

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & 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.)].

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 2255 Cities in 155 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.	THE CONTRIBUTION OF FINANCIAL MANAGEMENT PRACTICES TO FINANCIAL CHALLENGES FACING LOCAL AUTHORITIES IN SERVICE DELIVERY IN KENYA <i>JOHN NTOITI, ROSELYN W. GAKURE, DR. ANTONY WAITITU & DR. MOUNI GEKARA</i>	1
2.	OUTBOUND INDIAN TOURIST'S PERCEPTION OF SINGAPORE TOURISM : A LESSON FOR INDIAN TOURISM <i>DR. RAVINDER VINAYEK & ARCHANA BHATIA</i>	14
3.	EVALUATION OF PRODUCTIVITY AND PROFITABILITY OF SELECT SCHEDULED COMMERCIAL BANKS IN INDIA <i>DR. U.JERINABI & LALITHA DEVI.T</i>	22
4.	CHARACTERISTICS OF LAISSEZ-FAIRE LEADERSHIP STYLE: A CASE STUDY <i>DR. L. JIBON KUMAR SHARMA & DR. S. KESHORJIT SINGH</i>	29
5.	TOTAL QUALITY MANAGEMENT AND CREATIVE THINKING IN THE HEALTH CARE INDUSTRY <i>DR. CHRIS EHIUBUCHE</i>	32
6.	IMPACT OF CSR INITIATIVES ON CONSUMER BEHAVIOR <i>PUSHKALA MURALIDHARAN, DR. C. MADHAVI & DR. SITALAKSHMI RAMANAN</i>	37
7.	CAPITAL STRUCTURE (DEBT-EQUITY) OF INDIAN REAL-ESTATE INDUSTRY (IREI): A STUDY <i>K KISHORE KUMAR REDDY & C. SIVARAMI REDDY</i>	42
8.	CONSUMER BEHAVIOR, ATTITUDE & COGNITIVE DISSONANCE TOWARDS MWO: AN EMPIRICAL STUDY WITH SPECIFIC RELEVANCE TO URBAN MIDDLE CLASS OF KOCHI <i>ANIL KUMAR.N & DR. JELSY JOSEPH</i>	47
9.	VENTURE CAPITAL INVESTMENTS IN INDIA <i>SRINIVAS K T</i>	57
10.	CHILDREN'S UNDERSTANDING OF TV ADVERTISING: A STUDY OF THE CHILDREN IN DELHI AND NCR <i>ZUHAIB MUSTAFA, DR. RESHMA NASREEN & DR. FAROOQ AHMAD SHAH</i>	61
11.	IMPACT OF CELEBRITIES ADVERTISEMENT TOWARDS COLLEGE STUDENTS <i>S.JEYARADHA & DR. K. KAMALAKANNAN</i>	66
12.	DETERMINANTS OF PROFITABILITY OF COMMERCIAL BANKS IN INDIA <i>DR. UPASNA JOSHI & NEETI KHULLAR</i>	71
13.	A STUDY ON ENVIRONMENT FRIENDLY MARKETING <i>AVINASH PAREEK & DR. SATYAM PINCHA</i>	77
14.	EMERGING TRENDS OF UNIVERSAL BANKING IN INDIA <i>RENU SINGLA & KALIKA JAIN</i>	81
15.	THE IMPACT OF THE PERCEIVED QUALITY, CUSTOMER SATISFACTION, BRAND TRUST AND CONTEXTUAL FACTORS ON BRAND LOYALTY <i>MUHAMMAD RIZWAN, ALI USMAN, TAJAMUL HUSSAIN, AKASHA SHAFIQ, SANA RAUF & QURAT UL AIAN AYAZ</i>	83
16.	HOW TO REMOVE THE UNCERTAINTY CONCERNING THE CONTINUITY OF ENTITY: THE STRONGEST EVIDENCE FROM THE VIEW POINT OF THE AUDITORS IN SAUDI ARABIA <i>DR. BADI SALEM ALRAWASHDEH</i>	90
17.	EMPIRICAL INVESTIGATION OF SERVICE QUALITY IN RETAIL BANKING: COMPARISON OF STATE BANK OF INDIA AND ICICI BANK, AHMADABAD <i>RASHI M. GOPLANI</i>	93
18.	CONSUMER LITERACY REGARDING CONSUMER PROTECTION ACT, 1986 <i>SUDESH KHARB</i>	97
19.	A STUDY ON ETHICAL ASPECTS OF ACCOUNTING PROFESSION- AN EXPLORATORY RESEARCH IN MSMEs <i>CHANDRA HARIHARAN IYER & DR. G.RAVINDRAN</i>	105
20.	THE ROLES AND CHALLENGES OF SHARE COMPANIES IN ETHIOPIA <i>NIGUS ABERA</i>	110
21.	CONSUMER MARKET PURCHASE DECISION: A STUDY ON DURABLE GOODS IN JAFFNA DISTRICT <i>SATHANA.VAIKUNTHAVASAN</i>	115
22.	RELATIONSHIP BETWEEN CAPITAL STRUCTURE AND FINANCIAL PERFORMANCE: EVIDENCE FROM INDIAN STOCK MARKET <i>POOJA V. MEHTA</i>	121
23.	AN EMPIRICAL STUDY ON FACTORS AFFECTING CONSUMER SATISFACTION <i>IRSHAD AHMAD BHAT, NAFEES AHMAD RATHER & FAROOQ AHMAD MIR</i>	125
24.	RISKS IN HOUSING FINANCE THE COMMERCIAL BANKS EXPOSED TO – AN OVERVIEW <i>RAJU D</i>	129
25.	THE CAPITAL STRUCTURE PUZZLE <i>SHIVI KHANNA</i>	134
26.	FOREIGN DIRECT INVESTMENT IN INDIA: A CRITICAL ANALYSIS <i>BHUSHAN AZAD</i>	137
27.	CONSTRAINTS IN FINANCING OF SMEs: A CONCEPTUAL PAPER IN THE PERSPECTIVE OF PAKISTAN <i>AAMIR AZEEM & ASMA RAFIQUE CHUGHTAI</i>	143
28.	A SIMPLE PRICING MODEL FOR CALL OPTIONS TRADED IN NSE NIFTY OPTION MARKET: THEORY, MODEL & EMPIRICAL TEST <i>JAYAPALAN.C</i>	147
29.	AFFECT OF SALES PROMOTIONAL TOOLS ON PURCHASE INTENTIONS OF CONSUMERS <i>MUHAMMAD RIZWAN, MUHAMMAD ATIF MAHAR, NOMAN SHOUKAT, RANA ZEESHAN JAVID, GULAN KHAN, MUHAMMAD DILSHAD BHATTI & MUSAB MAMOON KHICHI</i>	156
30.	SOCIAL MEDIA MARKETING: AN IMPORTANT PHASE IN MODERN BUSINESS MANAGEMENT <i>MAHESH L & DR. AMULYA.M</i>	162
	REQUEST FOR FEEDBACK	165

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

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

CO-ORDINATOR

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

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

PROF. 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

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

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

PROF. ANIL K. SAINI

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

DR. SAMBHAVNA

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

DR. MOHENDER KUMAR GUPTA

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

DR. SHIVAKUMAR DEENE

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

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

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

PROF. ABHAY BANSAL

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

PROF. V. SELVAM

SSL, VIT University, Vellore

PROF. N. SUNDARAM

VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

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 area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; 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; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor 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; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: infoijrcm@gmail.com.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF

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

DEAR SIR/MADAM

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

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

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

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

NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address, contact numbers & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

NOTES:

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

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

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

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

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

INTRODUCTION**REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

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

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

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**BOOKS**

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

CONTRIBUTIONS TO BOOKS

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

JOURNAL AND OTHER ARTICLES

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

CONFERENCE PAPERS

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

UNPUBLISHED DISSERTATIONS AND THESES

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

ONLINE RESOURCES

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

WEBSITES

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

THE CAPITAL STRUCTURE PUZZLE

SHIVI KHANNA
RESEARCH SCHOLAR, BANASTHALI VIDYAPITH, VANASTHALI; &
ASST. PROFESSOR
CHRIST UNIVERSITY
BANGALORE

ABSTRACT

This paper is an attempt to analyze the important determinants of capital structure in Indian manufacturing industries in India in last decade. Over the past several years, financial economists and researchers have worked to bring more of scientific and predictive understanding in Corporate finance, this has been done by preparing formal theories that can be tested by empirical studies of corporate and stock market behavior. But this brings us to the most important issue to developing a well defined and exhaustive theory of capital structure which also find its applicability in actual market scenario and designing empirical tests that are powerful enough to provide a basis for choosing among the various theories. Several competing theories have reserchers have given there perspective in the form of theories, since Modigliani and Miller's famous propositions on the capital structure, to test the ground realities of capital market imperfections such as taxes, bankruptcy costs, agency costs, and information asymmetries. Therefore, the determinants of the capital structure of companies have been debated for long in corporate finance. To bring more clarity on it, this research attempts to test the important determinants of the capital structure of companies.

KEYWORDS

Capital Structure, Leverages, Debt –Equity ratio

INTRODUCTION

Some questions in finance-economics have not received there definitive answers, inspite of Corporate finance being discussed and taught in management schools for a century now. One of such are is “What determines the capital structure of a company”. Miller-Modigliani (MM) arbitrage theorems on capital structure is considers to be milestone in this field. The actual financial market is far away from the assumptions of finance& economics assumptions of market imperfections and their effect on the share price of the firm. Most of the researchers in this have found that firms try to maintain a definitive debt ratio, to some extent which is affected by the market leaders of the specific sector. According to Myers, finance managers of a firm have a short term perspective while taking decisions related to sources of raising funds, they take the path of least resistance and choose what at the time appears to be the lowest-cost financing without considering its strategic results. Brander and Lewis (1986) and Maksimovic (1988) have found relation between capital structure and market performance. Contrary to the researchers who believe that the main objective of business is profit maximization objective, these theories, like the corporate finance theory, assume that the firm's objective is to maximize the wealth of shareholders, and show that market structure affects capital structure by influencing the competitive behavior and strategies of firms. Researchers' have developed models which have predicted a negative relationship between capital structure and market structure. As discussed in Myers (1984), it predicts a cross sectional relation between debt ratios and asset risk, size, profitability, tax status and asset type. Such have determined similar type of, risk characteristics and tax status, having similar leverage ratios. Bowen (1982) and Kim and Sorensen (1986) provide a negative relationship between non-debt tax shields and leverage. Conversely, Bradley (1984), Titman and Wessels (1988) and Homaifar. (1994) have found a positive relationship between them. Ferri and Jones (1979), Kim and Sorensen (1986), and Chung (1993) show that there is no systematic association between firm size and capital structure. On the other hand Homaifar. (1994) and Titman and Wessels (1988) report results which are consistent with the notion that larger firms have higher debt ratios. Jaiilvand and Harris (1984) look at the determinants of speeds of adjustment to long term financial targets where the speed of adjustment is allowed to vary across companies and over time. Their results suggest that firm size, interest rates and stock price levels affect speeds of adjustment. In the UK firms, research on related topic has been notably done by Bennett and Donnelly (1993), Lasfer (1995), and Walsh and Ryan (1997). Bennett and Donnelly (1993) provide an examination of cross sectional determinants of leverage decisions among non-financial UK firms. They find that non-debt tax shields, asset structure, size and profitability are important determinants of capital structure of companies uneder study. The agency theory assumes that equity-controlled firms have a tendency to invest sub optimally to expropriate wealth from bondholders and the cost associated with this agency relationship is likely to be higher for growing firms. Ozkan (2001) presented further evidence on the negative and statistically significant relationship between growth opportunities and leverage. Nevertheless, Ozkan (2001) found a positive and statistically significant relationship between the lagged growth and leverage. He argues that the positive effect may happen because growth has a transitory effect on leverage ratios. Study done by T. Mallikarjunappa (2001) has found that Profitability, Collateral value of assets , Growth, Size, Tax, and Uniqueness do not have a significant influence on the capital structure of companies in the pharmaceutical industry in India. On the other hand, the variables Debt service capacity, non-debt tax shield, and Business risk emerge as the significant factors but their signs are in a different direction than what is hypothesized. Sahu (1997) study debt financing in the Indian corporate sector for 170 companies from 1979-80 to 1990-91 and report that, in the case of the total sample in 11 out of 12 years under study, the quantum of debt funds exceeded the volume of net worth. Besides, on an average debt funds constituted 71.5% of total fund sources of sample companies during 1979-91. Thus, heavy reliance by the total sample companies on debt funds is observed throughout the period under study.

DATA ANALYSIS, INTERPRETATION & FINDINGS

MODEL 1: KARL PEARSON'S CORRELATION ANALYSIS

DEPENDENT VARIABLES:

In this study Long term Debt-Equity ratio (D-E) is taken as dependent variable.

INDEPENDENT VARIABLE

Profitability (PROF): Earnings before interest and taxes scaled by total assets

Size (SIZ): Size is measured as a natural logarithm of sales

Collateral Value Of Assets (COVA): Net fixed assets deflated by total assets Growth (GROW): Growth is measured as a growth rate in yearly total assets.

Tax rate (TAXR): Tax rate is measured as a proportion of tax provision to profit before tax.

Business risk (RISK): It is been measured as the coefficient of variation of EBIT.

STATEMENT OF HYPOTHESES

On the basis of literature review following hypotheses have been formulated.

H₁: There is a positive relationship between PROF & D-E.

H₂: There is a negative relationship between SIZ & D-E.

H₃: There is a positive relationship between COVA & D-E.

H₄: There is a positive relationship between GROW & D-E.

H₅: There is a negative relationship between TAXR & D-E.

H₆: There is a negative relationship between RISK & D-E.

TABLE 1 : CORRELATION MATRIX: LEVERAGE AND DETERMINANTS

VARIABLES	D-E	PROF	SIZ	TANG	GROW	TAXR	RISK
D-E	1						
PROF	-0.4426	1					
SIZ	-0.3687	0.1933	1				
COVA	0.4982	-0.4105	-0.3776	1			
GROW	-0.7017	0.5052	0.6928	-0.6212	1		
TAXR	-0.0527	-0.0991	0.22647	-0.2534	0.1066	1	
RISK	0.7184	-0.2406	-0.0776	0.3971	-0.3457	-0.1058	1

According to the correlation matrix Table 1 the correlation coefficients are significantly different from zero at 95% confidence interval. The coefficients for COVA & RISK have significant positive relationship with D-E, while GROW, PROF & SIZ have significant but negative relationship. TAXR depicts significantly weak and negative relationship. In terms of magnitude highest correlation exists between D-E GROW (-0.68) followed by RISK(0.61), PROF (-0.55), COVA (0.50) & lastly SIZ (-0.37). Other significant relationship exists between SIZ & GROW (0.71), COVA & GROW (-0.62), PROF & GROW (0.49), COVA & RISK (0.41), COVA & SIZ (-0.37) and RISK & GROW (-0.35). Positive relationship between GROW & PROF and SIZ & GROW indicate increase in assets is attributable to increase in net earnings and sales revenue. Negative relationship between GROW & RISK implies increase in sales volume and asset structure decreases the systematic risk.

HYPOTHESIS TESTING

All the six hypotheses have been tested at 5% level of significance or at 95% confidence interval

The summary of critical t and calculated t tests pertinent to all hypotheses and their respective correlation coefficients r are reported at Table 2

INTERPRETATION AND FINDINGS

Result #1

Test statistic $t = -2.205 > \text{Critical } t \ 2.201$, calculated t lies in the critical rejection region, the null hypothesis is rejected there is no positive relationship between PROF and D-E. We infer a negative relationship between PROF and D-E as correlation coefficient indicates the same decision.

TABLE 2: DECISION ON HYPOTHESES TESTING

Variables	Critical T	Statistical T	Table r	Statistical r	Null Hypothesis	Null Hypothesis
D-E	-	-	-	-	Accepted	Rejected
PROF	2.2010	-2.2048	0.5530	-0.5536	-	Ho
SIZ	2.2010	-1.3155	0.5530	0.5082	Ho	-
COVA	2.2010	1.9571	0.5530	0.5082	Ho	-
GROW	2.2010	-3.0903	0.5530	-0.6817	-	Ho
TAXR	2.2010	-0.1085	0.5530	-0.0327	Ho	-
RISK	2.2010	2.6099	0.5530	0.6184	-	Ho

NOTE: Indicates significance at 5% level. Degrees of Freedom $n - 2$. r pertains to Coefficient of Correlation.

Result #2

The hypothesis has been tested at 5% level of significance or at 95% confidence interval Test statistic $t = -1.316 < \text{Critical } t = 2.201$, calculated t lies in the acceptance region, the null hypothesis is accepted there is a negative relationship between SIZ and D-E.

Result #3

There is a positive relationship between COVA and D-E it has been ascertained from the Test statistic $t \ 1.957$ which is $< \text{Critical } t \ 2.201$, calculated t lies in the acceptance region, therefore the null hypothesis is accepted we infer a positive relationship between COVA and D-E.

Result #4

There is enough evidence to infer a negative relationship between GROW and D-E as Test statistic $t = -3.090 > \text{Critical } t \ 2.201$, calculated t lies in the critical rejection region, the null hypothesis stating a positive relationship between GROW and D-E. is rejected. There is a sufficient evidence of a negative relationship between GROW and D-E.

Result #5

There is enough evidence to infer a negative relationship between TAXR and D-E, as Test statistic $t = -0.1085 < \text{Critical } t \ 2.201$, calculated t lies in the acceptance region, the null hypothesis is accepted.

Result #6

There is a significant evidence of a positive relationship between RISK and D-E. Test statistic $t \ 2.610 > \text{Critical } t \ 2.201$, calculated t lies in the critical rejection region, therefore the null hypothesis is rejected.

Evidence from summarized result table: 2 indicate profitability (PROF) of manufacturing companies has negative relationship with the leverage (D-E). This result is consistent with the implication of pecking order theory. It implies that manufacturing companies that are profitable are less likely to resort to debt financing. The same result obtained by Titman & Wessels (1988) and Rajan & Zingales (1995) in their respective analysis. Size (SIZ) has positive association with the leverage (D-E) ratio. This result is consistent with the implication of trade off theory but is not significant. Research by Remmers et. al. (1974), finds no significant effect of size on capital structure. This result suggests large sized firms have high leverage (D-E) and Pandey et.al. (2000) and Gonenc (2003) have testified positive relationship. Consistent with both pecking order theory and the trade off theory Collateral Value of assets (COVA) is positively associated with the leverage (D-E). Empirical evidence of Titman & Wessels (1988), Rajan & Zingales (1995) Pandey. (2000) also observed positive relationship. Growth (GROW) opportunities as measured by sales growth scaled by corresponding asset growth are found to have a negative relationship with the leverage (D-E) in accordance to pecking order theory. Manufacturing firms experiencing high growth rate resort to less borrowing hence have low leverage (D-E). Myers (1977) indicated leverage to be inversely related to growth opportunities. The magnitude of association of tax rate (TAXR) and leverage (D-E) is negative having correspondingly weak effect. This finding contradicts hypothesized results owing to deferred taxation issue with the sample company. There is a positive relationship business risk (RISK) or volatility and leverage (D-E). The result implies paint manufacturers with high business risk (volatility) have high leverage (D-E). Bradley, Jarell & Kim (1984) and Barclay & Smith (1995) in their argument have stated negative relationship. According to Qian, Tian & Wirjanto (2007) this is attributable to positive relationship between leverage and size. Research studies by Bradley et al. (1984), Kester (1986), Long & Malitz (1985) and Baskin (1985) agree that leverage increase with tangibility while it decreases with profitability. The conclusion of this analysis is that profitability, tangibility and growth are significant determinants in the choice of capital structure by the manufacturing companies.

CONCLUSION

The result shows null hypothesis relating to profitability, growth and business risk are rejected based on t testing despite having statistically significant coefficients (both +ve & ve). The findings are consistent with the predicted hypotheses and the implication of theories. Null hypothesis relating to size, COVA and tax rate is accepted based on t testing only tangibility has statistically significant coefficients whereas size and tax rate denotes significantly weak correlation. The findings are consistent with the predicted hypotheses. Evidence from summarized result table: 2 indicates profitability (PROF) of manufacturing companies has negative relationship with the leverage (D-E). This result is consistent with the implication of pecking order theory. It implies that manufacturing companies that are profitable are less likely to resort to debt financing. Size (SIZ) has positive association with the leverage (D-E) ratio. This result is consistent with the

implication of trade off theory but is not significant. Research by Remmers (1974), finds no significant effect of size on capital structure. Consistent with both pecking order theory and the trade off theory Collateral value of assets (COVA) is positively associated with the leverage (D-E). Growth (GROW) opportunities as measured by sales growth scaled by corresponding asset growth are found to have a negative relationship with the leverage (D-E) in accordance to pecking order theory. Manufacturing firms experiencing high growth rate resort to less borrowing hence have low leverage (D-E). The magnitude of association of tax rate (TAXR) and leverage (D-E) is negative having correspondingly weak effect. There is a positive relationship business risk (RISK) or volatility and leverage (D-E). The result implies paint manufacturers with high business risk (volatility) have high leverage (D-E). The conclusion of this analysis is that profitability, tangibility and growth are significant determinants in the choice of capital structure by the manufacturing companies.

REFERENCES

1. Bennett, M. and R. Donnelly (1993), "The Determinants of Capital Structure: Some UK Evidence", *British Accounting Review*, Vol. 25, pp. 43-59.
2. Bowen Robert M, Lane A, Daly and Charles C Huber Jr. (1982), "Evidence on the Existence and Determinants of Inter-Industry Differences in Leverage", *Financial Management*, Vol. 11, pp. 10-20.
3. Bradley Michael, Greg Jarell and Kim E Han (1984), "On the Existence of an Optimal Capital Structure: Theory and Evidence", *Journal of Finance*, Vol. 39, pp. 857-878.
4. Brander, J. and T. Lewis (1986), 'Oligopoly and financial structure: The limited liability effect'. *American Economic Review*, Vol. 76(5), pp. 956-970.
5. Chevalier, J. A. (1995a), "Capital structure and product-market competition: Empirical evidence from the supermarket industry" . *American Economic Review* , Vol.85(3), pp.415-435.
6. Chevalier, J. A. (1995b), "Do LBO supermarkets charge more? An empirical analysis of the effects of LBOs on supermarket pricing", *Journal of Finance* Vol.50(4), pp.1095-1112.
7. Chevalier, J. A. and D. S. Scharfstein (1996), "Capital market imperfections and countercyclical markups: Theory and evidence", *American Economic Review* , Vol.86(4), pp. 703-725.
8. Donnelly (1993), "The Determinants of Capital Structure: Some UK Evidence", *British Accounting Review*, Vol. 25, pp. 43-59.
9. Ferri, J.B. and Jones, W.H. (1979), "Determinants of Financial Structure: A New Methodological Approach", *Journal of Finance*, Vol.34, pp.631-644.
10. Ghosh, A., Cai, F. and Li, W. (2000), "The Determinants of Capital Structure", *American Business Review*, Vol.18/2, pp.129-132.
11. Jaiilvand, A. and R.S. Harris (1984), "Corporate Behaviors in Adjusting to Capital Structure and Dividend Targets: An Econometric Study", *Journal of Economics*, Vol. 39, pp. 127-45.
12. Kim Seang W and Eric H Sorenson (1986), "Evidence on the Impact of the Agency Costs of Debt on Corporate Debt Policy", *Journal of Financial and Quantitative Analysis*, Vol. 21, pp. 131-144.
13. Lasfer, M.A. (1995), "Agency Costs, Taxes and Debt", *European Financial Management*, pp. 265-85.
14. Mallikarjunappa, T. & Goveas, C., 1997, Factors Determining the Capital Structure of Pharmaceutical Companies in India, *The Icfai Journal of Applied Finance*, Vol.13 (11), 56-72.
15. Myers.S.(1977), "Determinants of Corporate Borrowing", *Journal of Financial Economics*, Vol. 5/2, pp.147-175.
16. Ozkan Aydin (2001), "Determinants of Capital Structure and Adjustment to Long Run Target: Evidence from UK Company Panel Data", *Journal of Business and Accounting*, Vol. 28, pp. 175-198.
17. Phillips, G. (1995), "Increased debt and industry product markets: An empirical analysis" . *Journal of Financial Economics* , Vol.37, pp.189-238.
18. Sahu Pramod K, Gopal K Panigrahy and Kishore C Raut (1997), *Analysis of Debt Financing in India—A Study of Corporate Sector*, Shipra Publications, New Delhi.
19. Scott, J.H. (1974), "A Theory of Optimal Capital Structure", *Journal of Economics*, Vol. 7, pp. 33-54.
20. Titman, S. and R. Wessels (1988), "The Determinants of Capital Structure Choice", *Journal of Finance*, Vol. 43, pp. 1-19.
21. Walsh, E.J. and J. Ryan (1997), "Agency and Tax Explanations of Security Issuance Decisions", *Journal of Business Finance & Accounting*, Vol. 24,7& 8 (September), pp. 943-61.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce and 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 i.e. 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

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

