

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., Google Scholar,

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 5504 Cities in 190 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.	MODEL DEVELOPMENT OF SMALL AND MEDIUM INDUSTRIAL INVESTMENT CREATIVE ECONOMY BASED IN DENPASAR CITY <i>NI LUH PUTU WIAGUSTINI, I WAYAN RAMANTHA, I KETUT MUSTANDA, NYOMAN ABUNDANTI & I GEDE MERTA SUDIARTHA</i>	1
2.	THE ROLE OF PUSH AND PULL FACTORS IN OCCUPATIONAL CHANGE OF RURAL ARTISANS IN PUNJAB <i>INDERJEET SINGH & DR. BALBIR SINGH</i>	17
3.	A STUDY ON CUSTOMER SERVICE QUALITY OF RETAIL BANKING SECTOR IN CHENNAI <i>SORNAKUMARI & DR. KALYANARAMAN</i>	22
4.	SUSTAINABLE, RESPONSIBLE AND IMPACT INVESTMENT: A GLOBAL REVIEW <i>VINEETA MISHRA & DR. AJIT MITTAL</i>	26
5.	SUPER TREND SCALPING STRATEGY FOR NIFTY FUTURES & OPTIONS TRADING <i>DR. PRAVIN MOKASHI</i>	30
6.	COMPARATIVE EVALUATION OF ULTRASOUND BREAST CANCER IMAGE AND DESPECKLING <i>K. HAKKINS RAJ</i>	32
7.	ROLE OF CONSTRUCTION INDUSTRY IN THE ECONOMIC DEVELOPMENT OF INDIA <i>DR. K. VIJAYA VENKATESWARI</i>	36
8.	POTENTIALITY OF DERIVATIVE TRADING IN INDIAN CAPITAL MARKET: AN EMPIRICAL STUDY ON NSE <i>DR. RAMESH O OLEKAR & MUBARAK</i>	39
9.	SOCIO-ECONOMIC EMPOWERMENT OF WOMEN IN PUNJAB <i>AMANDEEP KAUR & DR. NIRMAL SINGH</i>	45
10.	THE IMPACT OF REMUNERATION MANAGEMENT ON ORGANISATIONAL EFFECTIVENESS: A STUDY IN BANGALORE <i>RAVI KUMAR & DR. D GOVINDAPPA</i>	49
11.	DIGITAL MARKETING AND ITS IMPACT ON BUYING BEHAVIOUR OF YOUTH: A REVIEW OF LITERATURE <i>SWAMYNATHAN.C & KAMALA S</i>	54
12.	DEMONETIZATION AND PARALLEL ECONOMY <i>SILKY JAIN & DEEPAK GUPTA</i>	57
13.	AN EMPIRICAL ANALYSIS OF STOCK PRICE-VOLUME RELATIONSHIP: A CASE STUDY IN AMERICAN COUNTRIES <i>DR. REKHA GUPTA</i>	60
14.	A CONCEPTUAL STUDY ON GIG ECONOMY <i>N. SANTHOSH KUMAR</i>	76
15.	SOCIO-ECONOMIC CONDITIONS OF MICRO SMALL MEDIUM ENTREPRENEURS (MSMEs) IN TELANGANA STATE: A STUDY OF KARIMNAGAR DISTRICT <i>VELDANDI SADANANDAM & SHRUNGARAPU VISHNU</i>	78
16.	PATTERNS OF INTERNATIONAL MIGRATION AND REMITTANCES: A MACRO ANALYSIS FROM ETHIOPIA <i>EYOB BEKELE JUHAR</i>	83
17.	SOCIO-ECONOMIC CONDITIONS OF MICRO SMALL MEDIUM ENTREPRENEURS (MSMEs): A STUDY OF WARANGAL DISTRICT <i>RANJITH UPPULA</i>	90
18.	MICRO SMALL MEDIUM ENTREPRENEURS (MSMEs) IN TELANGANA STATE: AN OVERVIEW <i>LAVURI RAMESH & A.YESHODA</i>	99
19.	MICRO SMALL MEDIUM ENTERPRISES (MSMEs) IN WARANGAL DISTRICT: AN OVERVIEW <i>MANDHA SHYAM & LANKA RAJAGOPAL</i>	102
20.	PROBLEMS FACED BY MICRO SMALL MEDIUM ENTERPRISES (MSMEs) IN INDIA <i>NIMMALA SOMARAJU & MOTHE RAJU</i>	105
	REQUEST FOR FEEDBACK & DISCLAIMER	107

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, Chinara Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR**DR. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISOR**PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**PROF. R. K. SHARMA**

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

EDITORIAL ADVISORY BOARD**DR. CHRISTIAN EHIOBUCHÉ**Professor of Global Business/Management, Larry L. Luing School of Business, Berkeley College, Woodland Park
NJ 07424, USA**PROF. SIKANDER KUMAR**

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

DR. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

PROF. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

DR. TEGUH WIDODODean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Terusan Buah
Batu, Kabupaten Bandung, Indonesia**PROF. S. P. TIWARI**

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

DR. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

DR. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture and Technology (JKUAT), Westlands Campus, Nairobi-Kenya

PROF. M. S. SENAM RAJU

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

DR. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

PROF. PARVEEN KUMAR

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

DR. ANA ŠTAMBUK

Head of Department in Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia

PROF. H. R. SHARMA

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

DR. CLIFFORD OBIYO OFURUM

Director, Department of Accounting, University of Port Harcourt, Rivers State, Nigeria

DR. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

PROF. MANOHAR LAL

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

DR. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

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. VIJAYPAL SINGH DHAKA

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

PROF. NAWAB ALI KHAN

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

DR. EGWAKHE A. JOHNSON

Professor, Babcock University, Ilishan-Remo, Ogun State, Nigeria

DR. ASHWANI KUSH

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

PROF. ABHAY BANSAL

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

DR. BHARAT BHUSHAN

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

MUDENDA COLLINS

Head of the Department of Operations & Supply Chain, The Copperbelt University, Zambia

DR. JAYASHREE SHANTARAM PATIL (DAKE)

Head of the Department, Badruka PG Centre, Hyderabad

Dr. MURAT DARÇIN

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

DR. YOUNOS VAKIL ALROAIA

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

DR. SEOW TA WEEA

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

DR. OKAN VELİ ŞAFAKLI

Associate Professor, European University of Lefke, Lefke, Cyprus

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

DR. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

DR. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

DR. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

DR. MOHAMMAD TALHA

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

WILLIAM NKOMO

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

DR. SHIVAKUMAR DEENE

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

DR. MELAKE TEWOLDE TECLEGHIOGIS

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

DR. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

ASHISH CHOPRA

Faculty, Doon Valley Institute of Engineering & Technology, Karnal

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

DR. SAMBHAVNA

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

FORMER 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 the 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/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

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

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR

Designation/Post*

Institution/College/University with full address & Pin Code

Residential address with Pin Code

Mobile Number (s) with country ISD code

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)

Landline Number (s) with country ISD code

E-mail Address

Alternate E-mail Address

Nationality

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail**:
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the 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 expected to be below **1000 KB**.
 - e) Only the **Abstract 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 within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
 6. **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 stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **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.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **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 may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** 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 italic printing. 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 parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document. However, you can mention short notes to elucidate some specific point,** which may be placed in number orders before the references.

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, 19-23

UNPUBLISHED DISSERTATIONS

- 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 Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

A STUDY ON CUSTOMER SERVICE QUALITY OF RETAIL BANKING SECTOR IN CHENNAI

SORNAKUMARI
RESEARCH SCHOLAR

MANONMANIUM SAUNDARANAR UNIVERSITY
TIRUNELVELI

DR. KALYANARAMAN
PROFESSOR & HEAD
DEPARTMENT OF COMMERCE
D. G. VAISHNAV COLLEGE
ARUMBAKKAM

ABSTRACT

'Service Quality' is a business administration term referred to describe the achievement in service. It reflects both objective and subjective aspects of service area. The measurement of customer service quality requires the predefined dimension for analysis. It is easy to identify the difference between the expected benefit with the perceived result. Customer service quality will be identified on the basis of the customer's imagination of the service they might receive and the service provider's talent to present this imagined service. A customer will have an expectation of service. That is determined by factors such as recommendations, personal needs and past experiences. The expectation of service and the perceived service result may not be equal, thus leaving a gap. Five determinants which may influence the appearance of a gap were described by Parasuraman, Zeithaml and Berry.

KEYWORDS

assurance, empathy, reliability, responsiveness and tangibility.

INTRODUCTION

Customer is vital for the development of trade, industry and service sector particularly in financial services. Therefore, the significance of customer service in the banking sector came to force to compete in a market driven environment. Measuring service quality in the service sector particularly in the banking sector is more difficult than measuring the quality of manufactured goods. The service sector as a whole is very heterogeneous and what is heterogeneous may hold true for one service and may not hold for another service sector. Each bank is having a variety of services. Due to this differentiation, services in this industry could not be standardized, moreover these services are intangible in nature which could not be compared or seen. The concept of customer satisfaction and service quality is interrelated with each other. Moreover, satisfaction of customer depends upon service quality and service quality is increasingly offered as a strategy by marketers to position themselves more effectively in the market place. Due to the advent of e-banking, quality of service has been improved a lot as compared to traditional banking services. Internet banking, Mobile banking, automated teller machine, electronic fund transfer has totally changed the way of providing services by the banks.

Increased competition, highly educated consumers, and increase in standard of living are forcing many businesses to review their customer service strategy. Many business firms are channeling more efforts to retain existing customers rather than to acquire new ones since the cost of acquiring new customer is greater than cost of retaining existing customers. There is enough evidence that demonstrates the strategic benefits of quality in contributing to market share and return on investment. Maximizing customer satisfaction through quality customer service has been described as 'the ultimate weapon' by Davidow and Vital (1989). According to them, in all industries, when competitors are roughly matched, those with stress on customer's service will win. In view of the above mentioned facts, an analysis of service quality perceptions from customer's point of view may be sound and interesting at this juncture. Such an analysis will provide banks, a quantitative estimate of their services being perceived with intricate details such as whether banks are meeting the expectations of the customers or not.

REVIEW OF LITERATURE

Heryanto (2011) in an innovative paper identified the effect of Service Quality On customer Satisfaction with Bank. The objective of the study was to understand the influence of service quality on customer satisfaction. It is found out the factors influenced the service quality on customer satisfaction.

Robert Hinson, N. Owusu-Frimpong, Julius Dasah, (2011) in an innovative paper completely evaluated a perception of customers in the area of service-quality. It is found out the service quality in retail banking. It creates deep impact on customer service. It is also focussed on service knowledge, bank infrastructure and technology in this study. Customer knowledge is found to be a major concern for service quality improvement.

Jaya Sangeetha, S. Mahalingam, (2011) conducted a study on Service quality models in banking. It is analysed that traditional and automated service customer interaction has been used for predicting customer retention with banks. It is identified that the measurement of service quality on the basis of customized scale for the particular culture.

Houn-Gee Chen, Julie Yu-Chih Liu, Tsong Shin Sheu & Ming-Hsien Yang, (2012) investigated the impact of financial services quality and fairness on customer satisfaction. Customer satisfaction in the banking industry has been measured as a function of service quality. The researcher identified that fair service has a significant impact on customer satisfaction. It is further analysed that financial institutions must carefully implement policies and practices to ensure that perceptions of fairness. The fairness of service will provide the additional insights into the fairness of on customer satisfaction.

Swamy, P. S. P.; Tiwari, Kavita; Tiwari, Ritesh (2012), conducted a study on impact of service quality on retention of customers in retail banking. It is identified the effect of service quality on private retail banking to maintain customers. The personal attention will be found the major factor for good service quality.

Jain, Mamta; Yadav, Suresh Kumar; Saxena, Abhineet; Mathur, T. N. (2013), investigated the Banking Services and Customer Satisfaction of Banks. This study examines the perceptions of four specific ethnic groups about how service quality dimensions contribute to their satisfaction with retail banking. It is found that personal behavior will be a major factor for determining service quality.

Mei Lau; Cheung, Ronnie; Lam, Aris Y. C.; Yuen Ting Chu (2013), conducted a study on Measuring Service Quality in the Banking Industry. The characteristics of banking service quality as perceived by customers will be a major attributes of service quality. It is inferred that Tangibility, responsibility, reliability and assurance were more significant in contributing to customer satisfaction. It is concluded that SERVQUAL is a suitable instrument for measuring service quality in the retail banking sectors.

Ms. Jayshree Chavan, Mr. Faizan Ahmad (2013), investigated the study on Factors Affecting on Customer Satisfaction in Retail Banking. The quality of the consumer service provided by the banks has been increased the overall customer satisfaction. The findings revealed that customer satisfaction is based on various factors that influenced with the retail banking industry. It is inferred that in order to strengthening the bond between bank and their customers is depends upon the bank management activities.

Moha Asri Abdullah, Noor Hazilah A. Manaf, Muhammad, Bashir, Owolabi, Yusuf, Kamrul Ahsan and S. M. Ferdous Azam (2014), investigated the factors determinants of Customer Satisfaction on Retail Banks. The bank service quality will be a major determinant in the banking service industry. It is inferred that customer satisfaction is found to be a significant factor for service quality. The service quality of the bank must be a major determinants for retaining their customers loyalty. **Pratap Chandra Mandal (2015)**, in an innovative study completely evaluated the Dimensions Affecting Customer Satisfaction in Retail Banking. It is identified that the aware of the requirement of their customers will be a major factor determining the service quality of the bank. It is inferred that customer satisfaction can be determined on the requirements of the customers.

H. Vasantha Kumari, S. Sheela Rani (2015), conducted a study on Customer Perception of Services Quality in The Retail Banking Sector. It is identified that demographic characteristics of customers will be a major factor for determining the service quality of the customers. This study identified there is no significant difference between service quality of the customers and their age, gender, occupation. But there is a significant difference between service quality the income and qualification.

A.R. Sudhamani, Dr. N. Kalyanaraman (2015), conducted a survey on Literature Review on Customer Perception on Service Quality in Banking Sector. The gate way of technology and competition will be identified on the basis of service quality. It is inferred that high quality of performance will be expected by the customers. It is measured by SERVQUAL.

NEED OF THE STUDY

The current business environment is becoming competitive and challenging than before. With multidimensional challenges and demand of globalization, the banks are forced to re-engineer their products and systems to improve the service quality and remain competitive. The study aims at examining the dimensions of customer service quality of the retail banking sector in Chennai. As service quality reflects the way the banks are performing, this study attempts to explore the perception of customers in respect to the services provided by the banks. The entry of retail sector banks, the nature of functioning of these banks and the promotional attempts of these banks has changed the landscape of the Banking sector in India.

STATEMENT OF THE PROBLEM

In business world customers are the source of profit and revenue for the service organizations and improvements in service quality leads to customer loyalty. The study investigates the perception of service quality provided by the retail banking sector. A sound association is found between customer satisfaction and the quality of service provided by the banks. The goal of this research is to analyze the differences that exist between customer expectation and the perception of service provider.

OBJECTIVES OF THE STUDY

1. To study the perception of customer service quality in retail banks in Chennai.
2. To analyze the customer expectations and the service quality of service provider.
3. To find out the gap between customer perception and expectation by using SERVEQUAL Model.

SIGNIFICANCE OF THE STUDY

The aim of this research is to investigate the link between service quality and customer satisfaction and the ways through which service firms can improve and manage the process of delivering quality standards to their customers. For this purpose, the study analyses the effect of service quality on customer satisfaction. Customer service is considered as an integral part of any facet of industry and it define the future of any organization. In different services industries the relationship between customer satisfaction and service attributes have been difficult to identify because services nature is intangible. Due to intangible nature of services it is difficult for the firms to analyses how the customers perceive and evaluate the desired outcome of the service quality. The issue of highest priority today involves understanding the impact of service quality on customer satisfaction in retail banking industries.

RESEARCH DESIGN

A descriptive research approach was followed in this study. The existing system was studied in a time frame and analyzed using descriptive analysis and results presented.

SOURCES OF DATA

The study is conducted using both analytical and descriptive type of methodology. The study primarily depends on primary and secondary data. The Survey is conducted in retail banks located in Chennai city. Chennai hosts a number of retail banks making the study realistic and meaningful. The city consists of largest, medium and small retail banking units as well.

METHOD OF DATA COLLECTION

The primary data are collected through questionnaire survey. The respondents are asked to give their opinion relating to the variables namely customer satisfaction and customer service quality. The first part of the customer satisfaction Questionnaire comprises Demographic factors with optional questions. The second part includes statements relating to the core and add-on-services offered by the selected banks. The third part includes statements relating to personal opinion regarding the services provided by the bank and customer loyalty with Likert's 5 point scale. Some optional questions are included along with rating questions.

The Secondary data are collected from Journals, Magazines, Publications, Reports, Books, Dailies, Periodicals, Articles, Research Papers, Websites, Company Publications, Manuals and Booklets.

DATA ANALYSIS

To assess the customer service quality, customer perceptions on five dimensions were captured. Though the customer perception of the services on five dimensions namely reliability, empathy, responsiveness, tangibility and assurance there are differences in the perception of the Banks. The data was collected and analyzed using statistical software package. Descriptive analysis was done with the master data which was tabulated in spread sheets. The scores of the five point scales responded by respondents for all the 22 questions were tabulated to analyze the following.

TABLE 1: DEMOGRAPHIC PROFILE OF RESPONDENTS

PROFILE OF RESPONDENTS	CATEGORY	NO. OF RESPONDENTS	PERCENTAGE
Age	Below 18	260	43.3
	19 – 30	190	31.7
	31 – 50	110	18.3
	Above	40	6.7
Gender	Male	343	57.2
	Female	257	42.8
Marital Status	Married	392	65.3
	Unmarried	208	34.7
Income level	less than 1 lakh	118	19.7
	1-2.5 lakhs	229	38.2
	2.5-4 lakhs	100	16.7
	4-10 lakhs	58	9.7
	10-15 lakhs	56	9.3
	More than 15 lakhs	39	6.5
Occupation	Employed	229	38
	Professional	154	27
	Business	90	15
	Student	53	8
	Retired	42	7
	Homemakers	32	5

TABLE 2: CALCULATION OF UNWEIGHTED SERVQUAL SCORE

Dimension	Statement	Expectation Mean	Perception Mean	Gap Score	Average for Dimension
Tangibles	1	4.54	3.94	-0.60	
	2	4.25	3.63	-0.62	
	3	4.55	3.85	-0.70	
	4	4.35	3.63	-0.72	-0.66
Reliability	5	4.55	3.57	-0.98	
	6	4.32	3.64	-0.68	
	7	4.55	3.95	-0.60	
	8	4.25	3.24	-1.01	
	9	4.36	3.27	-1.09	-0.87
Responsiveness	10	4.55	3.49	-1.06	
	11	4.65	3.67	-0.98	
	12	4.55	3.47	-1.08	
	13	4.32	3.6	-0.72	-0.96
Assurance	14	4.53	3.71	-0.82	
	15	4.56	3.77	-0.79	
	16	4.55	3.65	-0.90	
	17	4.25	3.65	-0.60	-0.78
Empathy	18	4.55	3.8	-0.75	
	19	4.55	3.85	-0.7	
	20	4.57	3.8	-0.77	
	21	4.43	3.43	-1.0	
	22	4.23	3.35	-0.88	-0.82
Unweighted Average SERVQUAL score:					-0.82

TABLE 3: SERVQUAL IMPORTANCE WEIGHTS

Features of Dimensions	Average %
1. The appearance of the banks physical facilities, equipment, personnel and communication materials. 15	13
2. The bank's ability to perform the promised service dependably and accurately 12	15
3. The banks willingness to help customers and provide prompt service. 21	27
4. The knowledge and courtesy of the bank's employees and their ability to convey trust and confidence. 10	17
5. The caring individual attention the bank provides its customers. 42	28
Total	100

TABLE 4: CALCULATION OF WEIGHTED SERVQUAL SCORES

SERVQUAL Dimension	Score from Table :2	Weighting from Table :3	Weighted Score
Tangibility	-0.66	13	-8.58
Reliability	-0.87	15	-13.05
Responsiveness	-0.96	27	-25.92
Assurance	-0.78	17	-13.26
Empathy	-0.82	28	-22.96
Average Weighted score			-16.75

The analysis of the SERVQUAL statements show that Responsiveness is the dimension which has maximum un-weighted (-0.96) and weighted gap score (-25.92), whereas Tangibility is the dimension which has minimum un-weighted (-0.66) and weighted gap score (-8.58). The statement number 9 has recorded maximum mean gap score (-1.09) followed by statement number 1, 7 and 9 which shows the wide gap (-0.60) in the individual attention.

CONCLUSION

This study measured service quality gap of retail sector banks with reference to Chennai by using the Servqual Model. The primary part of the empirical analysis indicated that the five dimensions of perceived service quality generally have a negative gap. It was also found that there is a huge service gap on Responsiveness and less on Tangibility. This study also showed that Servqual instrument is valid and reliable to measure the perceived service quality in banking service. Bank staff should be trained to give a better service to this segment by giving personalized and individual attention. Language also plays a crucial role in providing better experience. Bank may consider translators for better service.

LIMITATIONS

The study focuses on the service quality at all levels for retail banks located in Chennai city only. The study provides a general overview of the satisfaction level followed by various banks. The study considers perception of service quality provided by the retail banks

1. The study is limited to the study of expectations and perceptions of customers having an account in retail banks.
2. The perceptions and expectations of customers are limited to the time period of the study.
3. The study is limited only to Chennai city.
4. Findings are purely based on sample survey through questionnaire method. Hence there is a scope for the respondents to be biased in this study.

REFERENCES

1. Management Challenges of Service, pp. 231-248, Serials Publications, New Delhi.
2. Parasuraman A, Zeithaml V A and Berry L L (1991), "Refinement and Reassessment of the SERVPERF Scale", Journal of Retailing, Vol. 67, No. 4, pp. 420-450.
3. Rayappan E K and Shunmugan R (2008), "Customer Satisfaction in Canara Bank", Professional Banker, June, pp. 61-63.
4. Santhiyavalli, S. (2011). Customer's Perception Of Service Quality of State Bank Of India-A Factor Analysis. IJMBS Vol.1, Issue 3, September 2011, ISSN:2230-9519 (online)|ISSN:2231-2463(Print), 78-84.
5. Sivakumar C P and Srinivasan P T (2003), "A SERVQUAL Model Approach for Training Hotel Staff to Deliver Service Quality", in Balaji Prasad P (Ed.),
6. TrivediMegha and AgarwalNirmit (2009), "A Study to Find the Gaps in Services Offered by ICICI Bank with Regard to Customer Expectations and Deliverables",
7. ViraniVarsha (2008), "Customer Awareness and Perception Towards Banking Channels of Kotak Mahindra Bank", Professional Banker, September, pp. 66-70.
8. Zeithaml V A, Berry L L and Parasuraman A (1993), "The Nature and Determinants of Customer Expectations of Service", Journal of the Academy of Marketing Science, Vol. 21, No. 1, pp. 1-12.
9. Zeithaml V A, Bitner Mary Jo and Gremler Dwayne (2008), Services Marketing, 4th Edition, The McGraw-Hill Companies, New Delhi.

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 to 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, neither 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 are 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

