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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

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- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.

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CUSTOMER SATISFACTION OF E-BANKING SERVICES OF SBI IN DHARWAD DISTRICT, KARNATAKA

BHUVANESHWARI GOJANUR
RESEARCH SCHOLAR
PG DEPARTMENT OF STUDIES IN COMMERCE
KARNATAK UNIVERSITY
DHARWAD

Dr. S S HUGAR
FORMER DEAN AND FACULTY
PG DEPARTMENT OF STUDIES IN COMMERCE
KARNATAK UNIVERSITY
DHARWAD

ABSTRACT

E-Banking is a product designed for the purposes of online banking that enables the customer to have easy and safe access to their bank account. With this service you save your time by carrying out banking transactions at any place and at any time, from your home or office, all you need is internet access. E-banking enables the functions viz., Accurate statement of all means available in bank account, Statement of current account, credits, overdrafts and your deposits, Execution of national and international transfers in various currencies, Execution of all types of utility bill payments (electricity, water supply, telephone bills, etc.), Electronic confirmation for all transactions executed by E-banking, Management of credit cards. This study aims at evaluating services quality of E-Banking of SBI in Dharwad district. A structured questionnaire is administered to various target groups. Researcher mainly wants to investigate the important elements of E-banking i.e., Security, Customer satisfaction, Service quality efficiency, Timeliness and Awareness. The papers present the data extracted from the survey of customers of SBI and analyze the factors identified to maximize the value of customers. Data was analyzed statistically to investigate service quality of SBI.

KEYWORDS

customer satisfaction, e-banking, security, service quality, trust.

JEL CODES

O30, M31.

INTRODUCTION

E-Banking is also known as Electronic Banking and is defined as the automated delivery of new and traditional banking products and services directly to customers through electronic, interactive communication channels. This definition includes delivering services and products such as Account information, Access to funds, and Business transactions and transfers through a public or private network. These activities might take place using various types of intelligent interactive devices, such as: Personal Computers, Personal digital assistants, Automated teller machines, Kiosks, or Touch tone telephones. Although there is risk in using any of these remote-access devices for financial services, those that involve internet access typically pose the greatest risk. This is because the internet is such a widely accessible and public network. For this reason, we shall focus on Internet- based services. Many of the issues such as identifying customers at remote locations and protecting the security and confidentiality of information are common to both Internet delivery and to other forms of interactive communications.

As future prospect of e-banking depends on customers, therefore specified that understanding customer's requirements and meeting their demand and expectations is becoming a challenge. From research it was found that perceived service quality strongly influence customer. Earlier research suggests that customer satisfaction also has positive influence on the E-Banking.

OBJECTIVES

The researcher predicted that the familiarity and benefits of using internet has a significant impact on acceptance of E-Banking. If the customers are not using internet frequently and if they do not trust internet as a secure environment, then it is nearly impossible for them to accept E-Banking. Hence the following objectives were adopted.

1. Service quality effectiveness has significant impact on adoption on E-Banking in customers.
2. Timeliness has significant impact on adoption on E-Banking in customers.
3. Security has significant impact on adoption on E-Banking in customers.
4. Customer satisfaction and awareness have significant impact on adoption of E-Banking in customers.

For the purpose of achieving these objectives, a descriptive research study was conducted.

LITERATURE REVIEW

(Polatoglu & Kin, 2001) The vast majority of the banks that avoided Internet banking in the beginning did so because they simply did not see the benefits of using it. The average internet banking transaction costs the institution only one twentieth of a teller transaction.

Once banking institutions recognized the low processing cost per transaction via the internet, they began viewing online banking as an extension of the bank rather than as an add-on service. The motivation to introduce the online banking now also included new business potential, additional funds from new and existing customers, expansion in geographical reach, image as a tech-savvy bank especially if targeting the youth and the threat of customers shifting loyalty if they did not introduce it.

Nationalized banks initially viewed online banking as insecure and counterintuitive and were therefore hesitant. But eventually, SBI, Canara Bank, Allahabad Bank, Punjab National Bank, Bank of Baroda, Syndicate Bank and others introduced it. SBI launched internet banking in 2001 and experienced good response. In general, internet banking saw an exponential rise in users

Christopher et al (2006). In service organizations like banks, information flows more than physical items. In the commercial world, especially in most advanced societies today, money is rather carried in information storage medium such as cheques, credit cards and electronic means that in its pure cash form. According to author E banking has become an important channel to sell the products and services and is perceived to be necessity in order to stay profitable and successful

RESEARCH METHODOLOGY

SAMPLING AND SAMPLE SIZE

For this study primary data was collected in the form of questionnaire from customers of SBI of Dharwad district which is leading public sector bank. Customers were from the 5 tehsils of Dharwad district i.e., Dharwad, Hubli, Kalghatgi, Kundgol and Navalgund.

Sample was collected from 100 bank customers of SBI in Dharwad district during January to March 2019. The original questionnaire was first pilot tested for 10 customers of SBI in Dharwad district. Purposive sampling technique was used in the selection of sample respondents where interviews were also conducted to the customers wherever necessary. Along with the basic dimensions, questionnaire was structured with 36 questions, based on service quality effectiveness, security, timeliness, customer satisfaction and awareness. Likert's five point scale method was used to measure the effectiveness of responses where the customer has to choose on option of each statement based on five point scale where strongly agree=5, agree=4, neutral=3, disagree=2, strongly disagree=1. Factor analysis was performed to assess the validity of the constructs and regression analysis was employed to analyze the data. Statistical Package for Social Sciences (SPSS) Version 20 was used as the analysis tool.

RESEARCH FINDINGS

DEMOGRAPHIC PROFILE

Table 1 given below explains the demographic profile of customers participated in the study. The sample consists of male and female, majority being male i.e 80out of 100 informants (80%) majorities in the age group of 25-35 years i.e 60 out of 100 (60%). Most of the respondents are Post graduates i.e 50 out of 100 (50%) and government employees i.e 50 out of 100 (50%). Highest income rage consists of 30 out of 100 (30%) respondents whose monthly income is in the range of Rs20000 to Rs30000. 64 out of 100 (64%) of the respondents transact less than 10 times during a month. 38 out of 100(38%) of the respondents have average information technology literacy level. 90 out of 100 (90%) of the respondents use E-banking services of SBI.

TABLE 1: DISTRIBUTION OF RESPONDENTS ON THE BASIS OF DEMOGRAPHIC FACTORS

Demographic variables	Category	Percentage
Gender	Male	80%
	Female	20%
Age group	Below 25 years	4%
	25-35 years	60%
	36-45 years	18%
	46-55 years	8%
	Above 56 years	10%
Highest academic or professional qualification	SSC	4%
	Technical or vocational certificate	2%
	Diploma	2%
	Bachelors degree	38%
	Post graduate	50%
	PhD	4%
Occupation	Government employee	50%
	Private sector employee	20%
	Self employed	2%
	Retired	6%
	Housewifes	14%
	Students	8%
Range of monthly income	Less than Rs5000	12%
	Rs5000 to Rs10000	14%
	Rs10000 to Rs20000	16%
	Rs20000 to Rs30000	30%
	Rs30000 and above	28%
Number of transactions per month	Less than 10 transactions	64%
	11 to 30 transactions	30%
	31 transactions and above	6%
Information technology literacy level	Not at all	1%
	Basic	32%
	Average	38%
	High	30%
Usage of E-Banking services of SBI	Yes	90%
	No	10%

For the purpose of analyzing internal consistency tests were conducted using Cronbach's alpha tests (Cronbach, 1946) for the five multi-item measures and are presented in the Table 2.

TABLE 2: RELIABILITY STATISTICS

Measures	No of items	Reliability for this sample
Security	11	0.908
Customer satisfaction	8	0.843
Service quality efficiency	7	0.851
Timeliness	6	0.868
Awareness	4	0.869

The alpha values for all the factors vary from 0.84 to 0.90 which are considered acceptable for this type of study (Nunally 1978). This reveals that the variables load properly on these five factors. To determine the underlying structure, the correlation matrix was initially examined to determine how appropriate it was for factor analysis. The Kaiser-Meyer-Oklin (KMO) value was 0.686 which was higher than the recommended minimum of 0.6 (Kaiser, 1974) indicating that the sample size was adequate for applying factor analysis. In addition, the value of the test statistic for sphericity (Bartlett, 1954) on the basis of Chi-square transformation of the determinant of the correlation matrix was large (99.640). Bartlett test of sphericity was significant, supporting the factorability of the correlation matrix and the associated significance level was extremely small (0.000). For factor extraction, principal component method was used, under the restriction that the Eigen value of each generated factor was more than one. Factor analysis was performed to assess the validity of the constructs and regression analysis was employed to analyze the data. SPSS version 20 was used as a statistical tool. Five factors were generated, which explained 70.26 percent of the variance. The extracted

factors were then rotated using variance maximizing method (Varimax). These rotated factors with their variable constituents and factors loadings are given in the Table 3. These factors are labeled Security, Customer satisfaction, service quality effectiveness, timeliness and awareness.

TABLE 3: FACTOR ANALYSIS FOR ACCEPTANCE OF E-BANKING

Sl. No	Measurement items	Security	Customer satisfaction	Service quality efficiency	Timeliness	Awareness
E1	Reliability and credibility	0.682				
E2	Accuracy	0.670				
E3	Transaction protection	0.700				
E4	Safe transaction	0.671				
E5	Prompt response to requests	0.662				
E6	Flow of next step in transactions	0.728				
E7	Problem solving	0.792				
E8	Quick transaction	0.794				
E9	Accessibility	0.747				
E10	Problem solving guide	0.836				
E11	Customers satisfaction		0.582			
E12	Keep up promise		0.813			
E13	Happy delivery		0.755			
E14	Issue solving		0.740			
E15	Customized services		0.700			
E16	Overall service quality		0.770			
E17	Completion of online transaction		0.536			
E18	On time service provision		0.507			
E19	Easy access to website		0.626			
E20	Customers safety			0.815		
E21	Banks operating hours			0.682		
E22	The banks reputation			0.816		
E23	Employees dress code			0.524		
E24	Supportive to employees			0.779		
E25	Quick access			0.643		
E26	Up to date equipment and instruments			0.510		
E27	Record keeping				0.580	
E28	Employees assistance				0.881	
E29	Customer supportive				0.547	
E30	Individual attention				0.843	
E31	Auto fill of transactions				0.669	
E32	Customer portal				0.709	
E33	Quick website loadings					0.590
E34	Real time financial information					0.637
E35	Quick services					0.699
E36	User friendly website					0.696
	Eagan values	7.223	6.029	4.769	4.22	2.622
	Percentage of variance	26.601	15.482	13.699	8.787	5.67
	Cumulative variance	26.601	42.083	55.782	64.569	70.266

Extraction method: Principal Component Analysis, Rotation method: Varimax with Kaiser Normalization, Rotation converged in 17 iterations

To know how different factors identified through factor analysis affect the use of E-Banking, regression analysis was conducted. The respondent's intention to intensify the customer satisfaction of e-banking services was regressed on the five independent variables, namely Security, Customer satisfaction, Service quality efficiency, Timeliness and Awareness. The results are reported in Table 4.

TABLE 4: REGRESSION ANALYSIS ON E-BANKING ACCEPTANCE FACTORS

Factors	Regression co-efficient	t-values	Significance level
Constant	3.320	54.502	.000
Security	-0.20	-0.333	.740
Customer satisfaction	0.263	4.314	.000
Service quality effectiveness	0.163	2.671	.008
Timeliness	-0.042	-0.685	.494
Awareness	0.007	0.120	.905
R square	0.120		
F ratio	5.268*		

*significant at 1% level.

The regression equation was significant at 1% level with the F value of 5.268 and the independent variables account for 12 percent of the variance in the level of acceptance of E-Banking by customers. Customer satisfaction (beta=0.263) and service quality effectiveness (beta=0.163) were significantly positively related to the acceptance of E-Banking services while security, timeliness and awareness did not emerge as the significant factors in explaining the acceptance of E-banking services by the respondents.

CONCLUSION AND RECOMMENDATION

Based on the survey of E-Banking in Dharwad district, respondents managed to reveal tremendous information to understand and evaluate the opinions and suggestions. The findings from research covered the respondent's intention on E-Banking. These findings can help for improving banking facilities.

When the observation comes from the view of service quality the results of this study conclude that customer satisfaction and service quality effectiveness are the two variables that explain the variance in the service quality, while all other service quality variables were not significant in customer satisfaction. The possible reasons for these findings would be that, the services offered by banks are generally not so well differentiated among the bankers that customers do not consider them as important in determining satisfaction level.

The recommendations to the bank are that they have to increase the level of trust between banks website and customers. In order to achieve these, following strategies should be applied by the bank

- Bank should ensure that E-banking is as safe and secure for financial transactions as a traditional banking
- Bank should educate the customers regarding uses of E-Banking as well as security and privacy of their accounts
- Customers who lack in basic computer skills should be educated with basic of usage of E-banking
- Banks must emphasize on convenience like avoiding queues and not visiting the banks, syncing with other money applications.
- Banks must emphasize on low cost of transactions and low incidence of errors.

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A STUDY ON FACTORS INFLUENCING EMPLOYEE SATISFACTION LEVEL AND TURNOVER WITH RESPECT TO GARMENT MANUFACTURING UNITS IN CHENNAI

Dr. A. SASIREKHA
ASST. PROFESSOR
NATIONAL INSTITUTE OF FASHION TECHNOLOGY
CHENNAI

ABSTRACT

One of the main drivers of an organization is to elevates its profit, incessantly. It can be achieved by constant enrichment of the 7Ms. Among them Men, the workforce, of the organization plays a dynamic role in. To enrich and retain such employee workforce is vital and challenging, nowadays. The employees may change from one organization to another for varied reasons. It may influence adversely the progress of the organization and increase its turnover rates. The major factors perceived to contribute to employee turnover were remuneration, high production expectations and lack of individual respect accorded to the workers in the course of daily working scenarios. To understand the reasons for the employees' turnover and to formulate the factors to retain them are challenging. Especially in the manufacturing sector needs careful attention when compared to other sectors. A survey conducted by an organization stated that the manufacturing sector suffers from 8.4 percent attrition rate. Hence, it was decided to study the satisfaction level of the employees in various manufacturing units in Chennai and to know the factors that influence the turnover rate. Both primary and secondary data were collected. The major findings of the study revealed that majority of the employees are satisfied. The results revealed that the major reason for turnover is their working environment, both physical and mental.

KEYWORDS
employee- satisfactory level, turnover, retention

JEL CODES
M12, J28, J63.

INTRODUCTION

"*It's not about money. It's about the people you have, and how you're led."*

<div align="right">*Steve Jobs*</div>

As the above quote says, it's very essential and challenging to manage human resources of any organization. Though there exists an exclusive HR manager (with any nomenclature) to handle the issues related to the workforce, nevertheless, every employee from top level to bottom level plays a vital role in persuading the employees' turnover and retention. This study aims to understand such influencing factors in garment manufacturing units in and around Chennai.

The textile sector is one of the oldest industries and one of the largest employers in Indian. The textile sector offers huge employment opportunities for Indian people, especially for the people reside in rural area, employed more than 45 million people in 2017-18. It contributes nearly two percent to the GDP of India and 15 per cent to the export earnings of India in 2017-18 (India brand equity foundation, 2019).

A survey conducted, among 272 organization across 18 sectors, by KPMG Annual Compensation Trends Survey India 2018 stated that top 3 reasons reported for attrition are: Better Pay Elsewhere (28.1%), Better Career Opportunity (23.4%) and Personal Reasons (19.6%). The attrition rate may vary from sector to sector. The highest being the retail. The manufacturing suffers with 8.4% (KPMG in India's Annual Compensation Trends survey 2018-19, 2018). It seems that the one consistent truth across every type of worker, regardless of age, gender, ethnicity, or geography, is that compensation is king for both recruiting and retention (Sayak, 2018).

CONCEPTUAL FRAMEWORK

The terms "Attrition" and "Turnover", though used interchangeably, they differ from each other. Attrition is the normal life cycle of employment. Employees who move, retire, pass away or leave the company to raise a family or attend school represent the usual ebb and flow of staffers through a business. In other words, when it comes to attrition, employees are leaving not because they have a problem with your company or their jobs – it's a matter of life unfolding. Attrition tends to be higher in companies located in transient cities and in organizations that hire older employees as a matter of practice (McQuerrey, 2019).

Employee turnover is a term that applies to employees who leave the company due to termination, taking a better job, or because they felt there was no room for growth, or worse, that they were dealing with a hostile or discriminatory work environment. A turnover rate says more about a company than it does an employee. A high turnover rate typically means working conditions are not optimal, pay is below market average, or staffers are not well trained. Concurrently, a low turnover rate is indicative of a work environment where staffers feel appreciated, work as a team, have room to move up the corporate ladder, and are satisfied with their jobs (McQuerrey, 2019).

TABLE NO. 1: DIFFERENCE BETWEEN ATTRITION AND TURNOVER

Attrition	Turnover
An employee retires or when the employer eliminates the position	An employee may leave the organization for varied reasons such as moving for career growth and so on.
The company may not fill the vacancy or may eliminates the position	The company may seek someone to replace/ fill the vacancy.
Attrition Rate = $\dfrac{\text{Number of employees who left for a period}}{\text{Total no. of employees for a period}} \times 100$	Annual Turnover Rate = $\dfrac{\text{No. of employees who left}}{(\text{Beginning + ending number of employees})/2} \times 100$

REVIEW OF LITERATURE

The following reviews discuss on the different factors that influence employees' satisfaction level and turnover rate.

A study intended to find the significant effects of four dimensions that influence attrition, namely work related, employer related, employee skill related and compensation. The results revealed: factor related to work related issues have the highest effect on attrition. Factors pertaining to employer related issue and skill of employees have almost the same effect. Interestingly, the compensation has the lowest effect on attrition. It means that employees give more importance to the quality of job and employer's treatment than salary. It implies that employers should be more careful in assigning tasks to particular employees and a work group, based on the employee's interest. It is inevitable to identify the reasons for people leaving/ staying in the organization. In particular, the retention strategy should address Pay, Job design, Performance, Training, Career development, Commitment, lack of cohesiveness, Dissatisfaction and Conflict with managers& supervisors, Recruitment, selection and Promotion (Armstrong, 2004).

Another study which contradict the previous results identified that lack of growth opportunities and salary are the major factors which force employees to change their jobs. To reduce attrition, industries should create some opportunities for the growth of their employees within the organization by adopting new Innovative

Technologies and Effective training programs. The company should also think of recruiting people who are in the vicinity of the industry, so that the family related problems will not lead to attrition (Adhikari, 2009).

An article discussing on attrition in various industries articulates that money alone is not the only reason for attrition. Factors like recognition at work place, stress at work place, conflict with bosses, improper career management are responsible for the attrition across various industries. Present retention strategies are not sufficient to retain the employees in the industries. The researcher also identified an association between their level of employment and attrition rate. The level of attrition is highest at junior staff due to easy entry and exit in the organization due to which attrition at junior level employee is to be seen at higher level than at top and middle management level employees. Superior subordinate disharmonious relationship at work place also becoming reasons of attrition (Sambhaji V. & Jojare, 2012).

The retention strategies designed should be such that the retentive forces are maximized and the debilitating forces are minimized. An attempt should be made not to orchestrate the retention strategies in isolation, but ensure that it forms a part of the overall strategy for fortifying the pull on the human talent, which includes sourcing, staffing and development strategies in addition. It should also be noted here that retention policies should be highlighted on par with other policies so as to ascertain that the employees feel they are highly valued. Once the employees working in the organization are made to feel that the organization holds a high degree of attachment towards them, the employee morale will improve and reduces turnover cost and knowledge loss will reduce thereby increasing the organizational efficiency and effectiveness (Soundarapandiyan & Ganesh, 2015).

A study to analyze the factors affecting employee turnover in medium scaled apparel industry in Srilanka concluded that work life balance, upward mobility and routinization become the core factors while pay does not become a core factor to set a felling in the mind of employees to leave the job (Rajapaksha, 2015). It is enviable for organizations to plan, an employee retention strategy by identifying and prioritizing important key employees who present a current or future reten-tion risk (Ajaya Kumar & Gadkar, 2016).

A study to understand the attrition in garment industries revealed that multiple factors contributed to employee turnover in different rates in different companies. The primary data was collected from 106 employees in garment industries located in Bangalore district. The major factor perceived to contribute to employee turnover was remuneration, high production expectations and lack of individual respect accorded to the workers in the course of daily working scenarios (Firdose, Attrition In Garment Industries: A Study From Human Resource Management Paradigm., 2017).

REVIEWS ON GENDER DIFFERENCE

Few studies related to gender difference are reviewed below:

Though there are many studies piloted to understand the relationship between gender and turnover in an organization, could not be narrowed down to a general inference. It may vary from the industry to industry and are specific in nature. This is also justified by another study. Male and female groups perceived their work environment similarly, however, the results confirmed that gender was a significant explanatory of actual turnover but *lot* of intent. The results, also, help explain the inconsistent results linking gender to turnover, as well as emphasize that gender differences are crucial to understanding the development of a turnover decision (Weisberg & Kirschenbaum, 1993).

A case studied in exploring the relationship between gender difference in labour turnover proposed that observed gender differences in labor turnover in the twentieth century can be attributed, at least in part, to the specific employment policy decisions of firms. The results of the analysis raised a question on the assumption that the higher rate of female turnover is exogenously determined (Owen, 2001).

A study to understand the gender diversity in various field was conducted. The findings indicate that organizational gender diversity among female employees leads to lower turnover intentions, but do not affect their degree of job-satisfaction – and it has in general no effect on men's job-satisfaction nor turn-over intentions. Hence, the overall indication is an asymmetric effect across the gender category. However, there are occupational differences (Nielsen & Madsen, 2015).

Based on the above reviews on gender difference, the hypotheses H_2 and H_3 are tested.

OBJECTIVES

1. To know the satisfaction level of employees with respect to various factors.
2. To know the factors influencing the turnover rate.
3. To suggest the ways to reduce the turnover rate, if any.

FRAMEWORK OF THE STUDY
RESEARCH METHODOLOGY

Particulars	Description
Research design	Descriptive in nature
Primary data	The primary data were collected through structured questionnaire followed by the discussions with Management and employees of manufacturing units located in Chennai.
Secondary data	Previous studies, periodicals Analytical and from various published sources
Sampling method	Convenience sampling
Sample size	364
Statistical tools used for analysis	Descriptive: Percentage Inferential: Chi-square test, Student's t-test

There are around 100 garment and textile units in and around Chennai, in which 10 units are selected on a convenient basis. The responses are collected from the employees at all levels. Descriptive research design is used. The convenience sampling technique was used to select the samples. The sample size is 364.

HYPOTHESES

H_1: There is no association between job satisfaction and demographic factors such as gender, age, marital status, level of employment

H_2: There is no significant relation between gender and factors that influence satisfactory level.

H_3: There is no significant relation between gender and factors that influence turnover.

DATA ANALYSIS

Analysis and inferences of primary data are discussed below.

(I)   DEMOGRAPHIC DATA OF THE RESPONDENTS

The demographic data of the respondents are presented in the following table:

TABLE NO. 2: DEMOGRAPHIC DATA OF THE RESPONDENTS'

Attributes		Respondents		Attributes		Respondents	
		Number	Percentage			Number	Percentage
Gender	Male	192	53	Marital status	Single	141	39
	Female	172	47		Married	223	61
Age Group (In years)	20-30	199	55	Educational qualification	10th std	151	42
	30-40	129	35		12th std	107	29
	40- 50	26	7		UG	29	8
	More than 50	10	3		PG	25	7
					Others	52	14
Level of employment	Low	323	89	Experience (in years)	Less than 5	251	69
	Middle	16	4		5-10	86	24
	Top	25	7		10-15	17	5
Monthly income (in Rs.)	Less than 10,000	279	77		15-20	8	2
	10,000-20,000	64	18		More than 20	2	1
	20,000-30,000	11	3				
	30,000-40,000	3	1				
	40,000-50,000	4	1				
	Above 50,000	3	1				

(Source: Primary data)

The above highlights that approximately 56 percent of the respondents working in the garment industry are male. The majority of the respondents age group is between 20 and 40 years, majority of them are married, most of them are literate and around thirty percent of them are experienced more than 5 years.

(II)   JOB SATISFACTION OF THE RESPONDENTS

(a)   To identify, how many of the respondents are satisfied with their current job, a question was included and the data for the same is tabulated below:

TABLE NO. 3: JOB SATISFACTION OF THE RESPONDENTS'

Job satisfaction	Respondents	
	Number	Percentage
Yes	316	87
No	48	13

Source: Primary data

It is clear from the above table that 87 percent of the employees are satisfied with their job, in the organization.

(b)   Satisfactory level of respondents with respect to demographic factors

The hypothesis (H_1) was tested using Chi-square test and presented below to understand the existence of association between job satisfaction and demographic factors.

TABLE NO. 4: RELATIONSHIP BETWEEN JOB SATISFACTION AND DEMOGRAPHIC FACTORS OF THE RESPONDENTS

Demographic factors		Job satisfaction		Chi-square value	P- Value
		Yes	No		
Gender	Male	175	17	6.663	0.010*
	Female	141	31		
Age Group (In years)	20-30	175	24	1.284	0.864
	30-40	110	19		
	40- 50	22	4		
	More than 50	9	1		
Marital status	Single	124	17	0.257	0.612
	Married	192	31		
Level of employment	Low	280	43	3.449	0.178
	Middle	16	0		
	Top	20	5		
Educational qualification	10th std	132	19	5.910	0.206
	12th std	97	10		
	UG	25	4		
	PG	22	3		
	Others	40	12		
Monthly income (in Rs.)	Less than 10,000	239	40	3.675	0.597
	10,000-20,000	57	7		
	20,000-30,000	11	0		
	30,000-40,000	3	0		
	40,000-50,000	3	1		
	Above 50,000	3	0		
Experience (in years)	Less than 5	221	30	2.362	0.670
	5-10	72	14		
	10-15	15	2		
	15-20	6	2		
	More than 20	2	0		

(Source: Primary data, *- Significant at 5 percent level)

From the above table it is very clear that there is no association between job satisfaction and their demographic factors, except for gender. Nevertheless, there exist association between gender and job satisfaction, the association give the impression to be very weak, as the phi- value is less than 0.15.

(c) Satisfactory level of respondents with respect to various factors

The following table reveals the ranks given by the respondents to various factors based on their satisfactory level. It was also intended to test the hypothesis, H_2, using student's t test and the results are tabulated below.

TABLE NO. 5: SATISFACTORY LEVEL OF THE RESPONDENTS

Rank	Factors	Mean Rank	Male	Female	t- Value	P- Value
1	Relationship with colleague	3.41	3.50	3.32	1.569	0.118
2	Physical working condition	3.39	3.51	3.26	2.470	0.014*
3	Relationship with supervisor	3.32	3.34	3.30	0.424	0.672
4	Welfare facilities	3.30	3.38	3.20	1.846	0.066
5	Relationship with subordinates	3.27	3.37	3.16	2.010	0.045*
6	Reward system	3.27	3.28	3.15	1.320	0.188
7	Salary	3.21	3.24	3.14	0.970	0.333
8	Policy and procedure	3.19	3.34	3.19	1.333	0.183
9	Recognition	3.15	3.22	3.06	1.662	0.097
10	Career growth opportunities	3.08	3.16	2.99	1.637	0.103

(Source: Primary data, *- Significant at 5 percent level)

The respondents were asked to rate the factors that highly contribute to the employee satisfaction in an organization. The above table undoubtedly represents that the respondents have rated that the relation among the colleagues highly influencing factor and career growth opportunities as least influencing factor for their job satisfaction. It is also interesting to note that there is no significant difference between male and female with respect to other factors except for Physical working condition and relationship with subordinates at 5 percent level of significance.

TABLE NO. 6

Policy and procedure	.438
Physical working condition	.681
Welfare facilities	.578
Salary	.353
Relationship with supervisor	.828
Relationship with colleague	.996
Relationship with subordinate	.478
Career growth opportunities	.028
Reward system	.490
Recognization	.021

FACTORS INFLUENCING TURNOVER RATE

To know the opinion of the respondents with respect to the factors that contribute to the turnover rate, they were asked to rate the following parameters. Based on the rating given the factors are presented below.

TABLE NO 7: FACTORS INFLUENCING TURNOVER

Rank	Factors	Mean	Male	Female	t- Value	P- Value
1	Working condition	4.27	4.25	4.29	-0.490	0.624
2	Quality of work life	3.96	4.01	3.90	1.357	0.176
3	Better salary	3.62	3.70	3.51	1.635	0.103
4	Incentives	3.58	3.67	3.46	1.913	0.057
5	Opportunities	3.47	3.28	3.00	2.335	0.020*
6	Promotion policies	3.16	3.18	2.74	3.310	0.001**
7	Relationship with the boss	2.98	2.81	2.45	2.327	0.021*
8	Relationship with the peers	2.65	2.61	2.32	1.839	0.067
9	Career growth	2.48	2.21	2.31	-1.162	0.246
10	Unrecognized work	2.25	1.71	1.47	2.943	0.003**

(Source: Primary data, *- Significant at 5 percent level, **- Significant at 1 percent level)

From the above, it is apparent that working environment and quality of workable of the respondents are the major factors that influence the turnover rate. The unrecognized work may be the last reason to leave the organization. However, there exist a significant difference with respect to the gender in few factors. When the hypothesis H_3, was tested, it is inferred that there exists a significant difference at 5 percent level for the factors opportunities and relationship with the boss whereas at 1 percent level there exists a significant difference in promotion policies and unrecognized work.

FINDINGS

o The employees of the manufacturing units in Chennai city are highly satisfied with their job with respect to their relationship with their colleagues and working conditions. They are least satisfied with their career growth. It is also found that the employees join at lower level (like helper) have opportunities to further move to middle level (like tailor, supervisor) whereas the employees joining as management trainee or at middle level recognized less growth opportunities.

o The experienced employees in the organization are of the opinion that they are not being recognized and there is no career growth in the organization. However, only approximately 12 percent of them are willing to leave the organization, the reasons being family commitments, not willing to move to a new place and so on.

o Female employees are less satisfied with the prevailing working conditions than the male employees and also less satisfied with their subordinates than the male employees.

o The main reasons noted for leaving an organization are working condition and quality of work life. They also transfer to new organization for better pay. The male employees are much concerned about their promotions and growth opportunities than female, as they play a major role in improving their economic status of their family.

SUGGESTIONS AND CONCLUSION

The study on a whole reveal that the employees in the garment units are much concerned about the working environment (both physical and psychological). The major reason they have quoted to leave the organization is also the same. It is also found that there exists difference in their satisfactory level of male and female. In this regard, due care may be taken to ensure the availability of comfortable working environment and congenial relationship with their colleagues. This may

reduce the turnover rate. Employer should also guarantee better pay and growth opportunities. To rise the morale of the employees, recreational facilities, team building programmes may be organized.

LIMITATIONS
The results of the research are based on the data and opinion given by the respondents during the study period. Hence, that may not be generalized. However, they may be referred for future researches.

SCOPE FOR FUTURE RESEARCH
The scope of the research may be extended to other cities of Tamilnadu, where numerous manufacturing units are located.

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HUMAN RESOURCE PRACTICES IN NTPC

Dr. TAJINDER KAUR
ASST. PROFESSOR
POST GRADUATE GOVERNMENT COLLEGE
SECTOR-11
CHANDIGARH

ABSTRACT

Amongst the various assets human resource is the most important one because it uses the other assets. It becomes more important to study this asset as the business is shifting from manufacturing to service industry. NTPC is an electricity producing company here also human power plays an important role. The paper studies human resource accounting in NTPC. The major drawback of accounting is it does not consider human asset in its balance sheet. Even the accounting rule making body has also not arrived to common consensus to use some common rules to record human asset. In spite of it some companies are giving information related to human resource on voluntary basis. The paper studies the information provided by NTPC regarding its human resource in its annual report. Information is collected from web site, annual report and newspapers. The collected information is analysed with percentage, ratio, standard deviation and variance.

KEYWORDS
human resource accounting, human resource value, human capital, organisational culture, human resource management.

JEL CODES
M12, O15.

INTRODUCTION

Earlier the business was confined to local limits. The recording of business transactions were as per the local tradition and requirement of the business. The business activities were moreover meant the conversion of raw material to the finished goods, where the cost of raw material constituted the major cost. Accounting of business transactions were done accordingly where Human Resource was not considered as an asset. The invention of computer and development of business in the field of service sectors necessitated the need to record the most valuable asset of the business that is Human Resource.

Now days it is not important to hold fixed assets or other factor of production rather the most important part is holding Human Resource with good calibre, creative thinking, knowledge, experience, loyalty, discipline etc. An organization sometime with the other entire factor of production may fail if it does not manage its Human Resource properly. Retention of good Human Resource is also a challenging job. Therefore, the importance of Human Resource cannot be ignored.

REVIEW OF LITERATURE

Shri Pragnesh B. Shah (2004) It was studied that HRA is still in infancy and there is strict need of some unification of presentation of such information. Human Resource is at the stage of development and still a lot is required to be done to make it completely usable. Aditi Dixit (2005) In this Ph.D. thesis found that as such there was no proper accounting of Human Resource but it is useful to know the impact of training to employees. HRA lacks support from top management and it is confined to training and development only. Eric Flamholtz (2005) The paper draws the attention that total value of Human Capital is greater than its individual value and the corporate culture has a significant impact on the Human Capital and in turn it has impact on financial performance. Dr. Arindam Ghosh and Prof. Asit Gope(2009). The author concludes that the information regarding investment in Human Resource is valuable for the human resource management personnel to determine how well the investment in Human Resource is utilised by the management in producing income for the organisation. Yagnesh M Dalvadi (2010) In this study the author throws light on Human Resource Accounting in public and private companies in India. It was concluded that there is significant difference in use of Human Resource Accounting in private and public sector undertakings. Raunak Narayan (2010) The writer concludes that HRA would give an organisation a correct vision to the way forward. No doubt so far this subject is not fully developed it has issues and challenges in its use. 7. Research Executive Summaries Series (2010) The paper explains the impact of Recruitment, Training and Job for life and Teamwork and Organizational culture on the performance of an organization. Samuel P D Anantadjaya (2011). Quantification of information is always helpful to analyse a situation and to take correct decisions otherwise the abstract information does not help in taking right decision. C.A. Vikas Jain (2011) The author concludes that HRA in any organisation should be designed to serve two functions, first Human Resource must be recognised as a critical success factor for any organisation and secondly HRA must provide an alternative accounting system designed to measure the cost and value of Human Asset to an organisation. Amitava Mondal and Santanu Kumar Ghosh (2012) The management of intellectual asset is important but author does not give due focus on uniformity of valuation of intangible assets i.e. Human Resource for the comparable financial statements. Dr. Sandeep (2012) It is concluded that Human Resource Accounting must be given utmost importance as it is vital in contributing to the company's success. Dr. Nidhi Sharma and Hitendra Shukla (2012) The author has concluded that there is difference in Human Resource Accounting practices in private and public organisations as there is no set uniformity in guidelines for the use of Human Resource Accounting. Mamta Ratti (2012) The author in this paper studies the value of Human Resources at different level (higher, middle and lower level) to determine the value of employees at different levels. Rakholiya Nisha Rasikbhai and Dr. Prashant Makwana (2012) In this paper it was highlighted that Human Resources are the most valuable resources of a because effective utilization of physical and financial resources depends upon the quality of Human Resources. Daarsari Pandurangarao, Dr. S. Chand Basha and Devarapalli Rajasekh (2013) The authors Concludes that despite of many advantages the implementation of Human Resource Accounting is at very early stage in Indian organizations. Md. Amirul Islam, Md. Kamruzzaman and Md. Redwanuzzaman (2013) The author suggested the company that beside technological up- gradation and modernization the company should also make efforts towards competency development. Dr. N.K. Sharma and Mrs. Lakshmi T (2013) In this study it was concluded that HR practices are done in MNCs in India and they are resulting in favourable business performance. P. Usha (June 2013) According to this paper traditional accounting is going to be replaced gradually by modern accounting where International Financial Reporting Standard proposes and encourages alternative measurement and reporting standard which also includes Human Resource Accounting. H. Haghshenas, G. Barzegar (2014) It is concluded that although Human Assets are not shown in the balance sheet but an organisation must manage all types of Human Resources and for that Human Resource must be examined through different angles that is social and organizational aspect. Michael Mankins, Karen Harris et al (2017) The companies that apply real discipline in their management of Human Capital are on average 40% more productive than the rest. The author hence supports than present age is the age where the value of Human Capital outweighs the importance of financial resources which further supports the requirement of research in the field of Human Resource Accounting.

RESEARCH GAP AND NEED OF THE STUDY
1. At global level, it is found that amongst the factors of production except Human Resource other things may remain same but it is only the Human Resource the presence of which makes a difference in any company, as it is the Human Resource which uses other factors of production. In spite of that, in general, Human Resource Accounting is not being practiced by every company, my thrust area is to see the impact in the company by the people who are managing and working in it.
2. The Period covered is 2010-11 to 2016-17 for the research which gives enough chance of further study.

RESEARCH METHODOLOGY

1. The research is explanatory in nature which will study different aspect of Human Resources in context of accounting.
2. The collected data is classified and tabulated under the appropriate head for the purpose of arriving at any inference.
3. The technique of Ratio Analysis is used to interpret the data.
4. Statistical tools such as Average, Standard Deviation, Variance, Index Number, etc. are used for the purpose of interpreting the data.

SOURCE OF DATA

Both primary and secondary sources are used to collect information. Primary sources are collection of information through questionnaire E-mail and telephonic talk to the concerned officials and secondary sources are collection of information through Annual Reports, Websites, Journals, Books, Thesis and newspapers etc.

HUMAN RESOURCE ACCOUNTING IN NTPC

NTPC considers employees as a backbone of the company in contribution to the success of the company. Employees are given opportunity to participate in the management of the company. Regular meeting with employees and regular workshop is conducted to improve the quality of employees. NTPC recognises the importance of safety of employees; it gives safe environment and also inculcates safety awareness among the employees. Regular plant inspection and review with head of project, internal audit safety with own officers of various sites and external safety audit by reputed organisations are carried out at each site every year. Recommendations given are regularly reviewed and complied with. Adequate number of qualified safety officers is posted at all units as per statutory rules and provisions to look after safety of people and property. The company being the supplier of electricity take due care of its employees in context of safety. To mitigate on site emergencies at all operating stations effective engineering controls are provided to indicate and handle emergency. Mock drills are conducted regularly. Many of the plants are awarded with prestigious safety awards by various institutions like ministry of labour and employment, Government of India; national safety council etc. in recognition of implementing innovative safety procedures and practices. The company provides training to its employees to develop them. To fulfil these objectives, the company power management institute at corporate level and employee development centres at its sites. To train employees with respect to change in companies' act 2013, change in accounting standards and change in land acquisition act the company has developed an integrated international project management framework through international faculties for achieving competitive advantage, besides entering into long term institutional tie up with IIM Indore and IIM Ahmadabad in this area.

NUMBER OF EMPLOYEES

TABLE 1: INDICES FOR NUMBER OF EMPLOYEES

year	Number of employees	Total No. of Employee Index
2011	23,797	100
2012	24,011	100.90
2013	23,865	100.29
2014	23,411	98.38
2015	22,496	94.53
2016	21,633	90.91
2017	20,593	86.54

Source: Annual Report

The total number of employees is showing a decreasing trend. It was 23,797 in the year 2011 and it decreased to 20,593 in the year 2017. There is decrease in number of employees by 13.46 times. This is due to up gradation of technology the number of employees is on reducing trend. If we see the generation of power it has increasing trend. So if we compare with the year 2011 where the generation of power was 2,20,536 million units and number of employees were 23,797 with the year 2017 where the generation of power is 2,50,314 million units in the year 2017 against total number of employees 20593. It shows that the company is moving towards efficiency.

TRAINING AND DEVELOPMENT IN NTPC

The company does not disclose educational index and also does not provide information on the amount spent, training hours and number of employees trained. This section is explained with the information provided by the company in the annual report.

Company provides training to its employees from time to time. The learning activities are being driven by the comprehensive infrastructure comprising Power Management Institute (PMI) at the corporate level and employee development centres at sites providing learning on management technical competencies and leadership. The training requirement of middle and senior level of executives are catered by Power Management Institute (PMI) the apex learning centre of the company.

Initiatives taken by Power Management Institute (PMI) are given below:

1. Post graduate certification in project management programme in collaboration with IIM-Indore for developing long term management competencies. Under this initiative executive from public and private sector utilities/ companies from various states have been given skill based training to augment their capacity addition programme.
2. Special programme on enterprise risk management for senior level executives are provided.
3. It opened "NTPC School of Business" for running 15 month flagship program titled "Executive Post Graduation Diploma in Management."
4. It also has training programmes in foreign universities to train its executives.

GENERATION OF POWER

TABLE 2: INDICES FOR GENERATION OF POWER

Year	Gross generation of power (in million tonnes)	Gross generation power (in Million tonnes) index
2011	2,20,536	100
2012	2,22,068	100.69
2013	2,32,028	105.21
2014	2,33,284	105.78
2015	2,41,261	109.40
2016	2,41,975	109.72
2017	2,50,314	113.50

(Source: Annual Report)

SALE OF POWER

TABLE 3: INDICES FOR SALE OF POWER

Year	Sale of power (in crores)	Sale of power (in crores) index
2011	54,705	100
2012	61,002	111.51
2013	64,190	117.34
2014	71,490	130.68
2015	72,528	132.58
2016	69,932	127.83
2017	77071	140.88

TURNOVER PER EMPLOYEE

TABLE 4: INDICES FOR TURNOVER PER EMPLOYEE

Year	Turnover per employee	Turnover per employee index
2011	2.30	100
2012	2.54	110.43
2013	2.69	116.96
2014	3.05	132.61
2015	3.22	140
2016	3.23	140.43
2017	3.74	162.61

Source: Annual Report

EMPLOYEES COST

TABLE 5: INDICES FOR EMPLOYEE COST

Year	Employee Cost (in crores)	Index of Employee Cost
2011	2,790	100
2012	3,090	110.75
2013	3,360	120.43
2014	3,868	138.64
2015	3,621	129.78
2016	3,582	128.39
2017	4,325	155.02

Source: Annual Report

EMPLOYEE COST PER EMPLOYEE

TABLE 6: INDICES FOR EMPLOYEE COST PER EMPLOYEE

Year	Employee Cost per employee (in crores)	Index of Employee Cost per employee
2011	0.12	100
2012	0.13	108.33
2013	0.14	116.67
2014	0.17	141.67
2015	0.16	133.33
2016	0.17	141.67
2017	0.21	175

Source: Annual Report

RELATIONSHIP OF TURNOVER AND COST OF EMPLOYEES

TABLE 7

Year	Cost of employees (in crores)	Turnover (in crores)	Percentage of cost of employees to turnover
2011	2789	54,705	5.10
2012	3090	61,002	5.07
2013	3360	64,190	5.23
2014	3868	71,490	5.41
2015	3621	72,528	4.99
2016	3582	69,932	5.12
2017	4325	77,071	5.61

Source: Annual Report

PROFIT AFTER TAX

TABLE 8: INDICES FOR PROFIT AFTER TAX

Year	Profit after tax (in crores)	Index of Profit after tax
2011	9,103	100
2012	9,224	101.33
2013	12,619	138.62
2014	10,975	120.56
2015	10,291	113.05
2016	10,770	118.31
2017	9,385	103.10

Source: Annual Report

PROFIT AFTER TAX PER EMPLOYEE INDICES FOR PROFIT AFTER TAX PER EMPLOYEE

TABLE 9

Year	Profit after tax per employee (in crores)	Index of Profit after tax
2011	0.38	100
2012	0.38	100
2013	0.53	139.47
2014	0.47	123.68
2015	0.46	121.05
2016	0.50	131.58
2017	0.46	121.05

Source: Annual Report

VALUE ADDED

TABLE 10: INDICES FOR VALUE ADDED

Year	Value Added(in crores)	Index of Value Added
2011	19,140	100
2012	19,738	103.12
2013	22,999	120.16
2014	25,966	135.66
2015	25,090	131.09
2016	27,440	143.36
2017	29,159	152.35

Source: Annual Report

VALUE ADDED PER EMPLOYEE

TABLE 11: INDICES FOR VALUE ADDED PER EMPLOYEE

Year	Value Added per employee (in crores)	Index of Value Added
2011	.80	100
2012	.82	102.5
2013	.96	120
2014	1.11	135.37
2015	1.12	140
2016	1.27	158.75
2017	1.42	177.5

Source: Annual Report

CALCULATION OF AVERAGE, STANDARD DEVIATION AND VARIANCE OF VARIOUS ITEMS OF HUMAN RESOURCE AND ITS DISCLOSURES IN NTPC

TABLE 12

Particulars	Averages	SD	Variance
Total Number of employees	22,829	1212	0.053
Employee Cost per employee	0.157	0.028	0.178
Turnover per employee	2.967	0.453	0.152
Value added per employee	1.071	0.211	0.197
Profit after tax per employee	0.454	0.052	0.114

Source: Annual Reports

CONCLUSION

1. In NTPC it is observed that there is decrease in number of employees with the passage of time. It was 23,797 in the year 2011 which increased slightly in 2012 but from there onwards there is fall in it. In the year 2017 it further decreased to 20,593. It shows that company has shifted towards use of more of technology where less manpower is required. Average Employee is 22,829 with Standard Deviation 1212 and Variance 0.053.

2. Employee cost shows an increasing trend till 2014. It was Rs. 2790 crores in the year 2011 and it reached to Rs. 3868 crores in the year2014. After that there is fall, in it. It is Rs.3582 crores in the year 2016. But in the year 2017 it went up to 4325 crores. In spite of that there is increase in the ratio of employee cost per employee because the number of employees has a decreasing trend. It was 0.12 in the year 2011 and it reached to 0.17 in the year 2014 then after there is slight decrease then again it slightly improved in the year 2016 and 2017. Average Cost per Employee is 2.967 with Standard Deviation 0.453 and Variance 0.152.

3. Turnover of the company is Rs 54705 crores in the year 2011 and it shows an increasing trend till 2015. In 2015 it is Rs. 72,528 crores and it reached to 69,962 crores in the year 2016. Further in the year 2017 the turnover goes up to 78,273 crores. Turnover per employee is showing an increasing trend. It was 2.30 in the year 2011and it reached to 3.74 in the year 2017. Average Turnover Per Employee is 2.967with Standard Deviation 0.453 and Variance 0.152.

4. Value added indicates the earning power of the organisation. It was 19, 140 in the year 2011 it continuously increased till 2014.There is slight decrease in the year 2015 but from then onwards it has an increasing trend and reached to 29,159 crores in the year 2017. In the similar way value added per employee also shows increasing trend. It was 0.80 in the year 2011 and it grew continuously and reached to 1.42 in the year 2017. Average Value Added per Employee is 1.071 with Standard Deviation 0.211 and Variance 0.197.

5. Profit after tax of the company shows a mix trend. It was Rs. 9103 crores in the year 2011. It increased to Rs. 12619 crores in the year 2013 then after there is a fall in it. It reached to Rs.9385 crores in the year 2017. Profit after tax per employee has similarly gone up to 0.53 the year 2013 as compare to the year 2011. Then after there is decrease, in it till 2015. It slightly improved in the year 2016 but again in 2017 it went down to 0.46.in the year 2017. Average Profit after Tax per Employee is 0.454 with Standard Deviation 0.052 and Variance 0.114.

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A CONCEPTUAL STUDY ON THE MODELS IN SERVICE SECTOR AND THE ADVANCEMENT OF SERVICE SECTOR

SINDU AKILESH
ASST. PROFESSOR
NEW HORIZON COLLEGE
KASTURIAGAR

ABSTRACT
The service industry is the largely competitive industry and the survival of the sector is based on the quality of services. The competition in the service sector has increased; customer service is an important part of the organizational growth. The study is based on the applications of different models in the service sector. The study focuses on the interactive strategy used in the service sector, and how well customers react to the service providers. The study relates on the new models used in the service sector, and how it keeps the customer relationship. The study even focuses on the strategies used for retaining the customers, and how well the different model is adopted in the service sector. Technological advancements in the service sector and the pros and cons of the advancements in technology have been discussed. The paper also studied regarding the infusion of technology in the service sector and how the customer interaction has been carried. The trade-off between the privacy and customization has increased drastically; which has been due to the usage of service Models. The main aim of the study is to enhance how far the service quality is used to increase the quality in the service industry. The service sector has to meet the customer expectations which are the primary concern of all service organisations. The SERVQUAL is the main focus of the service organisation; which means the service quality.

KEYWORDS
SERVQUAL, business model, models, pyramid model, services, service gaps technology.

JEL CODE
O14.

INTRODUCTION
MEANING OF SERVICE MARKETING
Service marketing is a strategy in marketing which gives importance to relationship and value. The main aim of service marketing is marketing of goods and services. The main characteristics or features of services are intangibility, inseparability, heterogeneity, and perishability; which is very important in the service industry.
The main function of service sector is creating, communicating and identifying the values of customers and working towards the benefit of the company's stake-holder's; and building the relationship with the customers.

NEED OF THE STUDY
- The study focuses on how the LPG reforms have affected the service sector.
- Customer satisfaction is the key factor for maximising the profit.
- The service delivery process has changed, focusing on how the services are delivered.
- The flexibility of the service industry has been analysed in relation with the organisational goals.
- The innovations in the service sector has been analysed in relation with the competitors.
- The study was analysed to see even the integrated marketing done in the service sector; and how well it is coordinated in the service process.
- The customer feedback or the reverting has been analysed.

The advent of technology has made it so mandatory to study the service sector in detail; since the customers are well updated with the emerging trends, and how far the competitor is using the different pricing strategies; the service sector has to deliver the product according to the customer's interest.

FRAME WORK OF THE STUDY
The factors affecting the service sector has been identified as such:
- The service quality factors have been analysed in relation with the customer satisfaction.
- It has been analysed that where all the service varieties can be taken up and which industry.
- How the service industries quality can be increased and the directions have been provided thereto?
- The study finds the way to access the customer satisfaction and methods to be adopted in the service sector.
- A dynamic environment has to be created so that changes can be done easily in the service sector.

SERVICE MARKETING IMPORTANCE
1. Intangibility of services.
2. The customer's services offered are homogeneous in nature; and it is the main factor in the service industry to differentiates the service.eg: the service a customer gets in the banking sector, as Indian Bank and Citi bank is different; and it remains in the mind of the customers.
   - The customer retention can be done if the service sector gives proper customer care, so that the relationship can be maintained for the furure. Each service organisation has to bring in the proper customer retention strategy to maintain a cordial relationship with the customer. Intangibility is the main feature of service organisation, so it has to be maintained well. The service sector goes down through the viral communication or word of mouth communication.
   - The services are having the feature of simultaneous production and consumption, wherein which customer satisfaction is more prominent. The service industries have customer retention techniques where in which customer's feedback is taken into consideration; and hence service sector gives customer satisfaction.
   - The service sectors are now driven with the customer delight, where in which the moments of truth are crucial. The customers and the service provider comes in direct contact and the customer arrives at an impression about the industry or firm. The service sectors have to keep the customer's expectation and the promises intact for the success of the business. Managing both intangibles are very important as it creates to the moment of truth.

RESEARCH DESIGN
The data is collected through secondary sources and the findings and suggestions have been made. The research articles have been assessed and the conclusions have been drawn.

SCOPE OF THE STUDY

The research is done to find out the variations in the pyramid model of service marketing. The service encounters and the customer satisfaction has been discussed in relation with the technological advancements. The study focuses on the different classification of services like B2C and B2b service encounters. The purpose of the research is twofold. On one side, by studying both existing literature and the case studies carried over in the topic. The main aim of the research paper is to analyse how the service industry is using the technology for the survival as well as to compete with the competitors.

MODELS OF SERVICE MARKETING

The models in the service industry help the firms to analyse the customer relationships and the satisfaction level achieved by the firms. The models help the firms to efficiently serve the customers and enhance the customer's quality according to the perception of the customers. The customization and trade-off are the key factors which attract the customers; and the pricing strategies has also been analysed so that the service sector an avail profit.

Common Service Management Model

Service Management groups most commonly are structured around incident, problem, change, and release and deployment management. A key to success that many organizations overlook is the need to address the people, processes, and tools required to integrate and operate the Service Management group effectively. Common Service Management Model Standing up a support group without integrated processes and clear ownership and hand-offs can lead to its failure. For example, the support model can be aligned by business function. This model typically works for small organizations. As the organization grow and more systems transition to Service Management group for support, overall performance around support will likely decline.

Service Management – Framework

The service management underlies the following important points:
Knowing and Understanding Your Customer is important; understanding the customers is equally important. To understand the value proposition, the customers' need has to be assessed. The Customer's Needs Make sure to create services based on your customer's current and future needs. Communicate upfront what services are offered and the cost associated with those services.

Service value of customers

Service Value Customers will evaluate the performance of the services that you provide based on the value and quality of the services that the Service Management division offers. The success of a Service Management division is based on how well it is integrated within the enterprise and supports the business by providing services that the customer wants and needs. The success of the service management model lies in the standard procedures and processed adopted, which is clearly informed to the customers.

Service Desk Model

In this model, all transitions of enterprise assets move along the service process and service desk handled all customer support function as depicted above. The service desk needs to be well integrated to handle incident/problem management (IPMO) along with providing 24x7 supports through the operation centre. Make sure you set a communication protocol in place so that customers are kept informed on critical issues and their status. This model was derived from the ITIL framework and was customized to ensure that the support organization was able to improve operational efficiency by incorporating standards and focusing on customer satisfaction, reducing operational support costs, and improving how issues and risks were addressed. If an organization has invested to create standards, guidelines and operational controls to improve service quality, then you can measure service quality after those standards, guidelines and controls are used.

Pyramid model

The service marketing research has undergone a drastic transformation since the use of technology in the sector. Technology was expected to grow alongside the growth of technology the pyramid model is triangular model which is a two –dimensional model. In this model the service marketing is defined as a dynamic relationship between employees, customers and technology. It also highlights the importance of technology in service sector. Interactive media can be used to build brands and provide customer service. This model has got two implications for positioning strategy. The first implication is that introduction of disruptive technology in the market forces and the positioning of the service product, and how well it can be integrated in the model for the success of the service sector.

Business model definition

In this model the importance is for the relationships, resources and the offering and how well it can be used to target the defined markets and can be addressed to the customers.

Business model building blocks

Relationships: The customer interaction vs. the levels of service, socio-technical networks and intra-organizational & inter-organizational collaboration.
Offerings: The service content, the whole value proposition and the solution how to use it to create value.
Resources: Capabilities and assets in the service production & delivery system, processes, knowledge, skills & organization.
Revenue models: The elements of capturing value, which include pricing, revenue management, and service bundling.
Mindset: The values, emotions, and attitudes of management, including cognitive, rational & emotional thinking and planning in which learning is a key driver of a firm's innovation.
Types of relationships in service management

- Social
- Transactional (provider –client, suppliers)
- Collaborative (provider –client, partners)
- Competitive
- Hierarchical
- Dyadic, multidimensional, asymmetrical.

Revenue models and business model

The business model is about:

How does a business operate in practice? The combination and use of business idea and business strategy in practice. A specific combination of key elements of business.

Revenue model is about:

The service sector capturing value and how it's done. What are the sources of revenue? Pricing & cost structure, lock-in effects, and network effects.

Importance of revenue model

The importance of revenue models has increased in business planning. Costs is the primary factor of all business concerns, and pricing can be efficiently done based on costs. In the service sector customer's satisfaction is given major importance and not costs. So, unlikely profits can be attained by satisfying the customers and not be based on the costs alone. The customers will pay more money if the service provided is exceptional. So, the management should work adhering to the customer's needs.

Levels of revenue model
1. Strategic level
- In what businesses do we want to be involved?
- With what resourcesv & cost structure do we compete?
2. Business model level
    - Focus on portfolio of offerings & sources of revenue
    - What are our profit-makers and loss-leader offerings?

- What are our price quotationν principles? (Bundling, skimming, penetration, etc.)
3. Operational level
   - Focus on transaction-specific pricing issues.
   - How do we win deals?
   - What are the determinants of a single price (value, elasticity, contribution margin, etc.)?

The Advantages of a Business Model

Competitive Advantage

In this model we can see the focus on competitive advantage over the other service organisation in the industry. The model will be a success if first time purchases, USP, and the market reputation is good for the company and the company is having a different marketing strategy too.

Plan for Growth

In accordance with this model a company always keeps reserve from the profits arrived and uses the reserve for the development purpose, investment, property, reinvestment. The company should have a focus at least to attain the breakeven, so that the company doesn't go for loss. This model propounds that a business can survive from the profit from breakeven rather than relying on debts.

Financial Sustainability

The business model always focuses the entrepreneur to have enough profit each month. The management of finance is done in such a manner that the business does not go for closure rather it survives with the tough competitors the market. The organisation should be capable enough to dynamic environment so that the firm can survive in all situations. The organisations worth is proven if the industry works in all tough situations.

Lenders and Investors

The competitors are well known about the market trends, so the organisation or company should be in such a way that the finance has to manage so well, that the competitors' don't get a track about the company's profit expectations. The plan of profitability has to be well maintained according to the needs of investors and lenders. The lenders and investors don't rely on the novelty of the service product rather they concentrate in profitability.

SERVQUAL MODEL

The SERVQUAL model was brought by Valrie Zeithmal, A Parasuraman and Leonard berrwin. In this model the service qualities of prominent importance. In this model it helps in measuring the customer satisfaction and quality. The quality of service is given prime importance since the service organisation has to survive in the competitive market. The customers are satisfied only if quality service is provided and it meets the customer's perception. The SERVQUAl model concentrates on the quality of service and not on the quantity, since services cannot be measured at all times. The service quality of a byer and supplier are measured through the environmental factors and it is observed. If there are any deviations in the service quality the shortcomings are assessed and it is known as "service –Gap Analysis". In the service Gap analysis, the actually service quality experienced and the expected service quality is compared. The deviations found are matched according to the customers' expectations. This time of analysis done is known as external analysis where customer's quality experienced is assessed. In addition to this, the customer needs, expectations, and the actual service experiences is also taken into account. The shorter version of the servqual model is the RATER model which had got five dimensions to measure the quality of the service of customers.

FIVE GAPS

The quality of service depends upon the communication behaviour between the service provider and the customer, which is very important in the service sector. The organization should always try to know the perception of their customers. In the sevqual model five gaps have been found about the customers need or perception and what the company offers or delivers.

1. **Knowledge gap**

This gap arises when the organisation is unable to deliver the product according to the customers' expectation, and they can't meet the consumers need. This gap arises since management doesn't know what customers expect.

2. **Standards gap**

According to this gap the standards are set, is, what the customers expect is set well in advance. If the customer's needs are not met the quality measures are checked and corrective actions will be made to meet the customers' requirements, which will lead to policy deviations.

3. **Delivery gap**

In the delivery gap, the gap occurs when the service offered is different from that of the consumer's expectation. This gap can occur due to lot of reasons like human resource policies, employee lack of knowledge, and teamwork cohesiveness.

4. **Communication gap**

It is the gap between what gets promised to the customers by the organization through advertisements and what gets delivered. This happens due to overpromising, insufficient communication between the advertising teams and the operations team.

5. **Customer gap**

It is the difference between customer perceptions and customer expectations. This gap happens since the customer does not know what the service has done and the customers misinterpret the quality of service. This gap can occur because of the other four gaps too. This gap can even lead to loosing huge customers, since the customers perceive that the quality service is not delivered.

ATTRIBUTE SERVICE QUALITY MODEL

According to this approach the attributes need to be separated if the service quality has to be developed. The approach stated that the organisation will have high quality if it meets the consumer's expectations and perceptions. In this model the following attributes are focused the physical facilities or physical evidence, people behaviour, professional judgement and processes.

Attribute and overall affect model

In this model the focus is on the consumers expectation and has a cognitive to approach for decisions. In this model the consumers evaluate the product based on the usage of technology in the service rendering.

Service management new avenues

1. Design thinking boosts service business model development
2. There are several methods for user-inspired service innovation
3. Open innovation has long-haul effects on the ways services are being developed.

Issues to consider in service marketing models

- There was a shift in the service business due to the usage of technology.
  - The various service management models need to be assessed according to the customers needs.
  - The new challenges in the service sector or industry.

General Impact of Technology on Market Space

To enhance the service delivery system, the technology has to be upgraded in relation with the competitor's strategy. The organisation should go in for a service product extension for satisfying the customer's needs. The service firms should go for differentiating the product while offering the service.

The pyramid models implications are for product positioning, which has been done using the technology and how it has reacted in the market forces like demand and supply. The model even focused on how well technology can be used for offering the service with more values.

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The main challenges in the service industry are that how the models van be used in the service organization and how to innovate the models according to the customer's needs. The service industry faces tough competitor's strategic moves wherein which, the new models have to be updated in relation with the customers need as well as the technology.

CONCLUSION OF THE STUDY

- The main factor of service industry is good quality service meeting what customers expect from the service.
- The service firms should take a good effort to deliver high quality service by using qualified personnel for rendering the service.
- The inability of the service sector to match the demand and supply has problems with the quality. The firm should effectively use the capacity without depleting the quality to meet the demand.
- The customers will come to service provider if the organisation is reliable, so reliability has to be maintained, by providing the core services to the customers.
- The organisation should see that the customers current needs, future, changing market effective strategies and building relationships should be assessed.
- The customers will be loyal to the organisations if their needs are met.
- Service providers should give importance to marketing tools to develop the service quality and increase the service.
- The new ways to delivery service has to be given prominent importance since it helps in delivering the service in an efficient way.
- It has seen that the use of technology in the service sector has enlightened th customers, and the sector is having an integrated client relationship.
- The research even identifies that the customers are satisfied with the higher level of service with the use of technology and models in the service sector.
- The service provider can reach the customers through the access of web.
- The cost of the service organisation has also reduced due to the usage of technology as it replaces the less skilled workers.

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A STUDY ON CONSUMERS' EXPECTATIONS TOWARDS PASSENGER CARS IN KOVILPATTI

Dr. C. MUTHULAKSHMI
ASST. PROFESSOR
DEPARTMENT OF PG & RESEARCH DEPARTMENT OF COMMERCE
G. VENKATASWAMY NAIDU COLLEGE
KOVILPATTI

A. MUTHU SARAVANAN
M.Com (CA) STUDENT
DEPARTMENT OF PG & RESEARCH DEPARTMENT OF COMMERCE
G. VENKATASWAMY NAIDU COLLEGE
KOVILPATTI

ABSTRACT
A car brand is unique in the sense that most people become personally attached to them in deeper ways than other products. May be it's because of the growth in urban areas has resulted in longer commute times, and we spend more and more time in our cars. As a personal space, they become an extension of our homes. We talk to our family, listen to music, eat and drink and even watch TV (except the driver of the vehicle). There is a natural attachment to this environment, and that coupled with the fact that most people either save up or take a loan to purchase a car, make it an important possession. This results in tremendous brand loyalty and is often one of the major factors in the purchase decision. People often think of car brands in terms of who they are, and how they want to project themselves to their friends and family. Maruti is known as a value-for-money brand, and Toyota has a strong brand equity when it comes to quality. Some car brands like to project an up-market image, some want to appeal to younger buyers. Sales, marketing, operations and ultimately profit – everything is built around the brand. This study was conducted among the car owners residing in Kovilpatti city. Both primary data and secondary data have been collected for the data analysis. Primary data had been collected through the structured questionnaire. Secondary data was collected from the journals, magazines, research reports and from the companies' websites. He also visited the dealer premises and had a discussion with the dealer, service manager and customer care executive. Convenience sampling was used for selection the sample respondents for primary data collection. The researcher has to select a relevant fraction of the respondent, which is a representative of the entire population. The sampling size will be small in the case of the descriptive study where is sufficient to provide reliable results. Here the sample size is 120 samples and it is limited to the area of Kovilpatti town. The statistical tools used to analyse the data are Percentage, Mean, Median and Standard deviation, Weighted Average, One-way ANOVA and Factor Analysis.

1. INTRODUCTION

The automotive industry in India is one of the largest worldwide with some four million cars and commercial vehicles produced in India, one of Asia's largest markets in the 2015/2016 fiscal year. The automotive sector is growing and becoming more important for Indian citizens with 14.9 million jobs projected to exist by 2022. Two wheeler production currently dominates the share of Indian automobile production volume with some 18.8 million two wheelers produced in the 2015/2016 fiscal year. Passenger car exports from India are also growing as evidenced by some 16.2 percent growth in exports between the 2015/16 and 2016/17 fiscal years.

The industry produced a total 14.25 million vehicles—including passenger vehicles (PV), commercial vehicles (CV), and three- and two wheelers (3W and 2W)—in April–October 2015, as against 13.83 in April–October 2014, registering a marginal growth of 3.07 per cent, year-to-year.[1]

The sales of PVs grew by 8.51 per cent in April–October 2015 over the same period in the previous year. The overall CVs segment registered a growth of 8.02 per cent in April–October 2015 as compared to same period last year. Medium- and heavy commercial vehicles (MCV and HCV) registered very strong growth of 32.3 per cent, while sales of light commercial vehicles (LCV) declined by 5.24 per cent during April–October 2015, year-to-year.[2]

In April–October 2015, overall automobile exports grew by 5.78 per cent. PVs, CVs, 3Ws, and 2Ws registered growth of 6.34 per cent, 17.95 per cent, 18.59 per cent, and 3.22 per cent, respectively, in April–October 2015, over April–October 2014[3]

Now a day the transport facilities well-developed of these cars are a very essential transport mode to travel from one place to another place. Because of rapid industrial growth and economic growth, the standard of living of the people is enhanced. So they are showing their status through one of these ways like having car, so the researcher chosen to know the consumer expectation using car to in Kovilpatti Town. In this Modern world, transport plays a vital role. Road transport plays a larger role in the recent years. The user prefers this because of its availability, adoptability to individual needs, door to door services and reliability. At present 80 percent of passengers move by roads. Road transport has been very useful which connects rail way stations and other important places. With higher volumes of production of all models of vehicles in the year ahead, road transport assumed still greater importance meeting the present and future demand on road. The study regarding consumer expectation for cars was made in respect of selected car owners in Krishnagiri. The area of consumer expectation is one of the most interesting areas because it is concerned with understanding consumer with regard to why individual act in certain consumption related ways. Most of the concepts of consumer expectation were related to economic theories. The mass communication has also changed the whole theory concept of marketing the marketers. Increasing awareness of new products has made consumer choosy. There by consumer's expectation value has been changing very fast now- a- days.

2. REVIEW OF LITERATURE

Adithya (2013) in his article entitled "Customer Perception and Behavior of Car Owners – an Empirical Study in Bangalore City" found that the automobile industry is one of the fastest growing sectors in our country. Cars were once considered as a luxury and now it has become a necessity. They have become a part and parcel of today's life and most of the car manufacturers target the middle class segment to a great extent. The introduction of small cars is a classic example for this. Today's consumer has plenty of options available to him. The decision to purchase a car is not a one-man decision. The purchase is normally influenced by many

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including their own perceptions and behavior. Hence it is as complicated as human mind. It becomes imperative for the marketers to understand the consumer behaviors and perceptions before formulating a marketing strategy.[4]

Beena John (2013) in his article entitled "A Study of Small Car Consumer Preference in Pune City", analyzed that the Indian automobile small car business is influenced by the presence of many national and multi-national manufacturers after liberalization in 1991. The presence of many manufacturers and variants within the city provides several decision options to the customers as they supply similar product proposition, creating the passenger automotive small car market highly competitive. Customers now search for those differentiating parameters, which may help them to choose among the alternative products available in the market.[5]

Shiv Prasad Joshi (2013) in his study entitled "Consumer behavior for Small Cars: An empirical study", found that the purchasing of car is strongly influenced by the advertisements and secondly by family and friend's recommendations. In addition, when researchers measured the level of satisfaction, it revealed that nearly fifty percent consumers are fully satisfied from their brand while around sixteen percent of respondents are not satisfied from their purchasing decision. The study also reveals that price is one of the most important criteria in selection of car. Safety measures in car are least preferred criteria. At the same time companies must pay attention to fuel efficiency, warranty and after sale services and availability of accessories.[6]

Vijayakanth (2013) in his study entitled "Customer Satisfaction Index (CSI)among four wheeler dealers across Karnataka", found that the focus on customer satisfaction is especially at the dealer level. Satisfied customers form the foundation of any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth. Many researches are going on in the field of customer satisfaction for not only retaining the customer but also for repeated business deals. An attempt is made in this study to highlight the use of Customer Satisfaction Index as a tool for improving the relationship with the customer.

Venkatesh (2014) in his article entitled "Study and analysis of implementation of Six-Sigma: a case study of an automobile industry", found that the Six-Sigma is one of the strategic tools used by leading organizations to achieve accuracy and speed and at the same time reduces cost and increases customer satisfaction and profits. Six-Sigma has become a synonym for improving quality, reducing cost, improving customer loyalty and achieving bottom-line results. It explores the implementation procedure at one of the automobile outlets at Mysore, India and the benefits reaped by the company on account of adopting Six-Sigma. This also involves the various modifications incorporated during the implementation process, comparison and analysis of the results before and after the implementation of Six-Sigma process.[7]

Aindrila Biswas (2014) in his work entitled "Leveraging Factors for Consumers' Car Purchase Decisions- A Study in an Emerging Economy", made an attempt to analyses the factors behind purchase but at the same time also tries to find out the various other aspects of purchasing, the major dimensions or attributes consumers prefer to opt for while exhibiting decisions for car purchase. The data for the study has been collected from respondents through the use of structured questionnaires. The five different private car categories used in the study includes-Sedan, SUV, mini-cars, sports cars and prestige cars. Exploratory factor analysis with Multinomial Logit Model has been applied for data analysis. The implications of the research have also been discussed.[8]

Vikram Shende (2014) made a study entitled "Analysis of research in consumer behavior in automobile passenger car customer". This study presents analysis of research in the area of Consumer Behavior of Automobile Car Customer. Proper understanding of consumer buying behavior will help the marketer to succeed in the market. All segments in Indian Car industry were studied and found that buyer has different priority of behaviors in each segment, whereas main driver for car purchase is disposable income. Value for money, safety and driving comforts top the rank in terms of customer requirement, whereas quality perceived by customers mainly depends on brand image. For this research, methodology adopted was to study the research papers in the area of Passenger Car segment, study the purchase decision process and its interaction with behavior parameters across all the segments of car such as small and Hatch back segment, Sedan class segment, SUV and MUV segment and Luxury Car segment. The objective of this study is to identify the factors influencing customer's preferences for particular segment of cars. This study also attempts to consolidate findings and suggestions to overcome present scenario of stagnancy in sales and cultivate future demand for automobile car market.[9]

3. OBJECTIVES OF THE STUDY
1.   To study the demographic profile of the respondents.
2.   To study the overview of automobiles industry in India.
3.   To analyze the significant difference between the demographic variables and the consumers' expectations towards passenger cars.
4.   To offer suitable suggestions to improve the customer satisfaction towards cars.

4. SCOPE OF THE STUDY
This study aims to know the factors influencing consumers' expectations towards passenger cars. This study presents a clear insight about the passenger cars.

5. STATEMENT OF THE PROBLEM
Due to the emergence of globalization and liberalization, there is a stiff competition among the variety of car industries, which are focusing an attention in capturing the Indian markets. Cars, though considered as luxury once, now occupy a part of day-to-day life and have become a necessity.

The people bought of either a Fiat or Ambassador in 1980 around 30000 cars would sell every year Selling about this level has been a great task over the years. Maruti became very popular. A few models were only produced for the Indian size and its population are not enough. However basic three models are not improvements and research activates are going on continuously to provide more economic models to suit the Indian requirements.

Though competition among car makers in growing day by day, the success of a company in terms of production and sales is determined by its product quality & technology and the comforts provided in the car and not the price fixed for the vehicle. The Maruti has proved this point. No sooner Telco announce the bunch of its Indica decided to slash its profit margins by cutting vehicle prices. At that point of time, the introduction of small cars like Santro, Maruti and Nano gradually improves its market share. The general expectation is that the Indian Auto Industry's will undergo tremendous market to imports and development of local assembly by leading MNCS. To meet the challenges ahead, vehicle manufactures will have to strive to cut costs further, improve productivity, enhance market orientation and successfully create a high level of consumer loyalty. Hence the researcher conducts a study on consumers' expectations towards passenger cars.

6. RESEARCH METHODOLOGY
The study made use of both primary and secondary data. The secondary data has been collected from books, journals, magazines, periodicals, and reports published by Society of Indian Automobile Manufacturers, Centre for Monitoring Indian Economy and Government of India. In order to study the consumer expectation

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[4]Adithya, H.S (2013), "Customer Perception and Behaviour of car Owners – an Empirical Study in Bangalore City", Global Research Analysis, Vol:2, Issue No:1.

[5]Beena John (2013), "A Study of Small Car Consumer Preference in Pune City", Asian Journal of Marketing and Management Research, Vol: 2 Issues No: 3-4.

[6] Shiv Prasad Joshi (2013), "Consumer behavior for Small Cars: An empirical study", International Monthly Refereed Journal of Research in Management and Technology, Vol:2 Issue No: 2.

[7]Venkatesh (2014), "Study and analysis of implementation of Six-Sigma: a case study of automobile industry", International Journal of Productivity and Quality Management, Vol:13, Issue No.1, pp. 19 - 38.

[8]Aindrila Biswas (2014), "Leveraging Factors for Consumers' Car Purchase Decisions- A Study in an Emerging Economy", Journal of Management Policies and Practices, Vol:2, Issue No:2.

[9]Vikram Shende (2014), "Analysis of research in consumer behavior in automobile passenger car customer", International Journal of Scientific and Research Publications, Vol: 4, Issue No: 2.

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towards passenger car, the major automobile manufacturing company namely Maruti, Hyundai, Ford, Honda and Tata are selected for this study. They are selected on the basis of their high turnover in numbers in the study area of Kovilpatti.

6.1 COLLECTION OF DATA
Both primary and secondary data have been collected for the research work.
6.1.1 Primary Data
Primary data had been collected through the structured questionnaire.
6.1.2 Secondary Data
Secondary data was collected from the journals, magazines, research reports and from the companies' websites. He also visited the dealer premises and had a discussion with the dealer, service manager and customer care executive.
6.2 SAMPLE DESIGN AND SAMPLING METHOD
This study was conducted among the car owners residing in Kovilpatti city. Convenience sampling was used for selection the sample respondents for primary data collection. The researcher has to select a relevant fraction of the respondent, which is a representative of the entire population. The sampling size will be small in the case of the descriptive study where is sufficient to provide reliable results. Here the sample size is 120 samples and it is limited to the area of Kovilpatti town.
6.3 STATISTICAL TOOLS USED
The following statistical tools were used to analyses the data. The statistical tools used in this study are
- Percentage
- Mean, Median and Standard deviation
- Weighted Average
- One-way ANOVA
- Factor Analysis

7. ANALYSIS AND INTERPRETATION
7.1 CONSUMERS' PREFERENCES TOWARDS THE CAR BRANDS
The following table displays the consumers' preferences towards the car brands:

TABLE 1: CONSUMERS' PREFERENCES TOWARDS THE CAR BRANDS

S. No.	Statements	Opinion					M	SD	V
		SA	A	N	DA	SDA			
1	Friends	49	56	15	0	0	4.283	0.675	0.457
2	Relatives and neighbors	25	47	48	0	0	3.808	0.759	0.576
3	Co-workers	37	53	29	1	0	4.050	0.765	0.586
4	Wife	26	36	51	7	0	3.675	0.880	0.776
5	Children	40	30	35	15	0	3.791	1.044	1.091
6	Other family members	26	61	29	4	0	3.908	0.766	0.588
7	My job position	54	35	19	11	1	4.083	1.025	1.052
8	Type/nature of my institution/ trade	18	26	27	49	0	3.108	1.106	1.223
9	Color	20	36	29	24	11	3.250	1.217	1.483
10	Size	27	49	16	25	3	3.600	1.125	1.267
11	Design	23	33	63	1	0	3.650	0.795	0.633
12	Shape of the car (e.g. hatchback or sedan)	51	33	24	12	0	4.025	1.016	1.033
13	Decision of the head in my family	22	34	39	22	3	3.416	1.065	1.136
14	Car class (e.g. economy or luxury)	13	54	44	9	0	3.591	0.783	0.613
15	Car type/form (e.g. hatchback or sedan)	24	49	35	12	0	3.708	0.901	0.813
16	Manufacturer's/Brand image (e.g. Maruti versus Hyundai)	24	23	58	15	0	3.467	0.952	0.906
17	Models (e.g. package sizes such as Alto Lxi)	16	70	13	21	0	3.675	0.918	0.843
18	Ways to purchase (e.g. dealers that sell it)	35	10	42	33	0	3.391	1.176	1.383
19	Previous experience with the brand	9	61	27	14	9	3.391	1.039	1.081
20	Car manufacturers' websites	22	45	50	0	3	3.691	0.857	0.736
21	Reviews of existing customers on internet	22	54	26	18		3.667	0.947	0.896
22	Brochures/Car magazines/Published consumer reports	35	41	37	7	0	3.867	0.907	0.822
23	Television/Newspaper/Radio advertising	21	41	55	3	0	3.667	0.792	0.627
24	Dealer sales staff	19	41	43	17	0	3.517	0.926	0.857
25	Exchange melas/car shows (Auto-Expo etc.)	31	31	35	23	0	3.583	1.073	1.153

Source: Computed Data

SA – Strongly Agree (5); A – Agree (4); N – Neutral (3); DA – Disagree (2); SDA – Strongly Disagree (1).

M – Mean; SD – Standard Deviation; V - Variance

Interpretation: It is clear that the variance of the factors influencing the consumers' preferences towards their car brands is high in color (1.483) and low in Friends (0.457).

7.2 FACTORS INFLUENCING CONSUMERS' PREFERENCE TOWARDS AUTOMOBILE CARS – FACTOR ANALYSIS
Factor analysis has been applied to analyse the factors influencing the consumers' preferences towards automobile cars. Before applying factor analysis, KMO test and Bartlett's Sphericity test has been applied to check whether the data is fit for factor analysis or not and its results are displayed in Table 7.2.

TABLE 2: FACTORS INFLUENCING CONSUMERS' PREFERENCE TOWARDS AUTOMOBILE CARS – KMO TEST

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.507
Bartlett's Test of Sphericity	Approx. Chi-Square	2.924E3
	Df	300
	Sig.	.000

Source: Primary data

From Table 7.2, it is clear that KMO value is 0.507 which indicates that the data is fit for factor analysis. In addition, Bartlett's test Sphericity is also significant. Orthogonal Varimax method has been used to obtain the rotated component matrix. Rotation converged in 13 iterations. Factors and factor loadings are given in Table 7.3.

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TABLE 3: FACTORS AND FACTOR LOADINGS

FACTOR NO.	FACTOR NAME	STATEMENTS	LOADING
F1	**CHILDREN**	**Children**	.873
		Reviews of existing customers on internet	.825
		Ways to purchase (e.g. dealers that sell it)	.790
		Brochures/Car magazines/Published consumer reports	.521
F2	**BRAND IMAGE**	**Manufacturer's/Brand image (e.g. Maruti versus Hyundai)**	**.848**
		Size	.641
		Television/Newspaper/Radio advertising	-.520
F3	**FAMILY MEMBERS**	**Other family members**	**.842**
		Wife	-.713
		Models (e.g. package sizes such as Alto Lxi)	.691
		Previous experience with the brand	.546
		My job position	.513
F4	**DEALERS**	**Dealer sales staff**	**.839**
		Relatives and neighbors	.679
		Exchange melas/car shows (Auto-Expo etc.)	.634
		Friends	.580
F5	**INSTITUTION TYPE**	**Type/nature of my institution/ trade**	**.838**
		Color	.646
		Car type/form (e.g. hatchback or sedan)	.585
F6	**WEBSITE**	**Car manufacturers' websites**	**.834**
		Co-workers	.719
F7	**CAR CLASS**	**Car class (e.g. economy or luxury)**	**.877**
		Decision of the head in my family	.787
F8	**DESIGN**	**Design**	.810
		Shape of the car (e.g. hatchback or sedan)	.752

➢ **VARIOUS FACTORS INFLUENCING THE CONSUMERS' PREFERENCES TOWARDS PASSENGER CARS**

FACTOR I - Children related factors

Under factor I, CHILDREN have four statements are loaded and these statements are related to children related factors. Hence, the statement **'Children'** obtained a highest score 0.873.

FACTOR II –Brand Image related factors

Under factor II, BRAND IMAGE have three statement are loaded and these statements are related to Brand Image related factors. Hence, the statement '**Manufacturer's/Brand image (e.g. Maruti versus Hyundai)'** obtained a highest score 0.848.

FACTOR III –Family Members Factors

Under factor III, FAMILY MEMBERS have five statement are loaded and these statements are related to Family Members Factors. Hence, the statement '**Other family members**' obtained a highest score 0.842.

FACTOR IV - Dealers Factors

Under factor IV, **Dealers** have four statement are loaded and these statements are related to dealers Factors. Hence, the statement **'Dealer sales staff'** obtained a highest score 0**.**839.

FACTOR V - INSTITUTION TYPE FACTORS

Under factor V, INSTITUTION TYPE have three statement are loaded and these statements are related to Institution type Factors. Hence, the statement **'Type/nature of my institution/ trade'** obtained a highest score 0.838.

FACTOR VI - WEBSITE FACTORS

Under factor VI, WEBSITE have two statement are loaded and these statements are related to Website factors. Hence, the statement '**Car manufacturers' websites'** obtained a highest score 0.877.

FACTOR VII - CAR CLASS FACTORS

Under factor vii, CAR CLASS have two statement are loaded and these statements are related to Car class factors. Hence, the statement **'Car class (e.g. economy or luxury)'** obtained a highest score 0.877.

FACTOR VIII - DESIGN FACTORS

Under factor viii, DESIGN have two statement are loaded these statements are related to Design factors. Hence, the statement '**Design'** obtained a highest score 0.810.

Summary: Factor analysis has been applied to analyses the factors influencing the consumers' preferences towards passenger cars. All the 25 statements describing the agreement among the consumers' preferences are grouped into eight factors named as Children (0.873), Brand image (0.848), Family members (0.842), Dealers (0.839), Institution type (0.838), Website (0.834), Car class (0.877) and Design (0.810).

7.3 ANALYSIS ON OPINION OF THE RESPONDENTS TOWARDS THE VARIOUS FACTORS INFLUENCING THE CONSUMER BEHAVIOUR OF PASSENGER CARS

The respondents are asked to rate their opinion (in five-point scale rating method) towards the factors influencing their behaviour towards their purchase of passenger cars. Weighted Average has been applied to measure their responses and the results are presented in the following table.

TABLE 4: FACTORS INFLUENCING THE CONSUMER BEHAVIOUR OF PASSENGER CARS

S. No.	Statements	Opinion					Total Score	Weighted Average
		SA	A	N	DA	SDA		
POINT OF PURCHASE SERVICE QUALITY								
1	Professionalism of the sales representative	42	51	19	8	0	487	32.4
2	Kindness and good manners of the sales representative	40	47	32	1	0	486	32.4
3	Sales rep willingness to inform customer	30	34	40	16	0	438	29.2
4	Ease of contact with the sales rep	24	47	21	25	3	424	28.27
5	Atmosphere in the showroom	38	30	14	34	4	424	28.27
6	Wide range of product offer	32	32	35	9	12	423	28.2
7	Availability of additional services (financing, test drives etc.)	28	41	18	31	2	422	28.13
8	Promptitude of service realization	32	25	27	29	7	406	27.07
9	Abidance of timing of the service	41	33	4	34	8	425	28.33
DESIGN OF THE CAR								
1	Exterior styling	46	50	10	14	0	488	32.53
2	Quality of workmanship	27	50	30	8	5	446	29.73
3	Shininess or smoothness	21	49	37	6	7	431	28.73
4	Seats design	42	31	31	10	6	453	30.27
5	Leg Room	18	34	32	19	17	377	25.13
6	Dash Board	23	52	26	13	6	433	28.87
7	Interior Color	25	54	24	2	15	432	28.8
8	Music System	52	39	6	23	0	480	32
9	Adjustable Front seat Headrest	19	46	32	2	13	408	27.2
10	Modernity of design	31	21	38	24	6	407	27.13
11	Uniqueness of design	23	44	15	17	21	391	26.07
ENGINE PERFORMANCE								
1	Fuel Consumption	34	42	34	10	0	460	30.67
2	Mileage (Km/liter)	17	59	25	19	0	434	28.93
3	Pick Up	19	40	30	31	0	407	27.13
4	Stability at higher speed	36	33	24	23	4	434	28.93
5	Top speed	55	23	6	20	16	441	29.4
COMFORT AND FUNCTIONALITY OF THE CAR								
1	Seats comfort	44	46	23	5	1	484	32.27
2	Visibility from driver's seat	28	30	26	34	2	408	27.2
3	Functionality of steering elements	21	35	33	24	7	399	26.6
4	Interior space	61	33	3	5	0	510	34
5	Possibilities of interior space management (folding, removing seats etc.)	29	66	15	10	0	474	31.6
6	Boot capacity	35	38	46	1	0	467	31.13
7	Communication systems (radio, navigation etc.)	34	36	7	28	15	406	27.7
8	Air-conditioning/ventilating systems	32	44	20	20	4	440	29.33
SAFETY								
1	Crossbar under Dashboard	55	35	25	5	0	500	33.33
2	Air Bags for driver safety	21	44	41	13	1	431	28.73
3	Anti-Lock Braking System	9	41	25	32	13	361	24.07
4	Aerodynamic Shape	30	31	22	21	16	398	26.53
5	Intensity of front lights	31	24	29	21	15	395	26.33
6	Antitheft system	40	24	18	33	5	421	28.07
7	Seat belts	17	22	45	22	14	366	24.4
8	Pulling forward safety brakes during severe accidents	25	28	40	17	10	401	26.73
9	Reverse warning system (reverse sensor)	28	43	15	24	10	415	27.67
10	Fog lights	41	28	26	14	11	434	28.93
QUALITY OF THE CAR								
1	Reliability of the car	46	26	30	18	0	460	30.67
2	Quality of exterior painting	26	35	29	24	6	411	27.4
3	Quality of interior materials and finishing	26	28	41	14	11	404	26.93
4	Quality of the upholstery (fabric, furniture, wooden frameset.)	22	45	19	29	5	410	27.33
5	Driving quality (driving and steering systems)	32	20	31	18	19	388	25.87
6	Suspension quality	19	37	41	16	7	405	27
7	Breaking quality	28	31	35	16	10	411	27.4
BRAND IMAGE								
1	Assurance of safety when driving	24	33	28	28	7	399	26.6
2	Stable position of the brand on the market	34	24	38	16	8	420	28
3	Technological leadership of the brand	12	39	30	25	14	370	24.67
4	Brand involvement in environmental protection	21	30	34	33	2	395	26.33
5	Brand involvement in making drivers' lives easier	33	24	28	27	8	407	27.13
6	Brand involvement in customers' satisfaction improvement	22	31	33	25	9	392	26.13
7	Brand involvement in promotional events (trades, advertising campaigns, sponsoring etc.)	47	27	20	16	10	445	29.67
DEALER/AFTER-SALE SERVICE QUALITY								
1	Distance (Proximity)	22	34	24	29	11	387	25.8
2	Advertisements (Promotions)	36	31	25	16	12	423	28.2
3	Technical Facilities	5	40	34	23	6	399	26.6
4	Cost of Service	22	34	32	22	10	396	26.4

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S. No.	Statements	Opinion					Total Score	Weighted Average
		SA	A	N	DA	SDA		
5	Availability of spare parts	10	51	23	19	17	378	25.2
6	Professionalism of the after-sales representative	32	30	34	13	11	419	27.93
7	Sales representatives' willingness to inform customer	51	52	14	3	0	511	34.06
8	Service Time	32	50	38	0	0	424	31.6
9	Charges	21	28	47	24	0	406	27.07
10	Car Handling (Delivery & service)	23	48	19	19	11	432	28.8
11	Ambience of the dealer showroom/ Service Center	16	22	47	28	7	372	24.8
12	Promptitude of service realization	5	29	26	36	21	327	21.8
13	Abidance of timing of the service	31	30	16	27	16	393	26.8
COST OF OWNERSHIP								
1	Fuel usage	35	39	23	23	0	446	29.73
2	Insurance costs	20	42	24	18	16	452	30.13
3	After-sales service costs	9	39	45	22	5	385	25.67
4	Repairing costs	19	23	31	41	6	368	24.53
5	Spare parts exchange costs	16	18	36	29	21	360	24
VALUE FOR MONEY								
1	Quality with respect to the price of the car	27	35	19	34	5	405	27
2	Price with respect to the quality of the car	32	30	32	3	23	405	27
OVERALL BRAND SATISFACTION								
1	With usage of the car	28	44	30	18	0	442	29.47
2	With the car compared to expectations at the time of purchase	15	38	31	29	7	385	25.67
3	Overall customer satisfaction	26	38	17	28	11	400	26.67
BRAND LOYALTY INTENTION								
1	This car brand is my first choice	23	37	35	19	6	412	27.47
2	I will recommend my car brand to my friends/relatives/others	11	33	30	46	0	369	24.6
3	I will recommend the dealer to others from where the vehicle was purchased	5	8	3	2	11	384	25.6

SA – Strongly Agree (5); A – Agree (4); N – Neutral (3); DA – Disagree (2); SDA – Strongly Disagree (1).

Interpretation: The above table discloses the calculation of Weighted Average score among the various factors influencing the consumers' behavior towards the purchase of passenger cars.

With regard to the **Point of Purchase Service Quality**, the statements of Professionalism of the sales representative and Kindness and good manners of the sales representative have scored high Weighted Average (32.4).

With regard to the **Design of the Car**, the statement of Exterior styling has scored high Weighted Average (32.53).

With regard to the **Engine Performance**, the statement of Fuel Consumption has scored high Weighted Average (30.67).

With regard to the **Comfort and Functionality of the Car**, the statement of Interior space has scored high Weighted Average (34).

With regard to the **Safety**, the statement of Crossbar under Dashboard has scored high Weighted Average (33.33).

With regard to the **Quality of the Car**, the statement of Reliability of the Car has scored high Weighted Average (30.67).

With regard to the **Brand Image**, the statement of Brand Involvement in Promotional Events (trades, advertising campaigns, sponsoring etc.) has scored high Weighted Average (29.67).

With regard to the **Dealer/After-Sale Service Quality**, the statement of Sales Representatives 'Willingness to Inform Customer has scored high Weighted Average (34.06).

With regard to the **Cost of Ownership**, the statement of Insurance costs has scored high Weighted Average (30.13).

With regard to the **Value for Money,** the statements of Quality with Respect to the Price of the Car and Price with Respect to the Quality of the Cars have scored high Weighted Average (27).

With regard to the **Overall Brand Satisfaction**, the statement of with Usage of the Car has scored high Weighted Average (29.47).

With regard to the **Brand Loyalty Intention**, the statement of This Car Brand is My First Choice has scored high Weighted Average (27.47).

7.4 SIGNIFICANT DIFFERENCE BETWEEN GENDER OF THE RESPONDENTS AND THEIR PURCHASE DECISION TOWARDS THE PURCHASE OF PASSENGER CARS

The respondents are classified on the basis of their Gender and their purchase decision towards the purchase of passenger cars to find out the significant difference among the means using one-way ANOVA and the details are presented in Table 7.5. The null hypothesis is stated as follows:

Hypothesis: There is no significant difference between Gender of the respondents and their purchase decision towards the purchase of passenger cars.

TABLE 7.5: GENDER OF THE RESPONDENTS AND THEIR PURCHASE DECISION TOWARDS THE PURCHASE OF PASSENGER CARS – ONE-WAY ANOVA RESULTS

Gender	Level of Attitude			Total	F – value	Sig.
	Low	Medium	High			
Male	24	26	47	97	4.507	0.000
Female	10	7	6	23		
TOTAL	34	33	53	**120**		

Source: Computed Data

Interpretation: From the Table 7.5, it is clear that the 'F' value obtained (F = 4.507; p < 0.05) is found to be significant at 5 per cent level of significance. Hence, the null hypothesis is rejected and it is concluded that there is a significant difference between Gender and their purchase decision towards the purchase of passenger cars.

8. FINDINGS
- The majority of the respondents (80.8%) are male.
- The majority of the respondents (62.5%) belong to the age between 20 and 35 years.
- The majority of the respondents (52.5%) are qualified with Post Graduate level of education.
- The majority of the respondents (60%) are unmarried.
- The majority of the respondents (26.7%) are Businessmen.
- The majority of the family type of the respondents (65%) is Nuclear family.
- The majority of the family size of the respondents (55.8%) is between 3 and 6 members.

- The majority of monthly income of the respondents (45.8%) is between Rs. 100000 and Rs.200000.
- The majority of the respondents (31.7%) used FORD car.
- The majority of the respondents (20.8%) are aware of their car brand through their friends.
- The majority of the respondents (44.2%) are availed of the information towards their car brands from the Newspapers.
- The majority of the respondents (42.5%) are taken their purchase decision towards their car brand by themselves.
- The majority of the respondents (28.3%) are chosen their car brand for their style.
- The majority of the respondents (63.3%) are paid their payment of the car through cash.
- The majority of the respondents (36.4%) are availed their car finance for the repayment period between 1 and 3 years.
- The majority of the respondents (48.3%) are used their cars below 2 years.
- The majority of the respondents (55.8%) are used their cars for their personal use.
- The majority of the respondents (45%) are availed free services for 2 times.
- The mileage of the car used by majority of the respondents (42.5%) is between 40 and 60 Kms.
- It is clear that the car agencies of the majority of the respondents (68.3%) are provided the reminder services towards the car services of the respondents
- It is clear that the car agencies of the majority of the respondents (70.7%) are provided the reminder services towards the car services of the respondents through Phone.
- The majority of the respondents (46.7%) are satisfied towards the performance of the car.
- The majority of the respondents (75.8%) are purchased New cars only instead of Second hand cars.
- The majority of the respondents (54.2%) are used petrol only as fuel.
- The fuel efficiency of 51.7% of the respondents is economical.
- The variance of the factors influencing the consumers' preferences towards their car brands is high in color (1.483) and low in Friends (0.457).
- Factor analysis has been applied to analyse the factors influencing the consumers' preferences towards passenger cars. All the 25 statements describing the agreement among the consumers' preferences are grouped into eight factors named as Children (0.873), Brand image (0.848), Family members (0.842), Dealers (0.839), Institution type (0.838), Website (0.834), Car class (0.877) and Design (0.810).
- Weighted Average has been applied to analyse the level of satisfaction of the respondents towards the usage of cars. The results are as follows:
  - With regard to the **Point of Purchase Service Quality**, the statements of Professionalism of the sales representative and Kindness and good manners of the sales representative have scored high Weighted Average (32.4).
  - With regard to the **Design of the Car**, the statement of Exterior styling has scored high Weighted Average (32.53).
  - With regard to the **Engine Performance**, the statement of Fuel Consumption has scored high Weighted Average (30.67).
  - With regard to the **Comfort and Functionality of the Car**, the statement of Interior space has scored high Weighted Average (34).
  - With regard to the **Safety**, the statement of Crossbar under Dashboard has scored high Weighted Average (33.33).
  - With regard to the **Quality of the Car**, the statement of Reliability of the Car has scored high Weighted Average (30.67).
  - With regard to the **Brand Image**, the statement of Brand Involvement in Promotional Events (trades, advertising campaigns, sponsoring etc.) has scored high Weighted Average (29.67).
  - With regard to the **Dealer/After-Sale Service Quality**, the statement of Sales Representatives 'Willingness to Inform Customer has scored high Weighted Average (34.06).
  - With regard to the **Cost of Ownership**, the statement of Insurance costs has scored high Weighted Average (30.13).
  - With regard to the **Value for Money,** the statements of Quality with Respect to the Price of the Car and Price with Respect to the Quality of the Car have scored high Weighted Average (27).
  - With regard to the **Overall Brand Satisfaction**, the statement of with Usage of the Car has scored high Weighted Average (29.47).
  - With regard to the **Brand Loyalty Intention**, the statement of This Car Brand is My First Choice has scored high Weighted Average (27.47).
- One Way ANOVA has been applied to find out the significant difference between Gender and their purchase decision towards the purchase of passenger cars. It is found from the result that the 'F' value obtained (F = 4.507; p < 0.05) is found to be significant at 5 per cent level. Hence, the null hypothesis is rejected and it is concluded that there is a significant difference between Gender and their purchase decision towards the purchase of passenger cars.

9. SUGGESTIONS

- The Car manufacturers shall pay attention to produce quality cars with low maintenance costs and better mileage as the expectations of car buyers are not fully realized in this regard.
- As most of the car buyers are depending for information as well as service on dealers, dealer network should be extended and strengthened in all areas and they should be properly equipped, trained and motivated so as to answer the various needs of customers in the passenger car market.
- Better and prompt after-sales-service should be guaranteed and honored in the long-run as it will influence the sales to a large extent.
- The segmentation of market into different income group's formulation of optimum marketing strategies for each segment will help a lot in attracting and satisfying more customers.
- For better prospects of the passenger car industry there should be competitiveness among the manufacturers in the adoption of the latest technology to produce cars with low fuel.
- Consumption and more indigenous components. The technology needs to be upgraded to reduce the cost of car as well as the cost of repairs and replacements.
- With the government's notification of new emission norms, the car industry needs to upgrade the technology for their vehicles to the level where they can meet the new emission norms.
- The car manufacturers should offer good quality cars that offer value for money, adopt rational price strategies, run innovative marketing campaigns to attract potential buyers and offer Attractive car financing schemes.
- Car Manufacturers should note that customer relations management (CRM) is pre-requisite and not an aid to gain strong position in the market and accordingly necessary steps may be taken.
- Strategic tie-ups and mergers may be preferred to gain competitive advantage.
- Widened and smooth metallic roads and removal of traffic hazards are the other pre-requisites for the growth of car market in India. In this regard special infrastructural development programmes need to be implemented throughout the country.
- Sometimes, the salesmen are not answering the suitable replay on the queries raised by the buyers about the operation and performance of cars. Hence, it is suggested that the salesman should be properly trained both in the marketing aspects and in the requisite technical knowledge about the cars.
- The manufacturers should position their products through sales promotional - activities such as advertisements etc. Generally, Indian consumers are very strongly influenced by testimonials of sports personalities, endorsements by film stars and celebrities. For positioning the consumer durables like cars, the manufacturers can utilize the endorsement of these celebrities.
- It is also suggested that the car manufacturers should have a separate Research and Development department devoted to marketing and they should conduct periodical surveys about the demand of their cars.
- Experts believe that the main driver for thriving of the Indian car market is the availability of car finance on easy installments and reasonable interest rates. Most of the respondents have also endorsed this view saying that they have bought cars because of the easy availability of finance. Hence, the car dealers should have tie up arrangements with authorized financial institutions to boost up their sales.

➢ The demand for car segment is increasing because of the growing number of nuclear families as well as parking problems. Hence, it is suggested that the manufacturers should find out the needs, requirements, tastes and preferences of the consumers before making design of the car.

➢ Both the central and state Governments should come forward to reduce the tax on the car manufacture and its spare parts in order to increase the demand for cars in the country.

➢ The brand image and brand loyalty could be boosted up by manufacturing and marketing of cars with improved quality and new technology at a reasonable price in order to suit the needs of the middle income group.

10. CONCLUSION

Since the Indian car industry has been de-licensed, more and more global players are entering the Indian car market. As a result, variety of models in the high price range is available and customers are having wide choice in this range. But, such choices are not available to the customers of small and low priced cars. Hence, the Government should take necessary steps like reduction in excise duty, etc to encourage production and sale of small cars at affordable prices. "Car for One Lakh' is the dream project of Tata's.

Full encouragement is required to see that this 'dream project' becomes a reality for Indian car customers. In Kovilpatti, the passenger cars are mainly used for personal use and business use. The customers prefer more spacious, technical and fashionable passenger cars. Hence, the sales of passenger cars will be more if the above specifications are implemented in the car designing.

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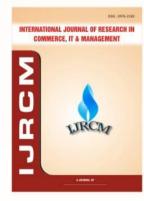Sd/-
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