chains". Supply chains take care of "Reverse Manufacturing" activities also.

### LITERATURE REVIEW.

**Mehra(2005)** discusses various views and contributions of various authors writing on the critical issues of managing supply chains, specifically, topics, such as relationship, quality, performance, integration, responsiveness, risk management strategies, agility and incentive systems in the supply

chains are addressed.

**Gregor Dudek and Hartmut Stadtler(2006)** proposes a non-hierarchical, negotiation-based scheme which can be used to synchronize the plans between two independent supply chain partners linked by material flows. The author attempts to link and coordinate planning between isolated parts of Supply Chain through Supply Chain planning matrix. He advocates Collaborative planning between adjacent planning domains.

**Walker.W.T.(2007)** lists out various significant threads of developments in production and inventory planning and control. The supply chain networks involve five principles (velocity, variability, vocalize, visualize and value) to analyze a competitor's network, to rationalize an existing network and to design, operate and optimize a new network.

**Hartmut Stadtler (2008)** aims at extracting the essence of Supply chain management and advanced planning in the form of two conceptual frameworks: the house of SCM and the supply chain planning matrix. The contributions to this feature issue are assigned to the building blocks of the house of SCM or to the modules covering the supply chain planning matrix. The author focuses on the software for advanced planning and outline the main shortcomings and present latest research results for their resolution.

**Yinan Qi, Boyer K.K and Zhao X (2009)** declare that Supply chain management is the most popular approach as the Firms must have clear strategic thinking in order to effectively organize such complicated activities, resources, communications and processes. This is essential to enhance the global competitiveness of business corporations today. The authors explain a framework that identifies three kinds of supply chain strategies: lean strategy, agile strategy and lean/agile strategy on in-depth case studies. Extant research also suggests that supply chain strategies must be matched with product characteristics in order for firms to achieve better performance.

**Hsu C.C., Tan K.C., Kannan V.R. and Leong G.K. (2010)** use mediated regression analysis and structural equation modeling to test the proposition that supply chain management practices mediate the relationship between operations capability and firm performance. Operations capability is defined in terms of a firm's new product design and development, total quality management and just-in-time capabilities.

**Melnyk S.A.,Lummus R.R., Vokurka R.J., Burns L.J., and Sandor J. (2011)** point out that SCM is changing from tactical in nature (where the major focus is on cost and delivery) to a field that is strategic in nature. The author report the future issues and challenges by drawing on the findings generated by a three-phase study (a two-round Delphi study and a workshop).Unique in this Delphi study is that it brings together leading practitioners in the supply chain management with leading supply chain management researchers.

**Forrester J.W.(2012)** indicates systems approach to Supply chain members and their supply chain management. Each member is an Entity with system elements of Input, Processes, output, control, feedback and boundary conditions. It explains the ramifications created by internal and boundary conditions. It also deals with outside or environmental pressures on the system elements.

**Poirier C.C. (2013),** advocates the four levels of supply chain optimization. The level one, 'Sourcing and Logistics' and level two, 'Internal Excellence' come under "Internal control". The level, three, 'Network Construction' and level four, 'Industry Leadership' come under "External control". Every Organization can assess their status level and strive to the next level.

**Sunil Chopra and others (2014)** describes the Supply chain management strategies, network design, cross functional and logistical drivers and metrics, Impact of Information Technology and coordination.

**Bowon Kim(2015)**, explains a 3C Model for building Supply chain management with sustainable competitive capability. Competitive priorities for supply chains are low cost, consistent quality, and on-time delivery. The 3Cs are Calculus, Creativity and Commitment. Calculus represents in-depth, fundamental analysis before making any resource/strategic commitment to particular choices or actions. The levels of calculus (analysis is logical, robust and /or thorough enough) will affect the competitive strategy.

## **RESEARCH GAPS.**

It captured the works of various authors in the field of supply chain strategies, cost-impact and customer-service. It also recorded the impact of various elements like human behaviour, inventory etc. on supply chain effectiveness. Many researches on supply chain management did not explore all the elements of SCM, benefits of SCM, problems of implementing SCM and impact of SCM, hence this study focuses on such areas. The present research intended to focus on predominant lacuna that remains unanswered in manufacturing industry.

## **OBJECTIVES OF THE RESEARCH.**

1. To analyse supply chain systems and their benefits in the study domain
2. To ascertain the problems in implementing the supply chain management in manufacturing companies

## **METHODOLOGY :**

In line with the research objectives, the following methodology is adopted. It is explained under six headings, namely, Sources of data, Sample size, Questionnaire design, Scale development, Pilot study and Data analysis and Statistical Tools.

**Sources of Data:** The Study is conducted with the help of primary and secondary Data. The primary data is collected from the different manufacturing companies in Chennai and their T1 and T2 suppliers. The secondary data is collected from books, journals and web sites etc.

**Sample Size:** The respondents are selected from Production Planning and Supply Chain Management Departments of companies and suppliers. The population of manufacturing company is unknown. At the first stage 630 questionnaires are circulated to above said respondents by following simple random sampling method. Only 389 respondents returned their responses. Out of the 389, 17 responses are found to be incomplete and cannot be used for Research. The remaining 372 are completely filled and used for the Research. Hence the sample size of the Research is 372.

**Questionnaire Design:** Since the study is based on both primary and secondary data, the researcher has obtained primary data through a well-structured Questionnaire which is framed in the basis of the gaps in the literature. The Questionnaires (Research Instrument) comprises of six major parts.

## **DATA ANALYSIS**

The Primary data collected are analysed using the SPSS (Statistical Package for Social Sciences) computer packages. The researcher used factor analysis and linear multiple regression analysis to identify the predominant factors of SCM.



**ANALYSIS AND DISCUSSION.**

The main purpose of this exploratory factor analysis is to extract predominant factors influencing the supply chain management in manufacturing companies. The parsimonious scale consists of four items pertaining to supply chain management in manufacturing companies. The application of Principal Component Factor Analysis is presented below:

**Table 1**  
**KMO and Bartlett's test for the benefits of SCM in manufacturing companies**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.830
Bartlett's Test of sphericity	Approx. Chi-Square	620.266
	Df	78
	Sig.	.000

From the above table KMO and Bartlett's Test it is found that the sampling adequacy value 0.830 and the Chi-Square value for Bartlett's Test of sphericity 620.266 are statistically significant at 5% level. This means that the 13 variables relating to benefits of SCM in Manufacturing companies are adequate in demonstrating its concept and the sampling distribution is also normal to explain benefits of SCM in manufacturing companies. The following Total variance table explains the variances of benefits of SCM in manufacturing companies The upper limit of the variance is statistically significant and as the implication of properly segregated predominant factors as expressed in the table below:

**Table 3**  
**Total Variance Explained for the benefits of implementing SCM in manufacturing companies**

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Better Quality of information	5.729	44.068	44.068	3.600	27.691	27.691
Better quantity of information	1.641	12.623	56.691	2.887	22.211	49.902
Flexibility	1.319	10.145	66.836	2.201	16.934	66.836
Reduced lead-time in production	.938	7.217	74.053			
Cost saving	.705	5.420	79.473			
Forecasting	.587	4.518	83.991			
Resource planning	.448	3.449	87.440			
Better operational efficiency	.379	2.917	90.357			
Reduced inventory cost	.348	2.679	93.036			
More accurate costing	.311	2.392	95.428			
Inter coordination with suppliers	.238	1.827	97.255			
Inter coordination with customers	.189	1.454	98.710			
Increased sales	.168	1.290	100.000			

Extraction Method: Principal Component Analysis.

From the above table it is found that the 13 variables are reduced into 3 major factors with eigen values 3.600, 2.887 and 2.201 are statistically significant. The 3 major factors also possess significant individual values 27.691, 22.211 and 16.934 with total cumulative variance 66.836. This clearly indicates the very existence of 3 major factors with their respective variable loadings as expressed in the table given below:

**Total 4.**  
**Rotated Component Matrix (a) for the benefit of implementing SCM in manufacturing companies**

Component	Component		
	1	2	3
Reduced lead-time in production	.765		
Cost saving	.754		
Resource planning	.703		
Flexibility	.692		
Better Quality of information	.628		
Forecasting	.591		
Better operational efficiency	.556		
Better quantity of information	.542		
Inter coordination with suppliers		.837	
Reduced inventory cost		.770	
More accurate costing		.746	
Increased sales			.859
Inter coordination with customers			.692

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

A Rotation converged in 8 iterations.

From the above table it is clear that there are three factors to be considered for benefits of implementing SCM in manufacturing companies

The first factor consists of 8 variables

1. Reduced lead-time in production (0.765)
2. Cost saving (0.754)
3. Resource planning (0.703)
4. Flexibility (0.692)
5. Better Quality of information (0.628)
6. Forecasting (0.591)
7. Better operational efficiency (0.556)
8. Better quantity of information (0.542)

Hence, the first factor can be called as “Efficiency increase”

The second factor consists of 2 variables

01. Increased sales (0.859)
02. Reduced inventory cost (0.770)
03. More accurate costing (0.743)

Therefore, the second factor is named as “Cost effectiveness”

The third factor consists of 3 variables

01. Inter coordination with suppliers (0.837)
02. Inter coordination with customers (0.692)

Therefore, the third factor is named as “Coordinating effects”

The benefits of supply chain in manufacturing industry can be realized as efficiency increase of organization and the cost effectiveness for its operational efficiency. The predominant benefit of SCM is its co-ordinating effect with suppliers and customers. This paves the way for the organization to get a smooth flow of supplies as well as to deliver the goods and orders to the customers.

#### **FINDINGS AND CONCLUSION.**

The executives in the manufacturing companies strongly agreed that the manufacturing units are satisfied about quality information, quality information, Flexibility, Reduced lead-time in production, Cost saving, Forecasting, Resource planning, Better operational efficiency, Reduced inventory cost, More accurate costing, Inter coordination with suppliers, Inter coordination with customers, Increased sales .

The benefits of supply chain in manufacturing industry possess 13 variables reduced into 3 major factors namely efficiency increase, cost effectiveness, coordinating effects are statistically significant as paves the way for the organization to get a smooth flow of supplies as well as to deliver the goods and orders to the customers. There existed two different types of clusters of benefits and need for a logistics department in manufacturing companies namely 1) Moderate beneficiaries 2) Maximum beneficiaries of SCM.

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# FACTORS DETERMINING THE BRAND LOYALTY OF WOMEN FOOTWEAR CUSTOMERS – A STUDY WITH SPECIAL REFERENCE TO CHENNAI CITY

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## INTRODUCTION

Footwear is the product that is used to protect the feet from all biological damages. The changing lifestyles have made footwear an important accessory for both men and women. In Chennai city, footwear brands such as Bata, VKC Pride, Khadim's, Paragon are the most popular brands among women customers. The customers always look out for the most desirable and comfortable footwear and they seek the brand that is most suitable for them in all aspects. Due to hectic competition in the footwear market there are varieties of brands and products are available in various ranges. Many companies in the footwear industry try to enhance brand loyalty among their customers.

Brand loyalty is a consumer's conscious or unconscious decision that is expressed through the intention or behaviour to repurchase a particular brand continually. Brand loyalty has been proclaimed to be the ultimate goal of marketing (Reichheld and Sasser, 1990)<sup>1</sup>. In marketing, brand loyalty consists of a consumer's commitment to repurchase the brand through repeated buying of a product or a service or other positive behaviours such as word of mouth. This indicates that the repurchase decision depends on trust and quality performance of the product or service (Chaudhuri and Holbrook, 2001)<sup>2</sup>. The purpose of this research is to investigate the factors influencing the of brand loyalty of women customers towards footwear brands. Questionnaires were distributed to 511 women respondents in Chennai city.

## REVIEW OF LITERATURE

(Wong Foong Yee, Yahah Sidek)<sup>3</sup> stated that Product quality, Style, Brand name, Store environment, Service quality, Promotion and Price were the major factors influencing Brand loyalty. (Jyoti Indupratap Yadav)<sup>4</sup> found that seven major factors influencing Brand Loyalty were Brand name, Product quality, Price, Style, Promotion, Service quality, and Store environment. (Rifat Jan)<sup>5</sup> stated that Brand consciousness was more for female than male consumers of all age groups. Price was the major factor that influenced Brand loyalty. (Lydia N. Kinuthia Keren G. Mburugu, Helen N. Muthomi and Mary Mwihaki)<sup>6</sup> found that Price and variety, uniqueness of brand, attractiveness, advertisement and product quality and size and brand reputation were the most influencing factors of brand loyalty.

(Khambiz Heidarzaadeh Hanzaee, Leila Andervazhin)<sup>7</sup> found that Product quality, price, design, promotion, service quality and store environment had positive impact on purchase intention of female consumers. (Ram Kulkarni, Dilip Belgaonkar)<sup>8</sup> found that Consistency of product quality was the most influencing factor of brand loyalty. (Ebrahim Zarepour Nasirabad & Mohsen Nazem Bokaei)<sup>9</sup> found that there was positive relationship between brand name, corporate reputation, price, brand image, customer satisfaction, promotion and loyalty of the consumers of sportswear. Quality of the product was the main factor influencing the brand loyalty of the consumers. (Santhosh Shinde and Amode Markale)<sup>10</sup> stated that Quality, Value, Satisfaction, Brand reputation had strong impact on loyalty. Women tend to be more loyal than men on preferred brand of tooth pastes and Young customers had lower loyalty. (Dr. Hamza Salim Kharim)<sup>11</sup> found that Brand name, Product quality, price, promotion, service quality were

the factors of brand loyalty. (V.R.Uma and M.I. Saifil Ali)<sup>12</sup> stated that Stylistic life style, Traditional life style, Love to shop life style, Independent life style, Fancy life style, Liberal life style, Socializing life style, Globetrotting life style were the major factors that influence footwear purchase.

### **GAPS IN LITERATURE**

In today's modern society women play various roles and hence it is important to know about the factors influencing their brand loyalty towards footwear products. This will help the footwear manufacturers to convert their customers into loyal customers.

### **OBJECTIVES OF THE STUDY**

1. To know the socio- economic condition of women customers in Chennai city.
2. To know the factors influencing the brand loyalty of women footwear customers.
3. To offer suggestions based on the results of the study.

### **RESEARCH METHODOLOGY**

This is a descriptive and analytical study based on primary data collected from various customer groups in Chennai.

### **PERIOD OF STUDY**

Statistical data about the customers buying behavior towards their footwear purchases obtained during the month of January and February 2015.

### **RESEARCH SITE AND UNIT OF ANALYSIS**

The study is based on primary data. Primary data was collected from a random sample of 511 respondents in Chennai city. The main reason for choosing Chennai is due to its Demographic nature (which includes both educated and uneducated people from different parts of the city with different income levels) and Chennai is also one of the important Metropolitan cities in India. The primary data was collected by direct communication with customers of various groups through questionnaire.

### **Questionnaire Structure and Design**

Two questionnaires were used in the present study. Questionnaire was divided into two parts. Part I reflects consumers' perception as regards the selected footwear brands in Chennai city. Part II deals with the general information about the respondents.

### **FRAME WORK OF ANALYSIS**

Percentage analysis and Factor analysis were done using SPSS package.

### **LIMITATIONS OF THE STUDY**

This study is not free from limitations. Primary data had been collected through questionnaire and the results of the study suffer from the limitations of such instruments of data collection. Adequate representation had been given only to Chennai and not for all major cities in India.

### **ANALYSIS OF DATA**

The tastes and preferences vary with the age group which forms a platform for deciding footwear

selection. 38.9 % of the respondents belonged to the age group 20– 30 followed by 26.8 % in the age group 31 – 40. The selection of footwear is also influenced by their level of education. 65 % of the respondents were graduates. 55.8 % of the respondents were employed, 22.5 % were students while only 2.5 % were entrepreneurs. The family’s monthly income is a major contributor in the selection of footwear brand. 37.6 % of the respondents had a monthly income of Rs 21,000 to 40, 000. The consumption pattern of married and unmarried varies and marital status also influences the selection of footwear brand. 61.2 % of the respondents were married and 38.8 % were unmarried. The size of the family also influences the footwear choice of the people. 46.6 % of the respondents’ family size was four.

The consumers select a particular footwear brand based on factors like brand name, product quality, price, style, promotion, service quality and store environment. 46% of the respondents preferred s Bata and 70% of respondents purchase only premium brand. 42.7 % of the respondent’s got information from television. Quality was the most influencing factor followed by durability. People are ready to spend more time on shopping and they want to make their shopping a pleasant experience. Customers look in for various factors like store environment, services and window displays. They prefer exclusive showroom shopping and retail footwear shops for their purchase. 46.4% of the respondents purchased from the retail footwear dealers and 39.7 % of the respondents purchased from exclusive showroom.

### FACTORS INFLUENCING BRAND LOYALTY

Factor analysis had been applied to investigate the underlying structure of the variables that influence brand loyalty of women as regards footwear. Review of literature helped in identifying variables as regards brand loyalty of women towards footwear. Women respondents were asked to rate each of these variables on Likerts 5 point scale namely, strongly agree, agree, neither agree or disagree, disagree and strongly disagree and 5,4,3,2,1 weights/points were assigned to these responses respectively. These 19 variables had been reduced into predominant factors with variable loadings.

**TABLE 1**  
**KMO AND BARTLETT'S TEST**

Kaiser-Meyer-Olkin-Measure of Sampling Adequacy	.800
Bartlett’s Test of Sphericity Approx Chi-Square	2476.481
df	171
Significance	.000

KMO measure of sampling adequacy was 0.800 and Bartlett’s test showed a significance of 0.000. Barlett’s test of Sphericity showed that the variables of brand loyalty were normally distributed and had the potentiality to form the factors. Hence factor analysis had been applied to 19 variables measuring perception of women as regards brand loyalty of footwear. The individual variances of all the 19 variables are given below

**TABLE 2**  
**Communalities**

Statements	Initial	Extraction
Attractive brand name makes me to be loyal to the brand	1.000	.668
The brand name is easy to pronounce and remember.	1.000	.482
The popularity of the brand name induces me to be loyal.	1.000	.668

The brand offers good quality products.	1.000	.456
Comfort ability of the product makes me to be loyal.	1.000	.530
The materials used in the product are not harmful.	1.000	.461
Durability of the product induces me to be loyal.	1.000	.486
Satisfaction of the product makes me loyal to the brand	1.000	.540
The brand provides good value for money.	1.000	.536
The brand offers good quality products at reasonable prices.	1.000	.483
The increased price of the brand is due to its superior quality	1.000	.407
Brand offers discounts at regular intervals.	1.000	.660
The advertisements of the brand are attractive.	1.000	.580
Celebrity endorsed brand makes me loyal.	1.000	.620
The sales staffs of the Brand store are knowledgeable and well trained.	1.000	.460
Special discounts & gifts offered make me loyal to the brand.	1.000	.656
The brand has store locations which are easy to access.	1.000	.687
The brand has sufficient outlets.	1.000	.761
The brand is widely available in all shops.	1.000	.617

Extraction Method: Principal Component Analysis.

It was found that the 19 variables range from 0.407 to 0.761. It implied that the 19 variables exhibit variance ranging from 40.7% to 76.1%. These variance limits were more appropriate for variable groupings and formation of factors.

**TABLE 3**  
**Total Variance Explained (Extracted sums of squared loading)**

Components	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Attractive brand name makes me to be loyal to the brand	3.730	19.631	19.631	3.324	17.494	17.494
The brand name is easy to pronounce and remember.	3.238	17.042	36.673	2.311	12.164	29.658
The popularity of the brand name induces me to be loyal.	1.495	7.870	44.543	1.988	10.464	40.122
The brand offers good quality products.	1.307	6.878	51.420	1.711	9.005	49.127
Comfort ability of the product makes me to be loyal.	.985	5.182	56.602	1.420	7.475	56.602
The materials used in the product are not harmful.	.965	5.077	61.679			



Durability of the product induces me to be loyal.	.823	4.333	66.012			
Satisfaction of the product makes me loyal to the brand	.793	4.172	70.185			
The brand provides good value for money.	.764	4.021	74.205			
The brand offers good quality products at reasonable prices.	.662	3.482	77.688			
The increased price of the brand is due to its superior quality	.613	3.227	80.915			
Brand offers discounts at regular intervals.	.575	3.028	83.943			
The advertisements of the brand are attractive.	.542	2.852	86.794			
Celebrity endorsed brand makes me loyal.	.499	2.628	89.422			
The sales staffs of the Brand store are knowledgeable and well trained.	.445	2.344	91.767			
Special discounts & gifts offered make me loyal to the brand.	.433	2.278	94.044			
The brand has store locations which are easy to access.	.405	2.130	96.174			
The brand has sufficient outlets.	.376	1.977	98.151			
The brand is widely available in all shops.	.351	1.849	100.000			

Extraction Method: Principal Component Analysis.

It was found that 19 variables were reduced into 5 predominant factors with cumulative variance 56.602%. These 5 factors individually possess the variances of 17.494%, 12.164%, 10.464%, 9.005% and 7.475%. The individual variable loadings are given below

**TABLE 4**  
**Rotated Component Matrix**

Statements	Component				
	1	2	3	4	5
Comfortability of the product makes me to be loyal.	.702				
Satisfaction of the product makes me loyal to the brand	.694				
The brand provides good value for money.	.684				
The materials used in the product are not harmful.	.649				
The brand offers good quality products	.630				
Durability of the product induces me to be loyal.	.620				
The brand offers good quality products at reasonable prices.	.605				
The increased price of the brand is due to its superior quality	.498				
Celebrity endorsed brand makes me loyal.		.745			
The advertisements of the brand are attractive.		.714			
The sales staff of the Brand store are knowledgeable and well trained		.633			
The brand has sufficient outlets.			.848		
The brand has store locations which are easy to access			.759		
The brand is widely available in all shops.			.718		
The popularity of the brand name induces me to be loyal				.727	
The brand name is easy to pronounce and remember				.684	
Attractive brand name makes me to be loyal to the brand		.467		.656	
Brand offers discounts at regular intervals.					.756
Special discounts & gifts offered make me loyal to the brand.	.414				.668

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

A Rotation converged in 7 iterations.

The First factor consists of five variables: Comfortability of the product makes me to be loyal. (0.702), Satisfaction of the product makes me loyal to the brand. (0.694), the materials used in the product are not harmful. (0.649), the brand offers good quality products. (0.630) & Durability of the product induces me to be loyal. (0.620). Hence this factor is named **“Product Quality”**.

The quality of the products has major influence on the success and profitability of firms. Product quality influences customer satisfaction as it fulfills customers' needs and expectation. In the footwear market, comfort, material, quality and durability influences the brand loyalty of women customers. The **Second factor** consists of three variables: The brand provides good value for money. (0.684), the brand offers good quality products at reasonable prices. (0.605) & the increased price of the brand is due to its superior quality. (0.498). Hence this factor is named "**Price**". Price is a very important attribute influencing most of the women consumers in their purchase decision. If price matches with the quality they become loyal to the brand. Brand loyal customers were ready to pay premium price for their preferred brand.

The **Third factor** consists of five variables: Brand offers discounts at regular intervals. (0.756), Celebrity endorsed brand makes me loyal. (0.745), advertisements of the brand are attractive. (0.714), Special discounts & gifts offered make me loyal to the brand. (0.668) & sales staff of the brand store is knowledge able and well trained. (0.633). Hence this factor is named "**Promotion**". Promotion is a very important tool for any business as it provides information, advice, and it persuades the target market. It guides and teaches the customer to take action at a specific time, how to use the product and get beneficial results. Personal selling, advertisements, offers, gifts & publicity are some of the promotional tools used by the marketers to enhance brand awareness and brand loyalty. The **Fourth factor** consists of three variables: The brand has sufficient outlets. (0.848), the brand has store locations which are easy to access. (0.759) & the brand is widely available in all shops. (0.718). Hence this factor is named "**Distribution**". The easy availability of the product is important for satisfying the brand loyal customers which is possible only if the business has a good distribution system. The **Fifth factor** consists of three variables: The popularity of the brand name induces me to be loyal. (0.727), the brand name is easy to pronounce and remember. (0.684) & Attractive brand name makes me to be loyal to the brand. (0.656). Hence this factor is "**Brand name**". Brand name creates awareness that plays a vital role in consumer decision making process. The customer would feel more comfortable with brand name at the time of making decision. Customers do not prefer to buy an unknown brand for personal care products like cosmetics, footwear etc. Hence strong brand names create trust among the consumers and make them loyal customers.

## FINDINGS

The findings revealed that product quality played a significant role in influencing women customers to be brand loyal and the other factors like price, promotion, distribution and brand name also influenced the brand loyalty of women footwear.

## SUGGESTIONS

Supply of quality products at reasonable prices will help the brand to gain more customer satisfaction.

Providing sufficient knowledge and uninterrupted supply of the brand makes the customers to be loyal.

## CONCLUSION

Footwear industry provides lot of opportunities for marketers. Women consumers expect good footwear brands. Hence meeting their expectations will help the brand to achieve more customer satisfaction and build long term relationship is essential for its growth and survival. For attaining the customer satisfaction organizations use the factors viz., product quality, brand name, reasonable price, availability of product. The organization must also strengthen their brands by advertising so that the

business will be more successful. In the long run, product quality and services offered by dealers always stand ahead of the selling power for the company. Customer retention strategy is the order of the day and the Indian footwear market is set to experience a phenomenal growth in the coming years.

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**A RELATIONSHIP BETWEEN PURCHASE DECISION AND SATISFACTION  
OF FAST FOOD CONSUMERS  
(A STUDY WITH REFERENCE TO CHENNAI CITY)**

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**INTRODUCTION**

Fast food or quick meals have become an essential part of Indian lifestyles. Many people associate fast food with convenient food. Teenagers and young adults are the primary targets of fast food centres. Urban Indians are amongst the top ten regular consumers of fast food across the sphere (online survey done by ACNielsen, world's leading market research firm). According to the Online survey from ACNielsen, more than 70% of urban Indians consume food from take away restaurants once a month or more regularly. Various initiatives taken by the Government had resulted in the entry of many international Fast Food Retailers in the country. As per the Food Safety and Standards Authority of India, it is mandatory for street food vendors to register with state health departments who will issue licenses to food vendors only after ensuring that their products are safe and hygienic. State Governments prohibit sales of fast food and carbonated drinks on school premises & check out all such items that lead to unhealthy eating from cafeteria within a 1,500 feet radius of schools. Food chains should provide product nutritional labelling.

Purchase decision is to choose a buying alternative that includes product, package, store, method of purchase etc. Purchase may differ from decision, time lapse between product availability. Post-Purchase Evaluation is the outcome of Satisfaction or Dissatisfaction. Changes in demographic pattern, education, income structure, life style, changing aspirations, cultural orientation, increasing awareness about nutritive value, changes in consumer behaviour, introduction of new technologies, new expectations of consumers and other factors influence the demand for a product by the consumer in a market.

**REVIEW OF LITETRATURE**

<sup>1</sup>Dr.Ching Hsu Huang (2014) in his study on Relationships between consumer's nutritional knowledge, social interaction, and health – conscious correlates towards the restaurants, found different domains like menu domain, chef domain and management domain to represent the consumer's demand towards the health consciousness. <sup>2</sup> Andreas Totu , Oswald A.Iglu and MurnizamHalik(2013) in their study on TV Commercials and choice of food among children in Sabah, Malaysia found that there is no correlation between recognition of advertisements and older children's food choice, which indicated that this group of children were more resistant to advertising messages. The overweight and obese children showed a strong inclination towards fast food after they were exposed to fast food advertisements.

<sup>3</sup>Vijayabaskaramasilamani and Dr. N. Sundaram(2012) in their study on influencing factors on consumers' food choice with reference to ready- to-eat segment in Southern India found that the key determinants which had an impact on customers' food choice towards ready to eat segment were convenience, taste and lifestyle. Many respondents in the age group between 20-30 years agreed that the western culture influenced them to buy ready to eat food products.<sup>4</sup>Ruchi Malik(2012) in his study among 200 respondents in Delhi found that price level, quality, ambience, parking facility, trust, one stop shop, discount offers, availability of variety of items in each category, convenient location, loyalty programme,

return policy, relationship, cleanliness, recommendation from friends and relatives, promotions, home delivery service, billing through credit / debit card, store personnel, clientele at store and waiting time for billing were the factors influencing visit to fast food chains.

<sup>5</sup>HosseinNezakati , Yen Lee Kuan and OmidAsgari(2011) found that most of the respondents preferred to dine in western fast food restaurants. 9 independent variables like product quality, product attribute, brand name, store environment, promotion, and price and customer satisfaction had been identified. Product quality has strong positive relationship with customer loyalty. Multiple Regression revealed three variables that influence customer loyalty were product quality; customer satisfaction and brand trust and they had contributed to significant positive influence on customer loyalty towards preferred fast food restaurants.

<sup>6</sup>KwekChoon Ling, YeongWaiMun and HiewMee Ling,(2011) found Customer's loyalty, corporate image, Trust and Perceived switching cost were responsible and strategies may include adding nutritional value meal in their menu. Western fast food operators had launched value meal at a significant price reduction during the daily lunch hour periods or a particular festive season to stimulate the consumption of fast food products among the Generation Y as well as withholding their loyalty. <sup>7</sup>Dr. S. Ramesh Kumar(2011) found that the main reason for buying junk food product was attractive package. 76.5% of the parents agreed that their children influence them in buying the Junk food products. ANOVA revealed that there was significant difference between age, income and children's attitude towards advertised products.

<sup>8</sup>Dr.P.R.Sumangala and YallowwaUppar (2010) found that maximum number of households of all the categories purchased groceries, perishables, ready mixes, bakery and confectionaries from a nearby town. Television was an important source of information for purchasing food. <sup>9</sup>Dr. M.K. Gupta and SreelathaNeelesh(2010) found majority were able to recall the punch line of Coke advertisements and associated the slogan with the popular brand. 60% took benefit of sales promotion schemes. <sup>10</sup>SukanyaAshokkumar and ShilpaGopal (2009) found interest due to novelty factor of private labels in food products, awareness level, Looking for change , open mindedness towards quality of private labels, private labels status symbol ,likelihood of purchase, willingness to buy retail brands in food, merit standards. the modern consumer – a brand switcher and national brands were the influencing factors.

### **Objectives of the study**

- (i) To find out the factors influencing the purchase decision of fast food on customer satisfaction.
- (ii) To find whether the consumers were motivated by nutritional awareness, celebrity influence and social influencers while taking purchase decision on fast food.

### **Methodology**

Questionnaires were distributed to 609 respondents which is the sample for the present research study for primary data. Multiple Regression Analysis and ANOVA were used to study the influencing factors of Purchase decision on customer satisfaction.

### **Influence of Purchase decision of fast food on Customer satisfaction**

Factor analysis by Principle Component Method derived 3 factors of Purchase decision of fast food namely, Nutritional awareness, Celebrity influencers and Social influencers. Purchase decision of fast food is considered as independent variable and the two factors of customer satisfaction: Customer

influencers and service preferentials are considered as dependent variables.

Influence of independent variables over the dependent factor was measured through Linear Multiple Regression Analysis.

**1. Influence of Purchase decision of fast food on customer influencers**

The influence of 3 independent variables over the unique factor customer influencers is estimated through the Regression analysis.

**Table 1**  
**Multiple Regression of customer influencers on Purchase decision of fast food**

R	R Square	Adjusted R Square	Std. Error of the Estimate
.329	.108	.104	.94656489

a Predictors: (Constant), Social influencers, Celebrity influence, Nutritional awareness

It was found that R= 0.329, R square = 0.108, adjusted R square =0.104 and the standard error of the estimate 0.94656. It implied that the five factors of awareness of fast food were influenced by the customer influencers’ factor by 10.8%. This leads to the overall Regression fit.

**Table 2**  
**ANOVA for customer influencers on Purchase decision of fast food**

Sources of Variance	Sum of Squares	df	Mean Square	F	P- Value
Regression	65.929	3	21.976	24.528	.000
Residual	542.071	605	.896		
Total	608.000	608			

a Predictors: (Constant), Social influencers, Celebrity influence, Nutritional awareness

b Dependent Variable: Customer influencers

It was found that F= 24.528, p=0.000 were statistically significant @ 5% level. The independent variable Purchase decision on fast food has the exclamatory power over the customer satisfaction factor i.e. Customer influencers. This leads to the verification of individual influence of independent variable over the dependent factor.

**Table 3**  
**Customer satisfaction Significantly Influencing Purchase decision of fast food**

Influencing Variables	Unstandardized Coefficients		Standardized Coefficients	t-Value	P-Value
	B	Std. Error	Beta		
(Constant)	-5.41E-017	.038		.000	1.000
Nutritional awareness	.187	.038	.187	4.872	.000
Celebrity influence	.124	.038	.124	3.241	.001
Social influencers	.241	.038	.241	6.272	.000

a Dependent Variable: Customer influencers

It was found that Nutritional awareness (Beta =.187, t= 4.872, p=0.000) , Celebrity influence ( Beta =.124, t= 3.241, p=0.001) and Social influencers (Beta =.241, t= 6.272, p=0.000) were statistically significant at 5% level. The consumers were induced while taking purchase decision on fast food by nutritional awareness, celebrity influence and social influencers.

**2. Influence of Purchase decision of fast food on service preferentials**

The influence of 3 independent variables over the unique factor service preferentials is estimated sharply through the Regression analysis

**Table 4**  
**Multiple Regression Result of service preferential on Purchase decision of fast food**

R	R Square	Adjusted R Square	Std. Error of the Estimate
.455	.207	.203	.89274656

a Predictors: (Constant), Social influencers, Celebrity influence, Nutritional awareness

It was found that R= 0.455, R square = 0.207, adjusted R square =0.203 and the standard error of the estimate 0.89274. It is implied that the three factors of Purchase decision of fast food were influenced by the customer influencers’ factor by 20.7%.This leads to the overall Regression fit

**Table 5**  
**ANOVA for service preferentials’ on Purchase decision of fast food**

Sources of Variance	Sum of Squares	df	Mean Square	F	P- Value
Regression	125.817	3	41.939	52.621	.000
Residual	482.183	605	.797		
Total	608.000	608			

a Predictors: (Constant), Social influencers, Celebrity influence, Nutritional awareness

b Dependent Variable: Service preferentials

It was found that F= 52.621, p=0.000 were statistically significant @ 5% level. Independent variable Purchase decision on fast food has the exclamatory power over the customer satisfaction factor i.e.servicepreferentials. This leads to the verification of individual influence of independent variable over the dependent factor.



**Table 6**  
**Customer satisfaction Significantly Influencing Purchase decision of fast food**

Influencing Variables	Unstandardized Coefficients		Standardized Coefficients	t-Value	P-Value
	B	Std. Error	Beta		
(Constant)	-5.32E-017	.036		.000	1.000
Nutritional awareness	.285	.036	.285	7.860	.000
Celebrity influence	.199	.036	.199	5.509	.000
Social influencers	-.294	.036	-.294	-8.108	.000

a Dependent Variable: Service preferentials

It was found that Nutritional awareness ( Beta =.285, t= 7.860, p=0.000) , Celebrity influence ( Beta =.199, t= 5.509, p=0.000) and Social influencers (Beta = -.294, t= -8.108, p=0.000) were statistically significant @ 5% level. The consumers were satisfied with the food they had consumed only when they were satisfied with the nutritional food, celebrity endorsed in the fast food advertisements and the other social factors.

## FINDINGS

1. Thethree factors of Purchase decision of fast food were influenced by the customer influencers' factor by 10.8%.
2. The three factors of Purchase decision of fast food were influenced by the customer influencers' factor by 20.7%.
3. Independent variable Purchase decision on fast food has the exclamatory power over the customer satisfaction factor customer influencers.
4. Independent variable Purchase decision on fast food has the exclamatory power over the customer satisfaction factor service preferentials
5. The consumers were induced while taking purchase decision on fast food by nutritional awareness, celebrity influence and social influencers.
6. The consumers were satisfied with the food they had consumed only when they were satisfied with the nutritional food, celebrity endorsed in the fast food advertisements and the other social factors.

## CONCLUSION

Irrespective of the passion towards the fast food, consumerslook into the nutrition value, celebrity influence and other social factors while taking decision on the consumption of fast food. Consumers consume fast food not only for its taste, price,offers and discounts and are also very keen about the quality of fast food consumed and health and hygienic preparation of fast food.

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## **BEHAVIOURAL CHANGES OF CUSTOMERS OF MULTI LEVEL MARKETING PRODUCTS - A STUDY WITH REFERENCE TO CHENNAI CITY**

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### **INTRODUCTION**

Multi-level marketing is a system for selling goods or services through a network of distributors. MLM is an acronym for Multi-Level Marketing, sometimes called Network Marketing. As the name suggests, multiple levels of people are marketing a product to consumers. A sales representative (also referred to as a distributor, member, affiliate, partner or associate) gets customers and recruits and trains another sales representative to get customers. Multi-level marketing is a marketing strategy in which the sales force is compensated not only for sales they personally generate, but also for the sales of the other salespeople that they recruit. This recruited sales force is referred to as the participant's "down line", and can provide multiple levels of compensation. Other terms for Multi-level marketing include pyramid selling, network marketing, and referral marketing. In contrast to Multi-level marketing is single-level marketing, wherein the salesperson is rewarded for selling the product directly to the consumer.

In Multi-level marketing, the salespeople are expected to sell products directly to consumers by means of relationship referrals and word of mouth marketing. Some people use direct selling as a synonym for Multi-level marketing, although Multi-Level Marketing is only one type of direct selling, which started centuries ago with peddling. Amway, Tupperware, Herbalife, Avon, Oriflame are some of the examples of such companies operating as MLM around the globe.

### **REVIEW OF LITERATURE**

<sup>1</sup>Dr. N.M.Kulkarni and Saket Bansod(2013) in their study on product attributes for consumer Buying Behavior identified six major factors responsible for consumer Buying Behavior such as Brand, Quality, Advertising, Store location and price value for money. <sup>2</sup>Dr. G.Syamala(2013) in her study on consumer behavior towards products of Lakme Co., Ltd., among 50 women in Pune found that Lakme products were preferred by women as it helps to enhance beauty. Large sample test shows that 70% of Lakme Users were completely satisfied with the products. <sup>3</sup>Ms. Rashmi(2013) in her study on buying behavior of 190 Indian Consumers in the hair care product market observed through T-test Analysis that Brand Name, Packaging, Quality price, Advertisement, Ambience, Product safety, product trustworthiness, loyalty were considered significant factors that influence buying decisions. <sup>4</sup>Sulekha and Dr.Kiran Mor(2013) in their study among 500 respondents' consumer Buying Behavior of FMCG of Rural Haryana found six factors product, promotion, value, attitude, interest and demographics. <sup>5</sup> Karan Singh Thagunna and Garima Khanal(2013) in their study on Dimensions affecting the purchasing behavior of 100 Nepalese women found six major factors value identification, life style & personality, price, customer service, accurate information and brand familiarity.

<sup>6</sup>Dr. Vinith Dani (2013) in his study on 250 urban consumer buying behavior of tooth paste in urban area of Pune city found that educational background influenced usage rate of tooth paste while gender did not influence choice of tooth paste brand. Pricing was not a major selection criterion. <sup>7</sup>Hema Patil and B.Bakkapa(2012) in their study on "Consumer Behavior in Karnataka State towards package of

cosmetics” among 1024 women found that 3 factors . “Cosmetic package attracts Customers”, “Cosmetic package develops dependability on the product”, “Cosmetic packages are prestigious to customers” responsible for consumer behavior. <sup>8</sup>Sreekumar, Dr.Sasmita Mishra and Swapna Menon(2008) in their study on consumers’ attitude towards Network Marketing found that 60% obtained the source of information from friends, maximum number of users were aware of oriflamme.Quality, Timely Delivery, brand name, good will and image were very important for Network Marketing.

### **OBJECTIVES OF THE STUDY**

1. To analyze the Demographic profile of consumers of MLM products
2. To analyze the consumer buying behavior towards MLM products through Factor analysis

### **METHODOLOGY**

This is a descriptive and analytical study based on primary data collected from 529 respondents in Chennai. The primary data required for the study was collected by meeting 529 respondents in Chennai. The main reason for choosing Chennai is due to its Demographic nature. The primary data was collected by direct communication with 529 respondents through pretested structured questionnaire A pilot study was undertaken with 100 respondents, to identify and eliminate ambiguous terms and instructions to avoid future non-response and improve the clarity. The questionnaires were tested for their reliability.

### **ANALYSIS OF DATA**

#### **DEMOGRAPHIC PROFILE**

Demographics play a vital role in determining need of the product, utility and satisfaction level. 60.5% were female customers of MLM products. 54.3% of the respondents were in the age group 20-30 years .72.4% were Graduates.68.2% of the respondents were employed.45.2% respondents’ family income was above Rs.20000. 55% of the respondents were married.57.7% of the respondents’ family size was 4 to 6.34.6% of the respondents preferred Amway.41% of respondents got information from friends.27% of the respondents purchased MLM products once in a year or once in 3 months. 49.7% of respondents preferred MLM products due to its high quality. 35.9% respondents purchased house hold products.

#### **FACTOR ANALYSIS**

#### **FACTORS OF CONSUMER BUYING BEHAVIOUR**

After reviewing National and International literature the researcher identified several variables as regards consumer buying behavior towards MLM products. These variables were responded by the respondents in Likerts 5 point scale which ranges from strongly agree to strongly disagree. It consists of 18 variables. These variables had been reduced into predominant factors with variable loadings.

**TABLE I**  
**KMO AND BARTLETT'S TEST**

Kaiser-Meyer-Olkin-Measure of Sampling Adequacy	.861
Bartlett’s Test of SphericityApprox Chi-Square	2427.784
df	153
Significance	.000

It is found that KMO measure of sampling adequacy is 0.861, Barlett's test of Sphericity shows a significance of 0.000. Hence it can be concluded that the variables as regards consumer buying behavior towards MLM products were normally distributed and they had the potentiality to form the factors. The individual variances of all the 18 variables are listed table II

**TABLE II**  
**Communalities**

Statements	Initial	Extraction
MLM brand induces me to make purchases.	1.000	.548
Using MLM branded products improves my status.	1.000	.527
The awareness about MLM brand induces me to purchase.	1.000	.625
MLM brand image induces me to buy.	1.000	.556
I buy because I trust MLM brand.	1.000	.500
The colors and varieties offered by MLM brand induces me to buy.	1.000	.446
MLM Product are available in small sachets	1.000	.613
Good after- sales service of MLM products satisfies me	1.000	.580
MLM products offers refund if not satisfied	1.000	.612
MLM products are elegantly packed	1.000	.717
Aesthetic appearance of MLM products motivates me to buy the product	1.000	.463
Information provided by the distributors about MLM products is very useful	1.000	.439
MLM products are trustworthy	1.000	.640
MLM products do not lack credibility	1.000	.505
MLM products are delivered quickly	1.000	.476
Payment options for MLM products are very much satisfying	1.000	.613
MLM products makes me trendy and fashionable	1.000	.561
I am very much pleased with the after sales service offered by MLM products	1.000	.682

Extraction Method: Principal Component Analysis.

It was found that the 18 variables range from 0.439 to 0.717. It implied the 18 variables exhibit the variance ranging from 43.9% to 71.7%. These variance limits were more appropriate for variable groupings and formation of factors.

**TABLE III**  
**Total Variance Explained**

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
MLM brand induces me to make purchases.	5.301	29.450	29.450	2.858	15.877	15.877
Using MLM branded products improves my status.	1.366	7.588	37.038	2.155	11.970	27.847
The awareness about MLM brand induces me to purchase.	1.266	7.034	44.071	1.949	10.826	38.673
MLM brand image induces me to buy.	1.154	6.409	50.480	1.787	9.928	48.601
I buy because I trust MLM brand.	1.016	5.647	56.127	1.355	7.526	56.127
The colors and varieties offered by MLM brand induces me to buy.	.910	5.053	61.180			
MLM Product are available in small sachets	.878	4.880	66.060			
Good after- sales service of MLM products satisfies me	.794	4.409	70.469			
MLM products offers refund if not satisfied	.717	3.983	74.452			

MLM products are elegantly packed	.666	3.700	78.152			
Aesthetic appearance of MLM products motivates me to buy the product	.632	3.511	81.664			
Information provided by the distributors about MLM products is very useful	.605	3.361	85.024			
MLM products are trustworthy	.561	3.115	88.139			
MLM products do not lack credibility	.522	2.897	91.037			
MLM products are delivered quickly	.448	2.490	93.527			
Payment options for MLM products are very much satisfying	.419	2.329	95.856			
MLM products makes me trendy and fashionable	.393	2.186	98.042			
I am very much pleased with the after sales service offered by MLM products	.352	1.958	100.000			

Extraction Method: Principal Component Analysis.

It was found that 18 variables were reduced into 5 predominant factors with cumulative variance 56.127%. These 5 factors individual variances were 15.877%, 27.847%, 38.673%, 48.601%, 56.127% .

**TABLE IV**  
**Rotated Component Matrix**

Statement	1	2	3	4	5
MLM brand induces me to make purchases.	.756				
Using MLM branded products improves my status.	.686				
The awareness about MLM brand induces me to purchase.	.661				
MLM brand image induces me to buy.	.619				
I buy because I trust MLM brand.	.576				
The colors and varieties offered by MLM brand induces me to buy.	.573				
Aesthetic appearance of MLM products motivates me to buy the product		.764			
Information provided by the distributors about MLM products is very useful		.584			
MLM products are trustworthy		.558			
MLM products do not lack credibility		.537			
MLM products are delivered quickly		.519			
Payment options for MLM products are very much satisfying			.719		
MLM products makes me trendy and fashionable			.694		
I am very much pleased with the after sales service offered by MLM products			.660		
MLM Product are available in small sachets				.724	
MLM products offers refund if not satisfied				.677	
Good after- sales service of MLM products satisfies me					.483
MLM products are elegantly packed					.823

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a Rotation converged in 9 iterations.

The First factor consists of six variables, MLM brand induces customers to make purchases (0.756) ,Using MLM products improves the status(0.686), The awareness of MLM products induces the customers to make purchases(0.661), MLM brand image induces to purchase the products(0.669), Customers buy MLM products because they trust the brand(0.576) and The colours and varieties offered by MLM brand induces the customers to purchase(0.573). Hence this factor is named as **“Brand image”**. MLM brand image induces to purchase the products and improves the status.



The Second factor consists of five variables , Aesthetic appearance of MLM products motivates me to buy the product(0.764), Information provided by the distributors about MLM products is very useful(0.584), MLM products are trustworthy(0.558), MLM products do not lack credibility(0.537) and MLM products are delivered quickly(0.519). Hence this factor is named as **“Product influencers”**. Aesthetic appearance, information provided, quick delivery and trustworthiness influences consumers to buy MLM products.

The Third factor consists of three variables , Payments options for MLM products are very much satisfying(0.719), MLM products makes customers trendy and fashionable(0.694) and Customers are very much pleased with the after sales service offered by MLM products(0.660). Hence this factor is named as **“Life style influencers”**. MLM products make customers trendy and fashionable. Payment options after sales service offered influences consumers to buy MLM products.

The Fourth factor consists of two variables , MLM Product are available in small sachets and MLM products offers refund if not satisfied. Hence this factor is named as **“Convenience”**. MLM products are available in small sachets and offers refund if not satisfied.

The Fifth factor consists of two variables , Good after- sales service of MLM products satisfies me(0.483) and MLM products are elegantly packed(0.823). Hence this factor is named as **“Service preferential”**. Consumers are satisfied with elegant package and after sales service.

## CONCLUSION

Consumer’s buying behavior is influenced by culture,social factors, personal factors, occupation and economic circumstances, personality, life style and values. The Company has to satisfy all customers by increasing the retail outlets to make the product available everywhere.The company must give effective advertisements to increase awareness of product among the customers.The products offered by MLM companies are of good quality which is good for the customer’s health and beauty aspects.

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**A STUDY OF CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES  
OF SELECTED COMMERCIAL BANKS IN TIRUVANNAMALAI DISTRICT  
[SERVICES MARKETING]**

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**INTRODUCTION**

Due to Globalization, Banking Sector in India facing tough competition among new arrival of foreign banks. It is an accepted fact that retaining and maintaining existing customer is more difficult task than attracting new customers. That's why banking sector also give more importance to customer relationship management. Now a day, Information technology plays a vital role in banking sector with the help of technology advancement the bankers easily approach the customers and well informed about various products and services then ever, it also increased competition in every field of life. Customer relationship management software helps organizations to retain their customers better than their competitors by offering better customized service. It helps the banks to understanding of the customer well in order to satisfy their need. To know the present and future needs of the customers through customer relationship management (Patton, 2005). It focuses more on understanding their customers better than their competitors and make easy to handle conflict of the customers. CRM strategy helps the bankers to build long lasting relationships with their customers and to increase the profit. Majority of the banks in study area are situated in rural areas, so the customers are not more aware of modern technology and its uses. The study mainly focused on demographic factors and level of customer satisfaction and it awareness about customer relationship management among customers and their loyalty.

**REVIEW OF LITERATURE**

**The following are the related review of literature:**

**Andreas Leverin, Veronica Liljander (2006)** have investigated the relationship marketing strategy of a retail bank and examine whether – after its implementation – customer relationships were strengthened through perceived improvements in the banking relationship and consequent loyalty towards the bank. The results revealed that there is no significant difference found between the segments on customers' evaluations of the service relationship or their loyalty toward the bank. Regression analysis revealed that relationship satisfaction was less important as a determinant of loyalty in the more profitable segment. **Evangelia Blery (2006)** has analysed the design and implementation of CRM in the Bank, identify the benefits, the problems, as well as the success and failure factors of the implementation and develop a better understanding of CRM impact on banking competitiveness as well as provide a greater understanding of what constitutes good CRM practices. The results revealed that customer relationship management is a strategy that can help them to build long-lasting relationships with their customer and increase their profit through the right management system. **Nelson Oly Ndubisi, Chan Kok Wah, Gibson C. Ndubisiu (2007)** have examined the impact of the relationship marketing underpinning, namely commitment competence communication and conflict handling on the one hand and customer loyalty on the other, as well as the mediation effects of trust and relationship quality. The result showed that relationship marketing strategies, namely communication commitment and conflict handling are directly and indirectly associated with customer loyalty. Moreover, trust and relationship quality are

directly associated with loyalty. **Sulaiman A. Al-Hudhaif (2009)** have examined the implementing CRM in the banks are to enhance the customer relationship and improve customer satisfaction. These objectives can be customer acquisition, customer retention and increase the customer loyalty. The results revealed that there are critical success factors which play vital roles in the implementation of CRM and such factors have positive effects is the selected domain. **Rahim Mosahab, Osman Mahamad, T.Ramayah (2010)** have determined the quality of services offered by sepah bank and also to studied the relationship between the service quality, satisfaction and loyalty. The results revealed that in all aspects, customers' expectation, are higher than their perceptions of the Bank's operation, and in fact the quality of offered services is low. It also found that the customer satisfaction plays the role of a mediator in the effects of service quality on service loyalty. **Purnima S. Sangel, Preety Awasthi (2011)** have developed an understanding of the primary concern when they use mobile banking service and identify factors that can be used for making better mobile customer relationship management (mobile CRM) service in Banking. The results indicated that perceived utility value is regarded as almost important factor for mobile CRM service. The other factors which emerged were ease of use, context, and compatibility, cost, risk, and personal innovativeness. In addition, negative attitude towards technology also emerged as a factor, which needs farther investigation. **Duygu Kocoglu, Sevcan Kirmaci (2012)** have examined that the customer relationship management and customer loyalty in the banking sector. It is concluded that the study has customer relationship management affects customer loyalty in the banking.

### **OBJECTIVES OF THE STUDY**

To investigate the relationship between demographic variables, Customer Relationship Management and Customer Loyalty.

### **HYPOTHESIS OF THE STUDY:**

- ❖ There is no significant relationship between Age and Awareness level among the Customers about CRM.
- ❖ There is no significant relationship between Educational qualification and Level of Satisfaction.
- ❖ There is no significant relationship between Gender and Customer Loyalty.

### **METHODOLOGY:**

The methodology of the study is based on the primary as well as secondary data. The study depends mainly on the primary data collected through a well-framed and structured questionnaire to elicit the well considered opinions of the respondents. The Simple Random Sampling is adopted to obtain the responses from the bank customers.

### **Study Area:**

The study is confined only to customers those having different types of Accounts in commercial banks at Tiruvannamalai district.

### **Sampling Size and Design:**

Data were collected from 150 customers who were in different areas at Tiruvannamalai district.

### **Scaling Technique in the Questionnaire:**

The questionnaire consists of both optional type and statements in Likert's 5 point scale.

**Secondary Data:**

Secondary data also collected from journals, magazines, publications, reports, books, research papers, websites etc.

**Data Analysis:**

Data analysis was conducted using SPSS 15. Chi-square analysis was adopted in the study.

**LIMITATIONS OF THE STUDY:**

- The study focuses only customer who have bank a/c in different commercial banks at Tiruvannamalai district.
- Due to time constraint and the cost, only 150 respondents were considered for the study.

**ANALYSIS AND DISCUSSION**

Awareness about Customer Relationship Management and Level of satisfaction among bank customers are different from other sector. Personal attributes, satisfaction, profitability, risk involved are playing a vital role in the determination of the customer relationship management in banks. Chi-square test was applied to ascertain the relationship between age, gender, educational qualification and awareness level among the customer about Customer Relationship Management, level of customer satisfaction and customer loyalty.

To know about the level of awareness and satisfaction among public and private sector bank customers through different ways like maintaining details about the customers, in what way they communicate with customers, how they approach them, requirements of customers be fulfilled by the bank employees, steps taken to solve problems of the customers as early as possible, helping customers in all ways.

**Age and Level of Satisfaction**

Chi-square test was applied to find whether there was any significant relationship between Age of the respondents and Awareness level among the Customers about CRM. The calculated value is less than the table value. Hence already framed null hypothesis is accepted. It is concluded that there is no relationship between Age and level of awareness among customers about CRM.

**Table 1: Age and Awareness level among the Customers about CRM**

		Age Group								Total	
		Less than 30 Years		31 – 40 Years		41 - 50 Years		Above 50 Years			
		No.	%	No.	%	No.	%	No.	%	No.	%
Level of Awareness	High	18	50.00	30	52.63	12	41.38	14	50.00	74	49.33
	Moderate	13	36.11	19	33.33	10	34.48	9	32.14	51	34.00
	Low	5	13.89	8	14.04	7	24.14	5	17.86	25	16.67
Total		36	100.00	57	100	29	100.00	28	100.00	150	100.00

Source: Primary Data

### Chi Square Tests

	Value	Df	Sig.
Chi-Square	1.99	6	No Sig.

Where, df-degree of freedom, sig – significance, Ns –No significance

The calculated value of chi-square is 1.99. Table value for 6 @ 5% significance level is 12.592.

### Educational Qualification and Level of Satisfaction

Chi-square test was applied to find out whether there was any significant relationship between educational qualification and level of satisfaction. The calculated value is less than the table value. Hence already framed null hypothesis is accepted. It is concluded that there is no relationship between Educational Qualification and Level of Satisfaction.

**Table 2: Educational Qualification and Level of Satisfaction**

		Educational Qualification								Total	
		SSLC		HSC		Graduate		Post Graduate			
		No.	%	No.	%	No.	%	No.	%	No.	%
Level of Satisfaction	High Satisfaction	13	29.55	26	57.78	19	59.37	13	44.83	71	47.33
	Moderate Satisfaction	19	43.18	11	24.44	8	25.00	10	34.48	48	32.00
	Low Satisfaction	12	27.27	8	17.78	5	15.63	6	20.69	31	20.67
Total		44	100.00	45	100.00	32	100.00	29	100.00	150	100.00

Source: Primary Data

### Chi Square Tests

	Value	Df	Sig.
Chi-Square	9.567	6	Not Sig.

Where, df-degree of freedom, sig – significance, Not sig. –Not significance

The calculated value of chi-square is 9.567. Table value for 6 @ 5% significance level is 12.592.

### Gender and Customer Loyalty

Chi-square test was applied to find out whether there was any significant relationship between Gender and Customer Loyalty. The calculated value is less than the table value. Hence already framed null hypothesis is accepted. It is concluded that there is no relationship between Gender and Customer Loyalty.

**Table 3: Gender and Customer Loyalty**

		Gender				Total	
		Male		Female			
		No.	%	No.	%	No.	%
Customer Loyalty	High	56	58.33	31	57.41	87	58.00
	Moderate	28	29.17	15	27.78	43	28.67
	Low	12	12.50	8	14.81	20	13.33
Total		96	100.00	54	100.00	150	100.00

Source: Primary Data

#### Chi Square Tests

	Value	Df	Sig.
Chi-Square	0.167	2	Sig.

**Where, df-degree of freedom, sig – significance, Ns –No significance**

The calculated value of chi-square is 0.167. Table value for 2 @ 5% significance level is 5.991.

#### FINDINGS

The following findings have been made on the basis of above analysis by applying chi-square test to find out the relationship between demographical variables like age, educational qualification and gender and their awareness level among the customers about CRM, level of satisfaction and customer loyalty. It is found that there is no relationship between Age and Awareness level among the customer about CRM. Satisfaction level is greater among all the age group of customers. In addition to the above findings it has been found that there exists no relationship between Educational Qualification and level of satisfaction. Satisfaction level is greater among the customers, whether they are highly qualified or low qualification. In further it is also found that there is no relationship between Gender and Customer Loyalty. Loyalty is greater among male customers than female and it is evident from the analysis that awareness levels, level of satisfaction is less due to low educational qualification and not using modern technology, because there level of earnings is lesser and they are living in rural areas.

#### CONCLUSION

Though job satisfaction is introspective and subjective, it can be expressed by the behaviour of an individual. Individual behaviour is determined by the rate of return from the enterprises. The survival and success of the customers is really a challenging one. Public and private sector banks were adopting different technique to attract the customers towards their product. When compared to public sector banks, private sector banks adopt new technology first. Private sector banks were function only in urban but not in rural and minimum balance also more compared to public sector, they maintain good customer relationship. It is obvious that the data obtained from the customers have high level of satisfaction. It is inferred from the analysis that the level of satisfaction of the customers depends upon the survival and profitability of the enterprises. The researcher has traced out various attributes that are responsible for the existing high level of job satisfaction and also pointed out the attributes which require concentration to enhance job satisfaction.

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## A RELATIONSHIP BETWEEN TALENT MANAGEMENT AND ORGANISATIONAL DEVELOPMENT – A STUDY WITH REFERENCE TO IT COMPANIES IN CHENNAI CITY

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### INTRODUCTION

Talent management mainly focus on retaining efficient pools of employees to improve organization effectiveness, productivity and optimistic cultural changes in the other hand organizational development possess the main goal of accomplishing productivity through limited and available H.R. Therefore the relationship between talent management and organizational development can create progressive changes in the organization to face the challenges in difficult situation. They create impetus and a driving energy to collaborate professional development through continuous learning process. These conformal structure of talent management and organizational development preserve the optimistic culture within organization pave the way for better performance of employee and organization effective talent management and constructive organizational development statically integrated to increase the analytically ability of the organization and trained them to have readiness for the future (Prasad Alike 2012, Rajesh Kumar Pandey 2014).

The terms “Talent management”, ‘Talent Strategy’, ‘Succession Management’, and ‘Human resource planning’ are after used Inter changeably. Talent management is the systematic attraction, identification, development, and engagement/retention and deployment of those individuals with high potential who are of particular value to an organization.

The phrase talent management was first used in the late 1990s and popularized by the Mc Kinsey report the war for talent. Originally talent management was a recruitment issue concerned with attracting selecting and retaining the most talented people needed by the business. However more recently talent management has also come to encompass identifying and nurturing the talents of people already within the organization and as such performance management has an important role to play in identifying the talent need for high performance and how to develop and sustain this talent management is about ensuring the right people with the right skills are in the right place at the right time (Anupam Rani, Upasna Joshi 2012).

Talent = capacity to learn + capacity to think + capacity to relate + capacity to act accordingly and the values of the organization.

Talent Management may be described as comprising four key components are:

- ✓ Talent identification
- ✓ Talent development-Internal and External talent development.
- ✓ Talent Engagement, motivation and retention.
- ✓ Talent compensation.



The above mentioned component supports regress talent management practices and identification of talented employees for organisational development.

The present research articles deals with determining the talent management factors responsible for talent identification, talent development and talent compensation. At the same time it also enumerate factor responsible for organisational development and it direct influence over organisational efficiency. After evaluating the talent management and organisational development factor the researcher intended to identify the nature of relationship that exit between talent management and organisational development. This relationship and their respective empirical evidences are also going too presented in the present paper.

## LITERATURE OF REVIEW

Talent management is an espoused and enacted commitment to implementing an integrated, strategic and technology enable approach to HRM (Julia Christenses Hugher & Eveliva Rog, 2009). A relationship between talent management system and organisational effectiveness is identified through a well-structured and rationalized talent management system can improve employee relation with management and enhance organizational effectiveness (Janardhanam K, Nirmala, Pratima Pandey, 2011).

Recruitment messages and internal branding communications should focus on employee based brand equity to influence organizational attractiveness perceptions and job intentions (Ting Jiang, Paul Illes, 2011). The human capital development should be taken more seriously to have sustained effective and efficient organizational performance (Abosedo, Arogundade, Adebisi, Akeke, 2011).

Six strategic perspectives to shape an organizations approach to talent management are organization's approach to talent management are organizational assessment, talent management practices, organizational talent identification, planning, organizational success. (Sakineh Haghparast, Mehrdad Moharmzadeh, Hasan Mohamadzadeh, 2012). Talent management became pivotal to the survivor of the profit organization in the global and highly competitive environment (James Sunday Kehinde, 2012).

The employee perception, talent management strategies such as alternative work schedule, rewards and recognition system, employee suggestion program, training opportunities, employee engagement program and retention bonus scheme (Iaeme, 2012). The organization should improve the performance management, employee development, rewards recognition, communication, open climate and culture (Hadia Fakhreidin, 2013). The talent management strategy and absorptive capacity management, employee development, open climate and culture, reward and recognition, communication, to acquire, assimilate, transform and exploit knowledge from the environment (Abdul Qadir Rahomee, Ahmed Alijanabi, 2013).

The organization should improve the different aspects of talent management strategy including performance management, employee's development, communications, rewards and recognition, open atmosphere, and effective organisation culture (Sayyed Mohsen Allameh, Afsaneh Baniardalan, 2014).

## GAP IN LITERATURE

The national review on talent management clearly revealed that the talent management is not unique phenomenon but conglomeration of all the process starting from recruitment and selection to performance appraisal system. The international review argued that talent management is enhanced through the measurement of organisation effectiveness but no research as addressed the nature of

relationship between talent management and organisational development.

## **NEED AND IMPORTANCE OF STUDY**

In the recent days, the HR department of any organization is vested with the responsibility of managing the talent in addition to its conventional function of providing good human capital of an organization in order to perform this function, they use the following methods viz, identifying the talent which is required, right selection of talent, implementing competitive compensation plans, training and continual development of competencies, practicing state-of-the art performance appraisal systems, aligning the acquired talent, developing and nurturing the talent, and retaining the talent. It means that organization recognize the important of talent management integration with organization development. In many IT companies the employees possess habit of shifting the organization to a better destination this is due to existing talent management system, organization development process and rapidly changing organization culture. This particular point is very vital for the present study to focuses more on individually study talent management process, organizational development techniques and optimistic cultural management system. The fundamental building blocks of talent management is constructed over building the winning team and retaining the talented employees creating a constructive team with the transparency of strength and weakness create new procedure planning and organization for prudential innovative. In this juncture organizational development is used as a mediating factor for the successful implementation of talent management relating these two entity available in the domain of HR create a conducive environment with employee agility and flexibility to adopt the changes. Retention of employees required to achieve organization goals as gone its wide opportunities through talent management and organizational development. Any firm tend to changes with collective effect of employees and workplace conflict with are solved through organizational development possess potential future opportunity. In the scenario the study is very important to thoroughly investigate the anatomy of talent management and composite of organizational development.

## **RESEARCH METHODOLOGY**

The present study depends upon both primary and secondary data. The primary data is collected from the employees of IT companies through a structured questionnaire. The researcher applied convenient sample method to collect the responses from top five IT companies in Chennai city.

## **QUESTIONNAIRE DESIGN**

The questionnaire consist of three part namely organisational profile of employees talent management factor and organisational development variables. It consists of both optional type question and statement in Likert five point scale which ranges from strongly agree to strongly disagree.

## **SAMPLE SIZE**

The researcher applied convenient sample method and obtained 250 responses from top level executive, middle level manager and operational level employees in top five IT companies in Chennai city. The researcher circulated 500 questionnaires in all these five companies obtained only 270 responses. After scrutiny the researcher found 20 responses with flawed entries therefore those have been rejected and remaining 250 responses are considered for research. Hence the sample size of the study is 250.

**DATA ANALYSIS**

The 250 responses from the employees of IT companies are systematically tabulated and numerically coded to anatomically analyse the responses. These responses are scientifically investigated through following statistical tool. 1) KMO and Bartlett's test, communalities approach factor analysis, Karl Pearson coefficient of correlation analysis are appropriately exploited to find factor of talent management, organisational development and there both intrinsic and extrinsic relationship.

**ANALYSIS AND DISCUSSION**

In this session the researcher intended to present the predominant factor of talent management and organisational development. Therefore the factor analysis the principle component method is applied on the variables of talent management and organisational development and the following results are obtained.

**Table 1**  
**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.723
Bartlett's Test of Sphericity	Approx. Chi-Square	267.556
	Df	21
	Sig.	.000

From the above table 1 it is found that the KMO measure of sampling adequacy is 0.723, Bartlett's test of sphericity with approximate chi-square value is found to 267.556 are statistically significant at 5% level this indicate the existence of six factor namely:

- 1) Resourcing and recruitment strategy (48.8%)
- 2) Attraction and retention strategy (26.6%)
- 3) Job role development (49.2%)
- 4) Talent relationship management (46.6%)
- 5) Performance management (58.8%)
- 6) Succession and career planning (35.7%)

Therefore it can be concluded that talent management strategy is depend upon approximate recruitment strategy of the organisation as well as their retention policy and program. The employee job role and their relationship orientation based on talent management also help them to achieve their talents. The innovative performance management and career planning opportunity available in their organisation is very much useful of their organisation to manage the talent of their employees.

The following session is aimed at relating all the six factor of talent management on organisational development. In notion the researcher intended to apply liner multiple regression analysis and the following result are obtained.

**Table 2**  
**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.435(a)	.189	.180	.47008

a Predictors: (Constant), CP, RRS, PM, TRM, ARS, JRD

From the above table 2 it is found that the  $R = 0.435$ ,  $R^2 = 0.180$  are statistically significant at 5% level. This implies six talent management factors create 18.9% variation over the organisational development. The following table indicate fit of regression relating talent management and organisational development.

**Table 3**  
**ANOVA (b)**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	25.463	6	4.244	19.205	.000(a)
	Residual	108.941	493	.221		
	Total	134.404	499			

a Predictors: (Constant), CP, RRS, PM, TRM, ARS, JRD

b Dependent Variable: OD

From the above table 3 it is found that  $F = 19.205$ ,  $P = 0.000$  are statistically significant at 5% level. Therefore it can be concluded that six talent management factor are well related with organisational development. The following table indicate individual influence of talent management factor over organisational development.

**Table 4**  
**Coefficients (a)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	1.714	.225		7.606	.000
	RRS	.140	.045	.148	3.116	.002
	ARS	-.043	.045	-.047	-.942	.347
	JRD	.124	.045	.148	2.765	.006
	TRM	.187	.050	.180	3.746	.000
	PM	.045	.042	.054	1.071	.285
	CP	.105	.039	.122	2.711	.007

a Dependent Variable: OD

From the above table 4 it is found that the resourcing and recruitment strategy ( $\beta = 0.148$ ,  $t = 3.116$ ,  $p = 0.002$ ), job role development ( $\beta = 0.148$ ,  $t = 2.765$ ,  $p = 0.006$ ), talent relationship management

( $\chi^2=0.180$ ,  $t=3.746$ ,  $p=0.000$ ), career planning ( $\chi^2=0.122$ ,  $t= 2.711$ ,  $p=0.007$ ) are statistically significant at 5% level. Therefore it can be concluded that in IT companies' proper resources and skilled recruitment strategy helps the companies to achieve good development in the organisation. The employee's role in their job and their relationship with their superior and subordinate based on sharing of talent paved the way for the IT companies to achieve development. The fascinating vistas of career growth, opportunities and preditional planning give an optimistic approach of an organisation to attain uniqueness of development.

## **FINDINGS AND CONCLUSION**

In IT companies the talent management strategy are initiated over the factor are resourcing and recruitment strategy, attraction and retention strategy, job role development, talent relationship management, performance management, succession and career planning. When they are statistically implemented and their employees are able to generate development in their domain. Organisational development is the main motivate of the IT companies to employ various talent management strategy. The talent management and talent sharing are form to be important in the IT companies to mutually transfer the knowledge as well as to develop their executive on the basis of their skills. These talent management strategies are able to offer awesome ability and encyclopaedic knowledge and adventures sprit among the employees.

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## FACTORS INFLUENCING ORGANIZATIONAL CLIMATE IN MANUFACTURING COMPANIES-A STUDY WITH REFERENCE TO CHENNAI

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### INTRODUCTION

Today, the auto component manufacturing company is well organized globally with deep forward and backward linkages with several key segments of the economy (Vinnie Mehta). Organizational climate is very imperative factor for the manufacturing sectors. Based on these it's very important for organizations to better understand the factors that influence employees and employers-oriented work outcomes. It has been conceptualized at both individual and organizational levels of analysis. Psychological climate which is an individual employees' perception of the work environment captures the meaningful psychological representations made by individuals relative to the structures, processes, and events that occur in the organization (Rousseau 1988).

Moran and Volkwein (1992) defined climate as "a relatively enduring characteristic of an organization which distinguishes it from the organizations and (a) embodies embers collective perceptions about their organizations with respect to such dimensions as autonomy, trust, cohesiveness, support, recognition, innovation and fairness; (b) produced by member interaction; (c) serves as a basis for interpreting the situation; (d) reflects the prevalent norms and attitudes of the organizations culture and (e) acts a source of influence for shaping beviour.

( Benjamin Schneider, Karen M. Barbera 2014) Climate research as pursued the shared meaning of employees attach to the policies, practices and procedures and the behaviour that get rewarded, supported and expect at work (Schneider&Reichers,1983; Schneider, White & Paul1998). The genesis of a vigorous, actuating organizational climate should be the desire of the company. Studying organizational climate is imperative to understanding how manufacturing companies function at the core.

### REVIEWS OF LITERATURE:

Organizational climate is the most predominant factor of great concern for the researchers. Many academicians and researchers have undertaken a good number of studies in these relevant areas. The volume of the research in these areas speaks itself the importance attached to the theme. Instead of these many researchers have been conducted in different organizational settings. But researches relating to the manufacturing sectors are limited.

Organizational climate research has been a subject of numerous review because of its importance in analysing and understanding organizational behaviour and the attitudes of individuals in organizations (Litwin & Stringer, 1968;Tagiuri & Litwin1968; James & Jones, 1974; Denison1996)

Neal, Griffin & Hart (2000) Organizational climate can influence perception of safety climate and these influence safety performance through their effects on knowledge and motivation.

Moynihan and Pandey (2008) A strong positive correlation was found between positive feelings about communication within the organization and positive feelings regarding the organizational climate.

The influence of organizational climate on employees' in the organizations shows the knowledge management and innovations. Chen,C.J, Hung,J.W. & Hsiao, Y.C (2010).

Zhang (2010) proved that organizational climate had significant effects on organizations, human resources practices and effectiveness in the educational sectors.

Cosimo Rota, Nikola Reynolds and Cesare Zanasi (2012) conducted a confirmatory analysis with Amos and showed the result where the organizational climate influences sustainable relationships between one organization and its members.

Purohit & Wadhwa (2012) in his studies proved organizational climate influences in determining organizational success and is important for achieving organizational effectiveness.

Edwin Amah, Christine, Nwakaego (2013) Showed the positive and significant relationship between size and the influence of organizational climate on corporate performance in the Nigerian oil industry

Juris, Vikorija, Elina (2015) conducted the study at the place of Latvian, medium-sized companies and found the employee satisfaction is the most important factor for changing organizational climate.

Kenneth and Tony (2015) explored in his study organizational climate are an important explanatory link in the causal chain between workforce experience of HRM and employee outcomes.

### **GAPS IN THE LITERATURE:**

After reviewing national and international reviews pertaining to organizational climate the researcher identified to predominant lacunae. Among these, two the first one was an unaddressed issue of appropriate climate factors for manufacturing companies. The second gap is depending upon the issues determining and evaluating the effectiveness of organizational climate in manufacturing companies. These two predominant gaps induced the researcher to venture on the present research work.

### **OBJECTIVES OF THE STUDY:**

After identifying the gaps in the national and international reviews the researcher framed the following objectives:

1. To study the organizational climate factors prevailing in manufacturing companies.
2. To measure the effectiveness of organizational climate factors in the study domain.

### **HYPOTHESES:**

1. The factors of organizational climate do not differ significantly.
2. There is no significant effect of organizational climate in manufacturing companies.

### **METHODOLOGY:**

The study is based on both primary and secondary data. Primary data are obtained through the structured questionnaire which constructs, of both optional type and scaling type questions the optional type question are able to get the employee information, whereas Likert's 5 point scale statement pave the way to obtain the organizational climate perception of the employees. Secondary data are obtained through the journal and magazines.



**SAMPLING METHOD:**

The researcher used convenience sample method to get the responses from the employees of manufacturing companies. The researcher conveniently selected reputed manufacturing companies with regress hard practices. After selecting the companies, the employees with volunteering the opinion or selected on the respondents are obtained. These respondents are distributed over 7 reputed manufacturing companies. There are 300 perfect responses are obtained from these seven companies.

**DATA ANALYSIS:**

After collecting the responses from 300 employees there are systematically coded and empirically constructed in the form of tables. The researcher used both univariate and multivariate statistical techniques to automatically analyse the primary data. Factor analysis, regression analysis and one-way analysis of variance are found suitable to analyse the primary data.

**ANALAYSIS AND DISCUSSION:**

The factors of organizational climate are identified through both confirmatory factory analysis, explanatory factor analyses the confirmatory factor analysis is done through the structured equation model and the outputs are given below:

Diagram:

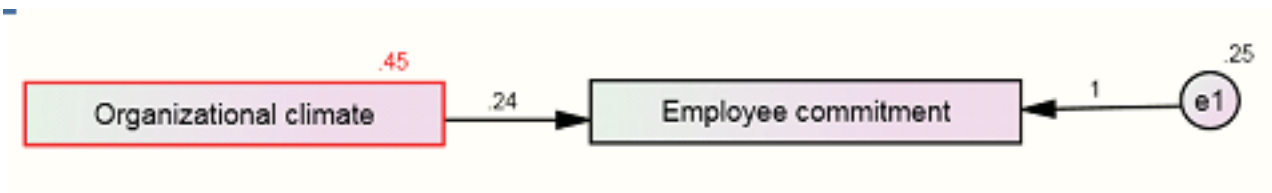


Table:1

Status	Value	Significance
Chi-square value	855.53	.000
CFI	.667	.000
GFI	.692	.000
RMESI	.03	.000

From the above model it is formed that chi-square value 855.53, comparative fit index.667, goodness of fit index.692, and root mean square error of appropriate is found to be.03. These values are statistically significant to express the goodness of model fit. The CFA also proved that autonomy, goal clarity, innovation, supervisory supportive working environment, rewards, performance feedback, welfare, involvement, leadership and interpersonal relation are able exhibit their exploratory power of measuring organizational climate. It is followed by exploratory factor analysis, using Kaiser-Meyer-Olkin measure of sampling adequacy and total variance explained by all the eleven factors. As studied in the following table.

Table:2  
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.941
Bartlett's Test of Sphericity	Approx. Chi-Square	13855.799
	df	1326
	Sig.	.000

From the above table it is formed that KMO equal to .941, Bartlett's test sphericity with approximate chi-square value 13 are statistically significant to pro-firmly state that the variables have necessary and sufficient condition to explain the organizational climate. After obtaining these 11 factors of organizational climate, it is the duty of the researcher to verify the reliability and validity is achieved through Cronbha's alpha criterion applied for all the 11 factors and the following results are obtained.

Table:3

CLIMATE VARIABLES	CRONBHA ALPAHA	SIGNIFICANCE
Autonomy	.750	.000
Goal clarity	.758	.000
Innovation	.776	.000
Supervisory support	.772	.000
Working environment	.771	.000
Rewards	.798	.000
Performance feedback	.777	.000
Welfare	.762	.000
Involvement	.759	.000
Leadership	.764	.000
Interpersonal relation	.782	.000

From the above table it is found that all these Cronbha's alpha values are greater than the required benchmark value 0.75 this implies the deserved 11 factors are statistically significant and they have the exploratory power for Organizational climate.

In the second objective of the research the researcher, extended to measure the effectiveness that is done through linear multiple regression analysis as shown in the table below.

Table:4

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	150.628	11	13.693	24.220	.000(a)
Residual	228.410	404	.565		
Total	379.038	415			

From the above table it is found that  $R^2$  value .397, adjusted  $R^2$  value .381 and standard error of the estimate are significant at 5% these shows that the effectiveness of Organizational climate is found to be 39.7%. The regression fit for the effectiveness is measured through the following Anova table.

**ANOVA:**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	150.628	11	13.693	24.220	.000(a)
	Residual	228.410	404	.565		
	Total	379.038	415			

From the above table it is found that  $F=24.220$ ,  $P=.20$  are statistically significant at 5% level, it implies the regression fit between organizational climate and their effectiveness are significantly related. The individual influences of all the 11 factors are estimated in the following co-efficient table.

**CO-EFFICIENT OF ORGANIZATIONAL CLIMATE:**

Climate variables	t
Autonomy	-. 880
Goal clarity	3.864
Involvement	-3.391
Supervisory support	2.112
Working environment	2.573
Rewards	3.216
Performance feedback	-.710
Welfare	2.900
Innovation	1.898
Leadership	2.024
Interpersonal relation	2.744

From the above table it is found that the ‘t’ value of autonomy(-.880), goal clarity (3.864), innovation(-3.391), supervisory support(2.112), working environment(2.573), rewards(3.216), performance feedback(-.710), welfare(2.900), involvement(1.898), leadership(2.024) and interpersonal relation(2.744) are statistically significant they are arranged in the order of T values to identify the most influencing as well as least influencing values.

**FINDINGS AND CONCLUSIONS:**

The empirical research concludes that the organizational climate is very important for the employees in the manufacturing companies. The conducive organizational climate increases the employees’ commitment significantly. The organizational gives a conducive opportunity for the employees to improve the skills maintaining smooth interpersonal relationships and transiently involve the employees for higher commitment.

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## A STUDY ON CUSTOMER SATISFACTION TOWARDS “THE HINDU” NEWSPAPERS AND ITS SUPPLEMENTS

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### ABSTRACT

*The purpose of this paper is to understand the satisfaction level of customer towards the .THE HINDU newspapers and its Supplementries because the news paper has essential media to communicate the news for the society. so the area selected for the study is Chennai .The structured questionnaire was construct and Data were collected through field research with 150 customers through convenient sampling method and the data were analyzed using SPSS and Excel. The paper finds that fulfillment about s THE HINDU newspaper.*

**Keywords: Cost, Preferences, Expectations, Satisfaction, Supplements, etc.**

### INTRODUCTION

Customer satisfaction is the main thing for promoting the sales because the consumer is the king of every business. So, every manufacturer must need to satisfy their customers. The manufactures cannot easily satisfy their customers. So, the manufacturer must understand the customer needs, and must be full filled, so the researcher has chosen the interesting topic of measuring the consumer satisfaction towards newspapers. Normally, we had known well that the newspaper is one of the important media to bring out the news to the public. The people have chosen the newspapers for gathering the news. At the same time the readers always expect the truthful and reality of news at that time news printer is liable to publish people the news of honest, they do not follow as a profit motive. In India lot of newspapers bring the news every day. It may be different from state-wise and language basics, etc. But all of them focus on the same news but quality varies. So the researcher has selected THE Hindu Newspaper for his research, which is one of the leading newspapers in India. The purpose of the research is to find out the expectation and perception from the readers of THE HINDU newspapers.

### STATEMENT OF PROBLEM

We know well that Knowledge is power to all the human beings “In today’s world there is an increasing demand of knowledge. The people have chosen the newspaper as one of the source for developing their knowledge. Most of them have preferred the newspapers for gathering the news. And they consumer newspapers every morning, at the same time their thought is it’s one of the less expensive media compared to others. Meanwhile no one can carry the other source of media everywhere except newspapers. The print media has become very competitive throughout the country. Because every day there are lot of printed Medias that are circulated wide open in the market. So the aim of the paper is to identify the areas to know the preference towards The HINDU Newspaper among the customers .It will also help to know the attributes which contributed to the increase of preference of The Hindu Newspapers among the customers.

### SIGNIFICANCE OF THE STUDY

Many business are aspire for high satisfaction of the consumers. Because it is a very competitive market and if the marketers not succeed to satisfy their customers it becomes difficult to continue to exist

in the market. On The other hand competitors have ready plans to fulfill the needs and capture the heart of the consumers. So the need for the study is assessing the consumer expectation of the HINDU NEWSPAPERS and to understand the existing preference of the customers. and suggest ways and means to improve the satisfaction level of the customers

### **OBJECTIVES OF THE STUDY**

1. To study on impact of Customer's Demographics on Satisfaction towards "THE HINDU" Newspapers
2. To provide valuable suggestions to the company for fulfillment of customer expectations in forthcoming days.
3. To find out which reason the customer choosing the "THE HINDU" newspapers and its supplements

### **RESEARCH METHODOLOGY**

The research method used for this study is survey method using structured and predesigned questionnaires. In this method, the information is gathered mainly through personal interviews. The survey consists of gathering data by interviewing a 150 respondents. The sample is selected from a group on convenience basis.

### **LIMITATIONS OF STUDY**

- It is difficult to make a survey in all the areas. So the researcher has only confined to a Chennai area.
- There is a chance for bias in the information given by respondents.
- Most of the consumers refused to fill the complete questionnaire as they were busy in their work.
- The researcher faced difficulty to target particularly THE HINDU NEWSPAPERS customers.
- Time constraint was a major limitation.
- No comparative study has been made.

### **REVIEW OF LITERATURE**

**Anderson & Sullivan** (1993) customer satisfaction may affect repurchase intentions. First, given that the customer is satisfied, satisfaction serves to

Narrow the variance in expectations .

**Kotler** (2000) defined satisfaction as: "a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations"  
**Debarun chakraborty** (2012) conducted the research towards customer satisfaction and expectation Towards newspaper and he suggested to the company the Front page should be more attractive for readers' and he also recommended 'THE HINDU' should be more focused in the product front page to utilize its brand image, which is much more famous than the business line itself.

**A. Meharaj Banu** (2015) inferred that the Newspapers are the most powerful tool to communicate thoughts and information to the society .and It is a part and parcel of modern life. It plays imperative role by providing information and generate knowledge among the people. The chief topics of general interest in newspaper include politics, sports, economy, movies and share market. A wide

coverage of information is obtained at low cost though newspaper that's the reason the peoples more prefer the newspapers to compare with other medias . and it provides us with information collected from around the globe. It also helps to develops new ideas, and at times guides the common man and it also influences the habit of thinking in men.

**C. Anandhan, Prasanna Mohanraj, Madhu etal (2006)** were conducted the research towards the brand loyalty of English newspapers and found Indian Newspaper Industry is eyewitness highly development, even though the rise of the Internet and of telecommunications as possible sources of information. Earlier all the newspapers thought that the opportunity for them was within their own environmental . But, in forthcoming years publishers will be spending over Rs.1000 crores to occupy into other's region. if the publishers recognize the preferences of readers, it would be unlikely that they would succeed in winning the hearts of the customers.

## ANALYSIS AND INTERPRETATION

**TABLE 1 SHOWING THE INFLUENCE OF CUSTOMERS' DEMOGRAPHICS ON SATISFACTION ON MAIN PAPER OF "THE HINDU" NEWSPAPERS**

		N	Mean	S D	t/ F values
<b>Gender</b>	Male	83	19.91	2.988	<b>t=1.625</b> <b>(p=.106)</b>
	Female	67	19.13	2.849	
<b>Age</b>	Below 21 yrs	25	20.12	2.818	<b>F=2.834*</b> <b>(p=.049)</b>
	21-35 yrs	69	19.30	3.112	
	35-50 yrs	22	18.45	3.528	
	Above 50 yrs	34	20.41	1.876	
<b>Occupation</b>	Student	57	19.05	2.972	<b>F=2.849*</b> <b>(p=.048)</b>
	Employee	42	20.33	3.404	
	House wife	20	18.65	3.082	
	Business	31	20.06	1.590	
<b>Marital Status</b>	Married	85	19.68	2.592	<b>t=0.549</b> <b>(p=.584)</b>
	Single	65	19.41	3.362	
<b>Monthly Income</b>	Nil	37	19.21	2.657	<b>F=0.651</b> <b>(p=.583)</b>
	Below Rs.10,000	27	19.37	3.375	
	Rs.11,000 to 30,000	34	19.41	3.285	
	Above Rs.30,000	52	20.01	2.682	
<b>Educational Qualifications</b>	School level	26	19.00	3.440	<b>F=1.723</b> <b>(p=.165)</b>
	Under graduate	45	20.37	2.543	
	Post graduate	41	19.24	3.064	
	Others	38	19.34	2.802	

\*significant at 5% level

### Gender

The obtained 't' value is 1.625 and it is not significant at 5% level. The value indicates that there is no significant influence of customer's gender on main paper of the news paper "THE HINDU". Therefore, the formulated hypothesis  $H_0$  1(a) that "there is no significant influence of customer's gender on main paper of the news paper "THE HINDU" is accepted.

### Age

The obtained 'F' value is 2.834 and it is significant at 5% level. The value indicates that there is significant influence of customer's age on main paper of the news paper "THE HINDU". Further, the mean table indicates that the customers with age above 50 years have scored higher mean value of 20.41 and the lowest mean was scored by the customers with 35 - 50 years of age ( 18.45 ). This shows that the customers with age above 50 years are more satisfied with the main paper of the news paper "THE HINDU" and the customers with age 35 - 50 years are less satisfied with the main paper of the news paper "THE HINDU".

Therefore, the formulated hypothesis  $H_0$  1(b) that "there is no significant influence of customer's age on main paper of the news paper "THE HINDU" is rejected.

### Occupation

The obtained 'F' value is 2.849 and it is significant at 5% level. The value indicates that there is significant influence of customer's occupation on main paper of the news paper "THE HINDU". Further, the mean table indicates that the employees have scored higher mean value of 20.33 and the lowest mean was scored by the customers who are housewife ( 18.65 ). This shows that the customers who are employees are more satisfied with the main paper of the news paper "THE HINDU" and the housewives are less satisfied with the main paper of the news paper "THE HINDU". Therefore, the formulated hypothesis  $H_0$  1(c) that "there is no significant influence of customers' occupation on main paper of the news paper "THE HINDU" is rejected.

### Marital status

The obtained 't' value is 0.549 and it is not significant at 5% level. The value indicates that there is no significant influence of customer's marital status on main paper of the news paper "THE HINDU". Therefore, the formulated hypothesis  $H_0$  1(d) that "there is no significant influence of customers' marital status on main paper of the news paper "THE HINDU" is accepted.

### Monthly income

The obtained 'F' value is 0.651 and it is not significant at 5% level. The value indicates that there is no significant influence of customer's monthly income on main paper of the news paper "THE HINDU". Therefore, the formulated hypothesis  $H_0$  1(e) that "there is no significant influence of customers' Monthly income on main paper of the news paper "THE HINDU" is accepted.

### Educational qualification

The obtained 'F' value is 1.723 and it is not significant at 5% level. The value indicates that there is no significant influence of customer's educational qualifications on main paper of the news paper "THE HINDU". Therefore, the formulated hypothesis  $H_0$  1(f) that "there is no significant influence of customers' educational qualifications on main paper of the news paper "THE HINDU" is accepted.



**TABLE 2 SHOWING THE FRIEDMAN TEST FOR CUSTOMER SHOWING PREFERENCE WHILE PURCHASING MAIN PAPER**

	Mean Rank	Chi square Value
Easy to read and easily to understand	3.61	<b>46.150** (p&lt;.001)</b>
Low cost to compare with other newspapers	2.78	
News are truthful and broad	3.08	
I prefer "THE HINDU" newspaper to upgrade my skills	2.95	
Available in all the shops	2.58	

\*\* Significant at 1% level

The result in the table 4.40 shows that the null hypothesis  $H_0 4$  is rejected at 1% level. All the factors of purchasing and using the main paper in the news paper "THE HINDU" do not carry equal importance. Further the mean ranks in the table 3.40 shows clearly that "Easy to read and easily to understand" and "News are truthful and broad" are the main factors that influenced the customers to buy the main paper in "THE HINDU" and "Available in all the shops" and "Low cost to compare with other newspapers" are the least factors that influenced the customers to buy the main paper in "THE HINDU".

#### **Important showing by customers while choosing supplementries of "The HINDU" NEWSPAPERS**

Customers reading newspaper "THE HINDU" have expressed their views on the supplementries which made them to purchase and use the newspaper. Testing the significance of various supplementries that made the customers to purchase and use the newspaper, Friedman's test for k-related samples was applied to study the relationship between various supplementries. Null hypothesis  $H_0 5$ : All the supplementries carry equal importance among the users of the news paper "THE HINDU".

**TABLE 3 SHOWING THE FRIEDMAN TEST FOR PURCHASING SUPPLEMENTRIES**

	Mean Rank	Chi square Value
Science and Technology edition	5.15	<b>62.664** (p&lt;.001)</b>
Weekly Magazine covering Social issues, art, literature, Gardening, Travel, Health	5.16	
Metro Plus	4.71	
Habitat (Real estate service)	3.71	
Friday Features Covering cinema, arts, Music and Entertainment Young World	5.59	
Job Opportunities	5.64	
Book Review	4.97	
Business Review	4.95	
Education Plus	5.13	

\*\* Significant at 1% level

The result in the table shows that the null hypothesis  $H_0 5$  is rejected at 1% level. All the supplementries do not carry equal importance among the users of the news paper "THE HINDU". Further the mean ranks

in the table shows clearly that “Job Opportunities” and “Friday Features Covering cinema, arts, Music and Entertainment Young World” are the main supplementries that influenced the customers to buy the News paper “THE HINDU” and “Habitat (Real estate service)” and “Business Review” are the least supplementries that influenced the customers to buy the News paper “THE HINDU

### **FINDINGS OF THE STUDY**

- The mean values are above the average level it is observed that the customers are satisfied towards the main paper of the newspaper “THE HINDU.”
- It is inferred that the mean values are above the average level the customers are satisfied towards the supplementries of the newspaper “THE HINDU.
- It is found that significant influence of customer’s gender on main paper of the news paper “THE HINDU” is not observed There is no significant influence of customer’s gender on main paper of the news paper “THE HINDU” is accepted.
- It is found that significant influence of customer’s age on main paper of the news paper .This shows that the customers with age above 50 years are more satisfied with the main paper of the news paper “THE HINDU” and the customers with age 35 - 50 years are less satisfied with the main paper of the news paper “THE HINDU”.
- It is ascertained there is significant influence of customer’s occupation on main paper of the news paper. This shows that the customers who are employees are more satisfied with the main paper of the news paper “THE HINDU” and the housewives are less satisfied with the main paper of the news paper.
- It is ascertained there is significant influence of customer’s occupation on main paper of the news paper. This shows that the customers who are employees are more satisfied with the main paper of the news paper “THE HINDU” and the housewives are less satisfied with the main paper of the news paper “THE HINDU”.
- It is found that there is no significant influence of customers’ marital status on main paper of the news paper “THE HINDU” is accepted.
- It is ascertained that no significant influence of customer’s monthly income on main paper of the news paper THE HINDU is not observed.
- It is found that there is no significant influence of customers' educational qualifications on main paper of the news paper “THE HINDU” is accepted.
- The researcher found that there is no significant influence of customer’s gender on Supplementary papers of “THE HINDU”
- There is significant influence of customer’s age on Supplementary papers of the news paper IS observed. this shows that the customers with age below 21 years are more satisfied with the Supplementary papers of the news paper “THE HINDU” and the customers with age 35 - 50 years are less satisfied with the Supplementary papers of the news paper .
- It is observed there is significant influence of customer’s occupation on Supplementary papers of the news paper. This shows that the customers who are employee are more satisfied with the Supplementary papers of the news paper “THE HINDU” and the customers running business are less

satisfied with the Supplementary papers of the news papers

- That there is no significant influence of customer's marital status on Supplementary papers of the news paper.
- It is found that there is no significant influence of customer's monthly income on Supplementary papers of the THE HINDU news paper.
- The researcher concludes there is significant influence of customer's educational qualifications on Supplementary papers of the news paper. This shows that the customers with education of under graduate are more satisfied on Supplementary papers of the news paper "THE HINDU" and the customers with other education qualification are less satisfied on Supplementary papers of the news paper "THE HINDU".
- It is found there is significant association between gender and satisfaction with the cost of newspaper that most of the males (49.3%) are satisfied with the cost of the news paper "THE HINDU".
- There is no significant relationship between gender and satisfaction with the availability of newspaper "THE HINDU".
- It is observed that there is significant association between gender and satisfaction with the availability of newspaper that most of the males (50.7%) are satisfied with the availability of the news papers.
- There is no significant relationship between Marital status and satisfaction with the cost of THE HINDU newspaper.
- It is observed that there is significant association between marital status and satisfaction with the cost of newspaper that most of the married customers (48.7%) are satisfied with the cost of the news paper THE HINDU.
- It is observed that there is significant association between Marital status and satisfaction with the availability of newspaper that most of the married customers (53.3%) are satisfied with the availability of the news paper.
- There is no significant relationship between impression of metro plus and supplementaries are useful.
- It is observed that there is no significant association between supplementaries is useful and referring the children for reading the young world and children supplement.
- Easy to read and easily to understand" and "News are truthful and broad" are the main factors that influenced the customers to buy the main paper in "THE HINDU" and it "Available in all the shops" and "Low cost to compare with other newspapers" are the least factors that influenced the customers to buy the main paper .
- Job Opportunities" and "Friday Features Covering cinema, arts, Music and Entertainment Young World" are the main supplementaries that influenced the customers to buy the News paper and "Habitat (Real estate service)" and "Business Review" are the least supplementaries that influenced the customers to buy the News paper "THE HINDU".

## SUGGESTIONS OF THE STUDY

- THE HINDU NEWSPAPER should concentrate more in Local News rather than International News.

- Some of the respondents expect to develop the Cartoon jokes for children.
- It should be made available in all the shops especially in rural areas.
- Some of the respondents are not aware about the Tamil HINDU NEWSPAPER. So, it they must concentrate in the Advertisements.
- It must be left the intention to increase the price in future unless they will be lose the existing customers.
- Some of the customers have suggested increasing the font size of the news.
- The company should focus more to add the general knowledge part for government job seekers.
- It should focus on increasing good vocabulary words. It is very useful to develop the English Skills.
- It should publish the News in a genuine and lucid manner.
- It should try to avoid miscellaneous news.
- This newspaper should cover the district news separately for every district.
- It should increase to cover the local news instead of more political news.
- Some of the respondents have dissatisfied about the reliability of news so the reporters should write the genuine news.

## CONCLUSIONS

Newspapers play an important role in our day-to-day life. They have contributed more for the growth of democracy in a country. So the HINDU NEWSPAPERS is doing the job correctly in the current scenario. And its services to the society are wonder and there is no doubt in it is placed as the number one of the leading newspapers in India. And it requires support of the customers for beating the upcoming competition in future. Some an while according to this research suggestions THE HINDU should alter such type of changes in the quality .It will be helpful to capture the full share of the market in the future and it will create a way to capture the new customers for “ THE HINDU”.

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