

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

I
J
R
C
M



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

Indexed & Listed at:

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

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

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

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

Circulated all over the world & Google has verified that scholars of more than 4600 Cities in 180 countries/territories are visiting our journal on regular basis.

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

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

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	A STUDY ON THE IMPACT OF CELEBRITY ENDORSED ADVERTISEMENTS ON THE BUYING BEHAVIOUR OF CONSUMERS IN SALEM DISTRICT WITH REFERENCE TO FMCG PRODUCTS <i>DR. R. RAJESWARI & M. RUBIA BEGAM</i>	1
2.	HOUSEHOLD ENERGY CHOICE AND DEMAND IN URBAN ETHIOPIA: CASE OF WOLAITA ZONE <i>TADELE TAFESE HABTIE & BELAYNESH TAMRE DEMBEL</i>	5
3.	CUSTOMERS' PERCEPTION OF ATM USAGE, QUALITY OF SERVICE AND SATISFACTION: REFLECTIONS ON INDIAN BANKING <i>DR. LAKSHMINARAYANA BHAT. A</i>	11
4.	MAKE IN INDIA: AN INITIATIVE OF REVIVING INDIAN ECONOMY: A CASE STUDY <i>DR. JASKARAN SINGH DHILLON & TEJBIR KAUR</i>	15
5.	AN ANALYSIS OF LEVEL OF SATISFACTION TOWARDS EXPORT OF PRINTING PRODUCTS <i>K. SOUNTHARA PRIYA & DR. (MRS.) M. JAYALAKSHMI</i>	23
6.	DETERMINANTS OF FARMERS WILLINGNESS TO PAY ON WATER HARVESTING TECHNOLOGIES: A CASE STUDY IN EAST GOJJAM ZONE, ETHIOPIA <i>DERAJEW FENTIE & DAGNE MINALU</i>	28
7.	MEASUREMENT OF ENVIRONMENTAL VALUES <i>DR. ROHTASH KUMAR GARG & RIMA ALAGH</i>	35
8.	VALUES AND IMPLICATIONS OF KNOWLEDGE MANAGEMENT <i>BIJAL M. SHAH & BHAVANA K. PATEL</i>	41
9.	EXCHANGE RATE VOLATILITY IN INDIAN FOREIGN EXCHANGE MARKET WITH SPECIAL REFERENCE TO THE UNITED STATES DOLLAR <i>AMIT BHATI</i>	44
10.	PUBLIC DISTRIBUTION SYSTEM IN WEST BENGAL: A BRIEF STUDY <i>DR. ARNAB GHOSH & BARNANA BHATTACHARYA</i>	48
11.	NATIONAL INCOME IN INDIA: CONCEPTS, MEASUREMENT AND TRENDS <i>SHIV KUMAR</i>	56
12.	A STUDY ON THE IMPACT OF MICROFINANCE ON POVERTY ERADICATION WITH SPECIAL REFERENCE TO KANHIRAPUZHA GRAMA PANCHAYAT, KERALA <i>CAMILLO JOSEPH & NINU MARIA JOY</i>	61
13.	ASSESSING THE EFFECTIVENESS OF GROUP BASED BORROWING OF OROMIYA CREDIT AND SAVING SHARE COMPANY, JIMMA ZONE, ETHIOPIA <i>ENDALEW GUTU, WENDAFAERAW MULUGETA DEMISSIE & YILKAL WASSIE AYEN</i>	66
14.	MARKETING MARGIN OF ONION MARKETER'S IN SOME SELECTED AREAS OF PABNA DISTRICT <i>MD. DIN-LL-ISLAM & AIRIN RAHMAN</i>	73
15.	EFFECT OF JANANI SURAKSHYA YOJANA ON WOMEN: A STUDY IN BOUDH DISTRICT <i>SARBANI SANKAR PANIGRAHI</i>	80
16.	GROWTH OF SPICES PROCESSING INDUSTRY IN TIRUCHIRAPPALLI DISTRICT, TAMIL NADU <i>DR. R. RAJANBABU</i>	83
17.	INTERNATIONAL INSTITUTIONS FOR FOREIGN TRADE DEVELOPMENT: A THEORETICAL VIEW IN THE CONTEXT OF INDIA <i>DR. BHUPINDER SINGH & SUKHVINDER SINGH</i>	87
18.	IMPACT OF NEW TECHNOLOGY ON AGRICULTURAL PRODUCTION <i>SUNITA SOLANKI & GOURA JAMRA</i>	91
19.	A LITERATURE REVIEW ON GROWTH AND DEVELOPMENT AND THE FINANCIAL HEALTH OF CO-OPERATIVE CREDIT SYSTEM WITH REFERENCE TO JHARKHAND <i>POMPI DAS SENGUPTA</i>	94
20.	IMPACT OF FISCAL DECENTRALIZATION ON MAJOR ECONOMIC INDICATORS IN INDIA <i>FERNANDA DE XAVIER ANDRADE</i>	97
	REQUEST FOR FEEDBACK & DISCLAIMER	103

CHIEF PATRON**PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur
 (An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
 Chancellor, K. R. Mangalam University, Gurgaon
 Chancellor, Lingaya's University, Faridabad
 Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
 Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
 Former Vice-President, Dadri Education Society, Charkhi Dadri
 Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR**DR. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ADVISORS**PROF. M. S. SENAM RAJU**

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

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

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

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

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

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SIKANDER KUMAR

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

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. RAJENDER GUPTA

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

PROF. NAWAB ALI KHAN

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

PROF. S. P. TIWARI

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

DR. ANIL CHANDHOK

Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

DR. SAMBHAVNA

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

DR. MOHENDER KUMAR GUPTA

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

DR. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

DR. SHIVAKUMAR DEENE

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

ASSOCIATE EDITORS**PROF. ABHAY BANSAL**

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

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

SHASHI KHURANA

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

SUNIL KUMAR KARWASRA

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

DR. VIKAS CHOUDHARY

Asst. Professor, N.I.T. (University), Kurukshetra

FORMER TECHNICAL ADVISOR**AMITA**

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS**JITENDER S. CHAHAL**

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

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT**SURENDER KUMAR POONIA**

CALL FOR MANUSCRIPTS

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

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

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: **SUBMISSION OF MANUSCRIPT IN THE AREA OF** _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, **please specify**)

DEAR SIR/MADAM

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

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

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

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

NAME OF CORRESPONDING AUTHOR :

Designation :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

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

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

NOTES:

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

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably range from 2000 to 5000 WORDS.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** *It should be ensured that the tables/figures are referred to from the main text.*
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they are supposed to follow Harvard Style of Referencing. **Also check to make sure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders after the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

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

CONTRIBUTIONS TO BOOKS

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

JOURNAL AND OTHER ARTICLES

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

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

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

ONLINE RESOURCES

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

WEBSITES

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

AN ANALYSIS OF LEVEL OF SATISFACTION TOWARDS EXPORT OF PRINTING PRODUCTS

K. SOUNTHARA PRIYA
RESEARCH SCHOLAR
S. F. R. COLLEGE FOR WOMEN
SIVAKASI

DR. (MRS.) M. JAYALAKSHMI
ASSOCIATE PROFESSOR
S. F. R. COLLEGE FOR WOMEN
SIVAKASI

ABSTRACT

The present study depicts that in Sivakasi, out of 800 printing units only 124 printing units are entered in the export business. The Sivakasi printers are having strong foot in their education and technical education. They are very much helpful to solve the problems in export trade. At the time of commencement of business, most of the Sivakasi printers are run the business as sole proprietorship. Now, it is reduced. Because, sole proprietorship converts into partnership or limited company. So, the Export Oriented Units have high financial back up to run the export business in a successful manner. After gaining more experience in printing only they are engaged in export business. So, they are able to produce a variety of quality rich of printing products at cheaper rates. Even though they have to face the problems like heavy export formalities, shortage of imported raw material, more restrictions on import, heavy investment in plant and machinery, absence of labour and cut throat competitions. Even though, they face as much as problem, the Sivakasi printers are satisfied with the export business due to profitability, economics in scale of production, support of printer's association and skilled labour.

KEYWORDS

Sivakasi, export of printing products.

INTRODUCTION

In the age of globalization, there exists cutthroat competition due to adaptation of advance technology, day-to-day changing pattern of fashion and increase the level of artificial products and the like. Printing industries are of utmost necessity in the everyday life of human beings. The origin of the printing industry dates back to new stone-age. Printing industry has mass production and provides employment opportunities to the society. It plays a vital role in building up the economic structure of the society. Printing industry is also helpful for the economic development of the country. In India, the printing industry is exporting more printing products all over the world. It is much helpful for the development of Indian economy.

OBJECTIVES OF THE STUDY

The objectives of this study are as per following:

1. To highlight the importance of printing industry in Sivakasi.
2. To analyses the level of satisfaction towards the export business by the printing owners in Sivakasi.
3. To findout the measures to develop the export business in Sivakasi.

SCOPE OF THE STUDY

The present study is geographically limited to Sivakasi town of virudhunagar district in Tamilnadu. It was undertaken to analyse the level of satisfaction towards the printing owners in Sivakasi towards export business.

RESEARCH METHODOLOGY

SOURCES OF DATA

The present study has made an attempt to collect primary data to this study. Primary data have been collected through questionnaire. The questionnaire was designed to gather the data keeping in view of objectives. Secondary data were collected from various books, journals and websites and so on.

SAMPLING DESIGN

More than 800 printing units are functioning in Sivakasi. The Sivakasi Master Printers' Association is registered association of 282 printing units. From these registered units only the export oriented printing units will be taken for conducting this study. In which only 124 printing units are doing export business. So, all export oriented printing units are taken for this study.

STATISTICAL TOOLS

- To identify the problems faced by the export oriented printing units in Sivakasi, Garrett ranking analysis is used.
- Rotated Component Matrix Factor Analysis is adopted for the purpose of findout the level of satisfaction towards export business by the printing owners in Sivakasi.

PRINTING IN SIVAKASI

It is with good reason that Sivakasi is known as India's 'mini japan'. This relatively small town is crammed with hundreds of match factories, firework industries and, of course, printing presses. The rise of the printing industry in Sivakasi has been a rapid one, dating back to 1922, when a combination of a new demand for printing and the enterprise of a few individuals formed its beginning. Demand was apparent among Nadar students who, since no printing presses in Madurai or Srivilliputtur were prepared to supply them with notebooks, began to print material themselves. Each donated Rs.10 of their own money, and with this The Nadar Press was started in 1922, the first of hundreds of printing presses in Sivakasi.³² Arunagiri Nadar, the father of printing in Sivakasi, the first manager of Nadar Press, and the man commonly held as the pioneer of printing in the area traveled to Mumbai, learning how the printing process worked and also returned with technicians, who helped train those in the town. Sivakasi salutes to the founder respected Sri. S. Kaliappa Nadar, who is the founder of Offset Printing in Sivakasi. In 1937, he established "Sivakasi Industrial Printing Works", thus paved way for the offset printing technology in Sivakasi. Nearly, 60% of the national needs of the printing products are produced by the Virudhunagar district.

Though Sivakasi entered into the printing field at the earliest period of 1922, they entered into export market only after 50 years of their printing experience. In 1974-75, Sivakasi entered into the export market for printing products. Indian Government is providing various subsidies and incentives for the development of export oriented printing industries to compete in the global market. In spite of these incentives, the exporters face many problems like finance, competition, fluctuation in price of rawmaterial, shortage of skilled labour, exchange rate fluctuations, adoption of new technology, infrastructure facilities and inadequate

government assistance. Sivakasi which is dominated by medium and small scale printing industry have many opportunities like cheap labour, low cost of production, hi-tech machines, abundance of rawmaterial and well developed ancillary units also face many problems in competing with global export market.

SOCIO ECONOMIC PROFILE OF THE EXPORT ORIENTED PRINTING UNITS IN SIVAKASI

Socio economic profile of the respondents includes Educational Qualification, Global experience in printing and export, type of organisation, size of business, type of product, ISO 9001 certificate and impact of certification.

TABLE 1: SOCIO ECONOMIC PROFILE

Variables	Category	Frequency	Percentage
Educational Qualification	School level	32	25.80
	Under graduate	38	30.60
	Post graduate	31	25.00
	Professional	23	18.50
	Total	124	100.00
Type of organisation - Commencement	Sole proprietorship	79	63.70
	Partnership	24	19.40
	Private limited	21	16.90
	Total	124	100.00
Type of organisation – at Present	Sole proprietorship	46	37.10
	Partnership	45	36.30
	Private limited	33	26.60
	Total	124	100.00
Size of business	Small scale	46	37.10
	Medium scale	45	36.30
	Large scale	33	26.60
	Total	124	100.00
Type of products	Labels and boxes	27	21.80
	Greeting cards	11	8.90
	Calendar and diary	23	18.50
	Stationery items	29	23.40
	Notebooks	22	17.70
	Books	12	9.70
	Total	124	100.00
	Experience in printing	Below 10 years	35
10 - 20 years		39	31.50
20 - 30 years		28	22.60
Above 30 years		22	17.70
Total		124	100.00
Experience in export	Below 5 years	33	26.60
	5 - 10 years	36	29.00
	10 - 15 years	32	25.80
	15 - 20 years	23	18.50
	Total	124	100.00
Nature of export	Direct	67	54.00
	Indirect	46	37.10
	Both	11	8.90
	Total	124	100.00

EDUCATIONAL QUALIFICATION

From the above table it is found that most of the respondents (30.60 %) have studied up to under graduate level of education in the study area. It is evident that the Sivakasi printers having a strong foot in their education are able to unleash the impossibilities set before them in the export trade.

TYPE OF ORGANISATION – AT THE TIME OF COMMENCEMENT OF BUSINESS

The researcher has classified the export oriented printing units of the respondents at the time of commencement of their business into three categories and it is found that out of 124 respondents 63.70 per cent of the respondents were running their business as sole proprietorship type of organisation in the study area.

TYPE OF ORGANISATION – AT PRESENT

The researcher has analysed the present position of the same export oriented printing unit's respondents and it is found that out of 124 respondents 37.10 per cent of the respondents are running their business as sole proprietorship type of organisation. It can be noted that the percentage of sole proprietorship is reduced. Because, sole proprietor converts himself into partnership or limited company to have financial backup and enhanced the export.

SIZE OF BUSINESS

To know the size of the business of the respondent's study has been made and it is found that out of 124 respondents 37.10 per cent of the respondents have felt that their business units is small, 36.30 per cent of the respondents have opined that their business size is medium and the remaining 26.60 per cent of the respondents have opined that their business size is large level in the study area. It is found that most of the respondents (37.10 %) have opined that their business size is small.

TYPE OF PRODUCTS PRODUCED BY THE PRINTING UNITS

The researcher has collected the details from the respondents about the type of printing products produced in their export oriented printing units. From the above table it is found that out of 124 respondents, it is found that most of the respondents (23.40 %) are producing stationery items in their printing units in the study area.

EXPERIENCE IN PRINTING BUSINESS

From the table, it is found that out of 124 respondents 31.50 per cent of the respondents have 10-20 years of experience and only 17.70 per cent of the respondents have above 30 years of experience in printing business. It is found that most of the respondents (31.50 %) have 10-20 years of experience in printing business in the study area.

EXPERIENCE IN EXPORT

From the table, it is found that out of 124 respondents, it is found that most of the respondents 29.00 per cent have 5-10 years of experience in export business of printing products in the study area. Hence, it is evident that, the export oriented printing units are having more experience in printing and then only they entered into the export business.

NATURE OF EXPORT

To know the nature of export of the printing units' study has been made and it is found that out of 124 respondents, it is found that most of the respondents (54.00 %) are directly exporting their printing products to their abroad customers.

MEASURES TO BOOST EXPORT OF PRINTING PRODUCT - GARRETT RANKING ANALYSIS

In Sivakasi, the trend of printing products exports is decreasing or fluctuating. So, the export oriented printing units should take necessary steps to normalize the export. The respondents are asked to rank the measures to boost export of printing products in the study area. The Table 2 shows the details of ranks given by the respondents.

TABLE 2: MEASURES TO BOOST EXPORT OF PRINTING – RANK DETAILS

Factors	I	II	III	IV	V	Total
Technology upgradation	28	19	40	11	26	124
Provision of Financial assistance by bank	31	27	29	32	5	124
Incentives and subsidies	11	34	38	31	10	124
Lifting of anti-dumping duties	21	11	8	27	57	124
Reduction in the duties on import of raw material	33	33	9	23	26	124
Total	124	124	124	124	124	620

Source: Primary Data

From table 6, Garrett Mean Score is calculated and presented in Table 3

TABLE 3: GARRETT RANKING RESULTS

S.No	Factors	Total Score	Rank	Average Score
1.	Provision of Financial assistance by bank	6800	I	54.84
2.	Reduction in the duties on import of raw material	6475	II	52.22
3.	Technology upgradation	6330	III	51.05
4.	Incentives and subsidies	6255	IV	50.44
5.	Lifting of anti-dumping duties	5140	V	41.45

Source: Computed Data

The above Table 4.21 shows the Garret scores and the average scores for each customer. The average scores are ranked according to their values. The first rank is given to “Provision of Financial assistance by bank”, second rank goes to “Reduction in the duties on import of raw material”, third rank is for the “Technology upgradation”, fourth rank is taken by “Incentives and subsidies” and fifth rank goes to “Lifting of anti-dumping duties”. From the above analysis, it is evident that provision of financial assistance by bank is the measures to boost export of printing products.

FACTORS DETERMINING THE SATISFACTION TOWARDS EXPORT OF PRINTING PRODUCTS – FACTOR ANALYSIS

To analyse the opinion of the respondents about the various factors determining the satisfaction towards Export of printing products in the study area Factor analysis has been made. For this purpose, 25 variables are used for analysis. Before applying factor analysis Kaiser – Meyer - Ohlin measure of sample adequacy and Bartlett’s test of sphericity has been conducted to test the validity of data for factor analysis. It is found that the Initial Eigenvalues for six components are more than one i.e., 6.265, 4.350, 3.361, 2.731 and 2.516 respectively and it produces five factor solutions. The second part of the above result shows the Sums of Squared Loadings values for six components after the factor extraction. The third part namely rotated sums of squared loadings shows the cumulative values of the five components after the rotation. The cumulative percentage indicates that the three extracted factors explain 76.90 per cent of the variance. The Rotated Component Matrix (RCM) for 25 variables measuring the factors determining the satisfaction towards Export of printing products under five components. The result of Kaiser-Meyer-Olkin Measure of Sampling Adequacy shows the measure value of 0.769 indicates that the distribution of values is meritorious and it is adequate for conducting factor analysis. Bartlett’s Test of Sphericity measures the multivariate normality of the distribution of these 25 variables. The significance value of 0.000 for the chi – square value of 1260.408 indicates that these data do not produce an identity matrix and are thus approximately multivariate normal and acceptable for factor analysis. The result of factor analysis for factors determining the satisfaction towards Export of printing products of printing units in the study area is presented in the following Table 4.

TABLE 4: FACTORS DETERMINING THE SATISFACTION TOWARDS EXPORT OF PRINTING PRODUCTS - ROTATED COMPONENT MATRIX

	Component				
	1	2	3	4	5
Existing in export oriented business is prestigious	.922	-.191	-.055	-.072	.002
Profitability of overseas market is more	.842	.022	.125	.172	-.219
High tech printing technology is available	.765	-.101	.285	-.282	.005
Adequate labour are available	.753	.521	-.140	-.131	.065
Tariff and Non tariff barriers are reduced	.675	.319	-.308	.202	.290
Getting Customs clearance is easy	-.126	.884	.234	-.199	-.055
Total market share overseas is more	.358	.792	.294	.171	.065
Government trade fairs are helpful for foreign markets	-.050	.766	.093	.329	.288
Stability in price of raw material	-.134	.681	-.081	.413	-.215
Overall export performance is good	-.295	.653	-.164	-.163	-.384
Government financial services helpful to the firms	.377	.521	-.002	.129	.144
There is economics in scale of production	.039	.328	.809	.206	-.126
Quality raw materials are available	-.168	.114	.760	.035	.074
Government export training programs helped in export	.174	.288	.639	.259	.076
Duty drawback claim is received without any delay	.333	-.023	.638	-.161	.605
Fully aware of existing documentation	.146	.420	.602	.319	.315
Support of Printers association	.562	-.107	.573	.304	.052
Infrastructure facilities for production and marketing	-.250	.048	.036	.916	-.150
Price of the printing products is low than other countries	.151	.316	-.109	.838	.182
Availability of multiple channels of distribution	.112	-.123	.328	.788	.141
Exploring new market is easy	.038	.237	.453	.671	.340
Quality of printing products is high among other countries	-.158	.112	.390	.225	-.849
Transportation to port is not a difficult task	-.251	.244	-.135	.252	.692
There is no frequent changes in EXIM policy	.013	-.006	.233	.246	.633
Exchange rate policy of the government is not a hurdle	.494	-.022	-.329	-.007	.550

Source: Computed Data

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 6 iterations.

According to the above result of factor analysis the narrated five factors explain the factors determining the satisfaction towards Export of printing products influencing the export business of the printing units in the study area. Each factor is named and analysis has been made. The first factor is named as **Labour and technology**, second factor is named as **Government support**, the third factor is named as **Export promotion**, the fourth factor is named as **Marketing factors**, and the fifth factor is named as **EXIM policy**.

FACTOR 1: LABOUR AND TECHNOLOGY

The first factor namely Labour and technology covers 5 variables namely Existing in export oriented business is prestigious, .922, Profitability of overseas market is more, .842, High tech printing technology is available, .765, Adequate labour are available, .753, Tariff and Non tariff barriers are reduced, .675. Existing in export oriented business is prestigious is the highest loading variable in the first factor.

FACTOR 2: GOVERNMENT SUPPORT

The second factor namely Government support covers 6 variables namely Getting Customs clearance is easy, .884, Total market share overseas is more, .792, Government trade fairs are helpful in developing foreign markets, .766, Stability in price of raw material, .681, Overall export performance is good, .653, Government financial services have been helpful to firms involved in exporting, .521. Getting Customs clearance is easy is the highest loading variable in the second factor.

FACTOR 3: EXPORT PROMOTION

The third factor namely Export promotion covers 6 variables namely, there is economics in scale of production, .809, Quality raw materials are available, .760, Government export training programs helped in export, .639, Duty drawback claim is received without any delay, .638, Fully aware of existing documentation required by government, .602, Support of Printers association, .573. There is economics in scale of production is the highest loading variable in the third factor.

FACTOR 4: MARKETING FACTORS

The fourth factor namely Marketing factors covers 5 variables namely Adequate infrastructure facilities for production and marketing, .916, Price of the printing products is low compared to other countries, .838, Availability of multiple channels of distribution, .788, Exploring new market is easy, .671, Quality of printing products is highest among other countries, .225. Adequate infrastructure facilities for production and marketing are the highest loading variable in the fourth factor.

FACTOR 5: EXIM POLICY

The fifth factor namely EXIM policy covers 3 variables namely Transportation to port is not a difficult task, .692, there is no frequent changes in EXIM policy, .633, and Exchange rate policy of the government is not a hurdle, .550. Transportation to port is not a difficult task is the highest loading variable in the fifth factor.

CORRELATION BETWEEN THE FACTORS DETERMINING THE SATISFACTION TOWARDS EXPORT OF PRINTING PRODUCTS

The researcher has made an attempt to know the correlation between the various factors determining the satisfaction towards Export of printing products with the following hypothesis.

HYPOTHESIS

“There is no correlation between the various factors determining the satisfaction towards Export of printing products”. To test this hypothesis Karl Pearson coefficient of correlation is applied and the results are presented in the following table 5:

TABLE 5: CORRELATION BETWEEN THE VARIOUS FACTORS DETERMINING THE SATISFACTION TOWARDS EXPORT OF PRINTING PRODUCTS

		Labour and technology	Government support	Export promotion	Marketing factors	EXIM policy
Labour and technology	Pearson Correlation	1	-.239**	.297**	-.258**	.209*
	Sig. (2-tailed)		.008	.001	.004	.020
	N	124	124	124	124	124
Government support	Pearson Correlation	-.239**	1	.437**	.426**	.409**
	Sig. (2-tailed)	.008		.000	.000	.000
	N	124	124	124	124	124
Export promotion	Pearson Correlation	.297**	.437**	1	.330**	.302**
	Sig. (2-tailed)	.001	.000		.000	.001
	N	124	124	124	124	124
Marketing factors	Pearson Correlation	-.258**	.426**	.330**	1	.305**
	Sig. (2-tailed)	.004	.000	.000		.001
	N	124	124	124	124	124
EXIM policy	Pearson Correlation	.209*	.409**	.302**	.305**	1
	Sig. (2-tailed)	.020	.000	.001	.001	
	N	124	124	124	124	124

Source: Computed Data

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

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

From the above table 4.30 shows that, there is a high positive correlation between the government support and export promotion (p = 0.000, r = 0.437) followed by Government support and marketing factors (p = 0.000, r = 0.426) and Government support and EXIM policy factors (p=0.000, r=0.409), export promotion and marketing factors (p=0.000, r=0.330), export promotion and EXIM policy (p=0.000, r=0.302). Further it is found that there is a negative correlation between the Labour and technology factor and marketing factors (p=0.004, r = - 0.258) and Labour and technology and government support (p=0.008, r = - 0.239). Hence it is concluded that there is a significant correlation between the various factors determining the satisfaction towards Export of printing products. Further It is inferred that to increase the satisfaction of the respondents of printing business in the study area the government may extend their helping hands to increase the satisfaction on the factors like export promotion, marketing factors and EXIM policy.

CONCLUSION

In Sivakasi, out of 800 printing units only 124 printing units are entered in the export business. The Sivakasi printers are having strong foot in their education and technical education. They are very much helpful to solve the problems in export trade. At the time of commencement of business, most of the Sivakasi printers are run the business as sole proprietorship. Now, it is reduced. Because, sole proprietorship converts into partnership or limited company. So, the Export Oriented Units have high financial back up to run the export business in a successful manner. After gaining more experience in printing only they are engaged in export business. So, they are able to produce a variety of quality rich of printing products at cheaper rates. Even though they have to face the problems like heavy export formalities, shortage of imported raw material, more restrictions on import, heavy investment in plant and machinery, absence of labour and cut throat

competitions. Even though, they face as much as problem, the Sivakasi printers are satisfied with the export business due to profitability, economics in scale of production, support of printer's association and skilled labour.

REFERENCES

1. Murasali Maran, Ministry of Commerce and Industry, The Economic Times, 6th December 2000.
2. The Random House Dictionary of the English Language, Allied published private limited, 1986, p.466.
3. Printing review, July-August 2009, p.5.
4. Krishnamurthy, V.S., "Basis of modern printing process", maxseltype, Chennai, 2003, p.12.
5. Sambandam, M.S., "Achchukkalai", Tamizhar Pathipagam, 1976, p.7.
6. P.C.M. Lamb, "Printing", 3rd edition, Robert Ilale Ltd., London, 1980, p.20-21.
7. Dharmar.P., The Sivakasi Master Printers Association Golden Jubilee Celebration, 1948-1998, Souvniar, 1999, p.10.
8. John.C. Tarr, "Printng Today", p.8
9. Print focus Vol.2, No.4 Jan-Feb 2003, P.no.20
10. Krishnamurthy, V.S. "Basis of modern printing process", maxseltype, Chennai, 2003, p.45
11. Baskaran, D.C., "Industrial Activity at Sivakasi", Silver Jubilee Souvenir of Sivakasi Master Printers Association, Sivakasi, p.15.
12. Printing Cluster Report submitted by Sivakasi Master Printers Association to the Government, 2012.

REQUEST FOR FEEDBACK

Dear Readers

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

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

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

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

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

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

ABOUT THE JOURNAL

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

Our Other Journals

