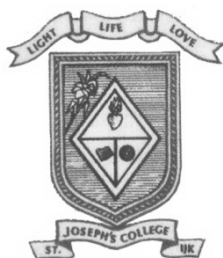# Research Methodology and Statistical Analysis using SPSS

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Research Methodology and Statistical Analysis using SPSS

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DISCLAIMER

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Editorial

Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. Research methodology is a way to systematically solve the research problem. It is necessary for the researcher to know not only the research methods/ techniques but also the methodology.

SPSS is a widely used program for statistical analysis in social science. It is also used by market researchers, health researchers, survey companies, government, education researchers, marketing organizations, data miners, and others. AMOS is a statistical software and it stands for Analysis of Moment Structures. It is a visual program for Structural Equation Modeling (SEM), which can draw models graphically.

We would like to thank the Principal Dr. Sr. Lilly P.L., IQAC, all the faculty members of the Department of Commerce and Management Studies, paper presenters and participants of this UGC sponsored National Seminar and Excel staff who made possible the publication of this 'National Seminar Proceedings'.

Editors
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An Analysis of Energy Demand Management Measures Adopted in Kerala's Power Sector

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ABSTRACT

Energy demand management, also known as demand side management (DSM), is the modification of consumer demand for energy. There is a steep increase in the maximum demand and load factor. Total number of consumers has increased to 10,806,890 in 2012–13 and the connected load is 18523MW. Enhanced use of renewable sources and energy conservation only can meet the future energy needs. Objectives of this paper are to analyse the existing consumption pattern of electricity and to analyse the various Energy Demand management/ DSM measures adopted by KSEB.

Keywords: Energy Demand Management, Demand Side Management, Energy Management Centre, Agency for Non Conventional Energy and Rural Technology

INTRODUCTION

ENERGY DEMAND MANAGEMENT/ DEMAND SIDE MANAGEMENT (DSM)

Energy demand management, also known as demand side management (DSM), is the modification of consumer demand for energy through various methods such as financial incentives and behavioral changes through education. Usually, the goal of demand side management is to encourage the consumer to use less energy during peak hours, or to move the time of energy use to off-peak times such as nighttime and weekends. Peak demand management does not necessarily decrease total energy consumption, but could be expected to reduce the need for investments in networks and/ or power plants for meeting peak demands. An example is the use of energy storage units to store energy during off-peak hours and discharge them during peak hours. Energy Management activities in the state are carried out mainly through KSEB (Kerala State Electricity Board), ANERT (Agency for Non-conventional Energy and Rural Technology) and EMC (Energy Management Centre).

KERALA STATE ELECTRICITY BOARD

The Kerala State Electricity Board contributes to the lion's share of the energy needs of the state. KSEB constituted by the Government of Kerala commenced functioning on 31-3-1957. KSEB has been responsible for the generation, transmission and supply of electricity in the State with particular mandate to provide electricity at affordable cost to the domestic as well as agricultural purpose. KSEB generates power from four sources- Hydro power, Thermal power, Wind power and solar power.

DSM MEASURES OF KSEB INCLUDE

Projects like a) Bachat Lamp Yojana (BLY) -high quality CFL is provided to all the domestic consumers in the project area in exchange of a working incandescent bulb. b) Rajiv Gandhi Gram Vydyuthikaran Yojana (Energy for all) etc. Consumer awareness programmes like Labhaprabha, power quiz, essay competitions, save energy campaigns, Exhibitions etc. Rationing of supply of electricity, advertisements, price hike and other remedial measures.

LABHAPRABHA

Kerala State Electricity Board (KSEB) launched a comprehensive campaign that aims to improve demand-side management through an incentive scheme in order to ensure public participation. Labha Prabha involves two constituent schemes, of which one will focus on earning 'energy credits' and the other a 'no load-shedding' drive. Half of the earnings made through savings under the scheme will either be returned to consumer or rewards of equivalent value made available to him. Those who wish to join the programme need to register by texting information such as consumer number, name of the electrical section etc.

BACHAT LAMP YOJANA

"Bachat Lamp Yojana" seeks to utilize the Clean Development Mechanism (CDM) of the Kyoto Protocol to bring-down the price of CFLs. Bureau of Energy Efficiency, Ministry of Power; Govt. of India has developed the programme and registered with UNFCCC. This public-private partnership between the Government of India, Private sector CFL Manufactures/ Traders (Project Developers) and State level Electricity Distribution Companies would provide the framework to distribute high quality CFLs at about Rs. 15 per piece to the households of the country. Under the scheme 40W, 60 W and 100 W incandescent Lamps have to be replaced with CFLS having same lumen output.

PUBLIC AWARENESS CAMPAIGNS

The strategy of using celebrities to endorse public awareness campaigns has been steadily increasing over the last few years. In Kerala, various public awareness campaigns are endorsed by celebrities. In 2011 a series of TV commercials endorsed by film stars came out. Celebrities include Mohanlal, Suresh Gopi, dileep, etc.

OBJECTIVES

Objectives of this paper is:

1. To analyse the existing consumption pattern of electricity by examining various factors like number of consumers, connected load, maximum demand, load factor, revenue from sale of energy, per capita consumption etc.

2. To analyse the various Energy Demand management/ DSM measures adopted by KSEB.

RESEARCH METHODOLOGY

The consumers of KSEB are classified into six categories i.e. domestic, industrial, commercial, non commercial, agricultural and miscellaneous category of consumers (licensees, public lighting etc.). Primary as well as Secondary data collection methods are used to analyse the DSM programmes of KSEB and the electricity consumption pattern among different consumer categories. Primary data is collected using questionnaires Secondary data comprises of reports and publications of Government organisations like Central statistical organisation, Kerala state Planning Board, KSEB, ANERT, Energy Management Centre, etc. Data is also collected from commercial and industrial sources.

Period of Study.

The period of study is six years from 2007–2008 to 2012–2013.

ANALYSIS AND INTERPRETATION

1. There is asteep increase in the maximum demand and load factor. In 2012–13, the maximum demand was 3268 MW and load factor was 70.90%. While in 2001–2002 it was 2333MW and 61.54% respectively. On the supply side, the installed capacity was 2606 MW in 2001–02 and 2880MW in 2012–13. Thus there is a wide gap between demand and supply.

2. Percapita consumption has also increased. In 2012–13 it is 501 Kwh. Revenue from the sale of electricity is Rs. 7224 crores.

3. Total number of consumers has increased to 10,806,890 in 2012–13 and the connected load is 18523MW.

4. Enhanced use of renewable sources and energy conservation only can meet the future energy needs. For this MOUs are signed by KSEB with agencies generating wind and solar energy. Distribution of Compact fluorescent lamps (CFL) is one of the major steps made by KSEB to achieve energy efficiency. A CFL lamp in the place of an incandescent bulb helps an energy saving of more than 85 per cent. Similarly, halogen lamps, which is suitable for outdoor lighting, uses 40 per cent less energy and generally lasts two to four times longer than regular bulbs.
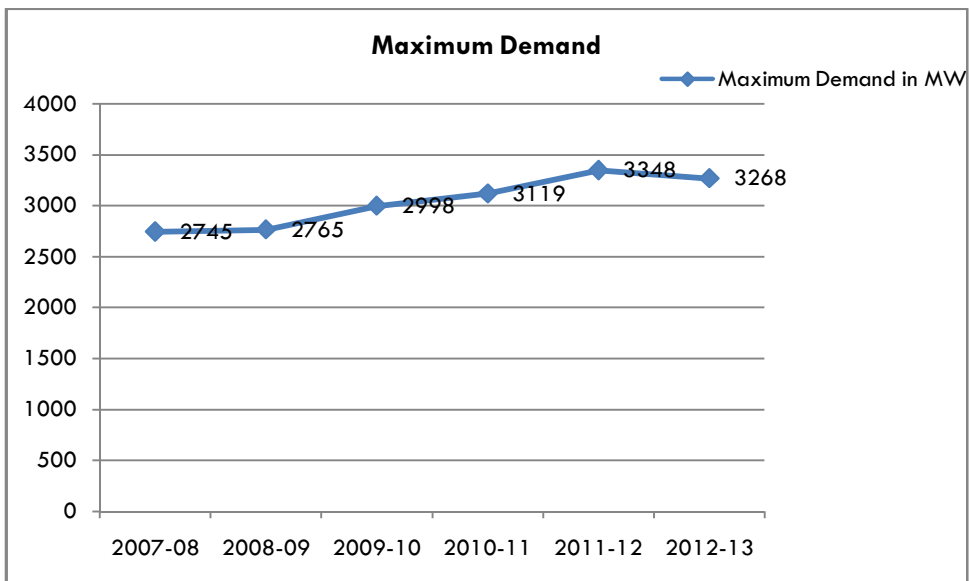
Fig. 1: Maximum Demand of Electricity

Source: Primary Data
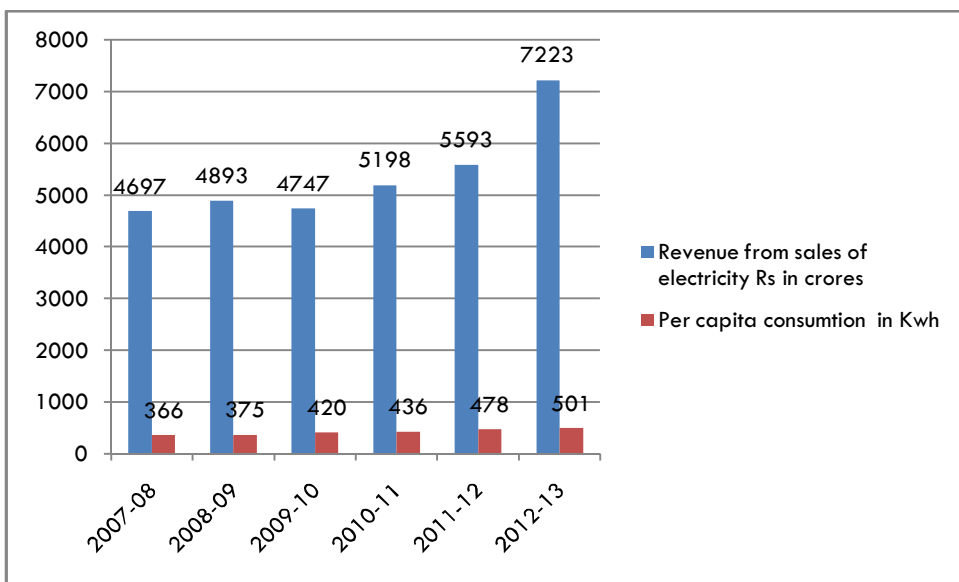
Fig. 2: Revenue from Sales of Electricity and Per Capita Consumption

Source: Primary Data
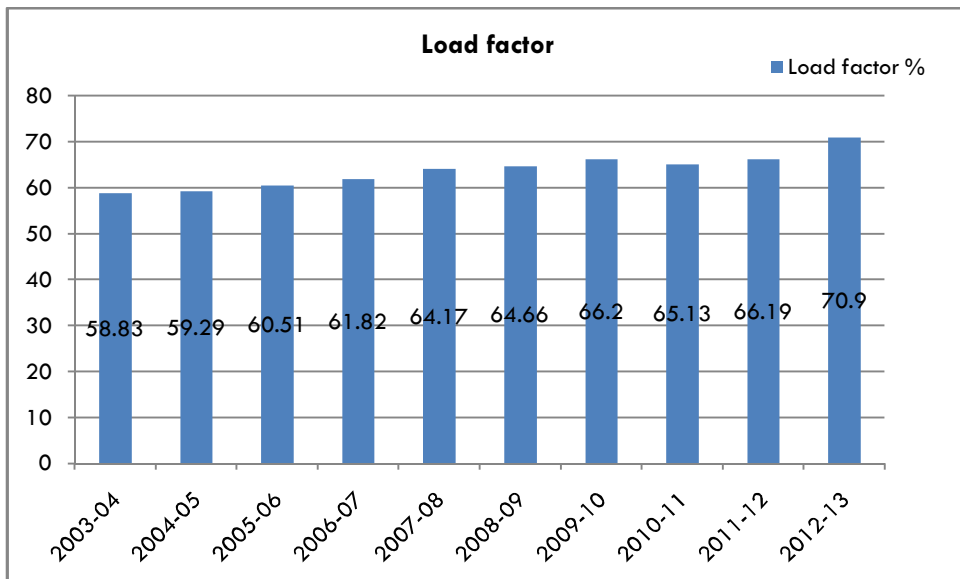
Fig. 3: Load Factor

Source: Primary Data

CONCLUSION

The business principle behind the concept of energy efficiency is that if the marginal cost of setting up new generation unit exceeds that of carrying out energy efficiency measures, the latter should be preferred. In the case of KSEB, this principle can also be translated to mean that energy efficiency should be preferred over purchase of costlier power from thermal plants.

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Factors Influencing Consumer Buying Behavior of Dairy Products in Thrissur District

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ABSTRACT

Consumers are actors on the market place stage. Consumers, in general, can be referred as individuals who purchase or consume products and services; however, in terms of buyer and consumer, there is a slight difference. Consumer Behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. The dairy sector is one of the most powerful sectors in Kerala. The main purpose of the study is to identify the factors influencing the consumers buying behavior with regard to dairy products in Thrissur District. The sample of this study included 75 participants (30 males and 45 females) which were interviewed by using a structured interview schedule. Weighted average method was used to analyze the factors influencing consumers buying behavior. The variables include price, quality, packaging, product variety, brand image, advertisement, health aspect etc. that influence the choice of a brand. Quality, price and health aspect are the major influencing factors of consumers buying behavior.

Keywords: Dairy Products, Consumer, Buying Behavior

INTRODUCTION

A dairy is a business enterprise established for the harvesting or processing (or both) of animal milk—mostly from cows or goats, but also from buffaloes, sheep, horses or camels—for human consumption. India is the highest milk producer in the entire globe. India is well known as the 'Oyster' of the global dairy industry, with opportunities galore for the entrepreneurs globally. The dairy industry in India has been witnessing rapid growth with liberalization. As the economy, provides good opportunities for MNCs and foreign investors to release the full potential of dairy industry. The main objective of the Indian Dairy Industry is to manage the national resources in a manner to enhance milk production and upgrade milk processing using innovative technologies.

India, world's largest milk producer, accounting for more than 16% of world's total milk production, is the world's largest consumer of dairy products. The total amount of milk produced has tripled from 23 million tonnes back in 1973 to 95 million tonnes in 2008 and expected a production level of 135 million tonnes by 2015 but the projected demand for milk by 2021–22 estimated at 180 million tonnes which implies that milk production would have to be doubled.

Table 1: Estimates of Milk Production in India (000 Tonnes)

Year	Production	Growth Rate
2003–04	88082	-
2004–05	92484	4.99
2005–06	97066	4.95
2006–07	102580	5.68
2007–08	107934	5.21
2008–09	112183	3.93
2009–10	116425	3.78
2010–11	121848	4.65
2011–12	127904	4.97
2012–13	132431	3.53

Table 2: Estimates of Milk Production in Kerala (000 Tonnes)

Year	Production	Growth Rate
2003–04	2111	-
2004–05	2025	-4.07
2005–06	2063	1.88
2006–07	2119	2.71
2007–08	2253	6.23
2008–09	2441	8.34
2009–10	2509	2.78
2010–11	2645	5.42
2011–12	2716	2.68
2012–13	2791	2.76

Source: National Dairy Development Board

Table 1 show that, there is a tremendous growth in milk production in the last few years. In 2010–11 the milk production was 121848 (000 tonnes) increased to 127904 (000 tonnes) (4.97% growth rate) in 2011–12. In 2012- 13, 3.53% milk production had been increased and expected a production level of 135 million tonnes by 2015 but the projected demand for milk by 2021–22 estimated at 180 million tonnes which implies that milk production would have to be doubled. Table 2 Show that, there is a growth in the milk production during the last few years. In 2003–04, the milk production was 2111 (000 tonnes) and it reaches 2791 (000 tonnes) in 2012–13. From this table, we can see the tremendous growth in production in each and every year.

In Kerala, dairying is considered to be a subsidiary occupation for small and marginal farmers and agricultural labourers. Almost all districts of Kerala are having a good number of cattle, indigenous as well as cross breed. Small holdings, high propositions of rural population, low family income and employment, more scope for fuller utilization of farm and family labour, active participation of co-operative institutions and government's favourable policy have created a very favourable climate for dairy development in Kerala. In Kerala, the production of milk is centered on the small farm sector and the ultimate supply is dependent on seasonal factors.

OBJECTIVES OF THE STUDY

1. To make an awareness about the dairy sector.
2. To analyze the factors influencing consumer buying behavior of dairy products.

HYPOTHESIS

1. There is no significant relationship between monthly income and frequency of purchase of dairy products.

RESEARCH PROBLEM

Milk or milk products is an essential Commodity. Now a days there is a tight competition between different brands of milk producers. Each brand has its own significance and is available with some or no differences in price, quality, fat content, taste, availability compared to competing brand(s). Each producer has to take an effort to place their products in the mind of a consumer before placed a competitive product. The marketing factors which are influenced a consumer to purchase a dairy product. This study tries to find out which is the most influencing factor of buying behavior.

METHODOLOGY

The data for the study had been collected from both primary and secondary sources. This study included 75 respondents (30 males and 45 females) who were interviewed at the shopping centers by using structured interview schedule. To analyze the factors influencing consumer buying behavior of dairy products, weighted average method was used. This study considers only marketing factors which are influencing the consumers buying decision.

DATA ANALYSIS AND INTERPRETATION

CONSUMER BUYING BEHAVIOR OF DAIRY PRODUCT

Table 3: Ranking of Attributes by the Respondents

Attributes	Rank (Number of Respondents)								Total
	1	2	3	4	5	6	7	8	
Price	36	18	10	6	2	1	1	1	75
Quality	47	12	4	2	2	4	2	2	75
Packaging	9	5	2	2	8	10	11	28	75
Product Variety	12	7	4	20	8	12	7	5	75
Brand Image	11	2	34	2	20	2	3	1	75
Advertisement	4	5	8	7	3	6	9	33	75
Health aspect	38	14	9	5	4	3	1	1	75
Natural Content	39	11	11	6	2	2	2	2	75

Source: Primary Data

Table 4: Analysis of Ranking Given by the Respondents to Various Attributes which is
Influenced to Buy the Dairy Products by using Weighted Average Method

Attributes	Weighted Average								Total	Rank
	1*8	2*7	3*6	4*5	5*4	6*3	7*2	8*1		
Price	288	126	60	30	8	3	2	1	518	II
Quality	376	84	24	10	8	12	4	2	520	I
Packaging	72	35	12	10	32	30	22	28	241	VII
Product Variety	96	49	24	100	32	36	14	5	356	VI
Brand Image	88	14	204	10	80	6	6	1	409	V
Advertisement	32	35	48	35	12	18	18	33	231	VIII
Health aspect	304	98	54	25	16	9	2	1	509	III
Natural Content	312	77	66	30	8	6	4	2	505	IV

Source: Primary Data

It is clear from the Table 4, quality is the most important factor which influences the consumers to purchase the dairy products. Price is the second most important factor followed by health aspect, natural content and brand image. From this study, advertisement is the least important factor to influence the buying behavior of dairy products.

TESTING OF HYPOTHESIS

H_0: There is no significant relationship between monthly income and frequency of purchase of dairy products

Factors of Purchase	Income	Frequency
Income	1.000	0.722**
Frequency	0.722**	1.000

** Correlation is significant at the 0.01

The correlation between income and frequency is 0.722 which indicate 72.2% positive correlation between income and frequency of purchase is significant at 1%.

FINDINGS

1. There is a tremendous growth in milk production.

2. India is the largest milk producer in the world.

3. Dairy sector provides more employment opportunities and also helps to increase the standard of living.

4. Quality is the most important factor to influence the consumers to purchase the dairy products.

5. Advertisement is the least influencing factor of consumers buying behavior.

SUGGESTION

1. Proper storage, cold chain facilities need to be strengthened.

2. Promote small commercial dairy ventures.

3. The adoption of the new and advanced technologies would help the manufactures to improve the standard of dairy products and thus helps to make more export.

4. Better operational efficiencies are helps to reduce the waste, and minimize fats/ protein losses during processing.

5. Provide more attractive advertisements to catch the customers.

CONCLUSION

Milk production in India takes place in Millions of rural households scattered across the length and breadth of the country. The performance of the Indian Dairy sector over the last three decades has been extremely impressive. Price, quality, packaging, product variety, brand image, advertisement and health aspects are the influencing factors of consumer buying behavior of dairy products. It is clear from the study, quality is the most

influencing factor of consumer buying behavior followed by price, health aspect and product variety. Advertisement is the least influencing factor to make a purchase decision.

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Job Satisfaction: A Study on Information Technology Parks in Kerala

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ABSTRACT

Information Technology is an upcoming industry in Kerala. Its contribution towards our economy is very significant. This sector is creating many employment opportunities and thus helps in providing a solution towards the problem of unemployment in Kerala. However, employee attrition is a nightmare of the industry. Attrition rates are alarmingly high which leads to increase in cost. Only solution to overcome this problem is to create and maintain satisfied work force. This study tries to find out the causes and consequences of job satisfaction and dissatisfaction. An attempt is also made to find out whether there is any relationship between the level of jobs satisfaction and the demographic variables.

Keywords: Job Satisfaction, Information Technology Parks

INTRODUCTION

Job satisfaction is considered as the major criteria for the success and existence of an organization. The success of an organization and pursuit of quality depend not only on how the organization makes the most of human competencies, but also on how it stimulates commitment to an organization. Committed and satisfied employees are normally high performers and contribute towards the organizational productivity. Job satisfaction is a very complex variable as it is influenced by situational factors of the job as well as the unpredictable and unique characteristics of the individual.

Job satisfaction is defined as the positive emotional response towards the job resulting from attaining what the employee wants from the job. According to Hoppock (1935), job satisfaction was a combination psychological, physiological and environmental circumstance that causes a person truthfully to say, "I am satisfied with my job". Herzberg (1959), stated that job satisfaction is due to good experiences and that these are due to achievement, recognition, the work itself, responsibility and advancement. Dissatisfaction is due to bad experiences and that are due to supervisors, fellow workers, company policies, working conditions and personal life. Lawler (1977) opined that job satisfaction has a profound effect on both the individual employee and the society as a whole. Further, he added that the employees' decisions about whether they will go to work on any given day and whether they will quit are affected by their feelings of job satisfaction. Judge, Hanisch and Drankoski (1995) were of the view that it was imperative for human resource managers to be aware of those aspects within an organization that might affect most employees' job satisfaction and to enhance these aspects because, in the

end, the results will be fruitful for both the organization and the employee. Mamoria (2007) stated that job satisfaction is an emotion, a feeling and a matter of perception. It focuses on general attitudes of individual employees at work. It arises from the employees' appraisal of experience at work, it involves likes and dislikes as well as needs and wants which are internal and external to the employees.

INFORMATION TECHNOLOGY INDUSTRY

Information Technology (IT) sector has become one of the most significant growth catalysts for the Indian economy. In addition to fuelling India's economy, this industry is also positively influencing the lives of its people through an active direct and indirect contribution to the various socio-economic parameters such as employment, standard of living and diversity among others. The industry has played a significant role in transforming India's image from a slow moving bureaucratic economy to a land of innovative entrepreneurs and a global player in providing excellent technology solutions and business services. The industry has helped India to transform from a rural and agriculture based economy to a knowledge-based economy. The efforts of the industry towards the holistic development of the Indian economy and society will continue making a positive impact and changing lives as it has done so far. Further, the industry has acted as a socially responsible corporation playing an active role in regional development across India, empowerment of diverse human assets, driving technology and innovation to transform client business and enhancing the overall brand image of India (Strategic Review, National Association of Software and Services Companies (NASSCOM))

Information Technology is an emerging industry in Kerala and the State is called as the 'Information Gateway of India'. The Kerala Government has earmarked a budget for investment in growth of the IT sector in the state for the Financial Year 2012–13 and envisages an investment of over INR 10,000 crore in the coming year for the development of IT infrastructure across the state. Several IT giants such as Wipro Ltd, Tata Consultancy Services, Infosys, Cognizant Technology Solutions and Oracle have made large investments in the state and are hiring professionals on a large scale.

One of the biggest challenges that IT organizations have been facing over recent years is the inability to attract and retain quality human resources. Several surveys have shown high staff turnover rates in the IT industry. One of the practical solutions to overcome this problem is to create job satisfaction and organizational commitment among the employees. Committed and satisfied employees are normally high performers and contribute towards organizational productivity. The rapid changes in the IT industry compelled modern organizations to focus on increasing the job satisfaction of their work force in order to perform better reduce employee turnover and derive competitive advantage.

STATEMENT OF THE PROBLEM

Every organization should have policies to accomplish the personal objectives and organizational objectives. Continuous updating and monitoring of these policies are essential to keep the pace with the change in time and to avoid dissatisfaction among employees.

This study is conducted among IT professionals in Kerala. This study helps to ascertain the level of satisfaction among IT professionals in Kerala. This study will help to develop more appropriate and effective strategies for job satisfaction in IT parks in Kerala and these could be incorporated into a well-designed set of human resources policies for better performance of IT sector.

OBJECTIVES OF THE STUDY

1. To measure the level of job satisfaction of IT professionals in Kerala.

2. To measure the relationship between job satisfaction and demographic variables of respondents.

HYPOTHESES

H_{01}: Job satisfaction of IT professionals are independent of educational qualifications

H_{02}: Job satisfaction of IT professionals are independent of experience of the employees

H_{03}: Job satisfaction among male and female IT professionals are the same

H_{04}: Job satisfaction is independent of marital status of IT professionals

METHODOLOGY

To satisfy and meet the objectives of the study, both qualitative and quantitative techniques have been used. The study has been conducted among the employees working in two major IT parks in Kerala, Techno Park, Thiruvananthapuram and Info Park, Kochi. The sample size for the study is 150 IT professionals who have been divided into three categories viz. software developers, software testers and project managers. Samples have been selected based on convenient sampling method.

Both primary and secondary data were collected for the study. The primary data were collected by conducting a sample survey. A well-prepared structured questionnaire was designed and executed to collect primary data from the IT professionals. Secondary data were collected from books, journals, magazines and from reports

The primary data collected has been sorted, classified, tabulated and analyzed using various statistical tools like Mean and Chi square test.

DATA ANALYSIS AND RESULTS

Table 1: Demographic Profile of the Respondents

Gender	No. of Respondents	Percentage
a) Male	112	74.6
b) Female	38	25.4
Total	150	100
Age		
a) Less than 25	56	37.4
b) 25–35	45	30.0
c) 35–45	33	22.0
d) Above 45	16	10.6
Total	150	100
Marital Status		
a) Married	97	64.67
b) Unmarried	53	35.33
Total	150	100
Educational Qualifications		
a) Graduate	86	57.4
b) Postgraduate	45	30.0
c) Others	19	12.6
Total	150	100
Experience		
a) 0–5 years	83	55.3
b) 5–10 years	52	34.7
c) 10–15 years	15	10.1
Total	150	100
Designation		
a) Developer	90	60.0
b) Tester	45	30.0
c) Project Manager	15	10.0
Total	150	100

Source: Sample Survey

Table 1 reveals that:

- 74.6% respondents were male and the rest 25.4 % were female professionals.

- Out of 150 respondents 37.4% came under the age group of below 25years, 30% were between 25–35 years, 22% were between 35–45 years and only 10.6 % were above 45 years.

- Married respondents comprised of 64.67% and unmarried respondents comprised of 35.33% of the total sample size

- Analysis of educational qualifications reveals that majority of the respondents were graduates (86%) followed by Postgraduates by 30% and the rest 12.6% were having some other qualifications like diploma etc.

- 55.3% of the respondents have experience less than 5 years whereas 34.7% have experience of 6–10 years. Only 10% of the sample size has experience of 10–15 years.

- 60% of the respondents were software developers, 30% were software testers and remaining 10% belonged to the project manager grade.

LEVEL OF JOB SATISFACTION

To measure the level of job satisfaction, Likert's scale was used with 5 points for Highly satisfied,4 points for Satisfied, 3 points for Neutral, 2 points for Dissatisfied and 1 point for Highly dissatisfied. To analyze the relationship between the demographic variables and job satisfaction, descriptive statistics like Mean and Standard Deviation have been used.

Table 2: Level of Job Satisfaction

Level of Job Satisfaction	No: of Respondents	Percentage
Highly Satisfied	12	8
Satisfied	90	60
Neutral	22	15
Dissatisfied	18	12
Highly Dissatisfied	8	5
Total	150	100

Source: Sample Survey

Table 2 reveals that majority of the respondents (60%) were satisfied with their job. 15% of the respondents were neither satisfied nor dissatisfied with their job. Only 5% of the respondents were highly dissatisfied with their job and 8% of the respondents were coming under the category of highly satisfied customers.

TESTING OF HYPETHESIS: 1

Table 3: Educational Qualifications and the Level of Job Satisfaction

Level of Job Satisfaction	Educational Qualifications			Total
	Graduate	Postgraduate	Others	
Low	53	28	12	93
Moderate	22	11	05	38
High	11	06	02	19
Total	86	45	19	150

Source: Sample Survey

Table 4: Chi-square Test of Educational Qualifications and the Level of Job Satisfaction

O	E	O-E	(O-E)2	(O-E)2/E
53	53.3	-0.3	0.09	0.0017
22	21.9	0.1	0.01	0.0005
11	10.9	0.1	0.01	0.0009
22	27.9	-5.9	34.81	1.2477
11	11.4	-0.4	0.16	0.0140
6	5.7	0.3	0.09	0.0158
12	11.8	0.2	0.04	0.0034
5	4.81	0.19	0.0361	0.0075
2	2.41	-0.41	0.1681	0.0698
Chi-square value = 1.3612				
Df = (r-1)(c-1) = (3-1)(3-1) = 4				

Chi-Square value at 5% level of significance at degrees of freedom 4 is 9.5. The calculated value (1.3612) is less than the table value. So the null hypothesis is accepted.

So the job satisfaction of the employees working at IT parks in Kerala is independent of their educational qualification.

TESTING OF HYPOTHESIS-2

Table 5: Experience and Level of Satisfaction

Level of Job Satisfaction	Experience			Total
	0–5 Yrs	5–10 Yrs	10–15 Yrs	
Low	50	32	11	93
Moderate	22	13	03	38
High	11	07	01	19
Total	83	52	15	150

Source: Sample Survey

Table 6: Chi-square Test of Experience and the Level of Job Satisfaction

O	E	O-E	(O-E)2	(O-E)2/E
50	51.5	-1.5	2.25	0.0437
22	21	1	1	0.0476
11	10.5	0.5	0.25	0.0238
32	32.2	-0.2	0.04	0.0012
13	13.2	-0.2	0.04	0.0030
7	6.59	0.41	0.1681	0.0255
11	9.3	1.7	2.89	0.3108
3	3.8	-0.8	0.64	0.1684
1	1.9	-0.9	0.81	0.4263
Chi-square value = 1.0504				
Df = (r-1)(c-1) = (3-1)(3-1) = 4				

Chi-Square value at 5% level of significance at degrees of freedom 4 is 9.5. The calculated value (1.0504) is less than the table value. So the null hypothesis is accepted. Experience in IT industry and the employees' job satisfaction are independent.

TESTING OF HYPOTHESIS-3

Table 7: Gender and Level of Job Satisfaction

Level of Job Satisfaction	Gender		Total
	Male	Female	
Low	70	23	93
Moderate	28	10	38
High	14	05	19
Total	112	38	150

Source: Sample Survey

Table 8: Chi-square Test Between Gender and the Level of Job Satisfaction

O	E	O-E	(O-E)(O-E)	(O-E)(O-E)/E
70	69.44	0.56	0.3136	0.0045
28	28.37	-0.37	0.1369	0.0048
14	14.18	-0.18	0.0324	0.0023
23	23.56	-0.56	0.3136	0.0133
10	9.63	0.37	0.1369	0.0142
5	4.82	0.18	0.0324	0.0067
Chi-square value = 0.0459				
Df = (r-1)(c-1) = (3-1)(2-1) = 2				

Chi-Square value at 5% level of significance at degrees of freedom 2 is 5.9915. The calculated value (0.0459) is less than the table value. So the null hypothesis is accepted. There is no difference between the satisfaction level of the male and female employees in the IT industry in Kerala. So it can be inferred from the above analysis that job satisfaction is independent of gender.

TESTING OF HYPOTHESIS-4

Table 9: Marital Status and the Level of Job Satisfaction

Level of Job Satisfaction	Marital Status		Total
	Married	Unmarried	
Low	44	49	93
Moderate	17	21	38
High	07	12	19
Total	68	82	150

Source: Sample Survey

Table 10: Chi-square Test Between Gender and the Level of Job Satisfaction

O	E	O-E	(O-E)(O-E)	(O-E)(O-E)/E
44	42.16	1.84	3.3856	0.0803
17	17.22	-0.22	0.0484	0.0028
7	8.61	-1.61	2.5921	0.3011
49	50.84	-1.84	3.3856	0.0666
21	20.78	0.22	0.0484	0.0023
12	10.39	1.61	2.5921	0.2495
Chi-square value = 0.7026				
Df = (r-1)(c-1) = (3-1)(2-1) = 2				

Chi-Square value at 5% level of significance at degrees of freedom 2 is 5.9915. The calculated value (0.7026) is less than the table value. So the null hypothesis is accepted. From the above table it can be inferred that there is no relationship between employees' marital status and their level of job satisfaction.

FINDINGS

1. 60% of the respondents were satisfied with their job. Only 5% of the respondents were highly dissatisfied with their job.

2. IT professionals' level of job satisfaction is independent of the educational qualifications.

3. There is no relationship between the experience and level of satisfaction of the employees in IT Parks in Kerala.

4. There is no significant difference between the level of satisfaction of male and female employees.

5. Level of job satisfaction is independent of the respondents' marital status.

CONCLUSION

Job satisfaction is the primary requirement of every employee, which boosts him towards the effective discharge of his duties and responsibilities to attain the stated goals. An analysis of the collected data indicates that the levels of satisfaction of software professionals are high. For job satisfaction, the various factors like recognition, achievement, advancement, responsibility and work are important. The present study reveals that the IT professionals are satisfied with their job. But the literatures reveal that still the attrition rate in the IT industry is alarmingly high. This is really a contradictory situation. From such a situation it can be inferred that employees are satisfied with their job but their organizational commitment is comparatively low. They are jumping from one organization to another for better pay, for better promotional opportunities and recognition, for better training and development opportunities, for better employer-employee relationship and for better working environment. It is very important for every IT company to formulate and implement employee-friendly plans and policies in order to increase their level of organizational commitment which will ultimately leads to reduced employee attrition rate.

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Tourist's Motivation to Use Homestays in Kerala

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ABSTRACT

Hospitality has always been one of the most valued traditions of Indian culture in general and Kerala, in particular. The centuries old adage, 'AtithiDevoBhava"-the guest is always considered to be a representative of God, is practiced in Kerala to the core. Hospitality becomes more homely when the guests stay at home and this belief was utilized to the full by the Keralites as Kerala was one of the first states in India to initiate and develop the concept of homestays. In a homestay, the tourist lives with the family for some part of his or her journey and enjoy the culture and tradition of the land. Hospitality becomes more homely when the guests stay at home and this belief was utilized to the full by the Keralites as Kerala was one of the first states in India to initiate and develop the concept of homestays. This research explores the motivations and demographic characteristics of tourists and investigates which attributes satisfy tourists who visit cultural destinations. Homestays in Kerala, serving as a cultural and heritage vacation destination, were used as the study site for this research. The results revealed that demographic characteristics, cultural/heritage attributes and tourists' motivation, were correlated with tourists' overall satisfaction. Tourists' motivation and cultural/ heritage attribute on personal satisfaction of tourists who visited homestays in Kerala are key indicators of tourists' overall satisfaction.

Keywords: Homestays, Motivational Factors, Satisfaction

INTRODUCTION

Home-stay is an emerging concept in tourism & hospitality industry which is also considered to be the best alternative to hotel accommodation. Home stay helps you come across land, people, culture and cuisine of any place in its perfect aspect unlike hotel accommodation. Different types of houses are converted to home-stay like heritage homes, farm houses, estate bungalows, ancestral homes etc. that gives a pleasant stay away from busy towns and cities but near to places of tourist attractions. Home-stays contribute to conserve the local cultural and natural heritage at the same time ensuring sustained income to the local population.

HOMESTAY ACTIVITIES

A homestay isn't simply somewhere to stay; many homestay offer a range of activities which give guests the unique opportunity to experience the specific culture of the area. Depending on the location, homestay can offer anything from adventure pursuits, artistic activities and experiencing local culture such as dance and music. The activities include;

Cooking Classes, Yoga and Ayurveda, Plantation tour, Hikes and treks, Local tours, Bird Watching, Fishing, Elephant safaris, Backwater cruise, Wildlife safaris, Cycling/ biking, Access to local events, Visit to local mark.

TYPES OF HOMESTAYS

There are different types of homestays and it varies with location, facilities, and building types. Different types of homestays are as follows:

HERITAGE HOMESTAY

A surprisingly large number of homes and hence homestays in India are ancestral properties. Many of them going back over 100 years and are filled with artifacts collected over generations. There are great museums of an unknown history.

MODERN HOMESTAY

Big cities in India have numerous homestays with all these traits like, modern conveniences, international décor, and families with a global outlook. Clubbed together with Indian hospitality, these urban Indian homestays serve as wonderful homes away from home for travelers.

PLANTATION HOMESTAY

A lot of homestays in India are nestled in over 100 acres of lush greens where tea, spices and much more are grown. These homestays allow people an experience where nature comes to them.

RURAL HOMESTAY

Some of the most memorable homestays in India are located in villages. These homestays are the hub of lost culture and traditions as well as natural beauty.

ECO HOMESTAY

Many homestays have adopted the practice of ecotourism to supplement their income while preserving their region's fragile ecosystem.

PALACES

All over India there are many palaces, forts and castles, which have opened their doors to guests. These incomparable homestays are often destinations in themselves.

KERALA STATE HOMESTAY AND TOURISM ASSOCIATION (KERALAHATS)

Kerala State Homestay and Tourism Association (Kerala HATS) has been formed basically to serve as a consortium of homestay providers and tourism promoters for the effective co-ordination of tourism activities in Kerala and also to ensure qualitative and competitive service. Kerala HATS while striving to enhance the working conditions of homestay providers and tourism providers would also join hands with the government and organizations of it to promote tourism activities in Kerala. It would also among the objectives of Kerala HATS to carry out research programs in the hospitality sector of Kerala and be actively involved in conservation of natural resources and environment, upkeep of heritage structures and monuments. Promotion of rainwater harvesting, organic farming and zero waste management system would also occupy a prominent place in the activities of Kerala HATS.

HOMESTAY CLASSIFICATION

Homestays were classified on the basis of score gained during the unexpected physical verification by 'The Classification Committee', constituted by the government. The committee gives scores on the basis of following criteria: Location, Exterior and Surroundings, Type of Building, Guest rooms, Bathrooms, Public area, Food, Kitchen, Cleanliness, Hygiene, Safety and Security, Communication and Eco–friendly Practices. Those homestay units, scoring seventy five and above marks are classified as Diamond House, scoring between seventy four and sixty marks are classified as Gold House and scoring between fifty nine and fifty as Silver House. If the score is less than fifty it is not qualified for classification.

OBJECTIVES OF THE STUDY

1. To analyze factors influencing tourist's choice of homestays.

2. To analyze satisfaction of tourists towards the homestay industry in Kerala.

SIGNIFICANCE OF THE STUDY

The tourists within the homestay industry in Kerala are considered to be a target group because the program has become increasingly popular with domestic as well as foreign travellers, and it is expected to continue to increase. This study could be applied to investigate what factors would motivate tourists to choose homestays in Kerala and to predict tourists' overall satisfaction based on cultural and heritage attributes.

RESEARCH METHODOLOGY

The target population of this study was domestic tourists who visit homestay and use homestays in Kerala as their travel destination. This study employed an accidental sampling which is a form of non-probabilistic sampling. The primary data was collected from the domestic tourists to identify the factors influencing the tourist to use homestays in Kerala. For the purpose of data analysis Likert's five point scale and correlation were used.
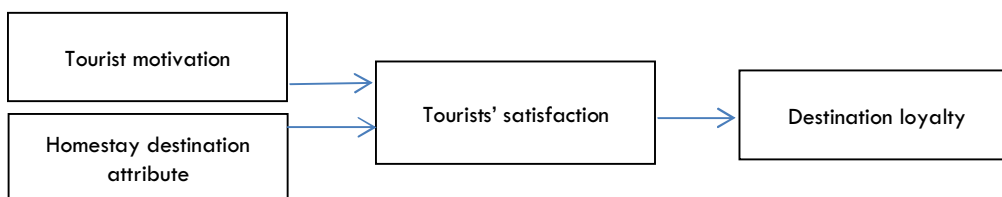
Fig. 1: Research Framework

DATA ANALYSIS AND INTERPRETATIONS

Table 1 presents respondents' socio-demographic characteristics. In all, 63.33% identified themselves as male and 36.67% as females. The respondents are belonging to the age group of <25 (35%), 25–40 (13.33%), 41–60 (16.67%) and above 60 (35%). Majority of the respondents were married (53.33%). 71.67% of the respondents are non-professional. 53.33% of the respondents are from rural area and rests of them are residing in urban area.

Table 1: Demographic Profile of Tourist

Variables	Frequency	Percentage
Gender		
Male	38	63.33
Female	22	36.67
Age		
Below25	21	35
25–40	8	13.33
41–60	10	16.67
Above 60	21	35
Marital Status		
Married	32	53.33
Un married	28	46.67
Educational Qualification		
Professional	17	28.33
Non Professional	43	71.67
Area of Residence		
Rural	32	53.33
Urban	28	46.67

Source: Primary data

Table No. 2 shows the different factors attracted by the tourist while using homestays. Twelve factors are taken into consideration among these most motivating factors among the domestic tourist is the seeking variety of quality food, which is followed by beauty of scenery. The least motivating factor is the price.

Table 2: Motivational Factors of Tourist to Use Homestays

Factors	Mean	Rank
Personal safety and Security	2.5500	11
Service Quality	4.0000	3
Scene Attraction	4.0333	2
Homely Atmosphere	3.5167	10
Price	2.3000	12
Sanitation and Comfort	3.7833	7
Special Appearance	3.9168	5
Pleasure and Relaxation	3.9833	4
Convenience	3.9167	6
Seeking variety of quality food	4.1167	1
Offer cultural Events	3.7832	8
Interaction with Locals	3.3833	9

Source: Primary data

Table no. 3 shows the overall satisfaction of domestic tourist towards homestay accommodation, according to the mean value obtained through Likert 5 point scale Highly satisfied to highly dissatisfied scale. The average mean score of the respondent is 3.95 ie majority of the respondents are satisfied with the facilities offered by the home stays during their travel.

Table 3: Overall Satisfaction of the Tourist towards Homestays in Kerala

Factor	Mean
Satisfaction of tourist	3.95

Table No.4 shows that 86.67% of the respondent likes to choose the homestay for future travel and 73.33% recommend the destination to friends and relatives. Thus we can see that there is high destination loyalty regarding the homestay usage.

Table 4: Destination Loyalty

Loyalty Factors	Frequency	Per cent
I would choose the destinationagain for my future travel	52	86.67
I will recommend the destination to friends and relatives	44	73.33

Source: Primary data

FINDINGS

1. Seeking variety tasty food is the most attractive factor for the respondents to use homestay.

2. Price is the least motivating factor for the respondent while choosing the homestay

3. Both youngest and eldest persons choose the homestay without any difference ie there is no significant difference between the age of respondent and homestay selection.

4. The respondents are interested to keep the loyalty towards using the homestay because they opined to use the homestay in future and likes to recommend it for their friends and relatives.

CONCLUSION

Motivation research is one of the most essential tools used to gather information regarding tourists' opinions of a destination. The study reveals that motivational factors considered by the tourist to select the accommodation facility. So these motivational factors would be the predictors of tourists' overall satisfaction.

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Impact of Cause Related Marketing on Consumer's Behaviour: With Special Reference to Karunya Lottery in Thrissur, Kerala, India

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ABSTRACT

The lotteries department is ramping up its publicity machinery to spread the message that buying a lottery ticket is a philanthropic activity. The department has in association with Kerala's film fraternity launched a high-profile advertisement campaign to make lotteries appealing even to the higher income groups. Cause Related Marketing (CRM) allows companies to satisfy this rise in consumer expectations by aligning their marketing objectives with the social objectives of a charitable cause. CRM is one of the fastest growing ways for companies to form partnerships with charities, such Karunya, to the benefit of both parties. 'Karunya Benevolent Fund' implemented with income from a lottery, the cancer programme, will draw on voluntary contributions from mobile phone subscribers, corporates, public sector undertakings and rich individuals. The study based on survey method was conducted with an objective to study consumer buying behaviours of lottery products after the introduction of CRM on Karunya Lottery business in Kerala and also to find out the growth of lottery business by introducing cause related marketing. Simple percentage method and correlation analysis are used for data analysis. The research participants (N=50), selected based on a convenient sampling process comprised of consumer who had purchased lottery ticket from retail outlets of Thrissur, Guruvayoor and Kunnamkulam.

Keywords: Corporate Social Responsibility, Cause Related Marketing, Consumer Behaviour

INTRODUCTION

With the passage of the Companies Act, 2013 the mandate for Corporate Social Responsibility (CSR) has been formally introduced to the dashboard of the Boards of Indian Companies. The industry has responded positively to the reform measure undertaken by the govt. with a wide interest across the public and private sector, Indian and multinational companies.

Today, people have become more aware about problems in the society and profit making companies are taking more and more responsibility for their actions. Corporate Social Responsibility (CSR) is something that they more commonly incorporate in their business strategy. Philanthropic actions are not always required from the society, however it is expected. Cause-Related Marketing (CRM) is one way for companies to implement and show responsibility. The concept is regarded as a process where the company, through marketing activities, contribute an amount to a non-profit organization or a cause. Cause marketing or cause-related marketing refers to a type of marketing involving the cooperative efforts of a for-profit business and a non-profit organization for mutual benefit. The term is sometimes used more broadly and generally to refer to any type of marketing effort for social and other charitable causes, including in-house marketing

efforts by non-profit organizations. Cause marketing differs from corporate giving (philanthropy), as the latter generally involves a specific donation that is tax-deductible, while cause marketing is a marketing relationship not necessarily based on a donation.

CAUSE RELATED MARKETING

Cause-related marketing first became popular in the United States in the early 1980s as a marketing strategy, but more recently it has been adopted by a broad range of companies throughout the world. For instance the American Express Company launched a cause-related marketing program (CRMP) in support of the renovation of the Statue of Liberty (1983).American Express promised to donate a penny to the renovation for each use of its charge card and a dollar for each new card issued in the U.S. American Express had a 28% increase in card usage over the same period in 1982 and a sizable increase in the number of new cards issued. This $6 million national promotion campaign resulted in a $1.7 million contribution by American Express to the Statue of Liberty-Ellis Island Foundation (Wall 1984).Recently research has woken up the corporates to the possibility that consumers are drawn to Cause-Related Marketing (CRM) programs. For instance, in a study conducted by IES 2011, 37 percentage of customer purchased a product associated with a cause and 75 percent purchased a brand because they supported a cause. In the same study it was further revealed that most of the customers would try a new brand if it is associated with a cause especially one they care about.

In India Cause Related Marketing has been widely used by many companies as a marketing strategy. For example Novartis India Ltd., in a cause-related marketing scheme, donated 2% of the value of sales of Ovaltine Plus towards CRY's Gujarat rehabilitation operations. The total amount raised was approximately Rs. 40,000. Oberoi Hotels had specially designed and printed envelopes placed in all Oberoi properties, wherein their guests could contribute to CRY which was a huge success, collecting more than Rs. 6.50 lakhs in 18 months (source: CRY website). The greatest successes story in recent time has been the CRM strategy adopted by Kerala State Lottery Department.

The Kerala government decided to go ahead with the new scheme named Karunya Lottery launched in 2011 by the Ooman Chandy government. The 'Karunya Benevolent Fund' has so far funded the medical expenses of around 22,000 patients to the extent of Rs. 286 crore. The fund is providing financial assistance to underprivileged people suffering from cancer, haemophilia, kidney and heart diseases. This was highlighted as the greatest success story of cause related marketing (CRM) effort in India. This success is considered important in the context of a high court ruling which said daily lottery should be banned in Kerala as it was doing more harm than good to the society. The introduction and success of CRM strategy by Kerala State Lottery Development has made the high court to have a different view from the earlier thinking.

OBJECTIVES OF THE STUDY

The specific objectives formulated for the study are:

1. To study the concept of Cause Related Marketing.

2. To find the consumer buying behaviour of Karunya Lottery in Kerala.

3. To analyse the perception and awareness regarding Cause related activities done by the Karunya Lottery in Kerala.

HYPOTHESIS

The hypothesis for the study is set as:

H_{10}: Income has effect on the frequency of lottery purchase.

H_{20}: Education has effect on lottery purchase.

H_{30}: Age has effect the frequency of lottery purchase.

RESEARCH METHODOLOGY

The study analysed the response of 50 lottery customers from the selected three retail outlets situated in Thrissur, Guruvayoor and Kunnamkulam. The stores where selected based on the convenience. These outlets at Thrissur, Guruvayoor & Kunnamkulam are fixed outlets. Both secondary and primary data are used for analysis. The descriptive research design has been used to achieve the objectives, based on survey method. A well-structured questionnaire as a means of gathering information with questions in a predetermined order has developed. Most of questions being closed or fixed choice response. The purpose of this research is to highlight the influences that cause related marketing has upon consumer's attitudes. Likert's 5 point scale [5-Strongly agree-1 strongly disagree] used to measure, construct and identify the degree of involvement of respondents.

DATA ANALYSIS AND INTERPRETATION

SECONDARY DATA ANAYSIS

Net Profit Analysis

Effect of cause related marketing (CRM) on the sales is analysed by studying the net profit of the industry for last 10 years.

During last 2 years the data shows a hyper growth in revenue and profit, this is the time when Karunya lottery was introduced. From the Table 1 it is very much clear that during last 2 years there was a rapid growth in the industry.

Table 1 Profile and Revenue of Lottery Industry

Table 1: Profit and Revenue for Past 10 Years

Year	Revenue	Profit
2003–04	135.0	19.87
2004–05	156.6	30.02
2005–06	237.2	55.65
2006–07	236.3	36.36
2007–08	333.9	48.28
2008–09	484.8	104.20
2009–10	625.7	114.70
2010–11	557.7	92.02
2011–12	1287.1	394.87
2012–13	2778.8	681.76

Source: Kerala state lottery department

In the Year 2010–11 a downward movement was seen, the profit was reduced from 114.7 crore in 2009–10 to 92.02 cores. This was because of many scam which was brought up during this time and many products where withdrawn because of the intervention of high court. But after the introduction of Karunya in September 2011 this scenario has changed dramatically. The government started using advertisements and public relations activities to promote the lotteries. Seeing the huge growth and lesser interventions from public it is very well clear that it has created a good image in the minds of the people.

Primary Data Analysis

Primary Data collected from 50 lottery customers from the selected three retail outlets situated in Thrissur, Guruvayoor and Kunnamkulam. Their demographic details are as follows:

Table 2: Demographic Distribution of the Sample

Particular	Percentage
Gender	
Male	92%
Female	8%
Age	
Below 18	6%
18–25	36%
26–40	16%
41–55	20%
Above 55	22%
Qualification	
10th Std.	32
+2	12%
Degree	13%
Post Graduate	30%
Employment Status	
Employed	12%
Retired or Un employed	4%
Daily wages earns	36%
Students	32%
Individual business owner	10%
Others	6%
Monthly Income	
Below 10000	58%
10000–30000	32%
Above 30000	10%

Source: primary data (Survey)

Interpretation: From the above Table 2; it is clear that most of the respondents (82%) had said that the awareness regarding Karunya was through advertising and public relation. In the case of reason for lottery purchase most of them purchased the lottery for the windfall gain or trying of luck (42%). The respondents attracting towards windfall gain and subsequent purchase showed an addiction effect. This study also observed that most of the respondents belong to the first two category of income level which amounts to (90%). This shows that the higher income group are not highly involved in lottery purchase.

RESEARCH RESULTS

The questionnaire includes fictional situations that are designed to familiarize respondents with the concept of Cause Related Marketing. Likert's 5 point scale [5-Srongly agree-1 strongly disagree] has used to measure constructs and to identify the degree of involvement of respondents in the campaign presented below and to what extent it influenced their purchasing intention. The number of new cancer cases in Kerala is estimated at 50,000.

The number of people seeking cancer treatment annually in the state is estimated at 100, 000. Under 'Sukrutham', (Scheme of Karunyalottery) cancer patients below the poverty line will be given free treatment at Regional Cancer Centre, Thiruvananthapuram; Malabar Cancer Centre; medical college hospitals in Thiruvananthappuram, Alappuzha, Kottayam and Kozhikode and Ernakulam General Hospital.

Table 3: Cause Related Marketing and Perceived Image

Question	5 Strongly Agree	4 Agree	3 Neutral	2 Disagree	1 Strongly Disagree
Because of this cause related initiatives, it's worth buying Karunya lottery.	21%	39%	16%	17%	7%
Iwould buy the lottery anyway; I'm not interested in the campaign.	10%	11%	27%	34%	18%
I would buy the product both for its cause and source of income	28%	35%	18%	12%	7%
I feel the company is making this cause to increase the sales.	15%	71%	11%	4%	3%
I believe 'Karunya' has social value.	5%	48%	28%	12%	2%
I believe lottery linked 'Karunya Benevolent Fund' introduced beneficial to the society.	6%	28%	38%	13%	15%
I believe treatment provided to cancer patients below the poverty line under the scheme 'Sukrutham'.	5%	38%	32%	12%	13%

Source: Primary survey

Interpretation: Regarding the extent to which respondents agree that it would be worth buying from Karunya because of this cause related marketing initiatives, 39% consumers agreed with this statement, while 21%, expressed total agreement (Table:3). Initiate the campaign of this kind draw attention to the company and in consumer's mind it creates the perception that buying the products is justified in order to help the cancer patients.

As the analysis highlights, regarding the situation in which the consumers would buy from the lottery both for cause and source of income (35%) of then agree with the statement and only 7% of them disagree the statement.

As research showed, (71%) of the respondents believe that the campaign aim to increase sales, 15% expressed total agreement. In this context, it is evident that consumers truly believe the main objective for the company is to maximise the profit, rather than genuinely support the charity and ultimately the society. Results outlined that 48% of them are agree that Karunya Lottery has social value and most of the consumers believe the benefit of Karunya lottery scheme beneficial to the society.

Table 4: Consumers Preference Towards Source of Awareness

Source	Response	
	Frequency	Percentage
Advertisement and public relation	41	82%
Friends and relatives	5	10%
Sellers	4	8%
Total	50	100

Source: Primary Data

Interpretation: From the table No: 4, it is clear that most of the respondents (82%), getting aware from the source of Advertisements and public relation, (10%) of them from friends and relatives and rest of the 8% of them from sellers.

Table 5: Frequency of Purchase

Particulars	frequency	Percentage
Rarely	14	28%
occasionally	11	22%
Weakly	6	12%
Regular	19	38%
Total	50	100

Source: Primary Data

Interpretation: From the table it is clear that 38% of the customers purchase the lottery regularly. 28% of them purchase rarely and only 6% of them purchase weakly.

Table 6: Reason for Purchase the Karunya Lottery

Reason	Frequency	Percentage
Trying the luck	21	42%
Cause related initiatives	15	30%
Cost is minimal	3	6%
Seller's insistence	10	20%
Total	50	100

Source: Primary Data

Interpretation: Above table reveals that 42% of them taking lottery for trying luck, 30% of them for cause related marketing, 20% of them for seller's insistence and rest of the 6% respondents for cost minimal.

For understanding the relation of demographic variables like age, income and qualification on the frequency of purchase a correlation test was conducted. The income level below 10,000 was coded as 1 and 10,000-30,000 was coded 2 and above 30,000 was coded 3. The qualification was coded as below 10th -1, +2 -2, Degree -3, Post-Graduation- 4. The coding for frequency of purchase was done using as 1,2,3,4 and5 for never, rarely, occasionally, weekly, and frequently (daily) respectively

Table 7: Correlation of Income, Age and Qualification with Frequency of Lottery Purchase

Correlation	Pearson's Correlation	Sig. 2 Tailed
Age	1.000	.000
Qualification	-.025	.867
Monthly income	0.025	0.866

Source: Survey

Inference: The Table 7 shows the correlation of age, qualification and monthly income with frequency of purchase. From that table it is clear that Sig. value for age (.000) and qualification (0.867) and for monthly income (0.866) the value is more than the required sig. value of 0.05. It shows that age has significant relation with frequency of purchase but monthly income has no significant relationship with frequency of purchase but qualification and monthly income have no significant relationship with frequency of purchase. The correlation coefficient forage i.e.1.000 shows a high positive correlation with frequency of purchase whereas the coefficient for Qualification i.e. -0.025 shows a negative correlation with frequency of purchase. That means when the age increase, the frequency of purchase also increases and when qualification increases the frequency of purchase decreases. The scenario is much similar to the past studies conducted in different in Kottayam (Tijo Thomas, Dr. Johney Johnson 2015). The income has no significant impact on the frequency of purchase but it is found that most of the respondents belong to the first two classes which mean that the purchasing of lottery is high among the low income groups.

FINDINGS OF THE STUDY

- The study has revealed that after introduction of CRM the lottery business in Kerala has seen a higher growth.

- The study has revealed that most (82%) of the customer aware about the concept cause related marketing from the source of advertisement.

- Most of the (48%) customer are aware about Karunya lottery cause related activities initiated by using Karunya Benevolent Fund.

- Respondents got awareness from advertisement and Public relation activities conducted by lottery department.

- The study also found that age had a positive correlation whereas the qualification had a negative correlation. That means the age increase the frequency of purchase also increases and when qualification increases, the frequency of purchase decreases.

- The income has no significant impact on the frequency of purchase but it is found that most of the respondents belong to the first two classes which mean that the purchasing of lottery is high among the low income groups.

CONCLUSION

Cause related marketing-CRM, as part of companies CSR, is a type of program in which a company commits to donate an amount that depends on the sales they achieved in certain period time for a cause. Typically, a CRM campaign involves an offer that is valid for a period of time refers to a specific product of the company and performs for the benefit of non-governmental organisations, or another partner who has legitimacy in the selected cause and ability to manage money.

In this context the importance of social responsibility becomes obvious. Reputation is the most competitive advantage a company has. That organisation that enjoys a positive image will obtain higher price for their products and will have the ability to change consumer buying behaviour.

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Electronic Customer Relationship Management (e-CRM) Techniques for Effective Banking

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INTRODUCTION

"A successful CRM strategy aims at understanding the needs of customers and integrating them with the bank's strategy, people, technology and business process. Therefore, one of the best ways of launching a CRM initiative in banks is to start with what banks are doing now and working out what should be done to improve its relationship with its customers. Then only then, it should link to an IT solution." Bhaduri (2005)

The adoption of Customer Relationship Management (CRM) within the banking industry chiefly depends on the overall adoption of IT culture within the country. CRM is originated from the principles of Relationship Marketing (RM)which is considered one of the key developmental areas of modern marketing and the one which has generated great research interest over several years (Sheth and Parvatiyar, 2000). CRM came in to the favour in the late 1990's when banking institutions started to become more and more competitive. The focus on CRM increased bank's abilities to understand their customers' current needs more precisely and also helped them to understand their customers' behaviours, such as what they have done in the past, and what they plan to do in the future. It further helped banks to design strategies based on each customers' preferences in order to meet their customer's demands. Crosby (2002), explained that customer's information is important for banks and the intelligent use of information would create long term, two-way relationship with customers. Such relationships would bring several advantages to the banks because long term customers are less costly to serve and smooth running relationships are less resource intensive. In general, CRM for banks consists of two primary tasks, acquisition of customers and increased sales to the existing customers. It is often justified by the phrase;

"MAKE THE RIGHT OFFER AT THE RIGHT TIME TO THE RIGHT CUSTOMER" (HUGHES, 2010)

Electronic customer relationship management (e-CRM) has become the latest paradigm in the world of customer relationship management. e-CRM is becoming more and more necessary as business taken to the web. e-CRM refers to the set of activities that enable a firm to utilize the power of the internet and the electronic medium to implement CRM. Firms all around the world have realized the potential of internet as medium for CRM and have been actively pursuing e-CRM strategies. e-CRM is concerned with attracting and keeping economically valuable customers and eliminating less profitable ones. Today customer satisfaction is the primary objective in the banking industry. Unless all the banking needs of the customers are not taken care of adequately by the bank, they cannot be survived in the globalization era. The advancement in information and communication technology has made the new millennium in to e-millennium.

Now banking activities are not confined to borrow and lending only, but provides a plethora of services keeping in mind the requirement and convenience of customers. In the fast changing banking environment worldwide banks in India will not only have to learn the new rules, but also upgrade the skills as well as the tools of banking.

STATEMENT OF THE PROBLEM

The quality, range and price of e-banking services decide a bank's competitive position in the industry. Today to make their existence in the banking industry all bank groups are providing e-banking services. But in spite of the availability of these services customers are unable to make best use of them because they face various problems while using e-channels. The challenge faced by the banking industry is whether banks have the ability to move on new technology and provide customers with new financial products necessary to satisfy their ever changing financial needs.

SCOPE AND SIGNIFICANCE OF THE STUDY

The banking industry was selected for CRM research because, in general, banks are more advanced in terms of technology adoption than many other organizations. One of the reasons is that other organizations usually do not require the level of information from their customers which banks do; banks keep a lot of in-depth information about their customers. Therefore e-CRM system currently used in banks needs to be more robust to be able to handle such sensitive information about different types of customers. Secondly in the current environment where technologies are rapidly improving banks have to be up-to-date in terms of technology, while keeping efficient employees which creates a competitive advantage over rivals.

Similarly, the banking industry had an early lead in CRM adoption as its transactions are essentially IT based and contain valuable information about their customers. Moreover in banks, CRM aims to co-ordinate all business processes that deal with customers and involves the collection and interpretation of customer's data in order to define patterns of buying behavior that can be used to support effective marketing programmes. Moreover, e-CRM allows technological capabilities in banks that attract new businesses as well as building relationships with the customers. If e-CRM were not used by banks people would hesitate to use the banks and would not manage their finances through the banking as e-CRM is a useful strategy which allows banks to maintain a strong relationship with their customers. Therefore the banking industry has been selected as the suitable field to apply e-CRM techniques.

OBJECTIVES OF THE STUDY

- To examine various e-CRM techniques used by customers in India.
- To evaluate the effectiveness of e-CRM techniques in e-banking area.

HYPOTHESIS

H_0: e-CRM techniques are not effective in e-banking for satisfying customer needs

H_1: e-CRM techniques are effective in e-banking for satisfying customer needs.

METHODOLOGY

The present study is based on both primary and secondary data. Primary data collected from sample respondents by using structured questionnaire. To evaluate the effectiveness of e-CRM techniques in e-banking area, a survey of 33 e-banking customers were conducted. Numerous online questionnaires were mailed with the aim of extending geographic profile of the sample. Secondary data are gathered from various books, periodicals and websites. For making the beneficiary analysis of e-CRM strategy various books, periodicals and websites are used. The data collected from the primary sources were analyzed with the help of statistical measure of one sample t-test for testing hypothesis, Factor analysis by using SPSS 20th version. Also tables and percentages were used for presenting the result of analysis.

Both banks and customers are benefited by internet baking. Recent developments in critical areas of IT have changed the way banks are managing their customer relationships. Some of the latest e-CRM techniques used by banks in offering new products and services to its customers are:

INTERNET BANKING

Internet is used by banks to disseminate information to customers about bank's products and services through their websites.

Banks are benefited by vast reach, reduced transaction costs, direct marketing and cross selling, build bank's brand etc. Also the customers are benefited by Reduced cost, convenience, banking with the bank and not the branch, speed, better cash management etc.

DATA WAREHOUSING AND DATA MINING

This technique is used to develop and use customer data to check their profile, retention and loyalty patterns. They provide valuable inputs for retaining customers and developing products and services for the future.

ATMs

The growth in ATMs has been fuelled by a race among banks to expand their customer base by going in for more value added services on these machines. At present installed number of ATMs in the country is 1800, which is likely to be more than 4000 by next year.

TELEBANKING OR MOBILE BANKING

These services empower the customer with an instant access to routine queries and transaction or check bank balances.

COMPUTERIZED DECISION SUPPORT SYSTEM

This is a practical tool which helps the bank managers and customers in optimizing investment decisions. This helps the banks in applying optimization techniques in functional areas such as, asset-liability management, optimization of investment portfolios and asset portfolios through linear programming.

E-MAIL

Banks can maintain the list of its best customers and inform these members through e-mail the various services and schemes offered by the bank. These days this is considered as one of the cheapest and effective means of communication.

COMPUTER NETWORKING

Networking among the branches of divisional, regional, zonal, and head office of banks provide access to customer data base from the executive task. This will integrate the front office applications with back-office requirements, thus generating MIS for branch managers and executives at the different controlling offices including Head office for accurate, speedy and cost-effective customer services.

CUSTOMER SMARTCARDS

These cards are issued to key customers who carry all the relevant information, details of previous and repeat purchases, to make it convenient for the customers to recall and for the banks to keep a track of the behavioral and purchase trends.

DATA ANALYSIS INTERPRETATION

TWO PARTS 1-DEMOGRAPHIC, 2-OBJECTIVES

In order to evaluate the effectiveness of e-CRM techniques in e-banking area 33 e-banking users were interviewed.

PART-1 RESPONDENTS' DEMOGRAPHIC PROFILE

The entire sample comprised of 33 respondents. Numerous online questionnaires were mailed with the aim of extending geographic profile of the sample. Many people refused to participate to this research under the pretext of having no interest in such a topic. However all the 33 respondents were e-banking users and expressed their views on e-banking sincerely and accurately. The following table describe the demographic profile of the respondents.

Table 1: Selected Demographic Profile

Demographic Characteristics	Number of Respondents	Percentage
Gender		
Male	18	54.55
Female	15	45.45
Age		
Between 20–30	7	21.21
Between 31–40	12	36.36
Between 41–50	8	24.25
Above 50	6	18.18
Educational Qualification		
Bachelor's Degree	10	30.30
Master's Degree	10	30.30
Doctorate	11	33.33
Others	2	6.07

Table 1 (Contd.)…

…Table 1 (Contd.)

Monthly Income level		
Below 20000	3	9.09
Between 20000–30000	5	15.16
Between 30000–40000	13	39.39
Between 40000–50000	2	6.06
Above 50000	10	30.30

Source: Survey data

Most respondents were between the age group of 31–40 (36.36%) and 41–50 (24.25%). There is no disequilibrium in the gender distribution of the respondents; 54.55% were male and 45.45% female. It is also evident from the table that 21.21% of the e-banking users were youngsters (between 20–30) and the age of users of above 50 is only 18.18%. The respondents were predominantly Ph.D. holders (33.33%), graduates and post graduates (30.30% each) and others only 6.07%. It is quite obvious that the education level was very high among the users. The study had a majority of the users earning a monthly income between Rs. 30000–40000 (39.39%).

During the present scenario of the popularity of internet and World Wide Web, banks provide superior customer service and convenience in an electronic environment. Due to the development of technology, many banks have started their programmes of internet banking services. A few banks have already set up home pages on the internet to provide information to customers about proposed new products and services. Banks can set up their own web sites so that they can easily transport their products and services to the internet. From the following table the users of various e-banking services may be examined.

Table 2: Frequency of Use of E-banking Services by the Customers Per Month

Services	Nil	1-4 Times	4-8 Times	8-12 Times	Over 12 Times
Branch counter	8(24.24)	20(60.60)	5(15.15)	-	-
ATM	_	14(42.42)	13(39.39)	1(3.03)	5(15.15)
Internet banking	14(42.42)	18(54.54)	1(3.03)	_	_
Telebanking	30(90.91)	1(3.03)	2(6.06)	_	_
Mobile banking	26(78.78)	7(21.22)	_	_	_

Source: Survey data.
Note: Figures in brackets indicates percentage

In order to find out the frequency of using e-banking services, occurrence is divided in to 5 subheadings, like not using, 1–4 times, 8–12 times and over 12 times. Among the various services provided by banks the most frequently used over 12 times per month was ATM. So, ATM services are the most popular.

With reference to internet banking the largest percentage (54.54%) of the users had been using the services 1–4 times per month. 42.42% users were not using internet banking services. Only 3.03% of respondents were used 4–8 times such services per month. In the case of telebanking 6.06% respondents were using 4–8 times per month and only 3.03% were using 1–4 times per month. In the case of mobile banking only 21.22% of the respondents were using 1–4 times per month. Telebanking and mobile banking were not used by majority of the respondents. In the case of telebanking (90.91%) and mobile banking (78.78%) were not using such services. In the context of new technology adoption background, customers were willing to go to branch counter. It shows the insecurity feelings existed in the minds of customers regarding e-services.

TESTING OF HYPOTHESIS

In order to test the null hypothesis that e-CRM techniques are not effective in e-banking for satisfying customer needs one sample t-test is used. The details of the t-test are shown below:

Table 3: One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
e-CRM allows banking transactions quickly	33	6.45	1.003	0.175

This output tells that out of 33 observations (N), the mean number of opinion of respondents towards e-CRM techniques is 6.45 and the standard deviation of number of customer's opinion is 1.003. The standard error of the mean (the standard deviation of the sampling distribution of means) is 0.175 (1.003/ square root of 33 = 0.175)

The result of the t-test is presented below:

Table 4: One-Sample Test

	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
e-CRM allows banking transactions quickly	36.974	32	.000	6.455	6.10	6.81

The second column of the output gives the t-test value=36.974.The third column tells us that this t-test has 32 degree of freedom(33-1).The fourth column gives the two tailed significance(the two tailed p value).The critical t value with 32 degrees of freedom, at significance level of.05 two tailed is 1.96. Since calculated t-value is more than the table value, null hypothesis is rejected. Therefore, it may be inferred that e-CRM techniques are effective in e-banking.

EFFECTIVENESS OF E-CRM TECHNIQUES IN E-BANKING

For analyzing the effectiveness of e-CRM techniques in e-banking area, factor analysis has been employed. The aim of factor analysis is to remove the redundant variables from the survey data and to reduce the number of variables in to definite number of dimensions and also to find out which factor is most prominent in the survey data. The application is done using SPSS 20.The factor analysis is performed using the principal component extraction method with varimax with kaizer normalization. The sorted rotated values of factor loading with minimum value of 0.4 or more are considered.

Table 5: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.581(aprx)
Bartlett's Test of Sphericity	Approx. Chi-Square	429.305
	df	45
	Sig.	.000

The KMO measure of sampling adequacy test gives. 581, showing the sufficiency of data to employ factor analysis. The Bartlett's test of sphericity for the appropriateness of factor analysis is satisfactory, as the chi-square value is calculated as 429.305 at a degree of freedom 45 and with p value within the threshold limit(p<0.001). Since the

estimated value of chi-square is very high and the result is significant, factor analysis is appropriate for the present data set. The following tables are emerged from the factor analysis are shown below:

Table 6: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.837	48.369	48.369	4.837	48.369	48.369	4.091	40.906	40.906
2	2.639	26.389	74.758	2.639	26.389	74.758	3.210	32.099	73.005
3	1.171	11.706	86.464	1.171	11.706	86.464	1.346	13.459	86.464
4	.659	6.586	93.050						
5	.299	2.990	96.041						
6	.188	1.878	97.918						
7	.117	1.172	99.090						
8	.078	.778	99.868						
9	.009	.085	99.953						
10	.005	.047	100.000						
Extraction Method: Principal Component Analysis.									

Table 7: Rotated Component Matrix[a]

	Component		
	1	2	3
save time	.965		
up to date information of accounts	.930		
e-CRM allows banking transactions quickly	.917		
access at any time	.812		
easier to conduct banking transactions	.651		
manage finance more efficiently		.955	
convenient way to manage finance		.882	
reliable		-.822	
greater control over finance		.783	
atm &internet banking are more user friendly			-.882
% of Variance explained	48.369	26.389	11.706
Cumulative % of variance	48.369	74.758	86.464
Eigen values	4.837	2.639	1.171
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 4 iterations.			

Table 8: Communalities

	Initial	Extraction
easier to conduct banking transactions	1.000	.731
greater control over finance	1.000	.926
manage finance more efficiently	1.000	.981
convenient way to manage finance	1.000	.910
atm &internet banking are more user friendly	1.000	.847
access at any time	1.000	.692
reliable	1.000	.828
up to date information of accounts	1.000	.924
save time	1.000	.941
e-CRM allows banking transactions quickly	1.000	.865
Extraction Method: Principal Component Analysis.		

The above Tables 6, 7 & 8 stand for Total variance explained, Rotated component Matrix and communalities respectively. The principal component analysis approach, using varimax rotation, reduced the explanatory variables in to 3 major factors based on the 10 values greater than 0.45. The criterion of factor loading was based on the absolute value of co-efficient in the Rotated Component Matrix. Each factor was composed of specific explanatory variables that loaded more than 0.45 on that factor. In the coefficient display format option coefficient with values less than 0.45 were suppressed. The variables were sorted by size under factor based on the absolute values of their loadings. The total variance explained by the factor analysis is calculated at 86.464%.

Table 8.communalities shows the significant correlation among the variables. The variables loading under each factor are presented in the above Table 7.Rotated Component Matrix. Of these factors, technological embeddedness and economy factors are turned out to be prominent factors with maximum number of factor loadings under each. However, Technological embeddedness is indisputably proved as a catalyst for the best e-CRM technique for effective banking, which has been corroborated with the highest factor loadings and maximum percentage of variance explained (48.369%) coupled with the highest Eigen value (4.837). The last factor contained only one element, but surprisingly with one of the top score loading as a single entity. On the basis of the factor loadings, the extracted 3 factors are grouped and named in the following table.

Table 9: Factor Names

Factor Name	Variables Included
Technological Embedded Factors	• Save time • Up to date information of accounts • e-CRM allows banking transactions quickly • access at ant time • easier to conduct banking transactions.
Economy Factors	• Manage finance more efficiently • Convenient way to manage finance • Reliable • Greater control over finance
User friendly Factors	• ATM & Internet banking are more user friendly.

The variables of 'convenient way to manage finance' and 'ATM and Internet banking are more user friendly' obtained same coefficients in the factor analysis. Besides, the variables of 'save time', 'manage finance more efficiently' and 'ATM &Internet banking are more user friendly' were obtained highest coefficient in each factor grouping under the factor analysis. (Table 7.)

The present study unfolded 3 factors underlying best e-CRM techniques for effective e-banking. The significance of every factor is different, which is validated by the factor loading under each factor. It is concluded that, best e-CRM techniques for effective banking is supported with technological up gradation, convenience and user friendliness among customers. The banking sector must ensure the installation of e-banking techniques for accomplishing the growing needs of the public.

FINDINGS AND CONCLUSION

Major findings of the study are summarized below:

- Majority of the people used ATMs as convenient cash dispensers.

- The internet banking was popular among its users for certain services while users of certain other services were still to gain popularity among their users.

- The users of telebanking services were mainly using information based transaction services more than the fund based transactions. This shows the lack of popularity as well as the lack of trust in the services through this channel.

- The mobile banking transactions which were still being in the initial introductory phase are being taken up at first only at an information transaction stage and fund based transaction are still to pick up in a major way.

- Majority of the respondents' opined that awareness programmes must be conducted to increase the popularity of tele and mobile banking. Similarly, they expressed their views to convene customer's meet by exhibiting all types of tele and e-banking transactions at selected venues where more customers of the same nature can assembled.

In an e-world where business is done at the speed of thought, the real challenge for the future lies in anticipating the demands of the new age and providing sustainable solutions. e-CRM strategy should cover all the market segments such as retail customers, Indian corporate sector, trade and agricultural sector for their banking requirements. Banks in India are on the learning curve of e-CRM and try to meet the latent needs of the customers. The success of CRM will depend upon the development of robust and flexible infrastructure e-commerce capabilities, reduction of costs through higher productivity, lower complexity and automation of administrative functions.

e-CRM is easy to understand but when it comes to implementation it becomes very difficult for the banks. Generally it is observed that the banks don't fail to select the right tool but they fail to implement it in a proper way. Banks are finding it difficult to track and pitch profitable customers across the various contact channels such as ATMs, e-mail, voice recognition and wireless. The challenge for the banks is to retain and deepen the profitability of the existing customer relationships.

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Foreign Portfolio Investment: A Case of India

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ABSTRACT

Foreign investment plays a vital role in the long-standing economic development of a country by bridging the gap amid savings and investment, augmenting accessibility of capital, and raising productivity. Foreign Direct Investment and Foreign Portfolio Investment are the two principal forms of foreign capital. FDI means having permanent forms of investment in a foreign country in the form of acquiring or constructing an enterprise. At the same time FPI, is more volatile and temporary in nature, which is concerned with gaining of shares and debentures of foreign corporates up to a specified limit. This study intends to examine the trend and progress of foreign portfolio investment along with forecasting the trend of FPI for coming ten financial years.

INTRODUCTION

Foreign investment plays a vital role in the long-standing economic development of a country by bridging the gap amid savings and investment, augmenting accessibility of capital, and raising productivity. Encouraged by this, many developing countries opened their economies to foreign capital flows in the late 1980s and early 1990s. Portfolio investment, an important form of international capital flows, is a phenomenon which began at a reasonable scale in the early 1990s in developing and emerging markets. The Indian economy eased up in 1991 following the Balance of Payment (BOP) crisis. The Foreign Institutional Investors (FIIs) were allowed to invest in India from September 1992. The FIIs since then have become important players in the domestic financial markets and the Foreign Institutional investment (FII) has become an important source of portfolio investment in the country.

FOREIGN PORTFOLIO INVESTMENT-FPI

Foreign Portfolio Investment comprises of securities and other financial assets passively held by foreign investors. Foreign portfolio investment (FPI) does not provide the investor with direct ownership of financial assets, and thus no direct management of a company. Foreign portfolio investment (FPI) flows have been the most volatile component of capital flows in India because FPI flows do not involve a long lasting interest in the economy. The ultimate aim of FPIs is to ensure profits and risk diversification.

FOREIGN PORTFOLIO INVESTMENT IN INDIA

During the late 1980s and early 1990s portfolio investment appeared as an important form of capital inflow to developing countries. The significance of portfolio investment to developing countries has come down after the East Asian crisis of 1997. However, unlike most other developing countries, India is still more reliant upon FPI than Foreign Direct Investment (FDI) as a supply of foreign investment. For the period 1992 to 2005, more

than 50 per cent of foreign investment in India came in the form of FPI. Majority of the economists suggest that the FPI can benefit the real sector of an economy in three broad ways. First, the inflow of FPI can provide a developing country non-debt creating source of foreign investment. The developing countries are capital scarce. The advent of portfolio investment can supplement domestic saving for improving the investment rate.

By providing foreign exchange to the developing countries, FPI also reduces the pressure of foreign exchange gap for the Least Developing Countries, thus making imports of necessary investment goods easy for them.

The third and the most important way FPI influences the economy is through its various linkage effects through the domestic capital market. In line with the mainstream view, one of the most important benefits from FPI is that it gives an upward thrust to the domestic stock market prices. This has an impact on the price-earning ratios of the firms. A higher P/E ratio leads to a lower cost of finance, which in turn can lead to a higher amount of investment. The lower cost of capital and a booming share market can encourage new equity issues

Hence it is crucial to investigate about the state of affairs of FPI in India, and also to measure its inclination. Given these concerns, this paper attempts to address the issue of foreign portfolio investment and its progress from an Indian perspective.

LITERATURE REVIEW

Rachit Gupta (2014) quoted that in order to harmonize the various available routes for foreign portfolio investment in India, the Indian securities market regulator i.e. Securities Exchange Board of India (SEBI) has introduced a new class of foreign investors in India known as the Foreign Portfolio Investors (FPIs). This class has been formed by merging the existing classes of investors through which portfolio investments were previously made in India namely, the Foreign Institutional Investors1 (FIIs), Qualified Foreign Investors (QFIs) and sub-accounts of the FIIs.

Pami Dua (2013) made a study on determinants of foreign portfolio investment flows to India for the period October 1995 to October 2011. The outcome signifies that domestic stock market performance, exchange rate and domestic output growth are the leading determinants of both FII and ADR/GDR flows to a country. Emerging market equity performance, interest rate differential and volatility in exchange rate persuade FII flows but not the investment flows received through ADR/GDRs. Furthermore, ADR/GDR flows are controlled by foreign output growth, but this is not so for the FII flows.

RESEARCH METHODOLOGY

The study is descriptive in nature. It has used secondary data obtained from RBI publications, website of National Securities Depository Limited (NSDL), Central Depository Services Limited (CSDL), Exim Bank and SEBI. Data for 23 financial years ranging from 1992–93 to 2014–15 has been undergone for analysis. Percentage analysis, trend analysis and graphical tools (Area chart and line chart) have been used for analysis. FPI is

the variable used for analysis as it spreads risk for foreign investors, and provide an opportunity to have the fruits of growth to developing countries which are expected to grow faster.

OBJECTIVES

1. To identify the trends and progress of FPI inflows into the country.

2. To forecast the FPI inflow in the country for several upcoming financial years.

ANALYSIS AND INTERPRETATION

Table 1: FPI Investment in India

SI No	Financial Year	FPI Investments for Last 23 Financial Years		
		INR Crores		
		Net Inflow of Equity (Gross Purchase-gross Sales)	Net Inflow of Debt (Gross Purchase-gross Sales)	Total (Net Investment)
1	1992–93	13	0	13
2	1993–94	5127	0	5127
3	1994–95	4796	0	4796
4	1995–96	6942	0	6942
5	1996–97	8546	29	8575
6	1997–98	5267	691	5958
7	1998–99	-717	-867	-1584
8	1999–00	9670	453	10122
9	2000–01	10207	-273	9933
10	2001–02	8072	690	8763
11	2002–03	2527	162	2689
12	2003–04	39960	5805	45765
13	2004–05	44123	1759	45881
14	2005–06	48801	-7334	41467
15	2006–07	25236	5605	30840
16	2007–08	53404	12775	66179
17	2008–09	-47706	1895	-45811
18	2009–10	110221	32438	142658
19	2010–11	110121	36317	146438
20	2011–12	43738	49988	93726
21	2012–13	140033	28334	168367
22	2013–14	79709	-28060	51649
23	2014–15	111333	166127	277461
Total		819423	306534	1125954

Source: www.nsdl.org

This chart explains the net inflow of equity capital (Difference between gross purchase of equity capital by foreign investors and gross sale of equity capital by foreign investors) to the country for a period of 23 years ranging from 1st April 1992 to 31st March 2015. The Fig. obviously delineates the quantum of FPI flown by foreigners as equity capital in to various stock exchanges of the country in different periods. When making a glance on the Figs., it can be seen that the FPI is subject to huge fluctuations throughout the last 23 financial years since we allowed it in our country. The prime reason for this huge fluctuation is the extreme liquidity character of portfolio investment. Investors can sell or buy securities at the same moment they wish to do so.
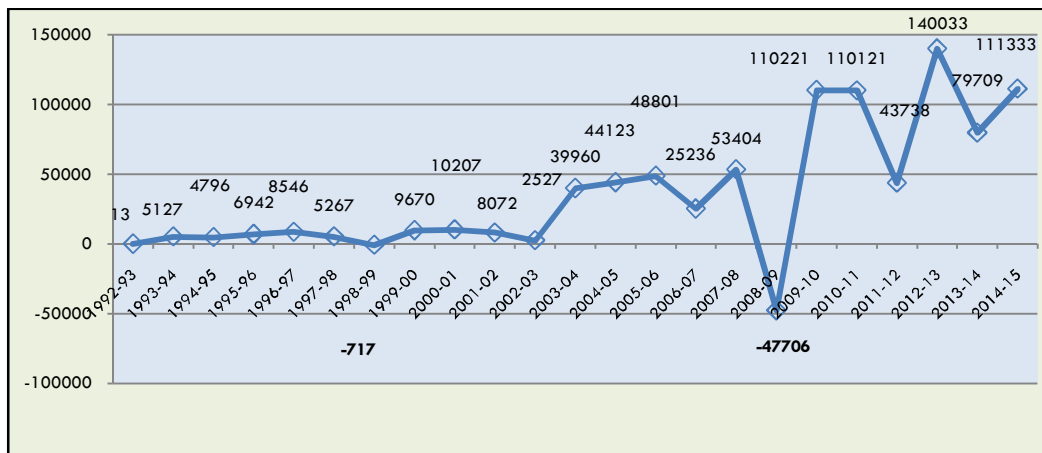
Chart 1: Net Inflow of Equity as FPI (INR Crores)

It is only in the financial year 1992–93, we admitted FPI in our stock markets. In 1992–93, that is the year in which we allocated FPI, the quantity was very low. By the next financial year, it gradually gathered momentum, and the magnitude augmented by thousands times. From 1992–93 to 2002–03, any wide variations cannot be perceived, except in the year 1998–99, when foreign equity flow was negative.

But from the financial year 2003–04, the equity flow was subject to huge variations. From 2003–04 to 2007–08, it showed an increasing tendency at an increasing rate except in the year 2006–07.The graph makes it clear that the lowest flow of equity capital was in the year 2008–09. It was-47706 crore rupees, which means foreigners sold off their investment portfolios gigantically in the same year, in order to save themselves from the economic recession that affected the whole world during that year. This is the imperative disadvantage of portfolio investments. When such a circumstance draws closer, investors make mass withdrawal of investments from foreign markets and put that particular economy in resistance. At the times of economic recession, this was the main reason for the depletion of major Indian stock indices. FPI equity inflow reached the peak in the year 2012–13 when the economy went through a state of boom. In the last financial year (2014–15), it is Rs.111333 crores.

Chart 2: Net Inflow of Debt as FPI (INR Crores)

This Fig. portrays the trend and progress of debt component of FPI for the past 23 years. The status of this component is more or less similar to the FPI equity inflows, except in two or 3 periods. It is evident that, in the first four years of FPI approval, the debt contribution of for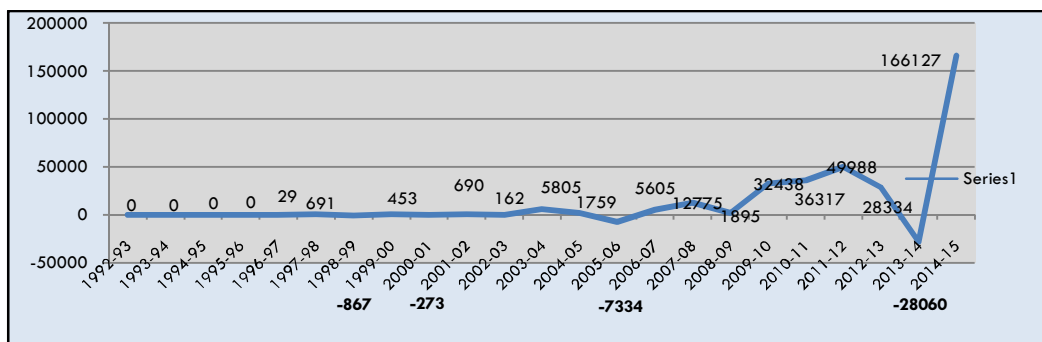eign investors was nil and they initiated to invest in Indian debt assets only in the year 1996–97. In the year 1998–98, the flow of debt became negative as if the equity component. It was negative again in the year 2000–01. As in the subject of equity flows, here also we cannot see any extensive vacillation up to the year 2002–03. Nevertheless, from this phase onwards, FPI debt flows underwent for great oscillations. The flow was negative during the year 2005–06, and 2013–14. It reached in the ever time heights during the last financial year.
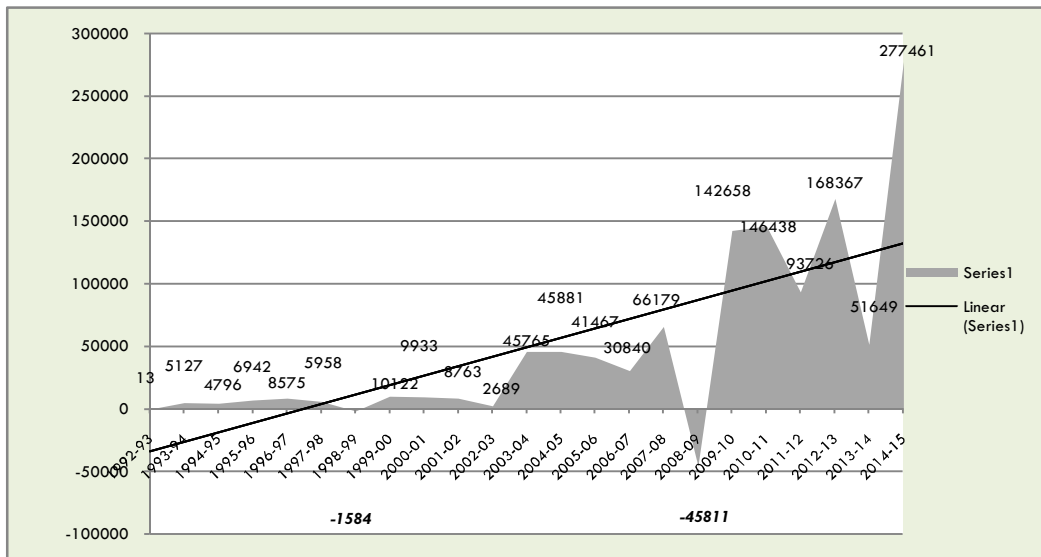
Chart 3: Net flow of FPI

Figure 3 illustrates the movement and advancement of net investment of FPI for the last 23 financial years. This is the sum total of FPI debt net flows and FPI equity net flows. During the year 2002–03, it was negative and up to the financial year 2002–03, it was more or less constant. However, from 2003–04 onwards, it showed evidences of wide deviations. In the year of global economic meltdown, it declined steeply following the wide disposal of investors. Having broken out from the economic downturn, it reached at new heights. Again it fell down abruptly in the year 2013–14, but reached in the peak during the last financial year.

TREND ANALYSIS OF FOREIGN PORTFOLIO INVESTMENT

It is a technical analysis which predicts the future movement of a variable based on the available past data. It is a very supportive tool to make the uncertain future more or less certain. The office software MS Excel has its own tool to project the future values of a variable using the technique of 'Trend'. It has been applied here in order to project the value of FPI for several years in the future. The table and chart showing the future values of the variable has given underneath.

Table 2: Trend Analysis of FPI

Financial Year	INR Crores		
	Net Inflow of Equity (Gross Purchase-gross Sales)	Net Inflow of Debt (Gross Purchase-gross Sales)	Total (net Investment)
2015–16	94094	45491	139586
2016–17	100743	49768	150511
2017–18	107938	54249	162188
2018–19	115218	58920	174138
2019–20	122753	63759	186512
2020–21	130473	68744	199217
2021–22	137858	73906	211764
2022–23	144450	79004	223455
2023–24	151573	84233	235807
2024–25	158389	89369	247758

Source: www.nsdl.org

Chart 4: Trend Analysis of FPI

This graph exhibits the inclination of FPI, for the current financial year (2015–16) and projections for 9 financial years from 2016–17 to 2024–25. This part of analysis and forecast of FPI trends show that FPI will be moderately increasing for the coming financial years.

DISCUSSION OF FINDINGS

1. One of the prominent attributes of portfolio investments is that investors can sell or buy securities as soon as possible or these investments have soaring liquidity. Hence these are subject to huge fluctuation.

2. Equity capital and debenture investments are the imperative constituents of FPI in India.

3. During the year of economic recession, that is in 2008–09, the quantity of equity capital steeply decreased and it became negative because of the risk avert nature of investors. At the same time, debt flow had not gone so worse.

4. From 1992–93 to 2002–03, there was no significant variations in the FPI equity flow, except in the year 1998–99.

But from the financial year 2003–04, the equity flow was subject to huge variations. From 2003–04 to 2007–08, it showed an increasing tendency at an increasing rate except in the year 2006–07. The lowest flow of equity capital was in the year 2008–09. It was-47706 crore rupees, which means foreigners sold off their investment portfolios gigantically in the same year, in order to save themselves from the economic recession that affected the global economy during that year. FPI equity inflow reached the peak (Rs.140033 crore) in the year 2012–13 when the economy went through a state of boom.

1. The position of debt component of FPI is more or less similar to the FPI equity inflows, except in two or 3 periods.

2. In the first four years of FPI approval, the debt contribution of foreign investors was nil and they initiated to invest in Indian debt assets only in the year 1996–97. As in the case of equity flows, here also we cannot see any extensive vacillation up to the year 2002–03. Nevertheless, from this phase onwards, FPI debt flows underwent for great oscillations. It reached in the ever time heights during the last financial year (2014–15).

3. The net FPI flow, which is the sum total of FPI debt net flows and FPI equity net flows was more or less constant up to the financial year 2002–03. However, from 2003–04 onwards, it showed evidences of wide deviations. In the year of global economic meltdown, it declined steeply following the wide disposal of investors. Having broken out from the economic downturn, it reached at new heights. Again it fell down abruptly in the year 2013–14, but reached in the peak during the last financial year.
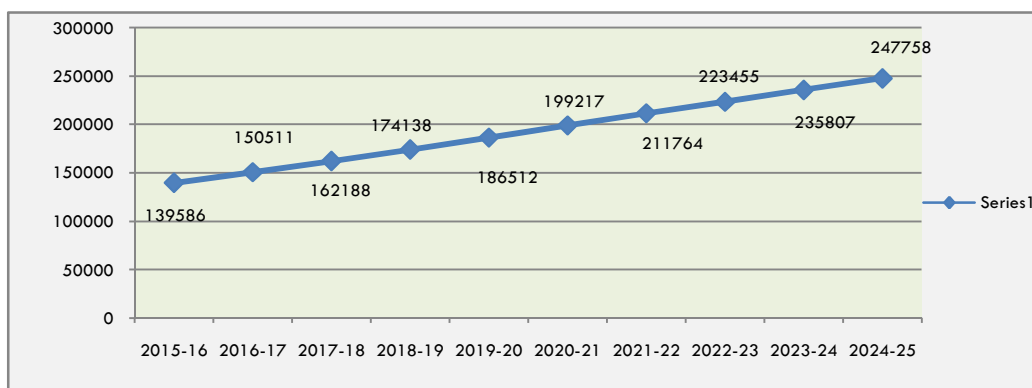
4. The trend analysis of FPI for 10 years from 2015–16 to 2024–25 show that FPI flow will be moderately increasing.

SUGGESTIONS

In 1992, India opened up its economy and allowed Foreign Portfolio Investment (FPI) in its domestic stock markets. Since then, FPI has emerged as a major source of private capital inflow in this country.

Even though it is a major stream of capital, it has quite a few downsides also. In 2008–09, huge fluctuation and instability cropped up in our stock markets owing to the high blend of foreign portfolio investments. This is being evaluated as a worst disadvantage of foreign capital. Therefore, appropriate actions should put into practice to in order to evade the collapse of domestic capital markets with the inclusion of portfolios.

Similarly, in periods of recession, we should get more equity component in net FPI, rather than debt in order to hold up the wearing economy.

During the global economic meltdown, there took place a large depletion in the flow of equity capital to Indian capital markets. To exploit the benefits, government policies should be modified from time to time.

Our rate of interest should be more stable and strong, in order to attract and sustain FPI flows.

Similarly, yawning fluctuations in exchange rate of the country, against mainstream foreign currencies should also be checked in order to ensure the smooth flow of FPI.

CONCLUSION

The concept of FPI has been developed principally for complementing the insufficient domestic capital creation of developing and under developed economies. FPI is a non-debt creating inflow of fund unlike other flows of fund. For an extremely populated nation like India, a large scale of resources is needed to fund its diverse developmental needs, which the country does not have itself. In 1992, India opened up its economy and allowed Foreign Portfolio Investment (FPI) in its domestic stock markets.

The study summarizes that net FPI flow of the country, which is the sum total of FPI debt net flows and FPI equity net flows is showing evidences of wide deviations always, which is attributable to its extreme liquidity compared to Foreign Direct Investment (FDI). During the year of economic recession, that is in 2008–09, the quantity of equity capital in FPI steeply decreased and it became negative because of the risk avert nature of investors. At the same time, debt flow had not gone so worse. It suggests that since FPI is not creating debt, it can be effectively used for the country's developmental purposes without increasing our debt burden, and the authorities should be keen in its effective utilization.

The insights from this study can be exercised to re-assessing the stance of government authorities relevant to FPI and to devise novel and capable policies regarding FPI. The authorities concerned should focus on the need for revising government policies in accordance with the changes in the global economic environment. The present study is only an exploratory peeping and there is amble scope for advanced research.

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A Study on the Consumer Perception Towards Shopping Malls with Special Reference to Kozhikode Corporation

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INTRODUCTION

The new economic policies adopted in 1991 had created great chances for the global players to enter as well to build a stable stand in Indian market scene. The constant rise in purchasing power of the consumers makes present Indian retail scenario more attractive to both the domestic and international investors. The consumer base and their spending potential are growing drastically but their never ending pursuit for good things in life is controlled by a limiting factor i.e. time. Thus as a solution for this limiting time, the better adaptability of the people to the one roof multi-divisionary market place which is presented in the form of shopping malls, have started. These malls are even redefining the old ways of shopping. A shopping mall, shopping centre or shopping plaza, is the modern adaptation of the historical marketplace. It is a collection of independent retail shops, services, a parking area, super markets, fitness centres, children's park, restaurants, theatres, service stations etc.

STATEMENT OF PROBLEM

The vibrant retail boom is pushing up the number of shopping malls in key marketing places. Consumers are the backbone of every marketing system. This study is an attempt to study the factors that attract consumers towards shopping malls, the satisfaction level of consumers, the problems these shops bring forward, and the most preferred shopping mall.

OBJECTIVES OF THE STUDY

- To identify the factors that attracts consumers towards shopping malls.

- To measure the level of satisfaction of consumers on the services provided by shopping malls.

- To identify the most preferred shopping mall in Kozhikode Corporation.

- To understand the problems faced by consumers in availing the services of shopping malls.

HYPOTHESIS

- There is no significant association between the age of the respondent and the average times spend by them in Shopping malls.

- There is no significant association between gender and the place where the respondent spend more time in shopping malls.

- There is no significant association between the age of the respondent and their prime objective for visiting shopping malls.

RESEARCH METHODOLOGY

The population of the study consists of the entire consumers in Kozhikode Corporation who is visitors of Shopping malls.

A single sample having size of 120 respondents was selected from the entire population in which 60 are male and the remaining 60 are female. The respondents were the visitors of shopping malls in Kozhikode Corporation. The method used for the selection of respondents was convenient sampling. Primary data was collected using structured questionnaire. Secondary data was collected from various published journals, books, articles, e-journals, and other websites. Statistical tools: percentage, scaling, rating, and ranking. Tests: Chi-square test.

LIMITATIONS OF THE STUDY

Only convenient sampling could be used because the population under the study is infinite. Some of the respondents were reluctant to share their opinion. The topic is vast and the opinion of people may vary from place to place and person to person.

DATA ANALYSIS

Gender Wise Classification on the Basis of Mode of Payment

Table 1

Mode of Payment	Male		Female	
	Number of Respondents	Percentage	Number of Respondents	Percentage
Cash	31	51.67	47	78.33
Using Master Cards	29	48.33	13	21.67
Total	60	100	60	100

Source: Primary Data

Age wise Classification on the Basis of Average Time Spend

Table 2

Average Time Spend	Age up to 25		Age 25–50		Age Above 50	
	Number of Respondents	Percentage	Number of Respondents	Percentage	Number of Respondents	Percentage
<30 minutes	5	7.35	7	17.5	11	91.67
30 minutes to 1 hour	34	50	17	42.5	0	0
>1hour	29	42.65	16	40	1	8.33
Total	68	100	40	100	12	100

Source: Primary Data

HYPOTHESIS

H_0: There is no significant association between the age of the respondent and the average time spend by them in Shopping malls.

H₁: There is significant association between the age of the respondent and the average time spend by them in Shopping malls.

According to Chi-square analysis, the calculated value (1.78) is lower than table value (9.488), so, H0 is rejected at 5 % level of significance. So there is significant association between the age of the respondent and the average time spend by them in Shopping malls

Gender wise Classification on the Basis of Place Where More Time Spend

Table 3

	Product Stalls	Theatres	Children's Park	Restaurants	Super Markets	Total
Male	23	8	3	22	4	60
Female	19	4	3	15	19	60
Total	42	12	6	37	23	120

Source: Primary Data

HYPOTHESIS

H₀: There is no significant association between the gender and the Place Where they spend More Time in Shopping Malls

H₁: There is significant association between the gender and the Place Where they spend More Time in Shopping Malls

According to Chi-square analysis, the calculated value (1.275) is lower than table value (9.488), So.H0 is rejected. at 5% Level of significance. So there is significant association between the gender and the Place where they spend More Time in Shopping Malls.

Age Wise Classification on the Basis of Prime objective for visiting

Table 4

Age	Shopping	Hang Out with Friends	Family Gatherings	To Experience Shopping Mall Purchase	Others	Total
>25	17	25	2	2	2	48
25–50	31	13	3	11	2	60
>50	6	0	3	3	0	12
Total	54	38	8	16	4	120

Source: Primary Data

According to Chi-square analysis, the calculated value (1.849) is lower than Table value (15.507) so, H0 is rejected.at 5% Level of significance. So there is significant association between the age of the respondent and their prime objective for visiting shopping malls.

FINDINGS OF THE STUDY

- Most of the visitors are youngsters who fall below the age of 25 (57%).

- Respondents spend an average amount of rupees 500 to rupees 1000 in each visit.

- Cash Payment out numbers the Payment using master cards.

- It is proven that there is significant association between gender and the place where more time spend by consumers in shopping malls.

- There is significant association with age group and the prime objective for visiting shopping malls.

- The main attractions are everything under one roof, Branded quality, customer friendly environment wide range of selection and entertainment centres.

- People are satisfied with the Product quality, Convenience in Shopping, Shopping environment, Attitude of sales person and Facilities other than shopping. But they are dissatisfied with the cost effectiveness of the products and services and to the after sales services provided.

- The most preferred shopping mall in Kozhikode Corporation is The Focus Mall.

- Majority of the consumers choose malls by considering Easy accessibility and Brand variety available.

- 48.33% are against the opinion that the time is up to wash away all small and single retail shops.

- The main problem faced by the consumers in shopping mall is higher price for the product.

CONCLUSION

Shopping malls have created a different culture in retail marketing. Consumers perceive malls not only as a shopping centre but as a place to hang out with peers and a place for family gatherings also. Branded quality, wide range of selection available, everything under one roof, convenience in shopping, entertainment centres and customer friendly environment are the main attractions of shopping malls. The study reveals that consumers have a higher level of satisfaction on the services available.

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Bancassurance in India: A Study with Special Reference to Life Insurance Sector

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ABSTRACT

Indian insurance sector is featured with low insurance penetration and density. Branch network of insurance companies is low at the same time Indian banks are having large networks. Bancassurance is introduced in India recently. Banks act as an agent of insurers and undertake marketing of insurance products. Reserve bank of India and Insurance Regulatory Authority of India has set up Guidelines to promote and regulate bancassurance. The study is focused on the analyzing the growth and trend of bancassurance in India.

Keywords: Bancassurance, Insurance, Corporate Agents, Banks

INTRODUCTION

Indian Insurance sector was a monopoly of Public sectors for a long period and now the private sectors are allowed to play in the market. Currently 24 life insurers and 28 general insurers (IRDA 14/12/2014) are in the market, still the insurance coverage and penetration in India is very low. The reach of Insurance in each and every corner of the country is a challenging task behind the insurers. One of the major reasons for low penetration of insurance is lack of branch networks. This is why now Indian insurance sector is going for bancassurance. Indian banking sector is featured of vast branch networks. Banks can have links with depositors and can attract them to purchase an insurance policy. Bancassurance means banks are acting as corporate agents of insurance companies and helps the companies to market insurance products. This will help the insurers to penetrate into banks' customer base which is large in number.

OBJECTIVE OF THE STUDY

The study aims to analyze the trend and growth of Bancassurance business in India. The study also tries to assess the contribution of banks towards life insurance sector in India

METHODOLOGY

The study mainly based on secondary data. Data of Life insurance business in India for a period of 8 years from 2006–07 to 2013–14 have been used for the study. Simple and Compound growth rates and indices are the main tools used for analyzing the data.

BANCASSURANCE IN INDIA

Growth and trend of bancassurance in India is analyzed using simple and compound growth rates and indices. Period of the study ranges from 2006–07 to 2013–14. To analyze the growth, each year is compared with the previous year using percentage analysis. Overall growth for the period of study is analysed using Compound Annual Growth Rate (CAGR). Trend analysis is done by fixing 2006–07 as the base year.

BANCASSURANCE IN LIFE INSURANCE SECTOR

Growth of life insurance can be assessed by analysing individual new business premium and group insurance premium collected by banks in different years. Table I shows the individual new life insurance premium collected by banks for the period 2006–07 to 2013–14. Year to year growth of individual premium collected was 88.20 per cent in the year 2007–2008 and the same in the year 2007–2008 is reduced to 6.45. In the year 2011–12 and in the year 2013–14 the growth rate is negative compared to the respective previous year. Taking 2006–07 as a base year index for individual premium collected in amount is 283.17 and the same in case of individual premium collected by banks in term of number of policies is 163.14. Compound Annual Growth rate for individual new business premium collected by the banks is 13.03 and the same for the number of lives covered is 6.69

Table 1: Life Insurance New Individual Business through Banks

Year	Individual Premium			No. of Lives		
	Amt in Cr	Growth in %	Index	No. in Lakhs	Growth in %	Index
2006–07	3363		100	14.26919		100
2007–08	6329	88.20	188.20	16.9361	18.69	118.69
2008–09	6737.38	6.45	200.34	18.96457	11.98	132.91
2009–10	8688.68	28.96	258.36	20.84543	9.92	146.09
2010–11	11062.63	27.32	328.95	19.36562	-7.10	135.72
2011–12	9692.9	-12.38	288.22	21.80018	12.57	152.78
2012–13	10072.96	3.92	299.52	24.52767	12.51	171.89
2013–14	9523	-5.46	283.17	23.27836	-5.09	163.14
CAGR	13.03			6.69		

Source: IRDA and calculated

Table 2: New Group Life Insurance Business through Banks

	Premium in Crore	Growth %	Index	No. of Lives in Lakhs	Growth	Index
2006–07	326.98		100	14.79		100
2007–08	492.69	50.68	150.67	17.68	19.54	119.54
2008–09	569.19	15.53	174.07	22.46	27.06	151.89
2009–10	599.57	5.34	183.36	11.81	-47.41	79.87
2010–11	1328.61	121.59	406.32	46.52	293.76	314.50
2011–12	3117.71	134.66	953.48	26.19	-43.71	177.05
2012–13	2081.28	-33.24	636.51	26.98	3.03	182.42
2013–14	1804.2	-13.31	551.77	32.82	21.65	221.92
CAGR	29.83			11.33		

Source: IRDA and calculated

It is clear from the table that the new group life insurance business through banks in terms of premium marked a high growth of 134.66 per cent in the year 2011–12. CAGR for the same during the period of study is 29.83. Growth of number of lives covered

under the group life insurance scheme for the period from 2006–07 to 2013–14 is show in the table-II. A high growth rate compared to the previous was marked in the year 2010–11, growth index for the same year taking 2006–07 as base year is 314.50. Compound annual growth rate of number of lives covered under new group insurance scheme for the period is 11.33

Table III shows the contribution of banks contribution towards the life insurance sector. In the year 2006–07 contribution of banks to the industry is 4.88 per cent. Contribution is 11.25 per cent and 11.33 per cent in 2011–12 and 2012–13 respectively. CAGR of Industry is 3.05 per cent and same in case of banks is 15.13 per cent.

Table 3: New Business Premium (Group+Individual)

Year	Industry	Banks	Contribution to Industry
2006–07	75597	3690	4.88%
2007–08	93683	6822	7.28%
2008–09	86900	7307	8.41%
2009–10	109845	9288	8.46%
2010–11	126333	12391	9.81%
2011–12	113868	12811	11.25%
2012–13	107236	12154	11.33%
2013–14	120156	11327	9.43%
CAGR	**3.05**	**15.13**	

Source: IRDA and calculated

SUMMARY

Growth of bancassurance in life insurance in India for the period of study is assessed using compound annual growth rate. CAGR of new individual life insurance is 13.03 per cent and the same in terms of number of lives covered is only 6.69 per cent. CAGR in case of group insurance in terms of premium is 29.83 per cent and the same in case of number of lives insured is 11.33 per cent. The statistics on year by year growth indicates that growth rate is not consistent for the period of study. CAGR of Industry in case of individual and group insurance schemes is 3.05 per cent and same in case of banks is 15.13 per cent which indicates that bancassurance is growing in a faster rate than the industry grows.

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Consumption Pattern and Prefernce towards Edible Oil in Thrissur District: An Empirical Analysis

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ABSTRACT

Edible oil consumption is primarily a community-driven phenomenon in India. Going by the traditional cuisines, different types of edible oils are used in different regions of the country. The demand for edible oils in India has shown a steady growth at a CAGR of 4.43% over the period from 2001 to 2011. The growth has been driven by improvement in per capita consumption, which in turn is attributable to rising income levels and living standards. However, the current per capita consumption levels of India (at 13.3 Kg/year for 2009–10) are lower than global averages (24 kg/year). The Indian edible oils market continues to be underpenetrated and given the positive macro and demographic fundamentals it has a favorable demand growth outlook over the medium-to-long term. This paper tries to understand the factors influencing purchase decisions for edible oils by the households and the consumption patterns of the households in Thrissur district.

Keywords: Consumption Patterns, Edible Oil, and Purchase Decisions

INTRODUCTION

India is a vast country and inhabitants of several regions have developed specific preference for certain oils largely depending upon the oils available in the region. For example, mustard and rapeseed oil are used in the northern and eastern states of the country. Coconut, peanut and sunflower oils are widely consumed in south India while peanut and cottonseed oils are the cooking medium of choice in Gujarat. Rapeseed oil is popular in north east India; soybean oil is more prevalent in central India.

Globally, the demand and supply of oil is disproportionately distributed, for example Middle East contributes 32 per cent of the world supply but demand is only 7.8 per cent, while Asia-Pacific has 30 per cent of world demand but only 9.7 per cent supply.

Currently, in India, the refined oil segment has a growth rate of around 20 per cent per annum; and for the branded packed oil segment, the consumption growth is 6 per cent. The current per capita consumption of edible oil is low compared to the world average. Hence, in the future, there is tremendous opportunity to tap the potential and expand the market of edible oil. In the above context, an attempt has been made to understand the buyer's behavior and preferences for edible oils in Thrissur district.

OBJECTIVES OF THE STUDY

1. To identify consumer preference and monthly consumption pattern of edible oils.

2. To identify the factors considered for selecting particular edible oil.

3. To rank the different edible oils on the basis of preference by the respondents.

4. To test whether there is any significant difference between the males and females with regard to the factors considered for purchasing edible oil.

5. To test whether there is no significant difference among mean rank with regard to the factors of preference.

RESEARCH METHODOLOGY

To complete this study primary as well as secondary source of information is used. To study the market and preferences of edible oils, primary data is collected by using a detailed questionnaire which was administered to a small sample of 50 families selected on the basis of convenience sampling method. The study has been carried out in Thrissur district. The secondary data is collected from published thesis, books from library well reputed journals, magazines and related Websites. The data so collected is scrutinized, tabulated, analyzed and finally used for the study purpose. For the calculation and analysis of data statistical tools and techniques like Percentage, Mean, Standard deviation, Independent sample t test and Friedman test were used with the help of SPSS.19. For ranking the different edible oils on the basis of preference, weighted average ranking method is used. The results of the analysis were presented in appropriate tables and Fig.

DATA ANALYSIS AND INTERPRETATION

DEMOGRAPHICAL DISTRIBUTION OF THE RESPONDENTS

The descriptive statistics of all the demographic variables considered for the study were as follows: As per the gender of the respondents, 70% belong to female and only 30% belong to male. As per the age wise distribution, 38% of the respondents were of 21–30 age and 36% of them were of above 50 age. According to the table, majority of the respondents i.e. 42% were post graduates and only 8% were graduates. Monthly income wise classification of the respondents shows that all the respondents were limited to only 3 classes of interval i.e. 70% belongs to above 40000, 18% belongs to below 10000 and the rest belongs to 30000–40000 group. In case of family size, 62% of respondents were having 3 to 4 members in their family and the rest 38% were having 5 to 6 members.

MOST PREFERRED EDIBLE OIL

From the Fig. 1, it is clear that 78% of the respondents preferred coconut oil as their most preferred edible oil while only 14% suggested sunflower oil, 8% suggested rice bran oil as their most preferred edible oil.
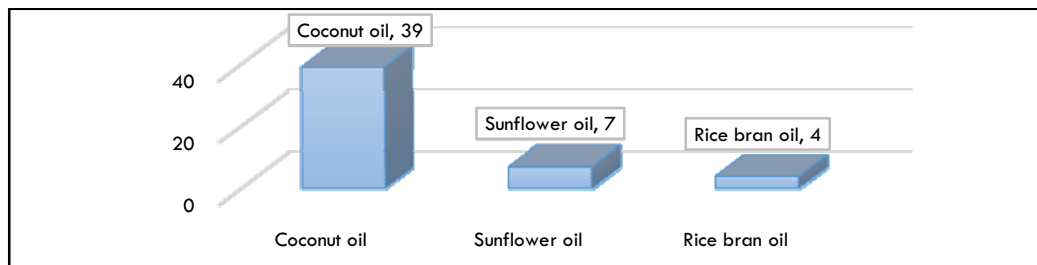
Fig. 1: Most Preferred Edible Oil

Source: Primary data

SOURCE OF PURCHASE

Table 1: Source of Purchase for Edible Oil

	Frequency	Per cent
Super Market	35	70.0
Local Store	15	30.0
Total	50	100.0

Source: Primary data

Table1 shows that all of the respondents depend on only two sources for purchasing edible oil. Among the 2 sources, 70% respondents purchase oil from super market and the rest 30% purchase from oil from local store.

FREQUENCY OF PURCHASE OF EDIBLE OIL

Table 2: Frequency of Purchase of Edible Oil

	Frequency	Per cent
Once in a week	4	8.0
Once in 15 days	14	28.0
Once in a month	32	64.0
Total	50	100.0

Source: Primary data

Table 2 shows the frequency of purchase of edible oil by the respondents. As per the Table, 64% of respondents purchase oil once in a month, 28% purchase twice in a month and only 4% purchase oil every week.

MONTHLY CONSUMPTION
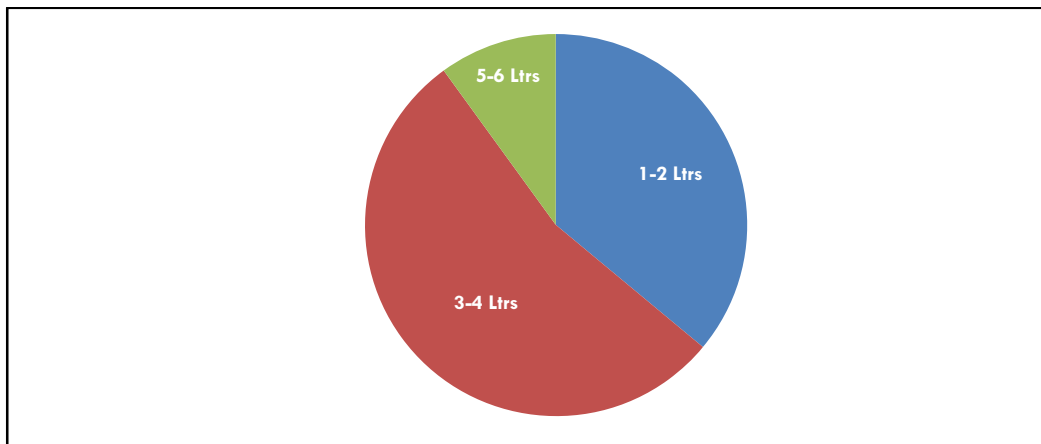
Fig. 2: Monthly Consumption of Edible Oil

Source: Primary data

The Fig. 2 shows the percentage of monthly consumption of edible oil. From the table, it is clear that 54% of the respondents have a monthly oil consumption of 3 to 4 Litres, 36% of respondents consume 1 to 2 Litres and 10% of respondents consume 5 to 6 Litres monthly.

RANKING OF EDIBLE OILS ON THE BASIS OF PREFERENCE OF THE CUSTOMERS USING WEIGHTED AVERAGE SCORE METHOD

Table 3: Frequency of Preference by the Respondents

Types of oil	Rank-I Weights-5	Rank-II Weights-4	Rank-III Weights-3	Rank-IV Weights-2	Rank-V Weights-1	Total
Coconut oil	39	7	4	-	-	50
Sunflower oil	7	25	18	-	-	50
Rice bran oil	4	8	16	22	-	50
Palm oil	-	10	12	25	3	50
Others	-	-	-	4	46	50

Source: Primary data

Table 4: Calculation of Weighted Average and Rank

Types of Oil	Weighted Average Score and Rank for Each Edible Oil							Rank
Coconut oil	195	28	12	0	0	235	15.67	1st
Sunflower oil	35	100	54	0	0	189	12.6	2nd
Rice bran oil	20	32	48	44	0	144	9.6	3rd
Palm oil	0	40	36	50	3	129	8.6	4th
Others	0	0	0	8	46	54	3.6	5th

Source: Primary data

Based on the weighted average score method, coconut oil has got the first rank with highest weighted average score (15.67) followed by sunflower oil (12.6), rice bran oil (9.6) and palm oil (3.6). Coconut oil is ranked first, mainly because of the traditional cuisines of Kerala and also the availability of coconuts.

INDEPENDENT SAMPLE T TEST

H0: There is no significant difference between the males and females with regard to the factors considered for purchasing edible oil.

Table 5: Group Statistics

	Gender	N	Mean	Std. Deviation	t	P Value
Facotrs of preference	Male	15	22.4000	.82808	3.583	0.001**
	Female	35	20.3429	3.15243		

** denotes significant at 1% level

Since p value is less than 0.01, the null hypothesis is rejected at 1% significance level. Hence it is concluded that there is significant difference between the males and females with regard to the factors considered for purchasing edible oil. Based on mean score, the male members were better than female while considering the different factors for preferring a particular type of edible oil. This is mainly because they are very careful about taking decision regarding the edible oil decision as it affects the health of the family.

FACTORS CONSIDERED FOR PREFERRING EDIBLE OIL USING FRIEDMAN TEST

H0: There is no significant difference among mean rank with regard to the factors of preference.

Table 6: Friedman Test

Factors of Preference	Mean Rank	Chi Square Value	p Value
Price	4.16		
Taste & Flavour	5.71		
Quality(Nutrition & Health)	6.24	148.79	<0.001**
Availablity	2.85		
Packing design	3.40		
Size of Pack	2.93		
Advertisement	2.71		

** denotes significant at 1% level

Since p value is less than 0.01, the null hypothesis is rejected at 1% level of significance. Hence it is concluded that there is significant difference among the mean rank of factors on preference. Based on mean rank, Quality (Nutrition & Health) is the most important factor with highest mean rank of 6.24 followed by Taste & Flavour with mean rank of 5.71 and Price with mean rank 4.16. As the public has been well-versed with propaganda about the ill effects of edible oil such as high cholesterol, heart attacks, cancer, obesity, etc., most of the respondents considered health and nutritional factor as the important feature while preferring edible oils.

FINDINGS

1. 78% of the respondents preferred coconut oil as their most preferred edible oil. Only 14% suggested sunflower oil, 8% suggested rice bran oil as their most preferred edible oil.

2. All of the respondents depend on only two sources for purchasing edible oil. Among the two sources, 70% respondents purchase oil from super market and the rest 30% purchase from oil from local store.

3. 64% of respondents purchase oil once in a month, 28% purchase twice in a month and only 4% purchase oil every week.

4. 54% of the respondents have a monthly oil consumption of 3 to 4 Litres, 36% of respondents consume 1 to 2 Litres and 10% of respondents consume 5 to 6 Litres monthly.

5. Based on the weighted average score, coconut oil has got the first rank with highest weighted average score (15.67) because of the traditional practice and also the availability of oil in Kerala, followed by sunflower oil (12.6), rice bran oil (9.6) and palm oil (3.6).

6. There is significant difference between the males and females with regard to the factors considered for purchasing edible oil.

7. Based on mean score, the male members (22.40) were better than female (20.34) while considering the different factors for preferring a particular type of edible oil.

8. There is significant difference among the mean rank of factors on preference of edible oil.

9. As the public has been well-versed with propaganda about the ill effects of edible oil such as high cholesterol, heart attacks, cancer, obesity, etc., Quality (Nutrition & Health) is the most important factor with highest mean rank of 6.24 followed by Taste & Flavors with mean rank of 5.71 and Price with mean rank 4.16.

10. Advertisement (2.71) is considered to be the least considered factor on preference.

CONCLUSION

The study proves that Quality with respect to Health and nutritional factor plays a predominant role in selecting the types of edible oil among selected respondents. Even though there is a very strong loyalty towards coconut oil, some of the respondents change their oil to sunflower oil and rice bran oil for better health. Advertisement is considered to be the least considered factor on preference. Hence, it is recommended that the cooking oil marketers could take maximum efforts in designing the advertisements in such a way that the advertisements provide reliable and maximum information about the nutrition and health aspects, price of the oil.

Generally, people give higher importance to safety aspects of the cooking oil rather than the other sales promotional schemes offered by the companies while they purchase the cooking oil. Hence, it is recommended that the cooking oil marketers could concentrate on improving the safety aspects, quality and nutritional values of the cooking oil instead of concentrating heavily on the sales promotional activities.

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Customers Attitude towards Electronic Banking-Gender Wise Comparison

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ABSTRACT

Banks have traditionally been in the forefront of harnessing technology to improve their products, services and efficiency. They have, over a long time, been using electronic and telecommunication networks for delivering a wide range of value added products and services. From the different phases of banking sector, it is now clear that technological advancement has totally changed the scenario of banking sector. So, computerization, information technology and automation of services are key issues for banks to survive in a competitive environment; and are receiving prime attention as it touches everybody's work in some way or the other. Technology can be used in banking in four different ways; to handle the expanded customer database, to reduce substantially the cost of handling payments, to free the bank from traditional constraints on time and place, to introduce new products and services to the customers. The present empirical study was conducted with an objective to the study Electronic Banking services and to examine the level of awareness of customer toward E-Banking and finally to evaluate the attitude of customers towards E-Banking. The study was based on primary data. The area of study is confined only to customers of banks in Trissur district. The collected data is analyzed and interpreted by applying various statistical tools. The paper concludes that the attitude and opinion towards E-Banking services are different among male and female customers.

INTRODUCTION

The use of internet in banking has vastly reduced the physical transfer of paper money and currency from one place to another or even from one person to another which reduces costs for banks. It is also called electronic banking. It may include wire transfers, electronic funds transfers, and credit card, debit card. E-banking is defined as the automated delivery of new and traditional banking products and services through electronic, interactive communication channels. Through e-banking individuals and corporate customers can access accounts, transact business, transfer funds or obtain information on products and services through the electronic media without any paper transactions. For many customers e-banking means 24 hours access to cash through ATM or direct deposit of pay cheques into savings account but electronic banking involves different types of transactions. E-banking also means transferring of funds electronically with the use of computer and other electronic modes. It allows customers to automate cash receipt payment. Different forms of E-banking are Internet Banking, Automated Teller Machines (ATM), Tele Banking, Smart Card, Debit Card, and E-Cheque. Internet banking allow to use automatic teller machine and telephone transaction and also websites for performing simple and advanced transaction without physical presence of customers in bank, allowing

customer to submit their applications for different services, make queries on their account balance and submit instruction to the bank and also electronically transfer fund to their account, pay bill and other banking transaction online. It also allows banks to expand their markets for traditional deposit taking and credit expansion activities, and to offer new products and services.

SCOPE OF THE STUDY

The present study is about the customer's attitude towards E-Banking. Although all the commercial banks are following E-Banking, only one Bank from both public sector (State Bank of India) and private sector (Federal Bank) is selected for collecting data from customers. Banks are selected on the basis of their Net Profit and this study is confined to only Trissur District.

STATEMENT OF THE PROBLEM

The Banking sector in India has undergone a sea change in the Indian economy and e-banking is having a wider scope. A new concept of universal banking has started in the year 2000. Therefore all the banks are allowed to carry out all the banking functions and activities. Again there is a greater composition between public sector bank and private sector banks. There is a shift from paper-based to electronic payments and reliance on ATMs rather than costly branch offices to deliver cash and other depositor related services. Both banks and customers are increasingly migrating from traditional banking channels to the e-banking channel. It is the intent of this study to analyse the customer's attitude towards E-Banking.

OBJECTIVES OF THE STUDY

The main objective of this study is to Following are the objectives of the study:

- To study Electronic Banking services.

- To examine the level of awareness of customer toward E-Banking.

- To evaluate the attitude of customers towards E-Banking.

HYPOTHESIS

$H0$: There is no significance difference between male and female towards E-banking.

METHODOLOGY OF THE STUDY

The study is based on primary data. The primary data is collected through a well-designed structured questionnaire and discussions with the bank customers. Samples of 50 respondents were identified randomly and through convenience sampling technique the questionnaire was filled by the respondents. Tables have been used at the appropriate places to present and classified the available data.

ELECTRONIC BANKING SERVICES

1. Balance enquiry and statement

2. Transaction history

3. Online transfer of funds

4. Card to card fund transfer

5. Send money order anytime

6. Monthly Bank account

7. statement by E-mail

8. Bills Payment

9. Phone Banking Services

10. 24 hours access to Cash

DATA ANALYSIS AND INTERPRETATION OF PRIMARY DATA

Table 1: Respondents Profile

Gender	Number of Respondents	In Percentage
Male	32	64%
Female	18	36%
Total	50	100%

Source: Survey Data

Table 2: Awareness of Electronic Banking

Awareness	No of Respondents	Percentage
Yes	50	100%
No	0	0
Total	50	100%

Source: Survey Data

INTERPRETATION

The above Table shows that among the 50 respondents, all 100% of respondents are aware about electronic banking.

Table 3: Satisfaction towards Electronic Banking

Particulars	Number of Respondents	Percentage (%)
Highly Satisfied	6	12
satisfied	29	58
Neutral	10	20
Dissatisfied	5	10
Highly Dissatisfied	0	0
Total	50	100

Source: Survey Data

INTERPRETATION

From the above table, the satisfaction towards E-banking, 12% of respondents are highly satisfied, 58% of respondents are satisfied, 20% of respondents are of having Neither satisfy Nor Dissatisfied and the rest of the 10% of respondents are of having Dissatisfied about E-banking.

Table 4: Factors Influencing Customers towards E-Banking

Beneficial	Number of Respondents	Percentage (%)
Any where any time banking	15	30
Time Saving	9	18
Low cost Services	3	6
Easy transaction	6	12
More Convenient	10	20
Help to capable of supporting Multi-Currency operation	5	10
Others	2	4
Total	50	100

Source: Survey Data

INTERPRETATION

From the above Table factors influencing customers towards E-Banking, 30% of respondents are of having it is Anywhere any time banking, 18% of respondents are of having it is Time Saving, 6% of respondents are it is Low Cost services, 12% of respondents are influenced by its easy transaction, 20% of respondents are it is More Convenient, 10% of respondents are it is Help to capable of supporting Multi-Currency operation and the rest of the 4% of respondents are of having others benefits from E-Banking.

Table 5: Effectiveness of Electronic Banking

Particulars	Number of Respondents	Percentage (%)
Strongly effective	10	20
Effective	25	50
Neither effective nor ineffective	7	14
Ineffective	5	10
Strongly not effective	3	6
Total	50	100

Source: Survey Data

INTERPRETATION

Table 5 shows that among 50 respondents, 20% of respondents are strongly effective about Electronic Banking Services, 50% of respondents are of having effective, 14% of respondents are of having Neither effective Nor ineffective and the rest of the 6% of respondents are Strongly not effective about Electronic Banking.

TESTING OF HYPOTHESIS

HYPOTHESIS

H0: There is no significance difference between male and female towards E-banking.

Table 6: Friedman Test

Ranks	
	Mean Rank
Any time anywhere banking	4.04
Time saving	3.59
Low cost services	3.95
Easy transactions	3
More convenient	3.51
Help to capable of supporting Multi currency operations	2.91
Test Statistics	
N	50
Chi-Square	21.194
Df	5
Asymp. Sig.	0.001
a. Friedman Test	

INTERPRETATION

The null hypothesis is rejected, there is significant difference among mean rank of factors influencing E-Banking. Based on Friedman Test, Any time anywhere banking is the most important factor on E-Banking, followed by Low cost services (3.95), Time saving (3.59), More convenient (3.51), Easy transactions (3), help to capable of supporting Multi currency operations (2.91).

Table 7: Testing of Hypothesis t-Test

	Gender	Mean	SD	T Value	P Value
Any time anywhere banking	Male	4.44	0.8	12.255	<0.001
	Female	2.00	0.5		
Time saving	Male	4.13	0.7	9.031	<0.001
	Female	2.17	0.9		
Low cost services	Male	4.00	1.1	3.871	<0.001
	Female	2.78	1.1		
Easy transactions	Male	4.13	0.6	13.787	<0.001
	Female	1.39	0.7		
More convenient	Male	4.09	0.8	9.525	<0.001
	Female	2.00	0.6		
Help to capable of supporting Multi currency operations	Male	3.81	0.9	9.587	<0.001
	Female	1.61	0.6		

Table 7 shows that, there is significant difference between male and female towards E-Banking. T test is used for calculating the attitude difference between male and female towards E-banking by applying SPSS software. Since p value is less than 0.01, the null hypothesis is rejected at 1% level of significant. Hence concluded that, there is significant difference between male and female with respect to attitude towards E-Banking. Based on mean score male customers are better than female customers in using E-Banking services.

FINDINGS OF THE STUDY

- Among the 50 respondents, all 100% of respondents are aware about electronic banking.

- Customers awareness towards E-Banking show that there is a bright future of banking sector as 100% respondents are aware about of the E-Banking services.

- 58% of respondents are satisfying with Electronic Banking.20% of respondents are of having Neither satisfied nor dissatisfied, 12% are agreeing they are satisfied and the rest of the 10% of respondents are of having Dissatisfied about E-banking.

- It is found that there are many factors influencing customers towards E-Banking, 30% of respondents are of having it as Anywhere any time banking, 18% of respondents are of having it as Time Saving, 06% of respondents are it is Low Cost services, 12% of respondents are influenced by its easy transaction, 20% of respondents are it is More Convenient,10% of respondents are it is Help to capable of supporting Multi-Currency operation and the rest of the 04% of respondents are of having other benefits from E-Banking.

- From the above study, 20% of respondents are of having strongly effective about Electronic Banking Services, 50% of respondents are of having effective, 14% of respondents are of having Neither effective Nor ineffective and the rest of the 6% of respondents are of having Strongly not effective about Electronic Banking.

- Majority of the respondents are in an opinion that electronic banking is more convenient for using.

- There is significant difference among mean rank of factors influencing E-Banking. Based on Friedman Test, Any time anywhere banking is the most important factor influencing on E-Banking, followed by Low cost services (3.95), Time saving (3.59), More convenient (3.51), Easy transactions (3), help to capable of supporting Multi currency operations (2.91).

- It is found that there is significance difference between male and female attitude towards E-banking based on Any time anywhere banking, Low cost services, Time saving, More convenient, Easy transaction and help to capable of supporting Multi currency operations.

CONCLUSION

E-banking provides a number of services at the doorstep of customers which is otherwise not possible. Each bank offers a variety of e-banking services. All the banks are at different stages of offering e-banking services so the extent of services is also different. In order to acquire the new customers as well as to retain the existing one, banks are very much cautious about E-banking services. Banks should develop such kind of services through which customer can transact from anywhere, at any time.

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Business Process Re-engineering in Bharath Bee Keeping Center

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ABSTRACT

In a world where change is the only constant, there is a need for tools and techniques to help organizations become more effective. In a competitive world, there is a need for ways to stay ahead of the field or to catch up before it is too late. In a complex world, there is a need for mechanisms that can make apparently complicated things simpler. Business Process Reengineering (BPR) is an undeniably powerful tool that can help in all these circumstances which is why it has created such interest in organizational circles even though it is still, relatively speaking, in its infancy as a management technique. India possess 6th position in honey production. In India, Kerala is the state that produces largest quantity of honey. Presently bee keepers in Kerala depend mainly on monoculture plantations like Rubber and coconut for bee foraging. In this chapter an attempt is made—business process re-engineering of Bharath Bee Keeping center.

INTRODUCTION

Apiculture is an agro-industry in India, which uses bees as micromanipulators to harvest nectar and pollen from plant sources to produce honey and to store in beehives. Honey production and its quality as well as quantity arc fundamentally related to bee species' specificity and vegetation pattern around bee colonies. In our country we gel a substantial amount of honey from Apis Dorsata, the wild bee. However, proper beekeeping demands systematic utilisation of resources through domesticated bees.

BPR is a management approach aiming at improvements by means of elevating efficiency and effectiveness of the processes that exist within and across organizations to look at their business processes from a "clean perspective BPR is the redesign of business processes and the associated systems and organizational structure to achieve a dramatic improvement in business performance. The business reasons for making such changes could include poor financial performance, external competition and erosion of market share or emerging market opportunities.

BHARATIH BEE-KEEPING CENTRE

It was in 1981 that Mr. Sajay Kumar started beekeeping centre and in 1991 he went on to create a whole new beekeeping and processing centre in Avinissery at Thrissur. In Kerala the domestic honey market only had the premium segment and there were very few companies. Sajay Kumar used to make raw honey in and around Thrissur remote areas like Chimminy Dam and rubber plantation etc and then carry out door to door selling of his hand made product honey. Sajay Kumar managed to offer his honey product for Rs. 3 per kg of bottles and it was during this time he realised the need for a brand name, because the shop keepers didn't accept the product without any brand name. Then he started a started his production and processing unit with the name Bharat bee keeping centre.

The organization has been registered in the Punchayat for licensing. Food safety license has to be renewed yearly. The organization comes under the cottage industry. The products of the company are also AGMARK certified. The organization started large-scale production in 1991.

Bharath honey has always been known for offering quality products at affordable prices and thus creating good value for the consumer's money. For the company also made sure that it uses the latest technology and infrastructure. As far as social responsibility is concerned, Bharath has made some good efforts by providing 25g of honey monthly to the children who belong to Avinissery village. Sajay Kumar is a socially responsible corporate citizen. The organization also provides free training services to people for 32 days.

STATEMENT OF THE PROBLEM

Honey production in Kerala is mainly seasonal. The surplus at harvest of products is the main characteristics. The nature of the product on the one hand and the lack of organized market system on the other often resulted in low producers' price. No studies have been carried out to identify what the marketing systems look like and no remedial measures were taken so far. Though honey has so much importance in day to day life, people still have reluctance towards consuming honey as a daily dietary supplement. This, therefore, demanded a holistic study of the system in the form of business process re-engineering.

OBJECTIVE OF THE STUDY

The objective of the study is business process re-engineering of Bharath beekeeping centre.

METHODOLOGY

The methodologies of the study include both qualitative and quantitative methods. The study covered 5 regions in Kerala: Madakkathara village in Thrissur, Avinissery Panchayath, Thrissur Corporation, Nenmeni Village in Wayanad and Perumanna village in Kozhikode. 20 respondents from each locality with a total of 100 respondents were surveyed. The volume of the sample size includes 30% from the urban environment, and 50% from the rural one, and semi urban 20%. The research sample was a random probabilistic one. The questions were structured into several categories, depending on the objectives of the study, as follows: questions regarding the perceptions associated to honey and questions regarding consumer features and consumption habits, alongside socio-demographic questions and also a survey of the entrepreneur were conducted for collection of data about the production, processing, promotion and marketing of Bharath beekeeping centre. The data collected were processed with the help of the master sheet.

DATA ANALYSIS

This indicates that young people are more aware about honey. From the table it is clear that 50% of the people belong to rural area, 30% belong to urban area and 20% belong to semi urban area.

Table 1: Socio-economic Profile of Respondents

Socio-economic Factors		Percentage to Total
Age	Below 20	11
	20–40	65
	40–60	20
	Above 60	4
Gender	Male	50
	Female	50
Religion	Hindu	42
	Muslim	29
	Christian	29
Educational qualification	Below SSLC	26
	SSLC-Plus Two	12
	Graduates	56
	Postgraduates	6
Occupation	Agriculture	20
	Non agriculture	80
Annual income	Below 1000	7
	10,000–20,000	14
	20,000–50,000	21
	50,000–1,00,000	41
	1,00,000-	10
	Above 2,00,000	4
Place of residence	Rural	50
	Urban	
	Semi urban	20
Family status	Joint	1
	Nuclear	99

Table 2: Frequency of Purchase of Honey

Frequency	Number					Percentage
	M	A	T	K	W	
Monthly	1	20	2	3	1	27
Occasionally	14	-	16	17	19	66
Rarely	5	-	2	-	-	7

From the table it is clear that majority purchase honey occasionally.

Table 3: Factors Influencing the Purchase of Honey (by Ranking Method)

Factors	Total Score					Total Score	Index	Rank
	M	A	T	K	W			
1. Price	212	214	218	196	187	1027	93	2
2. Quality	216	219	203	206	215	1062	97	1
3. Taste	97	99	95	102	99	492	45	4
4. Brand	96	89	98	101	81	465	42	6
5. AGMARK certification	65	69	83	81	59	357	32	10
6. Shelf life	85	87	81	92	96	441	40	8
7. Attractive packing	104	109	108	'106	93	520	47	3
8. Convenience	75	77	78	76	88	406	37	9
9. Availability	89	81	98	96	101	465	42	7
10. Nutritional value	96	98	95	96	99	484	44	5

While we consider the case of honey quality is the main motive of purchase.

Table 4: Awareness Regarding Bharath Honey

Brand Awareness	Awareness (in Percentage)					Total (in Percentage)	Awareness Regarding AGMARK Certificaion					Total (in Percentage)
	M	A	T	K	W		M	A	T	K	W	
Aware	2	20	4	-	-	26	2	20	4	-	-	26
Not aware	18	-	16	20	20	74	18	-	16	20	20	74

Only the respondents from Thrissur are aware about Bharath honey. The respondents from other districts are completely unaware about Bharath honey.

Table 5: Source of Awareness Regarding Bharath Honey

Sources	Percentage					Total Percentage
	M	A	T	K	W	
Television programmes	2	-	12	-	-	14
Radio	-	-	-	-	-	-
Newspaper	3	-	4	-	-	7
Word of mouth	22	20	37	-	-	79
Television advertisements	-	-	-	-	-	-

The table shows that majority of the respondent are aware about Bharath honey through word of mouth. From which 37% of the people are from Thrissur.

Table 6: Need for Promotion

Promotion	Percentage					Total Percentage
	M	A	T	K	W	
Needed	14	12	18	20	20	84
Not needed	6	8	2	-	-	16

The table indicates that 84% of the people are of the opinion that Bharath honey requires more promotional activities. Only very few people know about the brand and those people are highly satisfied with the product

Table 7: Overall Satisfactions of the Respondents of Bharath Honey (by Scaling Method)

Factors	Score					Total Score	Index
	M	A	T	K	W		
Price is reasonable	5	94	10	-	-	109	99
Quality is excellent	5	95	10	-	-	110	100
Reasonable shelf life	5	95	10	-	-	110	100
Quality of packaging is good	3	94	8			105	95
Easily available	2	97	2	-	-	101	92
Promotion is effective	-	83	-	-	-	83	75
The product is hygienic	5	94	10	-		109	99

Table indicate that Bharath honey have high quality and reasonable shelf life. The respondents are not satisfied with their promotional activities because the organization does not take any initiative for commercial advertisement.

FINDINGS

- Bharath honey has only limited number of consumers and those consumers are loyal towards Bharath honey.

- The Bharath honey is not that much popular among the consumers because there is no proper promotional activities such as commercial advertisements.

- Bharath honey is known only in Thrissur area.

- AGMARK certification has a vital role in the marketing of agricultural products but still common people are not aware about the significance of AGMARK certification.

- Quality and price are the major factors considered while purchasing of honey.

- Dabar honey is the most popular brand among the consumers; it is because of their huge commercial advertisements.

- From our study we came to know that majority of the respondents are well aware of the value of honey.

SUGGESTIONS

- Bharat honey has to take measure to increase their promotional activities

- Bharat bee keeping center has to utilize other products such as royal jelly, pollen, bee wax etc which are having a greater importance in the cosmetic and candle manufacturing industry

- Exploit export business opportunities

- Implement innovations in packaging

CONCLUSION

Honey is one among the most efficient energy supplement as well as has its own medicinal value. Majority of the people are aware about this but they have not yet properly utilizing the potential of honey. Today, most organizations are facing a variety of challenges, including the need to become customer driven. Organizations are going through tremendous changes to create environments where everyone can contribute their best, where customer needs arc not only met, but exceeded and where efficiency, effectiveness, productivity, quality, customer satisfaction and competitiveness arc taken seriously as critical success factors. Without change in human knowledge, skill and behavior on the job, change in technology, processes and structures is unlikely to yield long-term benefits. BPR can play a key role in helping organizations gain a competitive advantage, achieve leadership in providing excellent products and services and improve overall performance. Co-operative organizations arc evincing an increasing interest in BPR to support their evolution in a dynamic and rapidly changing business environment. BPR offers an invaluable opportunity to achieve a real breakthrough in business performance.

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Online Shopping Behaviour among College Students in Ernakulam City

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ABSTRACT

In the era of globalization electronic marketing is a great revolution. Over the last decade maximum business organizations are running with technological change. Online shopping or marketing is the use of technology (i.e., computer) for better marketing performance. Online shopping/ e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. Evaluating the customer's attitude towards online shopping and the factors affecting it can assist the marketers and managers to plan appropriate strategies in order to make more profit. The current study is based on online shopping behaviour among students in various colleges in Ernakulum city. The study focuses on the area of internet usage patern of the respondents, type of product they purchase, factors stimulating online sales, loopholes in online shopping and suggestions for the improvement of online shopping.

Keywords: Consumer Attitude, Online Shopping, Virtual Store

INTRODUCTION

Electronic commerce has witnessed an exponential growth resulting in greater use of this tool by the traders. Also the competition in e-commerce is intensified. Therefore it becomes more important for online retailers to understand the antecedents of consumer acceptance of online shopping. Such knowledge is essential to customer relationship management, which has been recognized as an effective business strategy to achieve success in the electronic market.

English entrepreneur Michael Aldrich invented online shopping in 1979. Online shopping (sometimes known as e-tail from "electronic retail" or e-shopping) is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. When people buy things, they will engage in a decision making process. One of the major problems of E-commerce web sites is that they fail in supporting the customers in this process. By understanding the customer's needs and concerns the marketer can provide better products and services. According to UCLA Centre for Communication Policy (2001), online shopping has become the third most popular Internet activity, immediately following e-mail using/ instant messaging and web browsing. It is even more popular than seeking out entertainment information and news, two commonly thought of activities when considering what Internet users do when online.

Online shopping behaviour (also called online buying behaviour and Internet shopping/ buying behaviour) refers to the process of purchasing products or services via the Internet. The process consists of five steps similar to those associated with traditional

shopping behaviour (Liang and Lai 2000). In the typical online shopping process, when potential consumers recognize a need for some merchandise or service, they go to the Internet and search for need-related information. However, rather than searching actively, at times potential consumers are attracted by information about products or services associated with the felt need. They then evaluate alternatives and choose the one that best fits their criteria for meeting the felt need. Finally, a transaction is conducted and post-sales services provided. Online shopping attitude refers to consumer's psychological state in terms of making purchases on the Internet

E-Commerce is a general concept covering any form of business transaction or information exchange executed using Information and Communication Technology (ICT's). E-Commerce takes place between companies and their consumers, or between companies & Government. E-Commerce includes buying and selling of goods and services and doing business over electronic-computer networks. The following Chart illustrates the broad divisions of e-commerce.
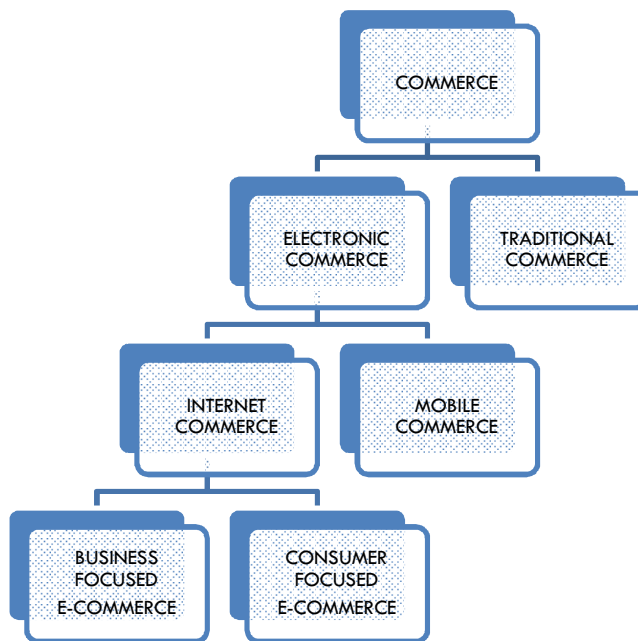
DIVISIONS OF E-COMMERCE

Fig. 1

TYPES OF E-COMMERCE

1. Business to Business
2. Business to Consumer
3. Consumer to Business
4. Consumer to Consumer

Table 1

Types	Description	Examples
B2B	Sells products or services to other businesses or brings multiple buyers and sellers together in a central place	alibaba.com tradeindia.com tolexo.com
B2C	Producers or brands sells products or services directly to consumers	amazon.com myntra.com flipkart.com
C2C	Consumers sell directly to other consumers by posting their advertisements on online market places.	ebay.com quicker.com olx.in
C2B	Consumers fix price on their own, which businesses accept or decline.	priceline.com atyourprice.in

POPULAR E–COMMERCE WEBSITES IN INDIA

1. www.flipkart.com

2. www.jabong.com

3. www.myntra.com

4. www.snapdeal.com

5. www.amazon.

NEED AND SIGNIFICANCE OF THE STUDY

The study is basically descriptive in nature. .Online shopping is considered to be a very helpful way of buying products through the internet especially during the holidays and clearance seasons. The e-commerce market has a great potential for youth segment. It allows customers to enjoy a wide variety of products and items not only from a specific store, but from a diverse storage that includes all kinds of items. Online shopping also provides customers with a good customer service that also occurs online. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others.

Many people around the world prefer to shop online and buy products from several brands and companies that they cannot find or are not available for purchase in their home countries. Nowadays, and with the help of the new technology and the support of the internet, people from all around the world started to purchase items online by simply sitting in their homes.

Purchasing items and products through the Web is a very easy task to do. It is now playing a very important role in everybody's life especially elderly people, as well as people with a very busy life schedule. It provides a very comfortable service for its customers, by being able to save the item in the personal shopping bag, and buy it later on. But the statistics available has shown that Indian market is still not a fully developed

market for e-tail stores. There is huge scope of web-stores in various areas and in almost all the segments. The young population is the biggest attraction of this industry and they may contribute substantially to the growth of online shopping in India. The majority of internet users are youngsters, the majority of goods and services demanded are related to only this segment.

OBJECTIVE OF THE STUDY

1. To understand the internet usage patern of the respondents.

2. To give an idea regarding on line shopping

3. To review studies on online shopping

4. To analyse the type of products the respondents' shop online

5. To discover the factors stimulating online sales.

6. To discover the loopholes in online shopping.

7. To find out the most and least popular categories purchased online.

8. To offer suitable suggestions for the present study

RESEARCH METHODOLOGY

METHODOLOGY

The study includes respondents various colleges in Ernakulam city

Sources of Data

This study uses both Primary Data and Secondary Data. The primary data are collected from 100 students in 5 colleges in Ernakulum city. For convenience the researcher selected 20 students from St. Albert's college, Maharajas College, St. theresas College, Aquinas College and Cochin College. The Secondary Data has been collected from books, articles, magazines and from websites.

Sampling Technique

For the purpose of study 100 respondents were chosen. Convenience sampling has been adopted.

TOOLS FOR ANALYSIS

Percentage analysis is the tool used for the study.

Limitation

Due to paucity of time only limited samples were taken for study.

DATA COLLECTION AND ANALYSIS

GENDER WISE CLASSIFICATION OF ON-LINE SHOPPERS

Table 2

SI No	Name of the College	Gender	
		Boys	**Girls**
1	Maharaja's College	96%	4%
2	St. Albert's College	80%	20%
3	St. Teresa's College	0%	100%
4	Cochin College	55%	45%
5	Aquinas College	60%	40%
	Total	58.2%	41.8%
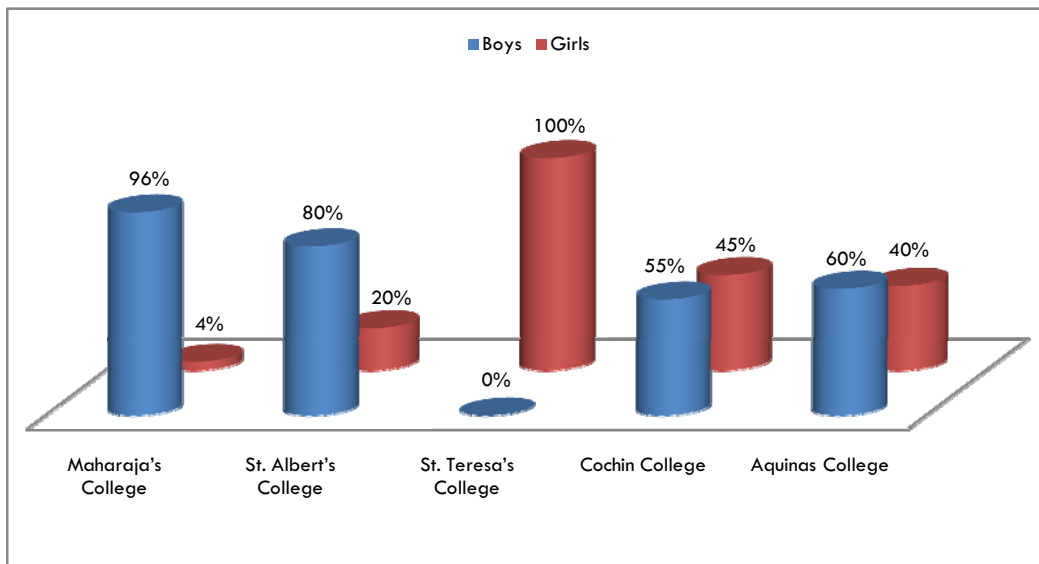
Fig. 2: Gender Wise Classification of Respondents

In Ernakulam City boys are used online shopping facilities for purchasing products except St. Teresa's College.

INTERNET USAGE PATERN OF THE RESPONDENTS

Table 3

SI No	Name of the College	Usage Pattern			No Users
		Mobile Networks	Broadband Connection	WiFi Data Connection	
1	Maharaja's College	73%	12%	4%	11%
2	St. Albert's College	72%	20%	2%	6%
3	St.Theresas College	57%	40%	2%	1%
4	Cochin College	71%	8%	0%	21%
5	Aquinas College	41%	7%	0%	52%
	Total	62.8%	17.4%	1.6%	18.2%

In Ernakulam city 73% students of Maharaja's college owns mobile phones & have internet connections. Aquinas College students are lesser in mobile network using community.
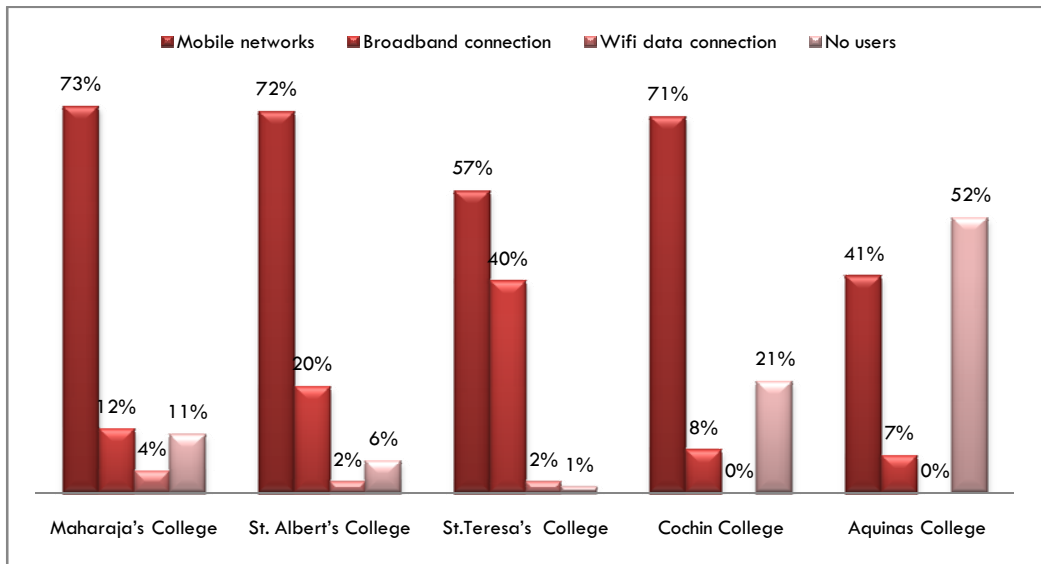
Fig. 3: Internet Usage Patern of the Respondent

FREQUENCY OF ON LINE SHOPPING PREFERENCES

Table 4

Sl No	Name of the College	Online Shopping Habit	Traditional Shopping Habit	Both Online & Traditional
1	Maharaja's College	57%	40%	3%
2	St. Albert's College	60%	10%	30%
3	St.Teresa's College	70%	5%	25%
4	Cochin College	40%	55%	5%
5	Aquinas College	32%	60%	8%
	Total	51.8%	34%	14.2%

Fig. 4: Frequency of Online Shopping Preferences

In Ernakulam City 51.8% students are engaged in online shopping habit & 14.2% students likes both online & off line shopping. Among 5 Colleges St. Teresa's Students prefers on line shopping more compared to others.

THE TYPE OF PRODUCTS THE RESPONDENTS' SHOP ONLINE

Table 5

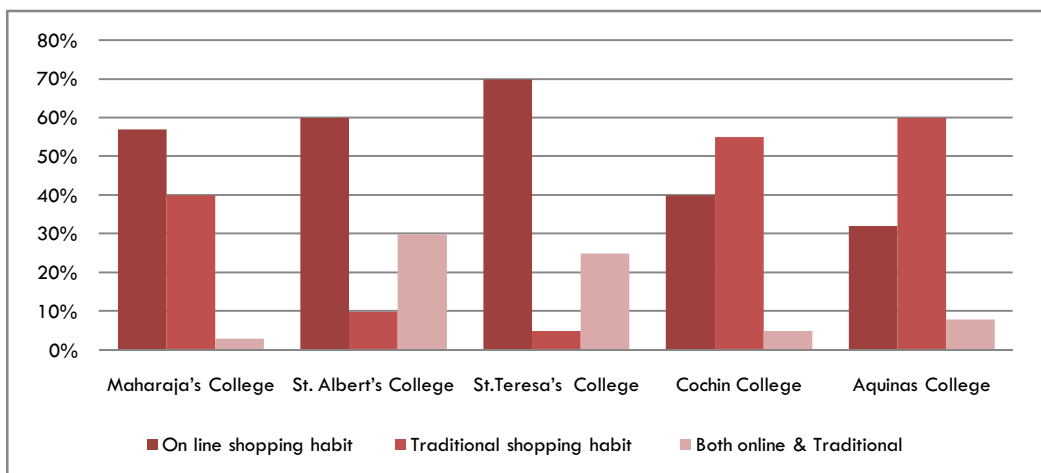| Sl No	Name of the College	Items		
		Beauty, Wellness& Medicines	Sports Items	Life Style Products
1	Maharaja's College	54%	45%	1%
2	St. Albert's College	40%	60%	0%
3	St. Teresa's College	75%	0%	25%
4	Cochin College	32%	62%	6%
5	Aquinas College	45%	35%	20%
	Total	49.2%	40.4%	10.4%

In Ernakulam City most of the students are doing online shopping for purchasing sports & beauty products. (40.4% & 49.2%)
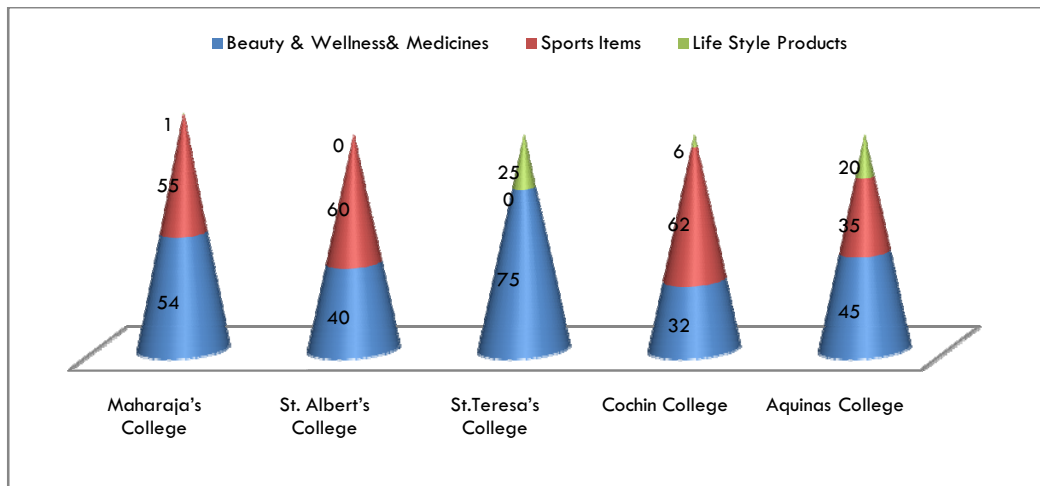
Fig. 5: Type of Products the Respondent Shoponline

PAYMENT SYSTEM

Table 6

Sl No	Name of the College	Payment Systems		
		Credit Cards	Debit Cards	Cash on Delivery
1	Maharaja's College	96%	4%	0%
2	St. Albert's College	80%	10%	10%
3	St. Teresa's College	84%	16%	0%
4	Cochin College	54%	20%	26%
5	Aquinas College	60%	20%	20%
	Total	74.8%	14%	11.2%

Most of the college students are commonly used credit cards of their parents in order to make payments (74.8%).
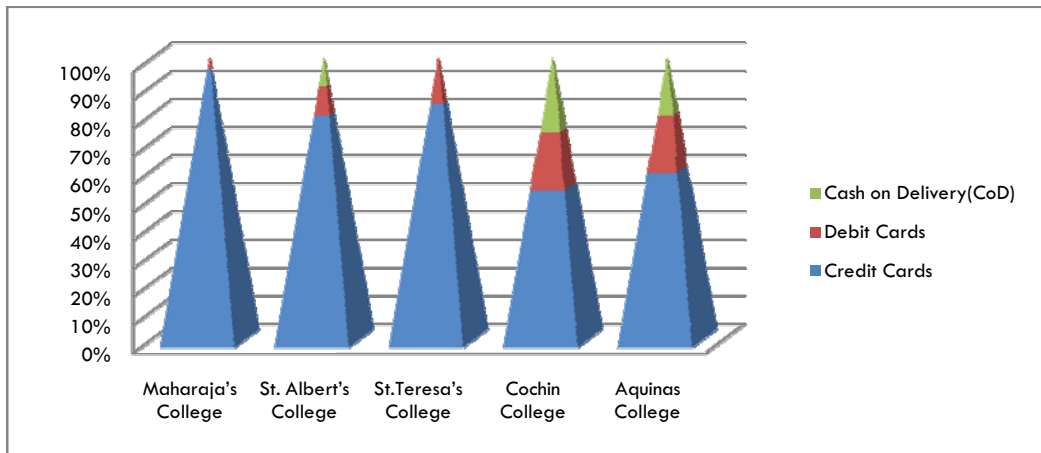
Fig. 6: Payment System

Majority of students (74.8%) prefer credit card for their online purchasing. Cash on delivery is the least method for online payment system.

MOST FREQUENTLY VISITED & USED E-COMMERCE SITES

Table 7

Sl No	Name of the College	E-Commerce Sites			
		Myntra	Flipkart	Amazon	Others
1	Maharaja's College	10%	20%	50%	20%
2	St. Albert's College	12%	18%	40%	30%
3	St. Teresa's College	40%	20%	30%	10%
4	Cochin College	20%	20%	20%	40%
5	Aquinas College	15%	18%	32%	35%
	Total	19.4%	19.2%	34.4%	27%

Fig. 7: Commonly Used E-commerce Site

In Ernakulam City most preferably used e-commerce site among college students is Amazon.

FACTORS PROMOTING ONLINE SALES

Table 8

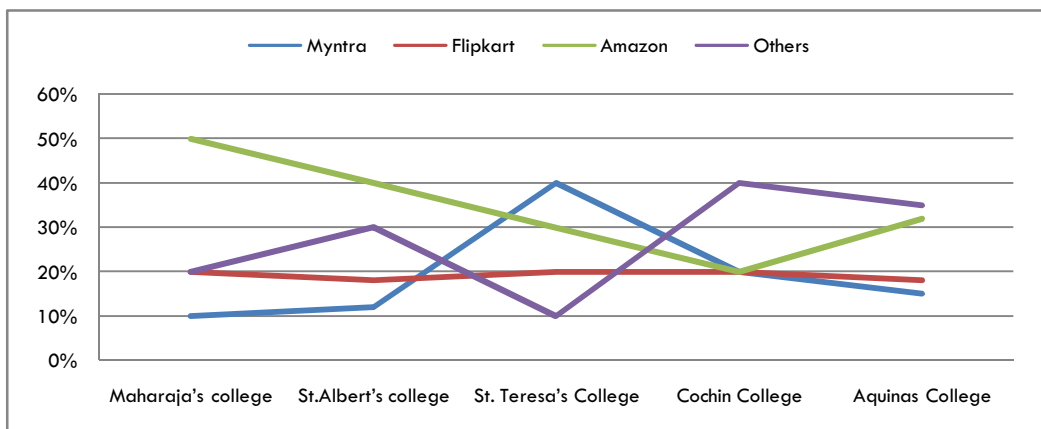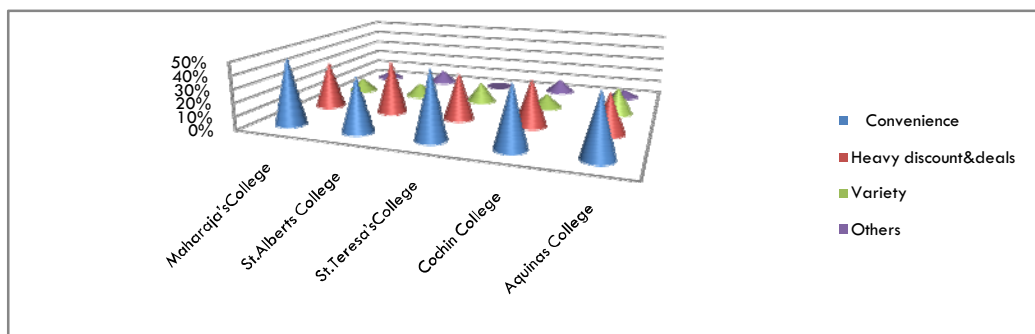| SL No	Name of the College	Factors Promoting Online Sales			
		Convenience	Heavy Discount & Deals	Variety	Others
1.	Maharaja's College	50%	35%	10%	5%
2.	St. Albert's College	40%	40%	10%	10%
3.	St. Teresa's College	50%	35%	15%	0%
4.	Cochin College	45%	35%	10%	10%
5.	Aquinas College	45%	30%	20%	5%
	Total	46%	35%	13%	6%

Fig. 8: Factors Promoting Online Sales

46% of students are of the opinion that convenience is the major factors promoting online shopping & heavy discount and deals also have a major impact on promoting on line sales.

ISSUES IN ONLINE SHOPPING

Table 9

Sl No	Name of Colleges	Return Issues	Lack of Touch & feel	Delay in Delivery Time	Online Security Issues
1	Maharaja's College	12	60	18	10
2	St. Albert's College	13	60	12	15
3	St. Teresa's College	20	45	20	15
4	Cochin College	15	30	15	20
5	Aquinas College	30	58	5	7
	Total	18%	50.6%	14%	13.4%
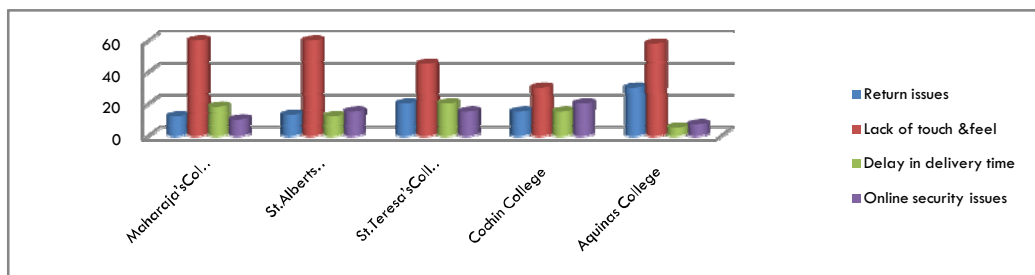
Fig. 9: Issues in Online Shopping

Lack of touch and feel is the major issue in online shopping

FINDINGS OF THE STUDY

1. In Ernakulam city, 85 % of students have internet usage facility.

2. Boys are more actively involved in online shopping than girls.

3. 49.2 % of students buy beauty and wellness, medicines in their online purchase.

4. 34.4% of students selects amazon for their online shopping.

5. Majority of students make their online shopping transactions through credit cards.

6. In Ernakulam city, 51.8 % of students having online buying habits

7. Convenience is the major factor which influence the students to select online shopping.

8. The ease and convenience provided by these stores for 24x7 has made very easy shopping for consumers.

SUGGESTIONS

1. The online shoppers secure their PC from viruses and other attacks by using a good anti-malware program.

2. Online shoppers indicate that they would not even buy electronics without consulting online reviews first.

3. The e-stores specifically mention about the security of transactions of their e-stores which will increase the faith of customers for online shopping

4. Government should play a pivotal role in encouraging online shopping.

5. Online retailers should focus on better home page presentation to appeal the prospects and sustain the existing buyers.

6. Use credit card instead of debit card for online purchases.

7. E-marketers must give a thought to secure, time saving, information about product and services factors when they design their product strategy.

CONCLUSION

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. .The e-commerce market has a great potential for youth segment. If the demographic features are considered carefully then it can be easily identified that maximum number of respondents of online shopping are lying in age group of 18-25 years. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others. The buying behaviour of youth can be elaborated through findings obtained through survey. By focussing on various factors identified in this study, the corporate can make their marketing strategies in better way.

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Impact of Mgnreg among Rural Women—A Study with Special Reference to Kodungallur Taluk

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ABSTRACT

A large segment of Indian womanhood still suffers deprivation and discriminatory attitudes. It is necessary to mobilize the vast women power, if the country has to progress in all sphere of development Empowerment of women is a long and difficult process which is to be promoted with full public support and this could be successful only when those women living at the lower strata who have been suppressed by the male dominated society taking undue advantage of their lack of education and poverty can rise up to claim their rightful place in their own society: The Government has framed different programmes/ schemes to uplift the women from poverty and vulnerability of life. One such women friendly programme is Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) which was enacted in 2005. This study aims at to know the impact of this scheme among rural women.

Keywords: (MGNREG, Women Empowerment, Economic Empowerment, Social Empowerment, Familial Empowerment)

INTRODUCTION

The word 'empowerment' means 'giving power'. Empowerment is a process which is directly related to power and for change of power that is power to control the resources and concepts. Empowerment is referred as a process whereby women become able to organize themselves to increase self reliance and self-respect to assert their independent right to make choices and to control resources which will assist in challenging and eliminating their own subordination. It is a stage of acquiring power for women in order to understand her rights and obligations and to perform responsibilities towards oneself and others in a most effective way. According to the International Encyclopedia power means having the capacity and the means to direct one's life towards desired goals in social, political and economic status. Jawaharlal Nehru said that "Women should be uplifted for the upliftment of the nation, for if a woman is uplifted, society and nation is uplifted". Women empowerment plays an important role in the progress of a family, community, society and economy as a whole.

ECONOMIC EMPOWERMENT

A women said to be economically empowered when she attains power as a result of increased access to economic resources. The means of achieving economic empowerment are increase in income, access to finance, ability to make decisions regarding the utilization of money and credit etc.

FAMILIAL EMPOWERMENT

A woman is said to have familial empowerment achieved through improvement in family income, support from the husband, improvement in family relationship, education to children, medical care to family members, improvement in basic facilities and amenities etc.

SOCIAL/CULTURAL EMPOWERMENT

A woman is said to be socially/ culturally empowered when has the power to participate in collective/ cultural activities in the society. The means of achieving social/ cultural empowerment are social status, mingling with others, access to various organizations, social involvement, participation in cultural activities or seminars or competition, etc. During the 11th Five Year Plan UPA Government introduced a number of poverty alleviation programmes and also employment generation programmes. Inadequate utilization of funds, Low coverage of villages and target groups, Bogus reporting to achieve targets, Encouraging corruption and malpractices, Fudging of muster rolls and measurement books, Involvement of contractors, Inadequate planning for asset, Lack of people's participation, Limited role of gram Panchayats, Lack of capacity building of Panchayats representatives and Leakages in the implementation. Keeping in view these issues, the Government of India, on September 7th, 2005, notified the Act known as the National Rural Employment Guarantee Act (NREGA) for providing assured employment for hundred days to a rural poor household. It is a landmark initiative not only for enhancing the income of poor in short term through employment but also creates durable assets. So, it generates much needed productive infrastructure for poverty alleviation on sustainable basis.

OBJECTIVES OF THE STUDY

1. To know about Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)

2. To investigate the impact of MGNREGA among rural women.

METHODOLOGY

The sample for the purpose of the study has been collected from the 100 respondents of MGNREGP workers in Kodungallur Taluk. Data were collected through structured questionnaire and they have been presented through different tables. Both primary and secondary data were collected for this study. Primary data were collected from 100 respondents, who belong to different age, religion and income group. SPSS were used for analyzing the data.

Table 1: Socio-economic Profile of the Beneficiary Households

Socio-economic Profile of the Beneficiary Households N=100			
Item	Categories	No. of Respondents	Percentage
Age	20–40	25	25
	40–60	68	68
	Above 60 years	7	7
Religion	Hindu	90	90
	Muslim	7	7
	Christian	3	3
Category	SC	45	45
	OEC	5	5

Table 1 (Contd.)…

…Table 1 (Contd.)

	OBC	48	48
	GENERAL	2	2
Family structure	Nuclear	89	89
	Joint	11	11
Marital Status	Single	2	2
	Married	90	90
	Widow	8	8
Number of dependents	Two	48	48
	Three	23	23
	Four	14	14
	Above Four	15	15
Land holdings	Landless	1	1
	Marginal	3	3
	Small	73	73
	Medium	23	23
Type of living house	Hut	5	5
	Tiled	19	19
	Concrete	71	71
	Others	5	5
Level of category	APL	28	28
	BPL	72	72
Ownership status of house	Own	93	93
	Rented	5	5
	Others	2	2
Educational qualification	Below SSLC	70	70
	SSLC	24	24
	PLUS Two/ Predegree	6	6
Source of Income	Spouse's Income	69	69
	Income from Son	24	24
	Daughter's Income	2	2
	Income from Property	5	5
Total Annual Income	Below One lakh	87	87
	1-2 Lakhs	12	12
	2-3 lakhs	1	1

Source: Primary data

IMPACT OF MGNREG AMONG RURAL WOMEN

Table 2: Descriptive Statistics N=100

Attributes	Mean	Std. Deviation	Mean Rank
Impact on personal savings	3.22	.848	VIII
Impact on employment opportunities	3.54	.744	III
Impact on cash in hand	3.11	.994	IX
Clearing of old debt	3.25	1.067	VII
Procurement of gold/silver ornaments	2.65	1.048	X
Food consumption status	3.74	.155	I
Health care expense	3.48	.759	V
Respect from family members	3.68	.709	II
Educational status of children	3.53	.858	IV
Participation in general village developmental activities	3.37	.800	VI

Source: Primary data

The mean Score and standard deviation is used to describe the impact of MGNREGS workers. The average impact of MGNREGS performance of indicators like facilities at personal savings (3.22), employment opportunities (3.54), cash in hand (3.11), clearing of debt (3.25), procurement of gold/ silver ornaments (2.65), food consumption status (3.74), health care expenses (3.48), respect from family members (3.68), educational status of children (3.53) and participation in general village development activities (3.37) are average. The highest impact is on food consumption status of women workers (3.74).

FAMILY SIZE AND IMPACT ON PERSONAL SAVINGS

The researcher has made an attempt to study the relationship between family size and their impact of personal savings on MGNREGS.

Table 3: Impact on Personal Savings

Family Structure	Size of Family	Nil	Very Low	Low	High	Very High	Total
	Nuclear	5	5	41	37	1	89
	Joint family	2	0	7	2	0	11
	Total	7	5	48	39	1	100

The size of the family and the personal savings on MGNREGS, the following hypothesis was formulated.

H_o: the family size and impact on personal savings are independent

Table 4: Chi-Square Tests

	Value	df	Asymp. Sig. (2-Sided)
Pearson Chi-Square	4.952a	4	.292
Likelihood Ratio	5.270	4	.261
Linear-by-Linear Association	2.776	1	.096
N of Valid Cases	100		
a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is.11.			

It is inferred from table that the chi-square value is 4.952 for 4 df and asymptotic significant is.292, which is greater than 0.05 (p>0.05). There is no significant relationship between size of the family and impact on personal savings. Therefore null hypothesis is accepted.

CATEGORY AND EDUCATIONAL LEVEL OF CHILDREN

H_o: There is no significant difference between category and educational level of children

Table 5: ANOVA

Category of the Respondent					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	31.664	4	7.916	3.960	.005
Within Groups	189.896	95	1.999		
Total	221.560	99			

The results of ANOVA are given in the table .The significant variance. i.e., given under the head Sig. is. 005. F test value 3.960 and df 4. Since, the significance value.005 is less than 0.05 (p-value), there is significant difference between category and educational level of children. Therefore researcher concludes that the category and educational level of children differ from each other.

Impact on cash in hand and food consumption status of MGNREGS workers after joining MGNREGS programme are average. It is explained as below.

Table 6

Attributes	Mean	Std. Deviation
impact on cash in hand	3.11	.994
food consumption status	3.74	.155

The table gives the impact on cash in hand and food consumption statues of MGNREGS workers after joining MGNREGS programme are average. Impact on food consumption status and cash in hand are above average level because its mean score is 3.74, 3.11 respectively.

WILCOXON SIGNED RANKS TEST

Table 7: Ranks

		N	Mean Rank	Sum of Ranks
food consumption status-impact on cash in hand	Negative Ranks	12[a]	17.00	204.00
	Positive Ranks	33[b]	25.18	831.00
	Ties	55[c]		
	Total	100		
a. food consumption status < impact on cash in hand				
b. food consumption status > impact on cash in hand				
c. food consumption status = impact on cash in hand				

Table 8: Test Statistics[b]

	Food Consumption Status-impact on Cash in Hand
Z	-3.724[a]
Asymp. Sig. (2-tailed)	.000
a. Based on negative ranks.	
b. Wilcoxon Signed Ranks Test	

The above table cleared the impact of the two constraints. Since the Asymp. Sig/ (2-tailed) p-value are.000 which is < 0.05, the null hypothesis, Cash in hand and food consumption pattern is not providing same impact. Food consumption and cash in hand is not same impact in MGNREGS workers after joining the programme.

SUMMARY AND CONCLUSION

The study revealed that the Mahatma Gandhi National Rural Employment Guarantee Scheme has been successfully implemented in the sample panchayat at the local level with proper guidance from the government machinery of the Kodungallur Taluk in Thrissur

district. The study revealed that there is a positive impact among rural households and enhanced and developed self confidence and social contact among households due to this scheme. The beneficiaries have faced some problems while reaping its benefits of the scheme. Such problems can be solved through the initiatives at the levels of the implementing agencies and the government.

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M-Commerce: An Empirical Study among Youth

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ABSTRACT

E-Commerce is a type of business model, or segment of a larger business model, that enables a firm or individual to conduct business over an electronic network, typically the internet. With the spread of the internet, the amount or trade that is conducted electronically has seen extraordinary growth; and has led to innovations and development in areas such as electronic funds transfer, electronic data interchange and internet marketing. Internet marketing and online shopping are complimentary. Internet or online marketing is the most effective way to brand the product line or services and to increase the visibility on line. It follows that a properly marketed and visible online business will experience a growth of shoppers and a higher conversion rate. The study aims in analysing the Internet shopping attitude of college going students in Thrissur district. Statistical test Chi Square is used in the study with the help of Microsoft Excel.

Keywords: M-Commerce, Online Marketing, E-Payments, E-Commerce

INTRODUCTION

M-commerce (mobile commerce) is the buying and selling of goods and services through wireless handheld devices such as cellular telephone and personal digital assistants where as E-commerce (electronic commerce or EC) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the Internet. These business transactions occur business-to-business, business-to-consumer, consumer-to-consumer or consumer-to-business. The terms e-commerce and e-business are often used interchangeably. The term e-tail is also sometimes used in reference to transactional processes around online retail. In this study four key factors influencing the attitude among youth towards Internet shopping are identified. The study also investigates how analyse how E-Commerce usage of youth is affected by usage of Mobile phones. With the wide spread of internet online shopping is increasing at an amazing speed.

STATEMENT OF PROBLEM

Large percentage of population is now subscribed to broadband services. Also youth have now been behind the recent introduction of 4G across the country. Spontaneous growth of Smartphone users among youth is also visible. Competitive prices compared to brick and mortar retail driven by disintermediation and reduced inventory and real estate costs. All these act as the key drivers in Indian e-commerce. So here arises a question towards the pattern of E-Commerce usage among youth.

OBJECTIVES

1. To examine the demographic variables of College going students
2. To analyse how M-Commerce is affected by the demographic variables.

LITERATURE REVIEW

Investopedia (2015) defines M-Commerce as the use of wireless handheld devices such as cellular phones and laptops to conduct commercial transactions online. Mobile commerce transactions continues to grow, and the term includes the purchase and sale of a wide range of goods and services, online banking, bill payment, information delivery and so on.

According to the PwC report Future of India - The Winning Leap, emergence of new technologies, especially mobile, in India has sparked a social change that's difficult to quantify. While mobile, internet, and social media penetration and growth can be quantified, describing the changes in social values and lifestyles that have accompanied those trends is far more challenging.

Mary Meeker's 2015 report on Internet Trends has thrown up some interesting facts around the growth of mobile Internet in India.41 percent of the e-commerce market is driven by mobile traffic, which is the highest compared to any of the country. India is ahead of China, UK, France, Brazil, even USA, when it comes to e-commerce and mobiles. No wonder these companies are thinking of going mobile only in the near future.

Economic Times Tech (2015) says that in the Mobile E-commerce scenerio India seems to be the leader in the switch to mobile for e-commerce companies, with mobile platform accounting for 41% total e-commerce sales in 2014. The report notes that Indian e-commerce leaders are also more mobile-centric as compared to global leaders. Mobile accounts for around 75% of Snapdeal's orders and around 70% of Flipkart's orders. This has probably incentivised e-tailers like Myntra to chuck the desktop site and adopt an app-only model. India is at an inflection point in terms of Internet penetration growth, according to KPCB partner Mary Meeker's 2015 Internet trends report.

Mobile commerce daily (2015) reports that Mobile banking to exceed one billion users by end of year, Also banking from a smartphone has now become accepted on a global scale, with one in five adults worldwide leveraging mobile finance services, according to a new report from Juniper Research.

RESEARCH METHODOLOGY

SOURCES OF DATA

Primary Data: Primary data was collected from 103 M-Commerce users from 260 college students in Thrissur district. The data was collected through questionnaire and interviews.

Secondary Data: Secondary data were collected from various books, journals, magazine and websites.

Data Analysis: Descriptive analysis is used for measuring demographic variables. Chi-square test is analyse how M-Commerce usage of youth is affected by demographic variables.

RESEARCH FINDINGS AND DISCUSSIONS

Table 1

Demographic Profile	No. of Respondents	Percentage
Gender		
Male	44	43%
Female	59	57%
Age		
18–20	73	71%
20–22	19	18%
22–24	11	11%

The Table shows that 43 % are male and 57% are female. 71% of the people belong to age group between 18 and 20. 18% of respondents belong to age group between 20 and 22. Only 11 % of the sample belongs to the age group 22–24.

Table 2: Time Spend Online Per Day on Mobile Phones

Time	No. of Male Respondents	Percentage
Less than 1 hour	8	18%
1–2 hours	14	32%
2–4 hours	22	50%
		100%

The study shows that 18% of males spend Less than 1 hours online per day, 32 % of males spend 1–2 hours online per day and 50% of males spend 2–4 hours per day on mobile phones.

Table 3

Time	No. of Female Respondents	Percentage
Less than 1 hour	34	58%
1–2 hours	18	31%
2–4 hours	7	12%
		100%

The study shows that 58% of females spend Less than 1 hours online per day, 31% of females spend 1–2 hours online per day and 12% of females spend 2–4 hours per day on mobile phones.

Table 4: Goods/ Services Frequently Purchased through Mobile Phone

Products	No. of Male Customers	Percentage	No. of Female Customers	Percentage
Garments	3	7%	9	15%
Jewellery	2	5%	3	5%
Books	8	18%	13	22%
Cosmetics	1	2%	11	19%
Travel	14	32%	9	15%
Electronics	16	36%	14	24%
	44	100%	59	100%

This study shows that majority of sample size irrespective of being male or female prefers to buy electronic gadgets. But the second choice of male students was travel and that of female students was books. For better reference a comparison chart has been depicted using pie diagram.
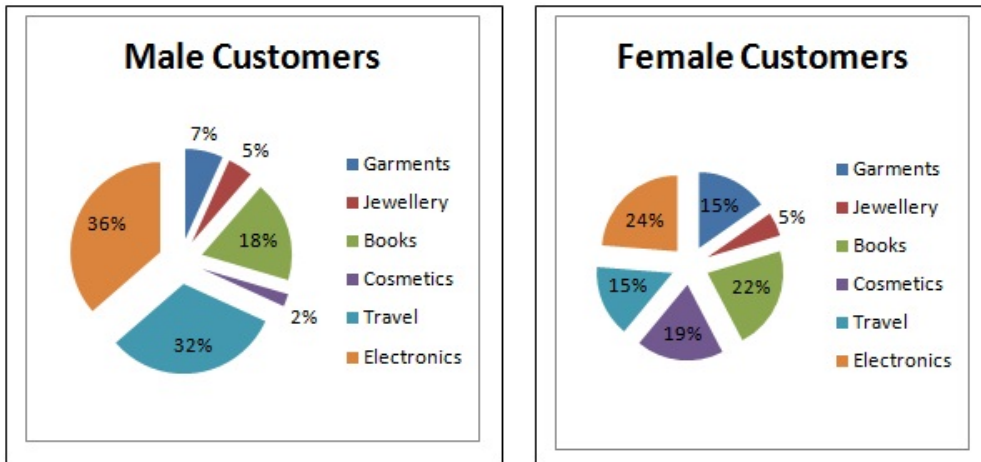
Fig. 1

**Table 5: Analysis of Association between Sex and Usage of
M-Commerce among College Students using Chi-square Test**

		M-Commerce Users	Non Users	
	Male	44	33	77
Observed Value	Female	59	124	183
		103	157	260
		30.50	46.50	
Expected Value		72.50	110.50	
O-E		13.50	-13.50	
		-13.50	13.50	
(O-E)2		182.15	182.15	
		182.15	182.15	
		5.97	3.92	
(O-E)2/E		2.51	1.65	
Chi Square				
∑(O-E)2/E		14.05		

Chi-square test is used to measure association between sex and usage of M-Commerce among college students

HYPOTHESIS

H_0: There is no association between gender and usage of M-Commerce among college students.

The calculated value 14.05 is more than table value 12.592. Therefore we reject the null hypothesis and thus we can conclude that there is association between gender and usage of M-Commerce among college students.

CONCLUSION

Mobile banking is a technological innovation that is changing the way business is conducted. In a nutshell we can conclude that male customers are more receptive to M-commerce. Further inference drawn throws light on the fact that purchasing pattern among youth shows a positive trend towards electronic equipments. Also it has been a eye opener that still female customers in the sample considered had not shown a hospitable attitude towards jewellery. Also from the feedbacks during interviews it has been inferred that mobile commerce needs some development in specific area like secure transaction, better shopping experience and enhanced graphics. Other than this mobile commerce opens new era of shopping.

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Customer Awareness and Satisfaction Towards Bancassurance

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ABSTRACT

Bancassurance means selling insurance product through banks. Banks and insurance company come up in a partnership wherein the bank sells the tied insurance company's insurance products to its clients. Bancassurance arrangement benefits both the firms. On the one hand, the bank earns fee amount (non interest income) from the insurance company apart from the interest income whereas on the other hand, the insurance firm increases its market reach and customers. The bank acts as an intermediary, helping insurance firm reach its target customer in order to increase its market share. This paper analyse the awareness of bancassurance, factors affecting purchase decision and satisfaction.

Keywords: Bancassurance, Purchase Decision, Satisfaction

INTRODUCTION

The bank insurance model (BIM), also sometimes known as bancassurance, is the partnership or relationship between a bank and an insurance company whereby the insurance company uses the bank sales channel in order to sell insurance products, an arrangement in which a bank and an insurance company form a partnership so that the insurance company can sell its products to the bank's client base. Bank staff and tellers, rather than an insurance salesperson, become the point of sale and point of contact for the customer. Bank staff are advised and supported by the insurance company through product information, marketing campaigns and sales training.

The bank and the insurance company share the commission. Insurance policies are processed and administered by the insurance company.

This partnership arrangement can be profitable for both companies. Banks can earn additional revenue by selling the insurance products, while insurance companies are able to expand their customer base without having to expand their sales forces or pay commissions to insurance agents or brokers. The management of the new Indian operations is conscious of the need to grow quickly to reduce painful start-up expense overruns. Banks with their huge networks and large customer bases give insurers an opportunity to do this efficiently. Regulations requiring certain proportions of sales to the rural and social sectors give an added impetus to the drive for bancassurance. Selling through traditional methods to these sectors can be inefficient and expensive. Tying up with a bank with an appropriate Customer base can give an insurer relatively cheap access to such sectors.

OBJECTIVES

1. To study the awareness level of customers regarding banks selling insurance products.

2. To study the factors affecting buying behaviour of customers in purchasing the insurance policies through the banks

3. To compare the satisfaction level of customers purchasing insurance policies through banks

RESEARCH METHODOLOGY

This study is based on primary and secondary data. primary data collected from hundred people in Thrissur district. All sample respondents have bank account and insurance policy and secondary data collected from various magazines, journals etc.

DATA ANALYSIS

Table 1: Gender wise Classification of Respondents

	Number	Percent
Male	78	78
Female	22	22

Source: primary data

Interpretation: Out of hundred respondents seventy eight are males and twenty two are females.

Table 2: Level of Awareness about their Company Selling Insurance through Banks

	Male	Percent	Female	Percent
Yes	76	76	19	19
No	2	2	3	3

Source: primary data

Interpretation: This table reveals that most of the respondents are aware about bancassurance.

Table 3: Source of Knowledge

	Percent	Number
Medias	33.68	32
Bank officials	29.47	28
Company official	31.57	30
Friends and relatives	3.15	3
Agents	2.1	2

Source: primary data

Interpretation: This table shows that most of the respondents got knowledge about bancassurance through medias followed by bank officials, company officials, friends and relatives.

Table 4: Distribution of Respondents having Policy through Bank

	Number	Percent
Yes	40	40
No	60	60
	100	100

Source: primary data

Interpretation: Analysis of this table reveals that only 40% of respondents having insurance policy through bank.

Table 5: Reasons for Not Selecting Bank (Rank Them)

	Rank 1	2	3	4	5	Total
Lack of knowledge	38	1o	2	4	6	60
Long processing time	10	31	9	8	2	60
Trust with agent	3	12	20	22	3	60
Difficulty in claim settlement	2	1`	19	14	24	60
More documentation facilities in bank	7	6	10	12	25	60
Total	60	60	60	60	60	

Source: primary da

Table 6: Weighted Average Rank

	1&5	2*4	3&3	4*2	5*1	Total	rank
Lack of knowledge	190	40	6	8	6	250	1
Long processing time	50	124	27	16	2	219	2
Trust with agent	15	48	60	44	3	170	3
Difficulty in claim settlement	10	4	57	28	24	123	5
More documentation facilities in bank	35	24	30	24	25	138	4

Source: primary data

Interpretation: This table shows that lack of knowledge and long processing time are the important factors affecting the purchase decision of insurance policy through bank.

Table 7: Most Prominent Factors Affecting Purchase Decision

Factors	Number
Convenience	7
Brand image	6
Trust	10
Return on investment	7
Safety	10
	40

Source: primary data

Interpretation: Most prominent factors affecting purchase decision are safety and trust.

OVERALL SATISFACTION

Table 8

	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Number	5	32	3	0	0

Source: primary data

Interpretation: Analysis of this table reveals that no one is dissatisfied with bancassurance.

FINDINGS OF THE STUDY

1. Almost all the respondents are aware about bancassurance.

2. Study reveals that important sources of knowledge are media, bank officials and company officials.

3. Only 40 percent of respondents have insurance through banks.

4. The main reason for not selecting bank is lack of knowledge.

5. Brand image, trust and safety are the main factors affecting purchase decision.

6. No one is dissatisfied with bancassurance

CONCLUSION

Banc assurance is helpful to all he concerned viz. Banking Sector Insurance sector and the customers. It provides an opportunity to banks for product diversification and a source of additional income. Banks have trust in the minds of the consumer. so insurance companies use this opportunity to sell their products. Bancassurance is also beneficial to the bank, because the customers feel that their bank provide integrated financial services at branches. This builds the customer loyalty and retention.

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Measuring Concern for Environment among Customers of Fast Moving Consumer Goods in Thrissur District

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ABSTRACT

Fast Moving Consumer Goods sector is facing intense competition. This research paper is an attempt to understand the environmental awareness and concern among consumers in Thrissur District while purchasing FMCG. The study used primary data and it is collected from the consumers of Thrissur district by using a well structured questionnaire. Descriptive statistical techniques like, mean, SD, Weighted average Method used for analysis. Analysis was done through SPSS. The Independent sample t test at 5% level of significance was employed for testing of hypothesis. And the paper concludes that eco friendliness is the most important factor of purchase decision of FMCG products.

Keywords: Fast Moving Consumer Goods (FMCG)

INTRODUCTION

The increasing awareness of global warming, climate change issues have suddenly drawn the attention of public towards environment related matters. It has led to creation of a new segment of consumers called green consumers. We call this segment of customers as the eco-friendly consumers. A green consumer is one who is concerned about environment related issues and obligations, and is supportive of environmental causes and, therefore, only purchases products that are environmentally-friendly or eco-friendly. Products with little or no packaging, products made from natural ingredients and products that are made without causing pollution are all examples of eco-friendly products. natural ingredients and products that are made without causing pollution are all examples of eco-friendly products.

The concept of sustainable economic development as applied to Third World is directly concerned with increasing the material standard of living of the poor at the grassroots level, which can be quantified in terms of increased food, real income, educational services, healthcare, sanitation and water supply, emergency stock of foods and cash. In general terms, the primary objective is reducing the absolute poverty of the world's poor through providing lasting and secure livelihoods that minimizes resource reduction, ecological degradation, cultural disturbance and social instability.

WHAT ARE FAST MOVING CONSUMER GOODS?

FMCG goods are popularly known as consumer packaged goods. Items in this category include all consumables (other than groceries/ pulses) people buy at regular intervals. The most common in the list are toilet soaps, detergents, shampoos, toothpaste, shaving

products, shoe polish, packaged foodstuff, and household accessories and extends to certain electronic goods. These items are meant for daily of frequent consumption and have a high return.

Fast moving consumer goods (FMCG) is the fourth largest sector in the Indian economy. The overall FMCG market is expected to increase at a compound annual growth rate (CAGR) of 14.7 per cent to touch US$ 110.4 billion during 2012–2020, with the rural FMCG market anticipated to increase at a CAGR of 17.7 per cent to reach US$ 100 billion during 2012–2025. Food products is the leading segment, accounting for 43 per cent of the overall market. Personal care (22 per cent) and fabric care (12 per cent) come next in terms of market share. Growing awareness, easier access, and changing lifestyles have been the key growth drivers for the sector. The Government of India's policies and regulatory frameworks such as relaxation of license rules and approval of 51 per cent foreign direct investment (FDI) in multi-brand and 100 per cent in single-brand retail are some of the major growth drivers in this sector.. Also, with rising per capita income, which is projected to expand at a CAGR of 7.4 per cent over the period 2013–19, the FMCG sector is anticipated to witness some major growth.

Eco-Consciousness among Indian consumers is gaining momentum & they are increasingly incorporating environmentally-friendly products into their lives. Although the market for green and environmentally-friendly products is still nascent in India, this is expected to change. Products which have a quick turnover, and relatively low cost are known as Fast Moving Consumer Goods (FMCG). FMCG sector is a considerably large sector Indian in the economy, with a total market size of Rs. 167,100 crores. The Indian FMCG industry represents nearly 2.5% of the country's GDP. In the last decade the FMCG sector has grown at an average of 11% a year; in the last five years, annual growth accelerated to 17%. Examples of FMCG generally include a wide range of frequently purchased consumer products such as toiletries, soap, cosmetics, oral care products, fabric wash and household cleaning products.

OBJECTIVES OF THE STUDY

1. To determine the factors regarding purchase decision of Fast Moving Consumer Goods.

2. To study the environmental awareness of respondents.

3. To study the environment concern of consumers in purchasing decision of Fast Moving Consumer Goods.

4. To determine which factor is most important while purchasing FMCG products.

HYPOTHESIS

1. There is no significant difference between male and female with regard to awareness and knowledge of environment.

2. There is no significant difference between male and female with regard to environmental concern

NEED OF THE STUDY

Many studies reveal that consumer concern about the environment has steadily increased all over the world in the past two decades. Although everyone is affected by deteriorating environment, but it is generally believed that green consumerism is a thought that is limited to developed world comprising of North America, Western Europe, Japan, and Australia. There exists a significant difference between developing and developed countries in terms of economic well being and green awareness. In developing countries, like India, because of widespread poverty and illiteracy, there is a general opinion that only after the basic necessities are fulfilled, that the people will pay attention to environment protection.

METHODOLOGY

Present paper is an attempt to find out the environmental awareness and concern among consumers in Thrissur District while purchasing FMCG. The study used primary data and it is collected from the consumers of Thrissur district by using a well structured questionnaire. Sample size for the present study was 33 and non probability convenience sampling was used for sample selection. Descriptive statistical techniques like, mean, SD were used. Weighted average was used to find out the most important factor while purchasing the product. Analysis was done through SPSS. The Independent sample *t* test at 5% level of significance was employed for testing of hypothesis.

LIST OF MAJOR FMCG COMPANIES IN INDIA SEGMENT WISES

Hindustan Unilever Limited: Hindustan Unilever Limited (abbreviated to HUL), formerly Hindustan Lever Limited, is India's largest consumer products company and was formed in 1933 as Lever Brothers India Limited.

ITC Ltd: ITC is one of India's foremost private sector companies with a market capitalisation of nearly US $ 15 billion and a turnover of over US $ 4.75 billion.

Nestle India: Nestl India is a subsidiary of Nestl S.A. of Switzerland.

Britannia Industries Ltd: Biscuits, bread, cakes, dairy products.

Emami Limited: Personal care, beauty care, health care.

Colgate-Palmolive (India) Limited: Oral care, personal care, skin care products.

Dabur India Limited: Consumer care products, ayurvedic specialities.

Radico Khaitan Limited: Radico Khaitans product range comprises whiskey, rum, vodka, gin, and brandy.

Nirma Limited: Nirma is one of the few names-which is instantly recognized as a true Indian brand.

Procter & Gamble Hygiene and Health Care Limited : Health care, feminine hygiene products.

DATA ANALYSIS AND DISCUSSION OF FINDINGS

Table 1: Demographic Profile of Respondents

S. No	General Information	Number	Percentiles
1		Gender	
	Male	21	63.6%
	Female	12	36.4%
2		Age	
	20–30	6	18.2%
	30–40	11	33.3%
	50–60	8	24.2%
	60 above	8	24.2%
3		Monthly Income	
	Under 20000	6	18.2%
	20000–30000	6	18.2%
	30000–40000	11	33.3%
	Above 40000	10	30.3%
4		Qualification	
	Higher Secondary	10	30.3%
	Graduate	12	36.4%
	PG	11	33.3%

Primary data was collected from 33 respondents, out of which 63% are male and 36% are female. On the basis of age group majority (33%) belongs to 31–40.

Table 2: Awareness of Eco-Friendly FMCG Products

Awareness	Number of Respondents	Percent
Yes	29	87.9%
No	4	12.1%

Out of 33 respondents, 88% of respondents aware of eco friendly products and 12% are unaware.

Table 3: Factors Influencing Purchase of FMCG Products (Ranking Method)

	Factors	Rank1	R.2	R.3	R.4	R.5	R.6	R.7
1	Eco friendliness	15	12	2	3	1	-	-
2	Product availability	8	7	8	5	5	-	-
3	Product Attributes	-	2	-	10	4	8	9
4	Cost	5	10	16	-	2	-	-
5	Promotion	1	1	-	1	8	11	2
6	Brand	4	2	4	3	6	12	4
7	Recommendation from friends	-	-	3	2	7	3	18

Table 4: Weighted Average Method

Factors	Total	1*7	2*6	3*5	4*4	5*3	6*2	7*1
Eco friendliness	204	105	72	10	12	5	-	-
Product availability	173	56	42	40	20	15	-	-
Product attributes	89	-	12	-	40	12	16	9
Cost	181	35	60	80	-	6	-	-
Promotion	65	7	6	-	4	24	22	2
Brand	118	28	12	20	12	18	24	4
Recommendation from friends	78	-	-	15	8	21	6	18

By referring to the table no: 4 and 5, the rank assigned by each respondents was converted in to scores. Then for each factor, the scores of various respondents were added to arrive at the total score. The factor at the highest score was given the first rank. As per weighted average method, eco friendliness is the most important factor of purchase decision of FMCG products.

Table 5: Descriptive Statistics of Awareness and Concern about Environment

	Mean	SD
Condition of environment effects quality of life	4.212	.649
I read environmental magazines	3.030	.809
I seek environmental information about the products I buy	2.848	.755
I do my best to keep up to date on environmental issues	2.757	.560
I keep myself as an environmentalist	2.515	.567
I will not buy FMCG that have tested on animals	3.454	.506
I tend to be more loyal to products from eco friendly companies	3.151	.364
I think my participation in environment related issues will motivates my friends to involve in environmental activities	3.515	.795

Table 6: Testing of Hypothesis

T test of Independence Regarding Awareness and Knowledge of Environment				
Gender	Mean	SD	t value	P value
Male	12.1905	1.9395	2.740	.010**
Female	14.000	1.5954		
T test of independence regarding environmental concern				
Male	12.2827	1.7071	1.633	.113
Female	13.2500	1.4847		

** denotes 1% significance level

HO$_1$ Rejected: Since p value is between 0.000 to 0.010, the null hypothesis is rejected at 1%level of significance. Since concluded that there is significant difference observed between male and female with respect to awareness and knowledge of environment. Based on mean score, male respondents are better or higher than female with regard to awareness and knowledge of environment.

HO$_2$ not Rejected: Since p value is greater than 0.05, the null hypothesis is not rejected at 5% level of significance. Since concluded that there is no significant difference between male and female with regard to environmental concern. Base on mean score, female respondents are more better or higher than male with regard to environmental concern.

CONCLUSION

Customer's concern for environmental has became one of the most important issues in every aspect of people's lifestyles. Market for environmentally-friendly goods and services are becoming increasingly common. As we know, green lifestyles or green behaviors are specific lifestyle choices that reduce personal environmental impact and help ensure consumption of resources is sustainable at a society level. A fully green way of life involves principled choices over a broad range of behaviors. Indian literate and urban consumer is waking up to the merits of Green products. But it is still a new concept for the majority. The new green movements need to reach the masses and that will take a lot of time and effort. consumers is already aware and are inclined to accept the natural/ green products.

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