

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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A STUDY ON CONSUMER OPINION TOWARDS QUALITY AND SATISFACTION IN HOTEL INDUSTRY (WITH SPECIAL REFERENCE TO ANNAPOORNA GROUP OF HOTELS IN COIMBATORE, TAMILNADU)

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ABSTRACT

In the study various differences and similarities in the satisfaction level of the respondent customers have been discussed to identify the needs and perceptions of hotel customers based on the level of their satisfaction with reference to Sree Annapoorna Sree Gowrishankar group of hotels in Coimbatore. Overall, the data analysis showed that the results were reliable and indicated a good measure of sampling adequacy. Effective marketing strategies need to be planned by hoteliers to attract and retain more and more customers, by satisfying them during their first visit.

KEYWORDS

Annapoorna group of hotels, consumer opinion, hotel industry.

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INTRODUCTION

Most of the biggest contemporary challenges of management in service industries is providing and maintaining customer satisfaction. Overwhelming customer demanding for quality products and service has in recent years become increasingly evident to professionals in the tourism and hotel industry. Customer satisfaction represents a modern approach for quality in enterprises and organizations and serves the development of a truly customer – focused management and culture. Customer satisfaction measures offer a meaningful and objective feedback about client's preferences and expectations. Marketing and management sciences now – a – days are focusing on the coordination of all the organizations' activities in order to provide goods or services that can satisfy best specific needs of potential customers. Hotels are one part of hospitality industry, which has evolved from the very modest beginning of families and landowners who opened their homes to travelers.

STATEMENT OF THE PROBLEM

Competitors prospering in the new global economy recognized that measuring customer satisfaction is the key. The basis of consumer satisfaction or dissatisfaction lies in mankind's ability to learn from past experiences – accordingly, consumer preferences are constantly being updated by the way of the learning process. Learning theory postulates "... a given response is reinforced either positively or negatively to the extent that it is followed by a reward. Reward in turn, leads to an evaluation that the purchase was satisfactory ... and hence it can exert an effect on brand beliefs and attitudes. The probability of engaging in a similar buying act will be increased if there are positive consequences in the act of purchase and use and vice versa".

OBJECTIVES OF THE STUDY

The study intends to pursue the following specific objectives with reference to "Sree Annapoorna Sree Gowrishankar" group, Coimbatore. To identify the level, if customer satisfaction towards various hotel attributes like, quality offered, quantity provided, varieties available, interior decoration, parking facility, drive-in facility, neatness and cleanliness, amenities, price, taste and waiter's service.

METHODOLOGY

This study is about the customers who had visited in 10 branches of SASG hotels during the study period. The study sample frame covers 10 branches of Sree Annapoorna Sree Gowrishankar group of Hotels in Coimbatore. The customer of this hotel constituted the source of data. The sample size is 140 customer respondents from the 10 branches of group of hotels in Coimbatore. The sampling is equally distributed by 14 respondents from each of the group's branch.

REVIEW OF LITERATURE

- 1. Apsara Saleth Mary. A (2019)** examine the gender difference towards Customer Satisfaction and analyze the different age group respondents towards the factor customer satisfaction. Her findings from this present study reflects that an element of Customer satisfaction (food product, service quality, cleanliness, dining environment, customer relationship management) have a significant and positive impact.
- 2. Dil Pazir, Insha Amin (2015)** described the customer satisfaction is the key driver for any organisation to sustain in current competitiveera. Service providers need to understand their customers and design their services in such a way that maximum possible satisfaction is attained by the customer. The purpose of the present study is to measure customer satisfaction in the hotels of the Kashmir valley.
- 3. According to Soderlund (1998)** describe about the aims to analyze overall customers their opinion customers services marketing to assess customer satisfaction in terms of tangibility, reliability, responsiveness, assurance, empathy and facilities/attraction.

ANALYSIS AND INTERPRETATION

LIKERT'S FIVE POINT SCALING TECHNIQUE

RESPONDENTS OPINION TOWARDS THE QUALITY

Where ever one goes. Quality plays vital role and customers will expect quality more than others things. Respondents are here divided by their opinions towards quality on various food items, provided by the hotel.

TABLE 1: RESPONDENTS OPINION TOWARDS THE QUALITY

(HS - Highly satisfied, S - Satisfied, M - Moderate, DS - Dissatisfied and HDS - Highly dissatisfied)

S. No.	ATTRIBUTES OF QUALITY	HS	S	M	DS	HDS	CO- EFFICIENT	RANK
1	Coffee / Tea	69	60	7	1	3	1.364	1
2	Breakfast Items	39	89	6	1	5	1.114	2
3	Midday Items	34	71	22	2	11	0.821	4
4	Dinner Items	41	76	10	4	9	0.971	3
5	Chat Items	31	57	30	8	14	0.593	8
6	Salads / Juices	31	68	22	8	11	0.714	6
7	Ice Creams	31	69	24	4	12	0.736	5
8	Chinese – Items	27	50	30	17	16	0.393	10
9	North Indians Dishes	30	60	26	9	15	0.579	9
10	Sweets	39	63	22	6	10	0.821	4
11	Savories	29	67	22	4	18	0.607	9

Source: Primary Data

Interpretation: Table 1 shows the opinion of sample respondents with regard to the level of their satisfaction about quality provided by the SASG hotels, on various items.

Analysis reveals that for coffee / Tea 129 respondents are either satisfied or lightly satisfied and 4 respondents are either dissatisfied or highly dissatisfied.

➤ It is inferred that satisfaction level is maximum for 'Coffee / Tea' then comes 'Breakfast Items' and the third is 'Dinner Items'.

RESPONDENTS OPINION TOWARDS THE AVAILABILITY OF VARIETIES

The customer's satisfaction is very important in business world. On the basis of satisfactory level of customers respondents are divided on the varieties available in the hotel.

TABLE 2: RESPONDENTS OPINION TOWARDS THE AVAILABILITY OF VARIETIES

(HS - Highly satisfied, S - Satisfied, M - Moderate, DS - Dissatisfied and HDS - Highly dissatisfied)

S. No	ATTRIBUTES OF VARIETIES AVAILABLE	HS	S	M	DS	HDS	CO- EFFICIENT	RANK
1	Breakfast Items	66	62	5	2	5	1.300	1
2	Midday Varieties	37	77	15	2	9	0.936	2
3	Dinner Items	33	79	15	2	11	0.864	3
4	Chat Items	33	58	31	8	10	0.686	7
5	Cool Drinks/ Juices	34	64	27	4	11	0.757	4
6	Ice Creams	32	66	27	2	13	0.729	6
7	Chinese – Items	28	45	43	8	16	0.436	9
8	North Indians Dishes	26	63	32	6	13	0.593	8
9	Sweets	36	62	23	7	12	0.736	5
10	Savories	31	60	26	7	16	0.593	8

Source: Primary Data

Interpretation: Table 2 shows the opinions of sample respondents with regard to the level of their satisfaction about availability of varieties provided by the SASG hotels a various items.

Analysis reveals that regarding breakfast items 128 respondents are either satisfied or highly satisfied and 7 respondents are either dissatisfied or highly dissatisfied.

➤ It is inferred that satisfaction level is maximum for 'Breakfast Items' then comes 'Midday Varieties' and the third is 'Dinner Items'.

RESPONDENTS OPINION TOWARDS NEATNESS & CLEANLINESS

Neatness and cleanliness are very important for a customer who visits the hotel. They play an important role. Respondents are divided according to their opinion towards neatness and cleanliness.

TABLE 3: RESPONDENTS OPINION TOWARDS NEATNESS & CLEANLINESS

(HS - Highly satisfied, S - Satisfied, M - Moderate, DS - Dissatisfied and HDS - Highly dissatisfied)

S. NO	ATTRIBUTES OF NEATNESS & CLEANLINESS	HS	S	M	DS	HDS	CO- EFFICIENT	RANK
1	Vessels (Plates & Glasses)	60	54	16	2	8	1.114	1
2	Table	50	59	18	5	8	0.986	2
3	Floor	45	55	24	6	10	0.850	4
4	Waiters	40	58	25	5	12	0.779	5
5	Toilets	30	67	25	4	14	0.679	8
6	Towels	35	54	26	10	15	0.600	10
7	Napkins	34	56	25	11	14	0.607	9
8	Wash Area	41	54	23	7	15	0.707	7
9	Drinking Water	50	58	17	6	9	0.957	3
10	Furniture	47	50	20	10	13	0.771	6

Source: Primary Data

Interpretation: Table 3 shows the opinion of sample respondents with regard to the level of their satisfaction about neatness and cleanliness of the SASG hotel on various attributes. Analysis reveals that for vessels (Plates & Glasses) 114 respondents are either satisfied or highly satisfied and 10 respondents are either dissatisfied or highly dissatisfied.

➤ It is inferred that satisfaction level is maximum for 'Vessels' [Plates & Glasses] then comes 'Table' and the third is 'Drinking Water'.

RESPONDENTS OPINION TOWARDS QUANTITY OFFERED

Quantity is one of the factors which measure the satisfactory level of the customers. Respondents are divided by their opinions about quantity of various food items provided in the hotel.

TABLE 4: RESPONDENTS OPINION TOWARDS QUANTITY OFFERED

(HS - Highly satisfied, S - Satisfied, M - Moderate, DS - Dissatisfied and HDS - Highly dissatisfied)

S. NO	ATTRIBUTES OF QUANTITY	HS	S	M	DS	HDS	CO- EFFICIENT	RANK
1	Quantity of Breakfast Items	46	62	18	5	9	0.936	1
2	Quantity of Midday Varieties	31	62	23	6	18	0.586	6
3	Quantity of Dinner	33	67	19	7	14	0.700	3
4	Quantity of Chat Items	28	55	27	10	20	0.436	9
5	Quantity of Juice	34	54	26	8	18	0.557	7
6	Quantity of Ice Creams	34	57	24	9	16	0.600	5
7	Quantity of Coffee/Tea	36	66	19	5	14	0.750	2
8	Quantity of Sweets	37	58	24	6	15	0.686	4
9	Quantity of Savories	34	59	22	7	18	0.600	5
10	Quantity of Chinese Items	33	44	31	12	20	0.414	10
11	Quantity of North Indian Dishes	32	52	27	8	21	0.471	8

Source: Primary Data

Interpretation: Table 4 shows the opinions of sample respondents with regard to the level of their satisfaction about quantity offered by the SASG hotel for various items.

Analysis reveals that for breakfast items 108 respondents are either satisfied or highly satisfied and 14 respondents are either dissatisfied or highly dissatisfied.

➤ It is inferred that satisfaction level is maximum for 'Breakfast Items' then comes 'Coffee / Tea' and the third is 'Dinner'.

RESPONDENTS OPINION TOWARDS TASTE

Most of the customers, wherever they visit hotels, consider taste of the food provided by the hotel. Here respondents are divided by their opinions towards taste of the food provided by SASG hotels.

TABLE 5: RESPONDENTS OPINION TOWARDS TASTE

(HS - Highly satisfied, S - Satisfied, M - Moderate, DS - Dissatisfied and HDS - Highly dissatisfied)

S. NO	ATTRIBUTE OF TASTE	HS	S	M	DS	HDS	CO- EFFICIENT	RANK
1	Breakfast Items	66	59	6	2	7	1.250	1
2	Midday Varieties	45	60	20	2	13	0.871	3
3	Dinner Items	48	62	15	2	13	0.929	2
4	Chat Items	38	53	27	7	15	0.657	8
5	Cool drinks	36	69	19	1	15	0.786	5
6	Ice Creams	43	55	23	5	14	0.771	6
7	Chinese Items	34	55	24	10	17	0.564	9
8	North Indian Dishes	39	55	24	5	17	0.671	7
9	Sweets	47	61	14	3	15	0.871	3
10	Savories	38	68	16	4	14	0.800	4

Source: Primary Data

Interpretation: Table 5 shows the opinions of sample respondents with regard to the level of their satisfaction about taste of the various items provided by the SASG hotels.

Analysis reveals that for 'Breakfast items' 125 respondents are either satisfied or highly satisfied and 9 respondents are either dissatisfied or highly dissatisfied.

➤ It is inferred that satisfaction level is maximum for 'Breakfast Items' then comes 'Dinner Items' and the third is 'Midday Varieties' and 'Sweets'.

RESPONDENTS OPINION TOWARDS PRICE

Price is most important factor that determines the satisfactory level of a customer. Respondents are here classified according to their opinion towards price.

TABLE 6: RESPONDENTS OPINION TOWARDS PRICE

(HS - Highly satisfied, S - Satisfied, M - Moderate, DS - Dissatisfied and HDS - Highly dissatisfied)

S. No	ATTRIBUTES OF PRICE	HS	S	M	DS	HDS	CO- EFFICIENT	RANK
1	Breakfast Items	14	10	20	45	51	-0.779	1
2	Mid Day Varieties	20	19	21	45	35	-0.400	6
3	Dinner Items	17	13	25	47	38	-0.543	2
4	Chat Items	20	19	24	46	31	-0.350	7
5	Cool drinks	22	9	27	55	27	-0.400	6
6	Ice Creams	20	10	27	51	32	-0.464	3
7	Chinese Items	21	17	24	52	26	-0.321	8
8	North Indian Dishes	22	20	26	44	28	-0.257	9
9	Sweets	21	12	22	56	29	-0.429	4
10	Savories	23	11	21	55	30	-0.414	5

Source: Primary Data

Interpretation: Table 6 shows the opinion of sample respondents with regard to the level of their satisfaction about price of the various items provided by the SASG hotel.

Analysis reveals that for 'Breakfast items' 96 respondents are either dissatisfied or highly dissatisfied and 24 respondents are either satisfied or highly satisfied.

➤ It is inferred that dissatisfaction level is maximum for 'Breakfast Items' then comes 'Dinner Items' and the third is 'Ice creams'.

FINDINGS

- Majority (55%) of the respondents had visited SASG with their family members.
- Majority (36.43%) of the respondents had visited SASG more than twice in a month.
- Majority (69.29%) of the respondents had opined that the menu items were available in SASG.
- Majority (81.43%) of the respondents were aware of the SASG branches.
- Majority (25%) of the respondents don't had any fixed time to visit SASG.
- Majority (44.29%) of the respondents had opined that IdliSambar as their favourite breakfast item.
- Majority (41.43%) of the respondents favourite is meals.
- Majority (33.57%) of the respondents favourite branch was Gandhipuram (North Zone) and (22.86%) of the respondents favourite branch was Arts College (South Zone).
- Majority (51.43%) of the respondents had visited the hotel with prior planning.

- Majority (75.72%) of the respondents preferred South Indian food items. Majority (52.14%) of the respondents had a habit of asking the menu card.
- Majority (76.43%) of the respondents used to notice and read the today's special, which was kept at the entrance.
- Majority (53.57%) of the respondents had used AC dining halls.
- Majority (33.29%) of the respondents bought the sweets normally during festivals.
- Majority (67.86%) of the respondents normally buy both sweets and savories during their purchase.
- Majority (35.00%) of the respondents had waited 3 – 5 minutes to get a place to sit.
- Majority (39.29%) of the respondents had waited 3 – 5 minutes to place their order.
- Majority (34.29%) of the respondents had waited 3 – 5 minutes to get their ordered items.
- Majority (31.43%) of the respondents had spent Rs. 100 – 200 during their visit.
- Majority (87.86%) of the respondents had opined that they pay tips to the waiters.
- Majority (37.14%) of the respondents had opined that they usually pay Rs. 5 – Rs. 10 as tips to the waiters.
- Majority (56.43%) of the respondents had habit of placing parcel – order during dining.
- Majority (90%) of the respondents has a practice of paying the bill at the dining table.
- Majority (70.71%) of the respondents were not aware of the waiting hall facility.
- Majority (54.29%) of the respondents had not reserved any table in advance they visit the hotel as and when they wish.
- Majority (58.57%) of the respondents had opined that they use family rooms whenever they visit with their family, relatives and friends in good number.
- Majority (78.57%) of the respondents had no issues with respect to bill.
- Majority (76.43%) of the respondents haven't got any health related issues after consuming food in SASG.
- Majority (83.57%) of the respondents were sure to visit SASG in the future.
- Majority (79.29%) of the respondents were willing to recommending SASG for others.

SUGGESTIONS

- ✓ The hotel may consider giving menu cards to all the customers, as most of the branches had a practice to list their items only through the waiters.
- ✓ Regarding the parking facilities, the hotel has to increase the parking space as it was not adequate in some of its branches.
- ✓ Meals were not served in Central Bus-stand branch. The management can make arrangements to serve meals to cater the needs of customers.
- ✓ Interior decoration can be improved in all the branches, which in turn will create good atmosphere for the customers.
- ✓ Separate menu can be provided for diabetic patients.
- ✓ The seating capacity can be increased to mitigate the waiting time of the customers and at the same time without compromising the movement space, which will affect the image of the concern in the long run.
- ✓ The servers' attitude and their etiquettes are deciding factors in customer retention. The servers may be properly trained on hospitality.
- ✓ Lethargy of the servers in serving can be avoided by proper training which will reduce the dissatisfaction of the customers.
- ✓ More branches can be opened throughout Tamil Nadu to reach more customers with the quality food and other improved and modern amenities.
- ✓ The hotel can apply for ISO – 9001 to build the goodwill among customers.
- ✓ Customers always need privacy in every situation, especially during dining times. Partition can be made for the convenience to the consumers.
- ✓ The hotel administration may opt for comparatively less price structure. This would attract more regular customers. An increased satisfied customer means more profit.
- ✓ The restaurant can introduce the self-service system, so that the consumers can be benefited by saving their waiting time.
- ✓ Door delivery system can be introduced to bring in more customers, who sometimes may not be able to come to the hotels for some reasons.

CONCLUSION

It is concluded that effective marketing strategies need to be planned by hoteliers to attract and retain more and more customers, by satisfying them during their first visit.

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STRATEGIC ANALYSIS OF MECHANIZED CRIME ATTACKS IN DISTRIBUTED NETWORK TECHNOLOGY**Dr. VAIBHAV SHARMA****ASST. PROFESSOR****S. S. JAIN SUBODH P. G. (AUTONOMOUS) COLLEGE****JAIPUR****VANDANA NIGAM****ASST. PROFESSOR****S. S. JAIN SUBODH P. G. (AUTONOMOUS) COLLEGE****JAIPUR****ABSTRACT**

Mechanized Crime is a social awful conduct is in addition known IT awful conduct considering the Internet. For the most part affected ambushes by the fashioners on the web have sprinkled the open electronic play a territory with estimations of cool reality and sent newcomers scrambling to redesign compose security structures. Automated dreadful direct is the freshest and potentially the most tangled load in the pushed world. Computerized bad behavior are answerable for the interference of standard PC works and has been known to cause the crush of different affiliations and individual parts. This assessment paper plans to examine after pieces of Cyber bad behavior: the definition, why they happen, laws controlling them, methods for doing advanced bad behavior, which they sway, and computerized bad behavior adjusting action techniques. Basically more particularly, this paper will dig into one rule example of advanced bad behavior "hacking". The report will show the usage and improvement of headway has reinforced specific sorts of awful practices, for example, burglary encroachment and fear mongering. Electronic infringement in India are very much arranged making from an unquestionable email horrendous lead to increasingly grave dreadful practices like hacking and source code thievery. Versatile Networks are joined phenomenally adaptable center centers that conversation with one another without relying on an earlier framework structure. Due to their versatile nature, center centers may as routinely as conceivable join and leave the framework without watch. Center centers can clearly banter with neighbors, which are inside direct transmission run, at any rate ought to rely on commonly captivating concentrations to advance gatherings too difficult to reach center centers, which are past the impel transmission expand. Additionally, centers may be exceptionally heterogeneous concerning orchestrating power, battery life, transmission range, and littleness follows. Some standard viewpoints of centers join knapsack radios, PCs, handhelds, vehicle PCs, and airborne exchanges. This Research Paper speaks to risks a wonderfully doled out structure faces and the security centers to be competent. Particularly, looked into evident arranging ambushes, for instance, flooding, dark gap, interface replicating, wormhole, and plotting stingy strikes, and in like way existing responses for secure traditions.

KEYWORDS

MANET security, cyber security, networks crime, routing protocols, routing attacks crime, criminals, hacking, theft, security.

JEL CODES

C80, C88, C89.

INTRODUCTION

The purpose behind this paper is to train individuals who don't perceive what are cybercrimes and its centrality in turning out to be creative advancement all through society. Understanding the danger of cybercrimes is an uncommonly proper issue since development holds a phenomenal impact on overall population with everything taken into account. Cybercrime is building up every day considering the way that since mechanical advancing in PCs makes it straightforward for anyone to take without truly harming anyone because of the nonappearance of figuring out how to the general populace of how cybercrimes are executed and how they can guarantee themselves against such perils that cybercrimes presents. This paper presents a couple of parts of Cybercrimes including: portraying the term, why cybercrimes occur, laws managing them, procedures for executing cybercrimes, who is impacted, and evasion methods and some more. Remote framework is the arrangement of adaptable PC center points or stations that are not genuinely wired. The headway of future e-business and online business will depend upon the limit of legal associations to shield general customers from computerized bad behaviors. While there has been liberal progression in the improvement and execution of gadgets for recognizing and hindering advanced attacks, there is a nonattendance of convincing systems to summon the guilty parties of computerized bad behaviors (computerized evildoers). Along these lines, various computerized infringement go unpunished and various interference area mechanical assemblies go unutilized. Hereafter there is a necessity for widely inclusive techniques that can empower relationship to assemble legally significant affirmations from advanced infringement with the objective that fitting moves can be made against computerized guilty parties. Our data is available for about anyone to channel through in view of this interconnectivity. This makes a negative disrespect that the usage of development is risky considering the way that in every practical sense anyone can get to one's private information at an expense. Advancement continues promising to encourage our step by step lives; in any case, there are dangers of using development. One of the essential dangers of using development is the risk of cybercrimes. Security is a basic issue for frameworks, especially for those security-unstable applications.

OBJECTIVES OF THE STUDY

1. To dissect the effect of cybercrime on e - systems and m - systems.
2. To investigate the coming of digital wrongdoing e - systems and m - systems.
3. To break down the masters and corn of system security in e - systems and m - systems.
4. To break down how organize security diminishes the treat of digital violations e-systems and m - systems.

DEFINING THE PROBLEM

e/m cybercrime, they may not appreciate the level of infringement. Various requests develop when the term e/m cybercrime is brought into question. e/m Cybercrimes are finished by methods for PCs, Laptop, Mobiles and so on.

A routinely recognized importance of this term is that a cybercrime is a "bad behavior executed using a PCs, Laptop, Mobiles and the web to take a man's character or offer reserve or tail losses or upset errands with harmful ventures" (Definition of Cybercrimes). Be that as it may, various definitions have objectives to a far reaching significance to all the more intently depict "cybercrime".

RESEARCH METHODOLOGY

This paper depends on the exploration of quickly creating e/m Cyber wrongdoing in Indian Technological Scenario. Research factors included e/m digital wrongdoing abuse and examination to find future possibilities digital wrongdoing investigation. It is likewise founded on Micro Level examination direct on Indian e/m digital wrongdoing Analytics Report which go to precise Analysis.

ANALYTICAL INVESTIGATION OF MECHANIZED CRIME THROUGH DISTRIBUTED NETWORKS

a) Hacking: as it were can be alluded to as the unapproved access to any PC frameworks or system. This strategy can happen if PC equipment and programming has any shortcomings which can be invaded if such equipment or programming has a need in fixing, security control, setup or poor secret word decision.

b) Theft of Data Contained In Electronic Shape: This sort of technique happen when data put away in computer systems are penetrated and are adjusted or physically being seized through hard circles; removable capacity media or other virtual medium.

c) Email Bombing: This is another type of web abuse where people guides hoard quantities of mail to the person in question or a deliver in endeavor to flood the letter box, which might be an individual or an organization or even mail servers there by at last coming about into slamming. There are two techniques for executing an email bomb which incorporate mass mailing and rundown connecting.

d) Data Diddling: Is the changing of information previously or amid an interruption into the PC framework. This sort of an event includes moving crude information just before a PC can forms it and afterward changing it back after the handling is finished.

e) Salami Assaults: This sort of wrong doing is regularly comprising of various littler information security assaults together end bringing about one noteworthy assault. This technique regularly happens in the money related organizations or to commit budgetary wrongdoings. A vital component of this sort of offense is that the change is small to the point that it would ordinarily go unnoticed.

f) Denial of Service Assault: Is essentially where a PC framework ends up inaccessible to it's approve end client. This type of assault by and large identifies with PC systems where the PC of the casualty is submerged with a greater number of solicitations than it can deal with which thus making the pc crash. E.g. Amazon, Yahoo.

g) Virus/Worm Assaults: Viruses are programs that can implant themselves to any record. The program then copies itself and spreads to different PCs on a system which they affect anything on them, either by changing or eradicating it. Notwithstanding, worms dislike infections, they needn't bother with the host to join themselves to however make useful duplicates of them and do this continually till they devour up all the accessible space on a PC's memory. E.g. love bug infection, which influenced no less than 5 % of the PCs around the globe.

h) Logic Bombs: They are fundamentally an arrangement of guidelines where can be subtly be execute into a program where if a specific condition is genuine can be done the final product ordinarily closes with destructive impacts. This proposes these projects are created to accomplish something just when a particular occasion (known as a trigger occasion) happens.

i) Trojan Attacks: The term proposes where a program or projects veil themselves as significant apparatuses yet achieve harming undertakings to the PC. These projects are unlawful which limply gains command over another's framework by accepting the job as an approved program. The most widely recognized type of a Trojan is through email.

j) Internet Time Thefts: This shape is sorts of embezzlements where the fraudulent uses the Internet surfing long stretches of the casualty as their very own which can be finished by obtaining access to the login ID and the secret phrase.,

k) Web Jacking: This is the place the programmer gets get to and can control site of someone else, where he or she can wreck or change the data on the site as they want to them. This sort of technique for cybercrime is improved the situation fulfilling political motivation or for simply money related means.

CONCLUSION

In this paper, we have analyzed the security perils an exceptionally named framework faces and showed the security focuses on that ought to be practiced. On one hand, the security-sensitive employments of extemporaneous frameworks require elevated level of security; on the other hand, exceptionally named frameworks are normally feeble against security ambushes.

Computerized bad behavior is by and by real, extensive, strong, creating, and dynamically progressed, and presents noteworthy consequences for national and money related security. Various endeavors, foundations, open and private-portion affiliations (particularly those inside the fundamental system) are at vital risk. It is critical to make methodological, speculative and practical explanation behind information shield inside overall Internet orchestrate. Their objectives will allow to vanquish by and large possibilities. In this way, security instruments are vital for off the cuff frameworks. The peculiarity of extraordinarily delegated frameworks presents the two troubles and openings. The paper addresses the underlying advance of our assessment to separate the security risks, to appreciate the security requirements for offhand frameworks, and to recognize existing strategies, and notwithstanding propose new parts to grapple extraordinarily designated frameworks.

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CELEBRITY ENDORSEMENTS – AN EMPIRICAL INSIGHT INTO CONSUMER’S PERCEPTION

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ABSTRACT

Celebrity endorsement is one of the trending marketing strategies to launch a new product or to promote the exits one due to the mass appeal and a world full of star stuck loyal fans of the celebrities who feels that the celebrity endorsed product is the symbol of the status upliftment and more reliable than the common one. This technique increases the revenue as well as the equity of the brands. In this modern era this influencing technique is not only limited within the commercial field but also extends its positive impacts on various social issues to bring the good vibes in the society.

KEYWORDS

celebrity endorsement, consumers’ purchase decision, social issues

JEL CODES

M30, M37.

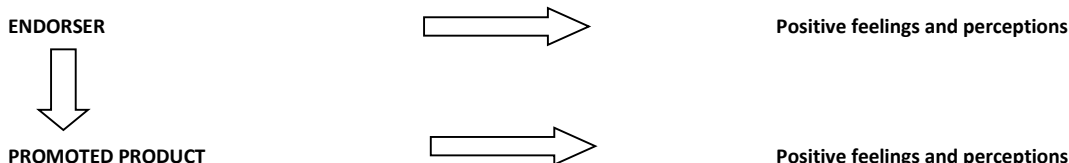
INTRODUCTION

Beauty is a greater recommendation than any letter of introduction.”

- Aristotle

Everyday consumers are exposed to thousands of voices and images in magazines, newspaper, websites, radio, television and digital platforms. But, in this modern era due to the hectic lifestyle and lack of patience most of the times people tend to ignore all commercials and advertisements while flipping through the magazines, newspapers or viewing TV or videos on digital media. However, the glamour of a celebrity seldom goes unnoticed. Thus, celebrity endorsement in advertisement and its impact on the overall brand is of great significance. Indians are die-hard movie and sport buffs; and this aspect of the consumers has invited the concept of “celebrity endorsement” to the world of advertisement.

Celebrity branding or celebrity endorsement is a form of advertising campaign or marketing strategy used by brands, companies, or a non-profit organization which involves celebrities or a well-known person using their social status or their fame to promote a product, service or even raise awareness on environmental or social matters “**The model of Celebrity Endorsement**”, is essentially based on the theoretical framework of **Classical Conditioning** given by **Pavlov**.



Source: <https://economictimes.indiatimes.com/magazines/panache/kohli-most-valuable-celebrity-3rd-time-in-a-row-akshay-deepveer-srk-in-top-5/articleshow/73960089.cms>

GLIMPSE OF POWER COUPLE BRAND AMBASSADORS’ IN RECENT ERA

TABLE 1

POWER COUPLES	BRAND VALUE
Alia - Ranbir	₹2.77 billion
Deep-Veer	₹1.59 billion
Virushka	₹200 million

Source: <https://www.businessinsider.in/deepveer-virushka-and-now-alia-ranbir-are-power-couple-brand-ambassadors/articleshow/69660085.cms>

This is a new trend now-a-days to make the advertisements hitting the mind of the customers; companies are coming up with Power-Couples. Starting with the unmarried couple Alia-Ranbir having a Brand Value of ₹2.77 billion, brands like Uber Eats, Nokia and Make My Trip are in their bags. Deep- Veer, the trendy & newly-married couple is in the second position here with a Brand value of ₹1.59 billion. They have brands like Make My Trip, Golbibo, Lloyd etc in their bags. The next Power-Couple Virushka, the stylist player-actor couple, has a Brand Value of ₹200 million together. They have brands like Head & Shoulders, Head and Shoulders, Pepsi, Celkon, Boost, Audi, Fastrack, Nivea, Puma, American Tourister, Maanyavar and Uber etc in their bags. So, it can be said that they are the new trend-setters in the advertisement industry now.

CELEBRITY ENDORSEMENT IN SOCIAL ISSUES

The aim of any advertisement is to communicate information to the present and prospective customers and drive them towards a specific product or service by showing its effectiveness and importance of that. The advertisements which are designed to target general audience to raise their social awareness have some value added to it, if celebrities endorse the service. An important thing about this type of ad is that they need to be effective, must be appealing to people’s emotions and must position strongly in their minds. Some of the examples of celebrity endorsement on social issues which convey a strong message to increase the social awareness are as follows:

TABLE 2

Social Issues	Celebrity Brand ambassador
Polio Eradication ('Do Boond Zindagi ki')	Amitabh Bachchan
Rural Development and Sanitation ('Swachh Bharat campaign')	Vidya Balan
Girl Child Development ('Beti Bachao Beti Padhao')	Madhuri Dixit
Nutrition and Child rights	Aamir Khan
Child rights and adolescence	Priyanka Chopra
Polio Eradication & Eye Donation	Aishwarya Rai Bachchan
Awareness of mental health & Depression	Deepika Padukone
awareness about HIV/AIDS and female foeticide	Dia Mirza
Children and women's rights, Aids	Shabana Azmi
Women empowerment	Taapsee Pannu

Source: <https://yourstory.com/2017/07/bollywood-celebrities-social-issues>

REVIEW OF LITERATURE

Bambhani (2014) reveals that celebrities endorsing Lux brand has a positive impact on the brand and has helped to create an image that it is a beauty bar of stars. This paper also state that celebrity endorsement has a better recall and it is also an effective and easiest way for launching new product. It is shown that correct choice of a celebrity can surely increase the sales but when it comes to long term loyalty and impact on the brand, the effect of this strategy is yet somewhat debatable because if the consumers doesn't get any benefit by purchasing the product they will stop to buy it, no matter who endorsed this. This paper also express that celebrity endorsement does work in Indian scenario but the level and magnitude of the effect vary with the celebrity and product category.

Adam et al. (2017) conducted this research to judge the buying intention of the female segment for purchasing the products in the field of cosmetics. According to this study celebrity endorsement is mainly based on four attributes - credibility, attractiveness, product matchup and lastly the meaning transfer. The findings of this study reveals that the credibility (which is composed of expertise and trustworthiness) of the celebrity positively influence the consumers' intention to purchase cosmetics as well as the transfer of the meaning to those products by the celebrities also affect the consumers' buying behavior positively as consumers fell classy and glamorous by using the cosmetics endorsed by the celebrities than those products which are not endorsed by them.

Karasiewicz et al. (2014), mainly focused on to evaluate whether the celebrity endorsement has high positive influence on the consumers' purchase intention than the endorsement made by anonymous individual and to measure if this positive impact of celebrity endorsement varies with the product categories or not. The outcome of this study depicts that celebrity endorsement has a positive impact on durable goods but it doesn't much affect the frequently purchased products. The findings of this study support the assumption of the match-up model, the meaning transfer model, and the ELM model.

Jain (2011), Conducted this research study to analyze the perception of Indian consumers about the celebrity endorsement process and the subsequent impact on their purchase decisions. The findings of this study elicit that people get motivated to purchase products as a positive impact of celebrity endorsement. This celebrity endorsement also helps to promote brand and to bring brand equity.

Radha et al. (2013), primarily focus on to analyze the impact of celebrity endorsement on the consumers' buying behavior. The result of this research paper exhibits that on one side endorsement by the celebrities help a lot to recall a brand as well as to recognize the product, as a result of which the revenue of the company also increases but on the other hand though the respondents positively influenced by this popular technique of marketing still many respondents believe that celebrities do not use the products which they endorsed. Respondents mainly purchase the products on the basis of the attractiveness of the celebrities.

OBJECTIVES

1. To analyze the attractiveness and credibility of celebrity influence on consumer's purchase intentions and social issues.
2. To explore the impact of using celebrity endorsements in commercial field vs. social issues.
3. To examine the relationship between the awareness of the common people about the celebrity endorsements on various social issues and the acceptance of those social matters endorsed by the celebrities in their real life.

RESEARCH METHODOLOGY

On the basis of the literature review a pilot survey has been conducted within 30 respondents selected randomly in the area of Baranagar (Kolkata) to grasp the perception of the consumers regarding the celebrity endorsement. On the basis of the factors identified in the pilot survey a structured questionnaire has been prepared to conduct a market survey which consists of two parts- Demographic questions and research specific questions. This questionnaire has been used as a survey instrument for conducting the survey to a total of 200 respondents. The time period of this study is 3 months i.e. from Dec'19 to Feb'20. The data thus gathered have been analyzed by using the K-S One sample test at 5% level of significance to perceive the consumers' perception as regards to the celebrity endorsement. Beside this, Yule's coefficient of association has also been carried out to explore the relationship between two attributes- awareness of the common people about the celebrity endorsements on various social issues and the acceptance of those social matters endorsed by the celebrities in their real life.

PRESENTATION OF DATA, ANALYSIS & DISCUSSION

1. ANALYSIS OF DEMOGRAPHIC PROFILE

TABLE 1.1: GENDER

GENDER	FREQUENCY	PERCENTAGE
Male	80	40%
Female	120	60%
Total	200	100%

Observation: From the above table, it can be observed that 60% of the surveyed respondents are female and 40% male.

TABLE 1.2: AGE GROUP

AGE GROUP	FREQUENCY	PERCENTAGE
15 - 24	94	47%
25 - 34	14	7%
35 - 44	66	33%
45 & above	26	13%
Total	200	100

Observation: The above table shows that most of the respondents belong to the age group 15 to 24.

TABLE 1.3: EDUCATIONAL QUALIFICATION

EDUCATIONAL QUALIFICATION	FREQUENCY	PERCENTAGE
Secondary	14	7%
Higher Secondary	14	7%
Graduate	122	66%
Post - Graduate	40	20%
Total	200	100%

Observation: It can be seen from the above data that most of respondents are graduates.

TABLE 1.4: OCCUPATIONAL CATEGORY

OCCUPATION	FREQUENCY	PERCENTAGE
Student	26	13%
Businessman	48	24%
Service-man	64	32%
Teacher	40	20%
Housewives	22	11%
Total	200	100%

Observation: The above table shows that most of the respondents are service-men.

TABLE 1.5: MONTHLY INCOME

MONTHLY INCOME	FREQUENCY	PERCENTAGE
Nil	48	24%
10,000 – 20,000	68	34%
20,001 – 30,000	44	22%
Above 30,000	40	20%
Total	200	100%

Observation: The above information shows that 120 respondents have no income, as they were students & housewives.

2. ANALYSIS OF RESEARCH SPECIFIC QUESTION

Measurement 1: Consumers’ demand & loyalty

H₀: Celebrity endorsements don’t have a positive impact on consumers’ demand & loyalty.

H₁: Celebrity endorsements have a positive impact on consumers’ demand & loyalty.

TABLE 2.1. CALCULATION OF K-S ONE SAMPLE TEST (where, n = 200 & level of significance = 0.05)

Particulars	Yes	No	Neutral
Observed Frequency	147	27	26
Proportion of Observed Frequency	0.735	0.135	0.13
Cumulative Observed Frequency Proportion (COFP)	0.735	0.87	1
Proportion of Expected Frequency	0.33	0.33	0.34
Cumulative Expected Frequency Proportion (CEFP)	0.33	0.66	1
Calculated D-Value = [COFP- CEFP]	0.405	0.21	0
<i>Critical D-Value (level of significance 0.05) = 1.36/√n = 1.36/√200 = 0.096</i>			

Source: Author’s Own Tabulation

Observation: As the calculated D-Value (0.405) is greater than the critical D-Value (0.096) therefore H₀ is rejected here in favor of alternative hypothesis which indicates that Celebrity endorsements have a positive impact on Consumers’ demand and loyalty. In fact, looking at the proportion of Observed Frequency it can also be comment that more than 70% of the respondents are of the view that celebrity endorsement influences the pattern of consumer demand & loyalty.

Measurement 2.2.: Endorsement by celebrity Vs. anonymous individual

H₀: Endorsement by celebrities rather than an anonymous individual make no difference to the image of the brand.

H₂: Endorsement by celebrities rather than an anonymous individual makes differences to the image of the brand.

TABLE 2.2: CALCULATION OF K-S ONE SAMPLE TEST (where, n = 200 & level of significance = 0.05)

Particulars	Yes	No	Neutral
Observed Frequency	160	13	27
Proportion of Observed Frequency	0.8	0.065	0.135
Cumulative Observed Frequency Proportion (COFP)	0.8	0.865	1
Proportion of Expected Frequency	0.33	0.33	0.34
Cumulative Expected Frequency Proportion (CEFP)	0.33	0.66	1
Calculated D-Value = [COFP- CEFP]	0.47	0.205	0
<i>Critical D-Value (level of significance 0.05) = 1.36/√n = 1.36/√200 = 0.096</i>			

Source: Author’s Own Tabulation

Observation: As, we can see the calculated D-Value (0.47) is greater than the critical D-Value (0.096) therefore H₀ is rejected here in favor of alternative hypothesis which indicates that Endorsement by celebrities rather than a less popular model or actors makes differences to the image of brand. In fact, looking at the proportion of Observed Frequency it can also be comment that 70% of the respondents are of the view that Endorsement by celebrities have influence on the image of the brand.

Measurement 2.3.: Upliftment of status

H₀: People doesn’t purchase celebrity endorsed products to uplift their social status.

H₃: People purchase celebrity endorsed products to uplift their social status.

TABLE 2.3: CALCULATION OF K-S ONE SAMPLE TEST (where, n = 200 & level of significance = 0.05)

Particulars	Yes	No	Neutral
Observed Frequency	107	53	40
Proportion of Observed Frequency	0.535	0.265	0.2
Cumulative Observed Frequency Proportion (COFP)	0.535	0.8	1
Proportion of Expected Frequency	0.33	0.33	0.34
Cumulative Expected Frequency Proportion (CEFP)	0.33	0.66	1
Calculated D-Value = [COFP- CEFP]	0.205	0.14	0
<i>Critical D-Value (level of significance 0.05) = 1.36/√n = 1.36/√200 = 0.096</i>			

Source: Author's Own Tabulation

Observation: As the calculated D-Value (0.205) is greater than the critical D-Value (0.096) therefore H₀ is rejected here in favor of alternative hypothesis which indicates that people purchase celebrity endorsed products to improve their social status. In fact, looking at the proportion of Observed Frequency it can also be comment that more than 50% of the respondents are of the view that celebrity endorsed products influences their social status.

Measurement 2.4: Reliability of the confessed product's features

H₀: Features of the endorsed products confessed by the celebrities are not reliable to the consumers.

H₄: Features of the endorsed products confessed by the celebrities are reliable to the consumers.

TABLE 2.4: CALCULATION OF K-S ONE SAMPLE TEST (where, n = 200 & level of significance = 0.05)

Particulars	Yes	No	Neutral
Observed Frequency	60	100	40
Proportion of Observed Frequency	0.3	0.5	0.2
Cumulative Observed Frequency Proportion (COFP)	0.3	0.8	1
Proportion of Expected Frequency	0.33	0.33	0.34
Cumulative Expected Frequency Proportion (CEFP)	0.33	0.66	1
Calculated D-Value = [COFP- CEFP]	-0.03	0.14	0
<i>Critical D-Value (level of significance 0.05) = 1.36/√n = 1.36/√200 = 0.096</i>			

Source: Author's Own Tabulation

Observation: According to the KS One Sample Test, the calculated D-Value (0.14) is greater than the critical D-Value (0.096) therefore H₀ is rejected here in favor of alternative hypothesis which indicates that features of the endorsed products confessed by the celebrities are reliable to the consumers. But, on the other hand, if we give some concentration on the proportion of the Observed Frequency it is giving the opposite results, by showing that 50% of the respondents are of the view that features of the endorsed products confessed by the celebrities are not reliable to the consumers. But we are accepting the results given by KS One Sample Test & rejecting the Null Hypothesis.

Measurement 2.5: Celebrity endorsement in Social issues

H₀: Celebrity endorsement does not have a positive impact social issue

H₅: Celebrity endorsement has a positive impact social issue

TABLE 2.5: CALCULATION OF K-S ONE SAMPLE TEST (where, n = 200 & level of significance = 0.05)

Particulars	Yes	No	Neutral
Observed Frequency	105	85	10
Proportion of Observed Frequency	0.53	0.42	0.05
Cumulative Observed Frequency Proportion (COFP)	0.53	0.95	1
Proportion of Expected Frequency	0.33	0.33	0.34
Cumulative Expected Frequency Proportion (CEFP)	0.33	0.66	1
Calculated D-Value = [COFP- CEFP]	0.20	0.29	0
<i>Critical D-Value (level of significance 0.05) = 1.36/√n = 1.36/√200 = 0.096</i>			

Source: Author's Own Tabulation

Observation: According to the outcome of K-S One Sample test the calculated D-value (0.29) is greater than the critical D-Value (0.096) therefore H₀ is rejected here in favor of alternative hypothesis which indicates that apart from the commercial field celebrity endorsement on social issues also has a positive impact. Even the proportion of the observed frequency also reveals the same thought.

Measurement 2.6: Celebrity endorsement in Business vs. Social issues

H₀: Celebrity endorsement in business is not more influencing than the same in social issues

H₆: Celebrity endorsement in business is more influencing than the same in social issues

TABLE 2.6: CALCULATION OF K-S ONE SAMPLE TEST (where, n = 200 & level of significance = 0.05)

Particulars	Yes	No	Neutral
Observed Frequency	100	80	20
Proportion of Observed Frequency	0.5	0.4	0.1
Cumulative Observed Frequency Proportion (COFP)	0.5	0.9	1
Proportion of Expected Frequency	0.33	0.33	0.34
Cumulative Expected Frequency Proportion (CEFP)	0.33	0.66	1
Calculated D-Value = [COFP- CEFP]	0.17	0.24	0
<i>Critical D-Value (level of significance 0.05) = 1.36/√n = 1.36/√200 = 0.096</i>			

Source: Author's Own Tabulation

Observation: According to the KS One Sample Test, the calculated D-Value (0.24) is greater than the critical D-Value (0.096) therefore H₀ is rejected here in favor of alternative hypothesis which indicates that Celebrity endorsement in business is more influencing upon the common people than the celebrity endorsement in social issues. In fact, if we look at the proportion of Observed Frequency it can also be said that 50% of the respondents are of the view that Celebrity endorsement in business is more influencing upon the common people than the celebrity endorsement in social issues.

CALCULATION OF YULE'S COEFFICIENT OF ASSOCIATION

[Where, A & B = Positive Attributes; α & β = Negative Attributes]

A= No. of respondents aware about the endorsements on various social issues by the celebrities.

α= No. of respondents do not aware about the endorsements on various social issues by the celebrities.

B= No. of respondents wants to accept those social matters endorsed by the celebrities in real life.

β= No. of respondents do not want to accept those social matters endorsed by the celebrities in real life.

TABLE 3

No. of Respondents	A	α	Total
B	98	12	110
β	52	38	90
Total	150	50	200

Yule's Coefficient of Association (Q) = $\frac{\{(AB * \alpha\beta) - (A\beta * \alpha B)\}}{\{(AB * \alpha\beta) + (A\beta * \alpha B)\}} = \frac{\{(98*38) - (52*12)\}}{\{(98*38) + (52*12)\}} = 0.71$

Observation: According to the outcome of Yule's coefficient of association it can be observed that there is a more or less strong positive association between these two attributes i.e. awareness about the celebrity endorsements on various social issues and acceptance of those social matters endorsed by the celebrities in their real life. Besides this, in accordance with the survey outcome it can also be observed that only 26% of the total 200 respondents don't want to accept those social issues which are endorsed by celebrities in their real life though they are aware about the same. Out of total 200 respondents 6% respondents wants to accept those social issues endorsed by the celebrities and wants to bring a positive change in their life though they are not aware about that endorsements. But on the other hand, it can be noticed that 19% of the total respondents are not aware about the endorsements made by the celebrities on social issues and also don't want to accept the same in their real life. But on an overall basis it can be noticed that near about 50% of the total 200 respondents are aware about the celebrity endorsement on social issues and also want to accept those matters in their real life.

CONCLUSION

Celebrities have always been the easiest way for launching a new product or promoting an exist one and will remain to do so in the near future on account of their mass appeal and a world full of star stuck loyal fans who feels that celebrity endorsed products are more reliable and also raise their social status. It can say that the correct choice of a celebrity can surely increase sales as it can influence consumers' purchase behavior and positively affect their loyalty on brand, but when it comes to long term loyalty and impact on the brand, the effect is yet somewhat debatable because at the end, the product must deliver for customers, no matter who endorsed the product. In the age of slick advertising and mass media celebrities charge a huge amount to endorse a brand which comes to the common people in the form of high price of the product. Still celebrity endorsement is here to stay because it is a very effective tool to reach the target segment; it has a very high recall power and creates trust on the brand. But if any scandal attached with a celebrity endorsing any brand then it can create an adverse effect on the brand image. The Celebrities' accessibility, regional appeal factors, popularity, attractiveness, belief system are some other important platforms, which are raised during the study of the impact of celebrity endorsement on brands. Now a days this technique not only use to promote a brand, it is also use for building a social awareness which is highly acceptable to the common people and creates a positive effect. The outcome of this study also express that there is a positive association between the awareness of common people about the celebrity endorsement on social issues and the acceptance of those social matters in their real life. But comparing to the impact of celebrity endorsements on social issues with the endorsement on commercial field the findings of this study reveals that celebrity endorsement on commercial field is more effective than the same on social issues.

SUGGESTIONS

- Select appropriate approaches for advertising appeal. First, the company has to determine the type and attributes of the product instead of immediately emphasizing consumers' dependence on emotions. Companies needs and interests for a specific product. The practical functions and benefits of a product should be presented in related advertisement.
- Carefully select and advertising spokesperson. Companies should carefully choose and evaluate a popular celebrity to promote their product. The costs and benefits achieved by a spokesperson for some product should be considered so the spokesperson could create maximum effects for the product.
- Television and advertising together present a lethal combination and has become an integral part of modern society. It is the most convenient route to reach not only adult consumers but also the college students. Young people are manipulated by advertisement promise that the product will do something special for them which will transform their life. Young are more serious about celebrities' beauty, reliability, honesty and trust. College students buying behavior are depending on the celebrity endorsement in compare to the adult. The manufactures should, therefore, take care to give all the information which would facilitate the college students in decision making process.

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A STUDY ON CUSTOMER BRAND PREFERENCE TOWARDS SUZUKI NEXA AT SURAT CITY

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Customer preference is very important concept that every marketer need to analyze for their own product development and also to know their worth in the market place. This research was conducted with the major aim to know about customer brand preference towards Maruti Suzuki Nexa at Surat city. Convenience Sampling technique has been adopted with the sample size of 100 respondents. The primary data for the study was collected using the self-design questionnaire with 5 point Likert scale. One sample t-test, frequency analysis and multiple response were used as data analysis statistical tools. The result was founded that Suzuki nexa need to concentrate on their advertising strategy as because majority of the customer had no awareness about premium range of cars are provided by the Maruti Suzuki India limited.

KEYWORDS

Maruti Suzuki Nexa, customer brand preference.

JEL CODE

M31

INTRODUCTION

Brand Preferences reflects a desire or a wish of the customer to use the specific product or services of the company even when there is equal price and also lots of same product is available in the market. A customer has the power to choose any particular type of products from the various available brands in the market. Companies today are more focusing on satisfying the needs of the customer by offering various kinds of products and services to them. Customer brand preference is very necessary as because it shows an indicator of the customer loyalties, success of the company's marketing strategy and also their strength of the brand value in the market. Customer brand preference is closely related to a brand choice that facilitates the customer in decision making and also activates the brand purchase. Knowing the pattern of customer preferences across the population is a critical input as it helps the company in designing and developing innovative marketing and advertisement strategies. As Maruti Suzuki India Limited started offering premium range of cars through the brand of Nexa. So as for the marketer the company needs to analyze their value in the motor vehicle sector especially concerned with the Surat city. As the customers of Surat City has the money power to purchase the car, marketer need to see that what the requirements of the customers attract to purchase the car whether it could be brand value in the market or product and services offered by the companies or anything else.

LITERATURE REVIEW

Dr.R. Krishna Kumaril & C. Saranya (2019) studied on customer preferences towards Indian brand cars. Their objective was to identify the Indian brand car preferred and also to identify the factors influencing Indian brand car preference. Systematic sampling technique was used for data collection. Simple percentage analysis, Descriptive statistics, Annova and t-test were used for analysis. They concluded that Indian car market have shown remarkable agility to cope with global players. the rise in income level, choice of models and easy availability of finance has driven growth of car industry. They also understood that macro cars have attracted a large users with the ruggedness and with multi utility features of the car, has attracted mostly large family size consumer.

A. Jaganathanl and K. Palanichamy (2018) studied on the buyer behavior towards small cars produced by Maruti Suzuki India limited in the Nilgiris district of tamilnadu. His objective was to analyze the buyer behavior towards small cars produced by Maruti Suzuki India limited. Another objective was to offer some viable and practicable suggestions to the car manufactures to increase customer satisfaction and to improve their market share in the competitive business environment. Non probability Purposive sampling method was used for data collection. The result of the study reveals that the customers are influenced by the factors like price, fuel efficiency and after-sale services of the company. The study also reveals that the major problem of the consumers are high price of the car high price spare parts and high maintenance cost in the study area.

Dr. K. Ramya & Dr. C.K. Kotravel Bharathi (2018) studied customer perception model fashioned with reference to the Maruti Suzuki brand. His main objective was to analyze the customer intentions for the purchase of cars. Another objective of the research was to find out the satisfaction drivers, in the perception of the customers. And also to analyze the perceived quality of the Maruti Suzuki brand according to the customers of Coimbatore district. Quota sampling technique was used as data collection method. Cronbach's alpha testing, frequency analysis, correlation, chi-square test, one way anova, factor analysis and kmo test were used for analyzing the data. He found that due to increased competition more and more work need to done by the marketing department so as to understand the purchase behavior of the consumers.

Rumit Kumar Sahu (2017) studied on factor influencing customer preference for purchasing a car with respect to Maruti Suzuki in Bihar-Drug India. His main objective was to analyze the preference of customers for purchasing the car. Another objective was to ascertain the major factors of a customer preference of purchasing a light motor vehicle. Simple random Sampling technique was used as data collection. cronbach's alpha, chi-square and hypothesis was used for analyzing the data. He found that Maruti Suzuki performance is satisfied in various segments but after analyzing the factor in respect to customer preference, the most liking factor is self-esteem so as the customers wants little improvement in that part and also in other performance.

S. Rubha (2017) studied on the consumer preference and perception towards various brands of cars in Tirunelveli District. His main aim was to analyze the consumer buying preference towards various brands of car in Tirunelveli District. Another objective was to examine the factors influencing the consumer for buying preference towards various brands of Car in Tirunelveli District. Snowball sampling and non probability sampling was used for data collection. She concluded that through findings that consumer buying preference and perceptions consist of all human characters which reflect in making purchase decisions. Consumer buying preference and preference cannot be exactly predicted but can be judged with the help of consumer research activity.

RESEARCH OBJECTIVES

1. To identify the factors influencing Suzuki Nexa brand car preference at Surat City
2. To analyze the preference of customers for purchasing the car.

RESEARCH METHODOLOGY

Descriptive research design has been used for this research. Both primary data and secondary data have been used for this research. Data has been collected through survey technique with structured questionnaire. Sample Size for the data collection is 100. Convenience Sampling technique is used as research method. Area of research is Surat City in Gujarat. Statistical method used to analyze the data that we collected from the respondents is done through SPSS software in that Multiple responses, t-test and frequency analysis has been applied.

DATA ANALYSIS

TABLE 1: WHY YOU ARE GIVING FIRST PREFERENCE TO SUZUKI NEXA CAR WHILE PURCHASING CAR

		Responses		Percent of Cases
		N	Percent	
First preference	Good facilities	28	24.3%	66.7%
	Quality service	22	19.1%	52.4%
	Price	13	11.3%	31.0%
	Good design	26	22.6%	61.9%
	Better mileage	26	22.6%	61.9%
Total		115	100.0%	273.8%

TABLE 2: WHICH MEDIA INFLUENCING TO BUY NEXA CAR

		Responses		Percent of Cases
		N	Percent	
WHICH MEDIA INFLUENCING TO BUY NEXA CAR	broad casting	10	12.7%	23.3%
	product demonstration	6	7.6%	14.0%
	word of mouth	30	38.0%	69.8%
	publications	24	30.4%	55.8%
	social media	9	11.4%	20.9%
Total		79	100.0%	183.7%

TABLE 3: WHICH FACTOR ATTRACT TO YOU PURCHASE SUZUKI NEXA CAR

		Responses		Percent of Cases
		N	Percent	
factor	brand image	9	9.0%	20.9%
	Service	36	36.0%	83.7%
	re sale value	34	34.0%	79.1%
	low maintenance	21	21.0%	48.8%
Total		100	100.0%	232.6%

H0: The satisfactions of following criteria by company are most important for respondents.

H1: The satisfactions of following criteria by company are not most important for respondents.

TABLE 4: ONE-SAMPLE TEST

	Test Value = 1					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Pick up	6.527	99	.000	.380	.26	.50
Low maintenance	6.293	99	.000	.400	.27	.53
Safety	3.754	99	.000	.180	.08	.28
Mileage	5.338	99	.000	.310	.19	.43
Price	6.009	99	.000	.420	.28	.56
After sale service	6.730	99	.000	.380	.27	.49
Services	4.690	99	.000	.200	.12	.28
One-sample test						
	Test Value = 2					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Looks	-6.828	99	.000	-.470	-.61	-.33
Company brand name	-4.511	99	.000	-.360	-.52	-.20
Customization	2.800	99	.006	.310	.09	.53

FINDINGS

24.3% of the respondents gave first preference while purchasing Suzuki Nexa car because of Good Facilities, 19.1% of the respondents give first preference while purchasing Suzuki Nexa car because of quality service, 11.3% of the respondents give first preference while purchasing Suzuki Nexa car because of price, 22.6% of the respondents give first preference while purchasing Suzuki Nexa car because of good designs and 22.6% of the respondents give first preference while purchasing Suzuki Nexa car because of better mileage. 12.7% of the respondents were influenced by broad casting media, 7.6% of the respondents were influenced by product demonstration, 38% of the respondents were influenced by word of mouth, 30.4% of the respondents were influenced by publications and 11.4% of the respondents were influenced through social media. 9% of the respondents had thinks that brand image plays crucial role while purchasing Suzuki Nexa car, 36% of the respondents thinks that service plays crucial role while purchasing Suzuki Nexa car, 4% of the respondents thinks that re sale value plays crucial role while purchasing Suzuki Nexa car and 21% of the respondents thinks that low maintenance plays crucial role while purchasing Suzuki Nexa car. Respondents believe that pick up is the not most important factor while purchasing car. Respondents believe that low maintenance is the not most important factor while purchasing car. Respondents believe it is not most important for the car to have safety for the customers. Respondents believe it is not most important to provide better mileage

car to the customers. Respondents believe it is not most important for the car companies to provide greater looks and designs of the car to the customers. Respondents believe it is not most important for them as concerned for price. Respondents believe that company brand name is not most important while purchasing the car. Respondents believe that it not most important for them as concerned with after sale service. Respondents believe that it is most important to provide customization, product and services to the customers. Respondents believe that it is not most important for the company to provide excellent services to the customers.

CONCLUSION

As Maruti Suzuki Nexa is one of the most reputed brands in car manufacturer sector. But marketer need to understand that still the consumer does not have too much knowledge of Suzuki Nexa premium cars they had to advertise their brand name in order to gain recognition and preference. And those who give first preference are truly satisfied with the Suzuki Nexa car. Study shows that Baleno model is the most successful as there highly liking and selling of the car among consumers at Surat city. As there is cut throat competition and Suzuki Nexa car can provide better quality range of cars at reasonable price.

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ART THOUGHTS BY GREAT THINKERS OF CHINA AND JAPAN

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ABSTRACT

The role of art aesthetics, religion and spiritual thoughts of great thinkers is very deeply built in the life style and culture of the people of a country. In view of variations over space i.e. country to country this study covered the comparative stance in the philosophies of China and Japan in specific and India and Western countries in general. Therefore, views of some eminent philosophers and saints namely Lao Tzu, Confucius and Gao Xingjian of China and Yoko Ono, Shinichi Suzuki and Akira Kurosawa of Japan, are examined in this article. These great thoughts shaped the lifestyles and culture of the people of China and Japan respectively. However, the philosophies and lifestyles of the people of China were relatively more religious and spiritually oriented than that of Japan. In case of Japan, professional orientation is relatively more apparent. In comparison to China and Japan, the lifestyles, religious, cultural and socio-economic practices / values in the western countries, say Europe and America, are materialistic and art thoughts by great thinkers of these countries are in general on scientific observations and feelings on the very physical aspects of human forms and natural phenomenon etc. But Indian thought process is predominantly spiritual and religion oriented. Indian artists and philosophers in general express mostly the very inner subtle experiences and feelings of beauty and ecstasy.

KEYWORDS

China's thinkers, Japan's thinkers, art thoughts.

JEL CODES

N00, N10.

1. INTRODUCTION

The role of art aesthetics, religion and spiritual thoughts of great thinkers is very deeply built in the life style and culture of the people of a country. These teach us to be a good citizen. However, the Indian scene has been predominantly influenced by art aesthetics, religion and spirituality as is depicted in the visual & performing art works, religious and spiritual preaching / philosophies. The most forceful form of these art thoughts are cited as "QUOTES" of eminent thinkers or philosophers.

2. DEFINITION

A 'QUOTATION' may be defined as words of wisdom and advice said by eminent philosophers, thinkers of various professions or fields. These may include saints in spiritual meditation, professionals of fine arts like painting, sculpture, music, photography, theatrical arts or art-aesthetics, political and social work, religion and culture, writers and poets with significant contribution to literature, and observations / writings of academicians and scientists. ⁽¹⁾

3. IMPORTANCE

The very purpose of a 'Quotation' is to tell the people in general routine mode of life, the very subtle truths or phenomenon which the quoting personality had realized or attained after life-long hard work and struggle with adverse circumstances. Certainly such achievements are beyond the capability of an ordinary person even if he or she devotes his/her entire life for that mission. One cannot be master of all professions or virtues for successful life. Each person has different potential capabilities vis-à-vis resources and circumstances. One's own life is too short to learn and gain experiences of such a wide spectrum of space and time. Wisdom lies in learning and following the virtuous path from the truths revealed and guidance provided / available through the 'QUOTES' of eminent philosophers and thinkers. Hence, the role of Quotations in our life as such is of paramount importance. ⁽²⁾

4. OBJECTIVES

The main objectives of this study are:

1. To collect and compile the great thoughts/ideologies quoted by great thinkers of China and Japan which had deep impact in shaping the lifestyles and cultures of their people.
2. To compare and highlight the differences in the philosophies of great thinkers of China and Japan reflected in their lifestyles and cultures.
3. To compare and highlight the differences in the philosophies of China and Japan with that of India and the western countries say America and Europe.

5. METHODOLOGY

The available studies or publications of quotations of vast number of philosophers and thinkers of various professions and subjects are in the form of individual booklets, pamphlets, preaching, discourses, poems, verses, paintings, footnotes and other forms of literature etc. There is no single publication where attempt has been made to compile together all such important Quotations from various professions / fields across the space and time dimensions. Therefore, the first step was to select the most eminent philosophers/thinkers of China and Japan who played major role in shaping the lifestyles and culture of their people. It was decided to select Lao Tzu, Confucius and Gao Xingjian of China and Yoko Ono, Shinichi Suzuki and Akira Kurosawa of Japan for this study.

The main input for this study being great thoughts/ideologies of the selected eminent philosophers/thinkers, it required exhaustive surveys for collecting and compiling the Quotes from available sources as cited above and surfing of important websites on the internet.

In view of the objectives of this study, there is little scope for use of statistical techniques. Hence the techniques of comparative analysis of thoughts/ideologies reflecting the differences in lifestyles and cultures of China and Japan were attempted.

Similar comparative analysis has been attempted to highlight these differences with respect to thought processes/lifestyles and cultures of India and the western countries like America and Europe.

6. DISCUSSION

The great thoughts/ideologies of selected eminent artists, philosophers and saints on art and aesthetics namely Lao Tzu, Confucius and Gao Xingjian of China and Yoko Ono, Shinichi Suzuki and Akira Kurosawa of Japan, are compiled and presented in the following:

6.1 THINKERS OF CHINA**LAO TZU**

Born: 6th - 5th century BC, Died: 5th - 4th century BC
Chinese Philosopher and Poet



Lao Tzu was also known as Laozi. In ancient China, he was a famous philosopher and poet. He wrote 'Tao Te Ching' and was the founder of TAOISM. His quotes vouch for his mystic achievements of self-realization and inner visions. ^(7,8,9)

- Silence is a source of great strength.
- One should be content and enjoy whatever way the things are. Then one feels there is nothing lacking and the whole world is yours.
- The music of soul can be heard in the whole universe.
- The life and death are two ends of one thread which are viewed from different sides.
- Being at the centre of yourself you get the answer to know who you are and what you want.
- The key to growth is in the awareness of higher dimensions of consciousness in your being.
- The sublimity of the Creative is great indeed, to which all beings owe their beginning and permeates all its heaven.
- Every journey begins with a single step.
- The clay is shaped into a bowl, but it is the empty space that makes it useful.
- All streams flow to the sea because it is lower than they are. Humility gives it its strength.
- To know others is intelligence, to know you is wisdom. To master others is strength and to master you is true power.
- The soft overcomes the hard. The slow overcomes the fast.
- He who defines himself can't know who he really is.

CONFUCIUS

September 28, 551 BC – 479 BC

Chinese Editor, Teacher, Politician and Philosopher



Confucius was most famous ancient Chinese philosopher and politician. He emphasized morality in personal, governmental and social relationships etc. His quotes speak of his high mental capabilities. His philosophy was given the name of "Confucianism" which found acceptance in government circles. ^(10,11)

- I wish you to become what you are deep at the center of your being.
- Life as it comes is really simple. But we make it complicated.
- It does not matter how slow you are unless you stop.
- Our greatest glory is in rising every time we fall and not in ever falling.
- Birth and death are pre-determined; honours and riches depend on destiny.
- It is perfect virtue to practice kindness, earnestness, sincerity, gravity and generosity of soul under all circumstances.
- Humility is a solid foundation of all virtues.

GAO XINGJIAN

Born on January 4, 1940

Chinese Novelist, Painter and Critic



Gao Xingjian is a very famous Novelist, Painter and Critic of Art in China. He was awarded Nobel Prize for Literature in 2000. His quotes depict his deep thoughts of inner visions and spirituality. ⁽¹²⁻¹⁵⁾

- Literature can never die, because it is a stronghold of spiritual freedom and forms the last line of defense of human dignity.
- Observing oneself and others help clear-minded starting point for literature.
- In the history of literature there are many great enduring works which were not published in the lifetime of the authors. If the authors had not achieved self-affirmation while writing, how could they have continued to write?
- The thirst for truth comes with the beginning of life but the ability to lie is gradually acquired in the process of trying to stay alive.
- Whatever you wish to do, do it without loss of time as life is not too long.
- Art is the artist's spiritual heaven. He looks to creativity for spiritual fulfillment. This is his way of resisting rampant materialism and mercantilism.
- Seeing urges us to paint this rather than that. I select according to how happy I am with what I'm painting.
- The human need for language is not only for transmission of meaning but also for listening and affirming one's existence.
- The truth is not subservient to politics or the market.
- Sometimes men, particularly intellectuals tend to think that they are creator like God and forget that they are like everyone else.
- Poetry can be written by everybody, just like everybody knows how to make love,
- Everybody has to have one or the other problem. Otherwise he will have no reason for living.
- One can contemplate and wander without any worries, between heaven and earth, in one's own private world, and in thus acquire supreme freedom.
- No beautiful new world is created by literary revolution or revolutionary literature. Rather it killed the basic nature of literature.
- The ability of a writer to scrutinize self as well as others in the process of observing the boundless universe would help his observations surpass the objective descriptions of reality.
- Truth has many layers and the simple and superficial statement of facts cannot satisfy the writer.

6.2 THINKERS OF JAPAN

YOKO ONO

Born: February 18, 1933

Japanese Artist, Musician



Yoko Ono is a well known Multimedia Artist, Painter, Musician, Songwriter and Filmmaker. She is also acknowledged as peace activist. ⁽¹⁶⁾

- Every drop in the ocean counts.
- The power to bring peace is vested only in art and music.

- Everybody dreams for seeking a beautiful world for self and our children.
- Life is an art. Art is the way of survival.
- Art is my breath and without art I feel choked.
- The nature of art and creativity make the artists controversial. Otherwise they are mere artisans.
- Initially my art work was not accepted in the art world because of being ahead of my time.
- Any art is great if it inspires you greatly. Otherwise it is not great for you whatever the museums, critics and art galleries may comment.
- It requires great courage for the artist to reveal the truth.
- Art is an effort to make you walk half an inch above ground.
- I never thought I'm going to be an artist. When I actually began to become successful in the art world I made it a point to say. I am a dilettante; I am not a professional artist, which is true.
- Everybody's an artist. Everybody's God. It's just that they're inhibited.
- I never went or intended to be trained in any art school. Some ideas I had which I expressed.
- One gets immense love in creating art unless driven by lust for money.
- Sometimes I have compared myself with a scientist or something when you discover something and you don't expect the whole world to understand it. I always thought I was doing that kind of activity, in art and in music too.
- Experiencing sadness and anger can make you feel more creative, and by being creative, you can get beyond your pain or negativity.
- Creativity is innate and it manifests itself in so many forms. It needs to come out somehow or it destroys you in some way.
- I think people place limitations on each other and on us. There is a great fear of expressing ourselves, of making creativity happen.

SHINICHI SUZUKI**Oct.18, 1898- Jan. 26, 1998****Japanese Violinist and Teacher**

Shinichi Suzuki was the Japanese inventor of the International 'Suzuki Method' of music education and developed a philosophy for educating people of all ages and abilities. His method helped millions of young children worldwide to learn, to play the violin. Instead of trying to teach them to read music, he emphasized listening, imitation, and repetition, theorizing that children could learn to play music the same way they learn language. ⁽¹⁷⁾

- Art is meant for human beings. All those who love art or teach it, should work to save this world.
- One has to find art within oneself and not outside. For that one has to become first a fine person.
- A work of art is the expression of a man's whole personality, sensibility and ability.
- Nobody acquires talent by birth. Many people leave it to fate without trying to work for it.
- Musical ability is not an inborn talent but an ability which can be developed. Any child who is properly trained can develop musical ability just as all children develop the ability to speak their mother tongue. The potential of every child is unlimited.
- I have come to the definite conclusion that musical ability is not an inborn talent but an ability which can be developed.
- Patience is the absence of expectation.
- Knowledge is not skill. Knowledge plus ten thousand times is skill.
- Every child grows; everything depends on the teacher.
- It is necessary to be concerned about the importance of educating a really beautiful human spirit.
- Tone has the living soul.
- If one wants to do something, should start with courage immediately. This habit will open up many doors for success.

AKIRA KUROSAWA**March 23, 1910 - 1998, Japan****Director, Screenwriter, Producer and Editor**

Akira Kurosawa was the first Japanese film director to win International acclaim. Regarded as one of the most important and influential filmmakers in the history of cinema, Kurosawa directed 30 films in a career spanning 57 years. In 1990, he accepted the Academy Award for Lifetime Achievement. Posthumously, he was named "Asian of the Century" in the "Arts, Literature and Culture" category by Asian Week Magazine. ⁽¹⁸⁾

- I have chosen cinema as my life's work because in a film you combine literature, painting, music and theatre all together.
- I often think as to why people cannot be happier together and this is the common theme in all my films.
- To be understood well, a film has to depict properly the common problems of human beings.
- Which films are enjoyable in making are the ones really enjoyed by the audiences. But you cannot get the pleasure of work done unless you put in your best to give it life and that's the spirit to be revealed also by the crew from heart.
- Many ideas come up for making a film one of these grows fast to express a particular issue at appropriate time. The script is written and the film is produced like a tree blossoms and bears fruit.
- Just like the techniques of modern art, silent pictures are simple and beautiful. I like this simplification.
- The inner need to express something is the root of my films. The script nurtures its growth into a tree and direction develops its flowers and fruits.
- To live honestly and develop ones abilities best is my belief. So in my films, characters live honestly and make the most of their roles. The real heroes are such people.
- The great appeal of film is its reliability.
- To be an artist means to search, to find and look at the realities.
- People who delight in torturing others are insane.

7. OBSERVATIONS

The contributions made by these eminent philosophers, artists, political, economic and social thinkers and particularly spiritual poets/preachers are priceless. It presents a wide spectrum of thoughts on art, aesthetics and spirituality and their significant influence on the lifestyles of the people of China and Japan respectively. However, a comparative analysis of these art thoughts between these two countries brings out that the philosophies and lifestyles of the people of China were relatively more religious and spiritually oriented than that of Japan. In case of Japan, professional orientation is relatively more apparent. In comparison to China and Japan, the Indian scene and lifestyles were deeply influenced by the thoughts of great thinkers on art aesthetics, spirituality and religion in the past as well as present.

On the other hand, the lifestyles, religious, cultural and socio-economic practices / values in the western countries, say Europe and Americas, are materialistic and art thoughts by great thinkers of these countries are in general on scientific observations and feelings on the very physical aspects of human forms and natural phenomenon etc. ⁽³⁾ Indian thought process is predominantly spiritual and religion oriented. The quotes of Indian artists and philosophers in general express mostly the very inner subtle experiences and feeling of beauty and ecstasy. ⁽²⁾

8. CONCLUSION

This article presents a wide spectrum of priceless thoughts on art aesthetics, religion and spirituality which influenced the lifestyles and culture of the people of China and Japan respectively. However, a comparative analysis between these two countries brings out that the philosophies and lifestyles of the people of China were relatively more religious and spiritually oriented than that of Japan. In case of Japan, professional orientation is relatively more apparent. In comparison to China and Japan, the lifestyles, religious, cultural and socio-economic practices / values in the western countries, say Europe and America, are materialistic and art thoughts by great thinkers of these countries are in general on scientific observations and feelings on the very physical aspects of human forms and natural phenomenon etc. But Indian thought process is predominantly spiritual and religion oriented. The quotes of Indian artists and philosophers in general express mostly the very inner subtle experiences and feeling of beauty and ecstasy.

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