

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

IJR
CM



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Infibnet of University Grants Commission (U.G.C.)]

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 3480 Cities in 174 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	CUSTOMER SATISFACTION TOWARDS KINGFISHER BEER IN PULICHERLA MANDAL <i>DR. DUGGANI YUVARAJU, DR. DUGGANI SUBRAMANYAM & DR. S. DURGA RAO</i>	1
2.	AN IMPROVED CONSTRUCTION TECHNOLOGY AND MANAGEMENT (CTM) SYSTEM <i>RAKESH GUPTA, SUBHASH K. GUPTA, RAMESH KUMAR BATRA & ASHUTOSH TRIVEDI</i>	5
3.	USAGE PATTERNS OF COSMETIC (FASHIONABLE) HERBAL PERSONAL CARE PRODUCTS (HPCP): A MICRO LEVEL FIELD STUDY IN MYSORE AND BANGALORE <i>GITY SAKI & B. SHIVARAJ</i>	11
4.	PROFITABILITY PERFORMANCE OF NAGARJUNA FERTILIZERS AND CHEMICALS LIMITED: A CASE STUDY <i>S. SHOBHA & DR. P. MOHAN REDDY</i>	14
5.	IMPEDIMENTS FOR THE DEVELOPMENT OF AGRICULTURAL COOPERATIVES IN TOKE KUTAYE WOREDA/DISTRICT/, WEST SHEWA ZONE, OROMIYA REGION, ETHIOPIA <i>ASSEFA GEBRE HABTE WOLD</i>	18
6.	WORKPLACE FRIENDSHIP: IT'S COMPLICATED <i>DR. MEGHA SHARMA</i>	29
7.	LIGHT ENGINEERING UNITS IN NORTH MALABAR, KERALA, AND EMPLOYMENT GENERATION <i>DR. PREMAVALLI P.V</i>	31
8.	PUBLIC Vs. PRIVATE INSURANCE PLAYERS IN INDIA <i>K. PRASAD & V. SRAVANTHI</i>	37
9.	IMPACT OF OPTION INTEREST AND PUT- CALL RATIO INFORMATION IN DERIVATIVES MARKET: AN EMPIRICAL STUDY OF OPTION AND FUTURE MARKET, NSE (NATIONAL STOCK EXCHANGE OF INDIA) <i>SWATI MEHTA & NILESH PATEL</i>	40
10.	FINANCIAL HEALTH OF HOUSING FINANCE INSTITUTIONS IN INDIA: AN EMPIRICAL EVALUATION <i>DR. S. THENMOZHI & DR. N. DEEPA</i>	45
11.	ROLE OF SCB's IN REACHING THE UNREACHED THROUGH FINANCIAL INCLUSION: AN INDIAN OVERVIEW <i>PRAVEEN A. KORBU</i>	49
12.	INFLATION MANAGEMENT IS THE KEY TO DEFLATE INFLATION PRESSURE <i>DR. ACHUT P. PEDNEKAR</i>	53
13.	RETRENCHMENT AND STRIKES IN SICK UNIT: A CASE STUDY ON LML <i>GURPREET KAUR SAINI</i>	57
14.	PERFORMANCE APPRAISAL SYSTEM IN A GARMENT MANUFACTURING ENTERPRISE, TIRUPUR <i>K. MANIKANDAN, R. VIJAYA RAJYA SYNTHIA & S.R. DHIVYA LAKSHMI</i>	64
15.	THEORETICAL AUDIT FRAME WORK FOR MEASURING BRAND LOYALTY IN DAIRY INDUSTRY <i>N.GEETHA & DR. R. SUBRAMANIYA BHARATHY</i>	67
16.	EFFECTIVENESS OF TRAINING & DEVELOPMENT PROGRAM IN PHARMACEUTICAL SECTOR WITH A CASE STUDY ON DIFFERENT INDUSTRIES <i>SHIKHA BATRA, DR. AMBIKA BHATIA & ANKITA GAUTAM</i>	73
17.	SELFISH NODE HANDLING IN THE CONTEXT OF REPLICA ALLOCATION IN MANET'S <i>K.NAVATHA, N.SRAVANTHI, L.SUNITHA & E. VENKATA RAMANA</i>	80
18.	TECHNICAL EFFICIENCY IN TEFF PRODUCTION BY SMALL SCALE FARMERS IN TIGRAY (CASE OF RAYA ALAMATA WEREDA) <i>TEFERA KEBEDE, GEBEREMESKEL BERHANE & MENASBO GEBRU</i>	85
19.	IMPORTANCE OF BRANDING FOR SOCIAL ENTERPRISES <i>SHIVANI VAID & SWATI GUPTA</i>	98
20.	BITCOIN: AN OVER VIEW IN INDIAN CONTEXT <i>PRIYANKA MEHTANI</i>	101
	REQUEST FOR FEEDBACK & DISCLAIMER	103

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur

(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana

Former Vice-President, Dadri Education Society, Charkhi Dadri

Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N. Government College, Faridabad

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

ASSOCIATE EDITORS**PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

TECHNICAL ADVISOR**AMITA**

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT**SURENDER KUMAR POONIA**

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled '_____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address, contact numbers & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

CUSTOMER SATISFACTION TOWARDS KINGFISHER BEER IN PULICHERLA MANDAL

DR. DUGGANI YUVARAJU
POST DOCTORAL FELLOW
DEPARTMENT OF MANAGEMENT STUDIES
S. V. UNIVERSITY
TIRUPATI

DR. DUGGANI SUBRAMANYAM
POST DOCTORAL FELLOW
DEPARTMENT OF ECONOMICS
S. V. UNIVERSITY
TIRUPATI

DR. S. DURGA RAO
PROFESSOR & HEAD
DEPARTMENT OF MANAGEMENT STUDIES
S. V. UNIVERSITY
TIRUPATI

ABSTRACT

Customer satisfaction is a measurement of how pleased customers are with a particular product or service. Satisfied customers are likely to make repeat purchases and often refer others. In this paper we have taken 100 respondents to find out their opinion about beers. Finally we find that the Most of the customers are satisfied with the overall performance of the product, and the customers prefer strong and premium type beers, Products like blue, ultra and Lager have got a least preference among Kingfisher products. It has been observed that the product is having a peak demand during weekends.

KEYWORDS

customer satisfaction, performance, types of beer, market share, growth rate.

INTRODUCTION

Companies in this industry sell beer, wine, and liquor products from physical retail establishments. No major US companies dominate; individual states have different laws regulating liquor stores, complicating the ability to form national chains. The US beer, wine, and liquor store industry includes about 30,000 stores with combined annual revenue of about \$45 billion. Key growth drivers are consumer income, new products, and personal tastes.

COMPETITIVE LANDSCAPE

Personal income, consumer tastes, and entertainment trends drive demand. The profitability of individual companies depends on effective marketing and competitive pricing. Large companies offer wide selections and deep discounts, but small companies compete by offering specialized merchandise, providing superior customer service, or serving a local market. The industry is highly fragmented: the top 50 companies account for 20 percent of sales. Liquor stores compete directly with grocery stores, warehouse clubs, convenience stores, and gas stations, and indirectly with restaurants, bars, and other establishments that serve alcohol.

PRODUCTS, OPERATIONS & TECHNOLOGY

Distilled spirits (liquors) account for 40 percent of sales, wine for 30 percent, and beer and ale for 25 percent; other products include groceries, cigarettes, and cigars. The liquor (or hard liquor) category includes gin, vodka, rum, whiskey, brandy, and liqueurs. State laws dictate the type of alcohol sold in a particular venue. In some states, only liquor stores can sell hard liquor.

GROWTH RATE OF BEER IN INDIA

People around the world have always lived upon beer to quench their thirst. Change in demography, a better standard of living and a myriad of choices that 21st century Indian enjoys, beer has made inroads into India in last decade. Beer consumption, which once was considered as frivolous, now typifies a drastic lifestyle shift in an apt manner. Consumption in India has increased into double digits in last decade. The nation enjoys a consumption rate that stands at 1.7 Litres/Year/Person, and a Compound Annual Growth Rate (CAGR) of 10 per cent over the last 5 years. This ready acceptance of beer as a hearty beverage among people from various age groups has expedited the burgeoning of indigenous Indian beer brands. Be it internationally the renowned Kingfisher beer, the global player such as Carlsberg and Tuborg, a more subtle one which goes by the name of Cobra or Kalyani Black Label which is one of India's oldest lagers and more popular in Eastern India; people have acquired the smooth, mellowed taste of beer. Take a look at the following statistics which substantiate this paradigm shift in the Indian beer market: Swiss financial services firm, UBS, estimates the Indian beer market recorded revenue CAGR of 27% between FY02 and FY12 to \$2.2 billion. The states of Karnataka, Maharashtra, Tamil Nadu, Andhra Pradesh and Goa are the fastest growing markets in India. UB (Kingfisher's parent company) – along with Millennium Alcobev – and SABMiller account for nearly 85% of the Indian beer market. With Asia's third largest economy catching up with the world vis-à-vis beer consumption, SABMiller, the world's second-largest brewer, plans to invest Rs. 440 crore in its unlisted Indian arm to expand capacity. What might follow next should not be a surprise. With people from a younger age bracket acting as an impetus in driving the sales of beer across India, it is simply a matter of time before more companies get on-board to explore the nascent Indian beer market and hence contribute to the exponential growth taking place within the next couple of years.

Arnav, a college student says: "Beer is the best thing that has happened to the college goers. It helps you take the edge off without any serious side effects. Cheers to that!" It is not just the male populace that is enamored by beer. Miss Girdhar, a corporate employee, says: "A pint of beer is a perfect after-work companion for me. Be it my home or clubs, beer just makes the cut. It is easy on your senses and affordable unlike whiskey or wine which leaves you sloshed and burns a hole in your pocket." Another important factor contributing to the increase in beer consumption is the variety of beer bars in India. The *Beer Café* and the *Pint Room* are two major players which dominate the market. Then there are the waterholes that cater to people from different walks of life. But does this indicate that people have finally broken the shackles of pretence and have indeed matured enough to make their own decisions when it comes to consumption

of alcohol based drinks? Have we crawled out from the abyss of pseudo-ethos and have embraced the reality of 21st century? The quandary engenders from our thought process which is struck between personal appeasement and dogmatic outlook of Indian society. People from different schools of thought emphatically state their view when it comes to beer consumption. Beer enthusiasts love this brewed benediction for multiple reasons: "I just can't do without a beer," says Sahil, an engineering graduate. Next in line are the people who accept the fact that drinking beer is fine and the whole debate about drinkers and anti-drinkers has been blown out of proportion: "It is a personal choice. You can't really dictate people what to do and how to their lives," states Mr. Biswas. Then there is the bloc of anti-drinkers whose scathing remarks about beer consumption might leave a bad taste in the mouth. Mr. Arora says: "Another west aping tendencies of 'modern people' who love to be rebels. Just wait and watch how this habit turns into a Pandora box." These views might sound poles apart but there is a middle ground here. There is an equilibrium plane, which has been overlooked due to the lack of inclusive thinking. People who are against beer consumption need to realize that taming thought processes and choices are the worst thing that can happen to a human. You can advise them, council them but imposing personal will on others is not an ideal solution. For the beer connoisseurs, this might sound blunt around the edges but drinking beer is perfectly acceptable when you restrain yourself from over indulgence.

GROWTH RATE OF BEER IN ANDHRA PRADESH

The Andhra Pradesh Beverages Corporation Limited (APBCL) was established in the year 1986 as a fully owned under taking of the Government, with the main objective of supplying hygienic packed arrack to the licensees and is incorporated under Companies s Act, 1956. The Corporation had set up 22 field units for carrying arrack operations at various district locations with a total capital outlay of Rs. 32.65 crores, which includes buildings and civil works. The various fixed assets like Plant and Machinery other than buildings valued at Rs. 24 .70 crores were transferred to the Corporation in the form of Debt and Equity in the ratio of 2:1. The authorized share capital of the Corporation is Rs.10 Crores and the paid up share capital as on date is Rs.833.37 lakhs. The erstwhile Arrack Bottling units are converted into IML Depots for the wholesale trading activities of IML & BEER.

OBJECTIVES

1. To measure the level of satisfaction of the customers towards kingfisher beer.
2. To know the views of the customers towards product performance.

METHODOLOGY

DATA SOURCES

- **SECONDARY DATA:** A part of data is also gathered through the secondary source which includes company website, magazines and other published articles and text books.
- **PRIMARY DATA:** Majority of primary data is gathered by making a sample survey of 100 respondents.
 - **Research design** : Descriptive research
 - **Research approach** : Survey method
 - **Research instrument** : Questionnaire
 - **Sampling Plan:**
 - **Sampling unit** : Customers of Beer
 - **Sampling size** : 100
 - **Sampling technique** : Convenience sampling
 - **Statistical tool** : Pie charts and Tables

LIMITATIONS OF THE STUDY

- Respondent's inability to give correct answers due to lack of information, forgetfulness of unwillingness to give correct answers.
- The project based on interview methodology by structured questionnaire and the personal skills of the under taking the project also affect the result
- Financial constraint has limited the survey.

REVIEW OF LITERATURE

Crosby (1981) defined Quality as consistency with fixed specifications and this agrees with Karim's definition (1996), who defined Quality as anything that accords with the characteristics of the product to meet the external clients' needs. In addition, the product quality differs from that of a service as the earlier is tangible, whereas the latter is intangible. Service is also defined differently. The American Society for Marketing, for example, defines service as activities or benefits that are offered for sale or that are offered for being related to a particular product.

Kotler (2003), defined service as 'any behaviour or act based on a contact between two parties: the provider and the receiver, and the essence of this reciprocal process in intangible.

Hakesver (2000) looked at service as a set of economic activities that provide time, location form and psychological benefits.

Beer (2003) defined service as a set of characteristics and overall properties of the service which aim to satisfy the clients and meet their needs.

Walfried, et.al.(2000) defined service as a set of characteristics that meet the clients' needs, strengthen the links between the organization and them, and enhance the clients' value as well.

Kolter and Armstrong (1999) defended the customer satisfaction as the customer's perception that compare their pre-purchase expectations with post purchase perception.

Oliver (1997, p. 13) defines satisfaction as "the consumer's fulfillment response", a post consumption judgment by the consumer that a service provides a pleasing level of consumption-related fulfillment, including under or over-fulfillment.

Oliver (1981) point of view Customer satisfaction is the evaluation a customer makes to a certain exchange, which reflects the relation of the customer's expectation and their real perception to products and services they receive. Some researchers think customer satisfaction can be measured. For example: Caepiel (1974) suggested using overall measurement to record customers' response to different attributes of products and services.

Kuo (1996) recognized seven factors that influence customer satisfaction: service content, price, convenience, corporate image, equipment, staff and procedure.

Huang (1998) also defined five factors used to evaluate customer satisfaction: product, service, staff, overall performance of products, and closeness to expectation.

DATA TABULATION AND ANALYSIS

BEER YOU WOULD LIKE TO PREFER IN KINGFISHER

Strong	Premium	Ultra	Blue	Premium
61	20	6	4	9

Inference: - From the above chart we can conclude that most of the customers (61%) prefer Kingfisher Strong.

REGULARITY IN CONSUMPTION OF KINGFISHER BEER

Daily	once a week	Twice a week	Once a month	Occasional
07	53	12	19	09

Inference: - From the above chart we can conclude that most of the customers (53%) are consuming beer once a week.

SATISFACTION LEVEL TOWARDS ALCOHOL PERCENTAGE

H satisfied	Satisfied	Moderate	Dissatisfied	H dissatisfied
15	47	23	13	02

Inference: - From the above chart we can conclude that most of the customers (47%) are satisfied with the level of Alcohol Percentage.

SATISFACTION TOWARDS QUALITY AND TASTE

H satisfied	Satisfied	Moderate	Dissatisfied	H dissatisfied
49	23	21	07	00

Inference: - From the above chart we can conclude that most of the customers (49%) are highly satisfied with quality and Taste.

SATISFACTION TOWARDS PRICE

H satisfied	Satisfied	Moderate	Dissatisfied	H dissatisfied
19	52	27	02	00

Inference: - From the above chart we can conclude that most of the customers (52%) are satisfied with the product price.

SATISFACTION TOWARDS AVAILABILITY

H satisfied	Satisfied	Moderate	Dissatisfied	H dissatisfied
72	21	07	00	00

Inference: - From the above chart we can conclude that most of the customers (72%) are Highly Satisfied with the product price.

LOCATION OF PURCHASE

Wine shop	Club	Bar & Restaurant
76	03	21

Inference: - From the above chart we can conclude that most of the customers (76%) are purchasing kingfisher beer at Wine shop.

SOURCE OF AWARENESS

Hoardings	Wall paintings	Friends	TV ads	Print media
13	17	21	43	06

Inference: - From the above chart we can conclude that most of the customers (43%) are aware of Kingfisher through Television Ads.

OVERALL SATISFACTION TOWARDS KINGFISHER BEER

H satisfied	Satisfied	Moderate	Dissatisfied	H dissatisfied
41	37	15	07	00

Inference: - From the above chart we can conclude that most of the customers (41%) are Highly Satisfied with the product price.

TESTING OF HYPOTHESIS

CHI – SQUARE TEST

Null Hypothesis (Ho): Customer satisfaction level is independent on age group.

Condition: If chi-square observed is greater than chi-square calculated, then accept Ho, otherwise we reject

Age Group	Highly Satisfied	Satisfied	Moderate	Dis-satisfied	Highly Dissatisfied	Total
21 – 25	23	20	7	03	00	53
26 – 29	17	16	5	02	00	40
>30	01	01	3	02	00	07
Total	41	37	15	07	00	100

O _i	E _i	(O _i -E _i) ²	(O _i -E _i) ² /E _i
23	21.73	1.61	0.07
17	16.40	0.36	0.02
01	2.87	3.49	1.21
20	19.61	0.15	0.007
16	14.80	1.44	0.09
01	2.59	2.52	0.97
07	7.95	0.90	0.11
05	6.00	1.00	0.16
03	1.05	3.80	3.61
03	3.71	0.50	0.13
02	2.80	0.64	0.22
02	0.49	0.24	0.48
00	00	00	00
00	00	00	00
00	00	00	00
Total			7.07

Chi - square Formula : $(O_i - E_i)^2 / E_i$

Chi - square calculated value : 7.07

Chi - square observed value : 15.51 @ 5% level of significance

Inference: Since calculated value which is 7.07 is less than the observed value which is 15.51 at 5% level of significance. So, we accept null hypothesis. There is no significance relation between customer satisfaction level and age group.

FINDINGS

1. Most of the customers are satisfied with the overall performance of the product.

2. Many of the customers prefer strong and premium type beers.
3. Products like blue, ultra and Lager have got a least preference among Kingfisher products.
4. It has been observed that the product is having a peak demand during weekends.

SUGGESTIONS

1. Since the product has got a positive response from the market, the firm has to pay a greater attention in maintaining consistency in all aspects of the product in order to retain existing customers and to attract new ones.
2. The company should also concentrate on other products of the brand like blue, ultra and Lager so as to increase its sales revenue.
3. There is a great demand towards the product during weekends. So, it is recommended to maintain sufficient stock to meet the requirement.

CONCLUSIONS

Most of the customers are satisfied with the overall performance of the beer, they are giving more priority prefer strong and premium type beers like blue, ultra and Lager have got a least preference among Kingfisher products. We observed that the product is having a peak demand during weekends

REFERENCES

1. Beer, Michael, "Why Total Quality Management Programs Do not Persist the role of Management Quality and Implication for Leading a TQM Transformation", Decision Science, Vol.34, No.4, 2003, pp 624-642.
2. Crosby, Lawrence A., Evans R., Kenneth & Cowles, Deborah, "Relationship Quality in Service Selling: An Interpersonal Influence Perspective", Journal of Marketing, Vol.54, No.7, 1990, Pp71-84.
3. Howard Waddell October 1999, a better customer satisfaction scale.
4. Huang, M. C. (1998). An Empirical Study on the Model of Relationship Value-Loyalty for the Banking Industry. Master Dissertation, National YunLin University of Science & Technology, Yunlin, Taiwan.
5. Kotler, P. and Armstrong, G. (1999), Principles of Marketing, 8th ed., Prentice-Hall, Englewood Cliffs, NJ.
6. Kuo, C. T. (1996) Study on Customer Satisfy of Swimming Pool-Using the Sample of National Chung Cheng University's Swimming Pool. Journal of Physical education, 49-68.
7. Oliva, T.A., Oliver, R.L. and McMillan, I.C. (1992) , "A catastrophe model for developing Service satisfaction strategies", Journal of Marketing, Vol. 56 No. 3, pp. 83-95.
8. Oliver, R. L. (1981). Measurement and Evaluation of Satisfaction Process in Retail Setting. Journal of Retailing, 57(3), 18-48.
9. Oliver, R. L. (1997). Satisfaction: A Behavioral Perspective on the Consumer. Boston: McGraw-Hill.
10. Philip kotler, "Marketing A south Asian perceptive", 14 e Edition.

WEBSITES

11. <http://www.ask.com/question/what-is-customer-satisfaction>
12. <http://www.desiblitiz.com/content/growth-indias-beer-market>
13. www.marketing.com
14. www.ubspirits.com

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, nor its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal is exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

