

AN EMPIRICAL STUDY ON SALES PROMOTION STRATEGIES IN A GARMENT COMPANY

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INTRODUCTION

Indian sub continent is the second largest manufacturer of garments after China being the global leader in garment production. India is known for its high quality garments for men and most of the garment manufacturers are in the Small and Medium scale industry. Indian men's clothing industry has been growing steadily over the past few years, this has been possible owing to the Indian male becoming more fashion conscious, and hence there is more consumption which has increased global demand of men's garments by the rest of the world.

Government has even made effort to include benefits for Garment Industry. The annual plan for 2007-08 formulated by Indian government to promote the textile sector, includes schemes for attracting foreign direct investments, brand promotion through public-private partnership (PPP) for global acceptance of Indian brands, trade centers for facilitating business and image building, fashion hubs as a stable marketplace for Indian fashion, common compliance code for creating apparel standards for the benefit of buyers, and training centers for developing human resources. Indian garment industry`s has a decentralized production structure - subcontracting, which is low risk and low capital-has served the industry well but has excluded Indian products from the mass market for clothing, which demands consistent quality for large volumes of a single item.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVES

- To find out the Sales promotion and consumer preference of Green Garments.

SECONDARY OBJECTIVES

- To find out the efforts made by the Green Garments to enhance the sales promotion.
- To analyses the level of consumer preference towards Green Garments T-shirts.

- To find out the price range of T-Shirts.
- To find out the customer preferences and effectiveness of sales promotion activities.

RESEARCH METHODOLOGY

The information in research is called data. The data has been collected through the following sources.

- 1) Primary data
- 2) Secondary data

Relating to study the primary data was collected from different respondent using a structured questionnaire and by personal contact. Secondary data was collected from websites, books and company's records.

DATA ANALYSES AND INTERPRETATION

TABLE 1 TABLE REPRESENTING THE PROMOTIONAL ACTIVITY

S.NO	PROMOTIONAL ACTIVITY	NO OF RESPONDENTS	PERCENTAGE
1	Yes	92	92
2	No	4	4
	Total	100	100

The above table reveals that out of 100 respondents, 92% of the respondents prefer the promotional activity. 8% of the respondents are not prefer the promotional activity.

FIGURES 1 SHOWING THE RESPONDENTS OF PROMOTIONAL ACTIVITY

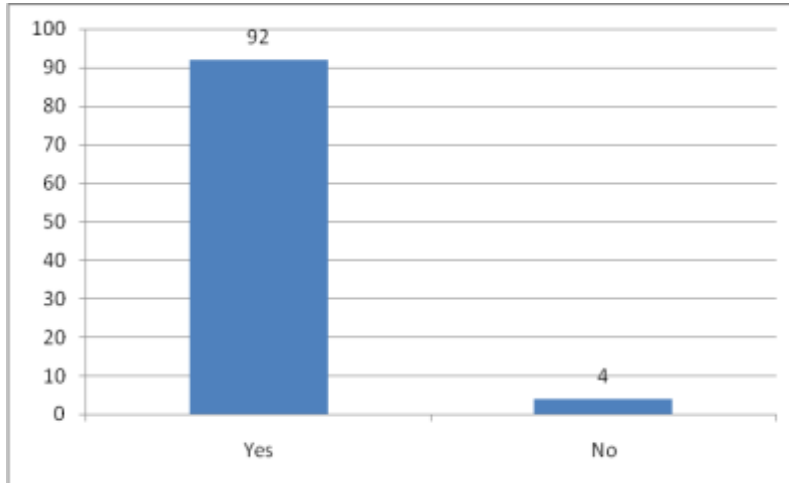


TABLE 2 TABLE SHOWING BETTER MEDIA FOR SALES PROMOTION

S.NO	MEDIA TYPES	NO.OF RESPONDONS	PERCENTAGE
1	TV	35	35%
2	RADIO	10	10%
3	NEWS PAPER	35	35%
4	OUTDOOR ADVERTISEMENT	20	20%
TOTAL		100	100%

It is clear from the above table that, 35 respondents came to know about the product through Television and 10 respondents came to know about the product through Radio and 35 respondents through

News paper and 20 respondents came to know about the product through Outdoor advertisement.

FIGURES 2 SHOWING BETTER MEDIA FOR SALES PROMOTION

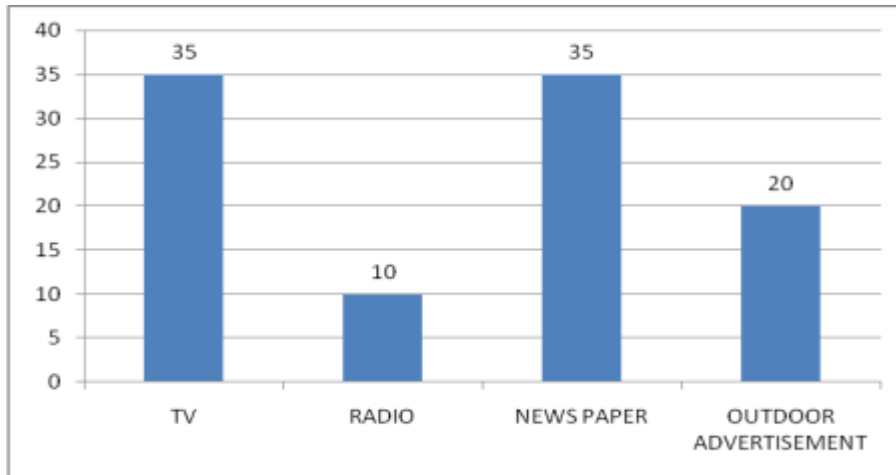


TABLE 3 TABLE SHOWING THE PRODUCT QUALITY OF GREEN GARMENT

S. NO	PRODUCT QUALITY	NO. OF RESPONDENTS	PERCENTAGE
1	Good	17	17%
2	Very good	73	73%
3	Moderate	8	8%
4	Poor	1	1%
5	Very poor	1	1%
Total		100	100%

The above table reveals that out of 100 respondents, 17 are good, 73 are very good, 8 are moderate, 1 are poor and 1 very poor.

FIGURES 3 SHOWING THE PRODUCT QUALITY OF GREEN GARMENT

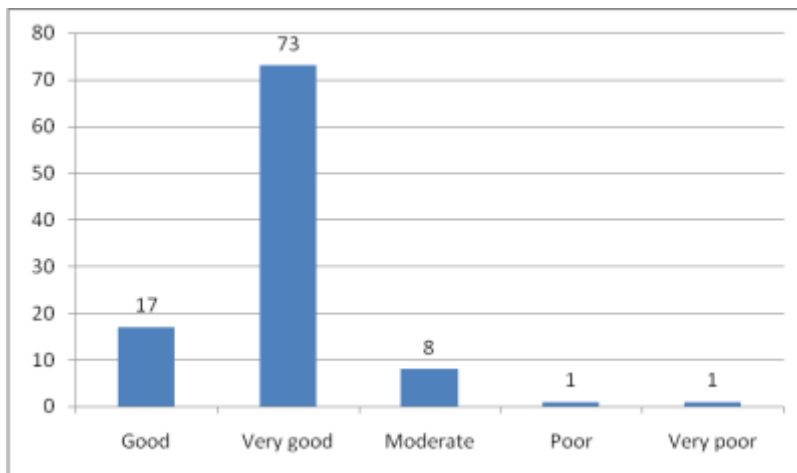


TABLE 4 PRODUCT PREFERRED BY THE RESPONDENTS

S.NO	PRODUCTS	NO.OF RESPONDENTS	PERCENTAGE
1	T-SHIRTS	40	40%
2	TROUSERS	20	20%
3	INNERWEARS	30	30%
4	KIDSWEAR	10	10%
TOTAL		100	100%

From the above table reveals that out of 100 respondents, 40% respondents are preferred T-SHIRTS, 20% respondents are TROUSERS, 30% respondents are INNERWEARS, and 10% respondents are KIDSWEAR.

FIGURES 4 SHOWING THE PRODUCT PREFERRED BY THE RESPONDENTS

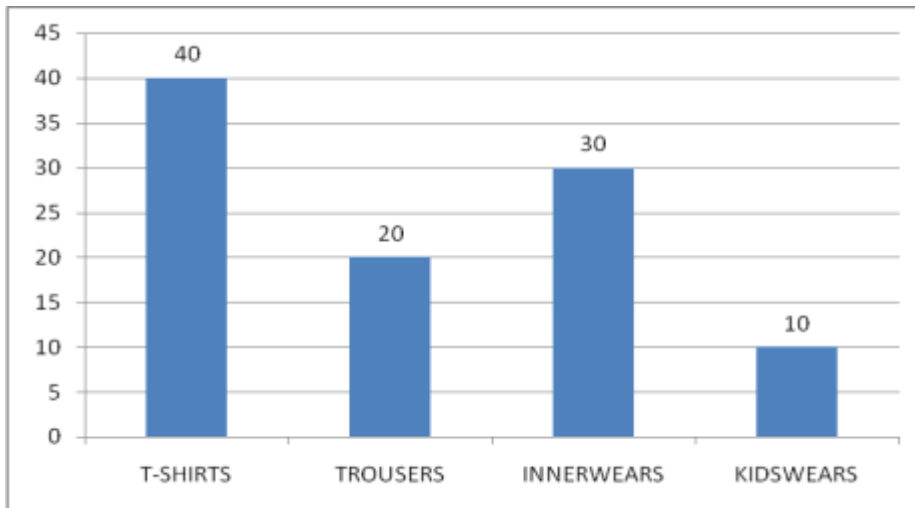


TABLE 5 TABLE SHOWING TYPES OF MATERIAL PERFER IN T-SHIRT

S.NO	CLOTH TYPES	No. of Respondents	PERCENTAGE
1	Cotton	33	33%
2	Poly Cotton	27	27%
3	Polyester	28	28%
4	Any other	12	12%
TOTAL		100	100%

The above table reveals that out of 100 respondents, 33 are COTTON, 27 are POLY COTTON, 28 are POLYESTER, and 12 are Any other.

FIGURES 5 SHOWING TYPES OF MATERIAL PERFER IN T-SHIRT

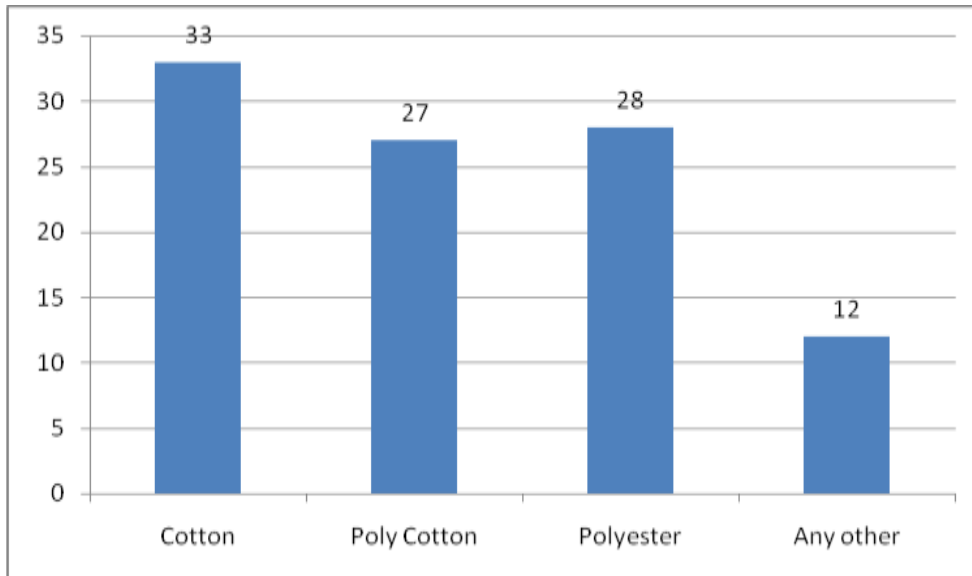


TABLE 6 TABLE SHOWING T-SHIRT SIZE PREFERRED BY THE RESPONDENTS

S.NO	PRODUCTS	NO.OF RESPONDENTS	PERCENTAGE
1	SHORT	10	10%
2	LONG	20	20%
3	BODY FIT	30	30%
4	NORMAL	40	40%
TOTAL		100	100%

From the above table reveals that out of 100 respondents, 10% respondents are preferred SHORT, 20% respondents are LONG, 30% respondents are BODY FIT, and 40% respondents are NORMAL.

FIGURES 6 SHOWING THE T-SHIRT PREFERRED BY THE RESPONDENTS

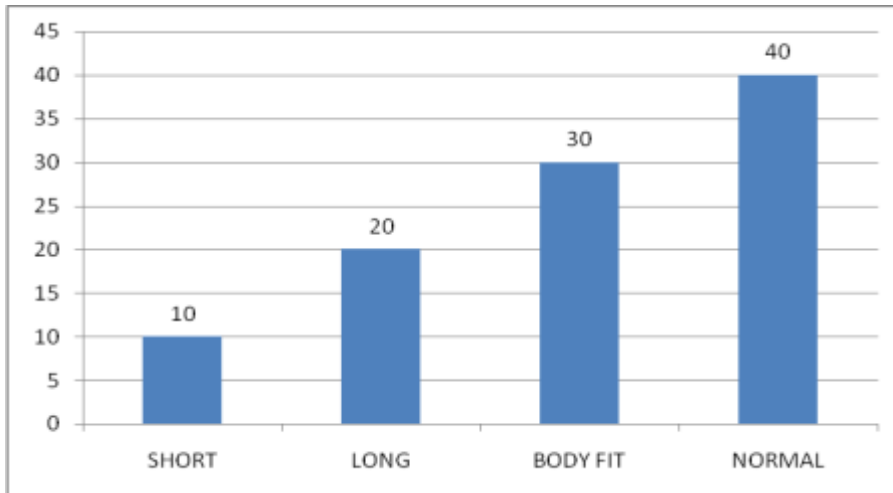


TABLE 7 TABLE SHOWING THE PRICE RANGE OF T-SHIRT BY THE RESPONDENTS

S. NO	PRICE RANGE	NO.OF RESPONDENTS	PERCENTAGE
1	RS 150-250	50	50%
2	RS 250-350	35	35%
3	RS 350ABOVE	15	15%
Total		100	100%

The above table reveals that out of 100 respondents, 50 respondents prefer RS 150-250, 35 respondents prefer RS 250-350, and 15 respondents prefer RS 350 ABOVE.

FIGURES 7 SHOWING THE MONTHLY INCOME OF THE RESPONDENTS

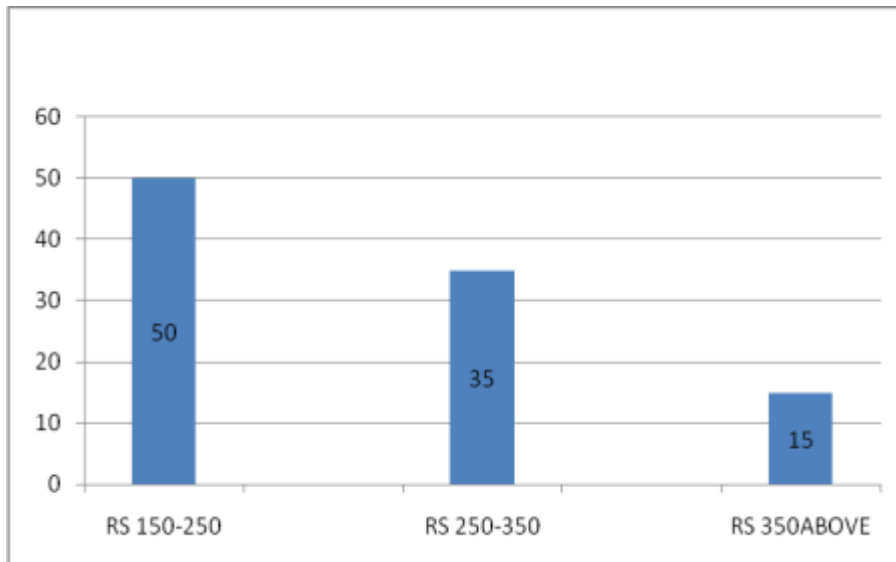


TABLE 8 TABLE SHOWING PRICE OF T-SHIRTS

S.NO	PRICE	No. of Respondents	PERCENTAGE
1	Good	22	22%
2	Very good	64	64%
3	Moderate	12	12%
4	Poor	1	1%
5	Very poor	1	1%
Total		100	100%

The above table reveals that out of 100 respondents, 22 are good, 64 are very good, 12 are moderate, 1 poor and 1 very poor

FIGURES 8 SHOWING PRICE OF T-SHIRTS

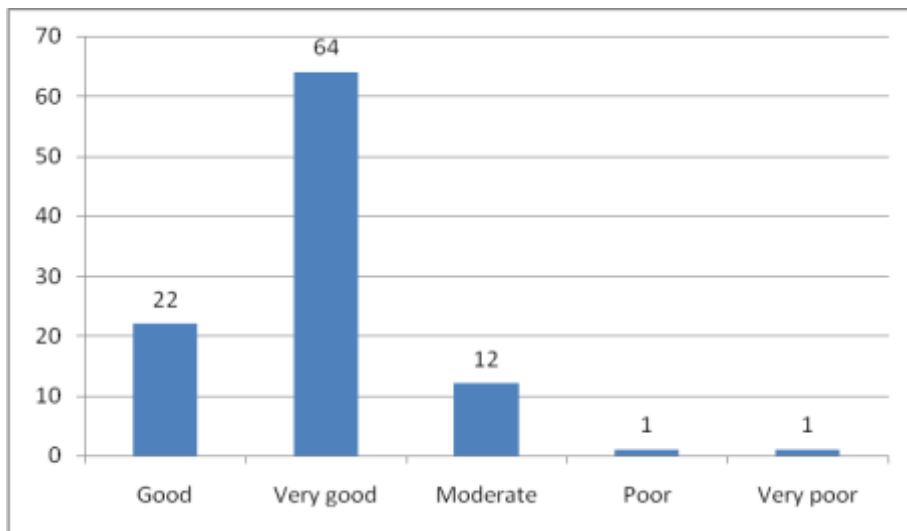


TABLE 9 TABLE SHOWING PRICE OF TROUSERS

S.NO	PRICE	No. of Respondents	PERCENTAGE
1	Good	53	53%
2	Very good	27	27%
3	Moderate	18	18%
4	Poor	1	1%
5	Very poor	1	1%
Total		100	100%

The above table reveals that out of 100 respondents, 53 are good, 27 are very good, 18 are moderate, 1 poor and 1 very poor.

FIGURES 9 SHOWING PRICE OF TROUSERS

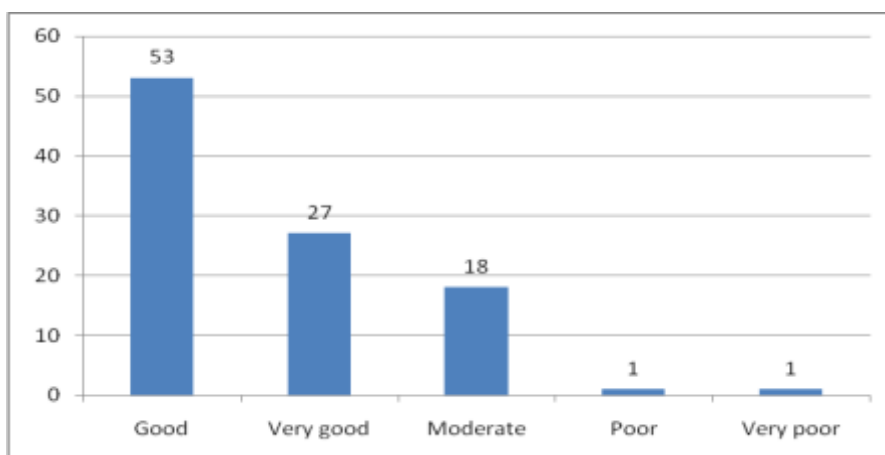


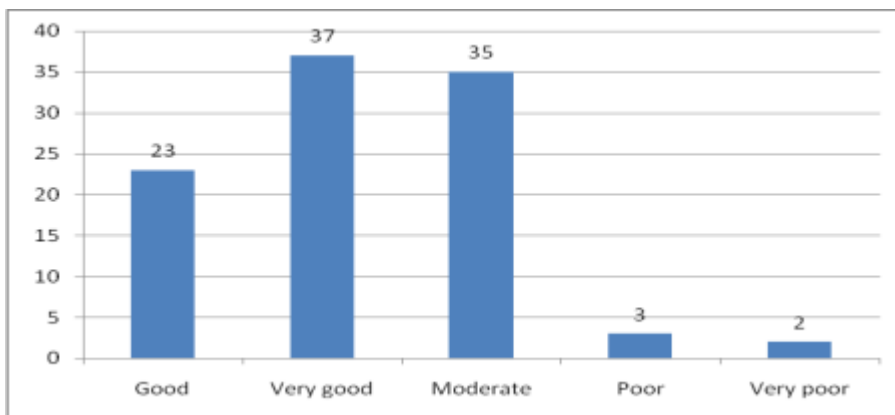
TABLE 10 TABLE SHOWING PRICE OF KIDS WEAR

S.NO	PRICE	No. of Respondents	PERCENTAGE
1	Good	23	23%
2	Very good	37	37%
3	Moderate	35	35%
4	Poor	3	3%
5	Very poor	2	2%
Total		100	100%

The above table reveals that out of 100 respondents, 23 are good, 37 are very good, 35 are moderate, 3 are poor and 2 very poor.

FIGURE 10 SHOWING PRICE OF KIDS WEAR

	Very good	Good	Moderate	Poor	Very poor
Brands					



CHI SQUARE PERCENTAGE ANALYSIS METHOD:

T-Shirt	22	64	12	1	1
Trouser	53	27	18	1	1
Inner wear	23	37	35	3	2
Kids wear	34	46	16	3	1

A customer feels about the price of GREEN GARMENTS products.

FINDINGS

- Most of respondents are monthly income between 20,000-30,000
- Most of the respondents prefer discount of promotional activities.
- Most of the respondents 35% came to know about the product through television and news paper.
- Most of the respondents 73% of respondents are having satisfaction in their Product quality.
- Most of the respondents 40% preferred T-shirts.
- Most of the respondents 33% are having satisfaction in the cotton cloth.
- Most of the respondents 46% are having satisfaction in the price of kids wears.
- Most of the respondents 30% are having satisfaction in the plains of design types.
- Most of the respondents 40% are having satisfaction in the heat transfer of printing method.
- Most of the respondents 40% are having satisfaction in the collar neck.
- Most of the respondents 37% are having satisfaction in the intention to buy the product.
- Most of the respondents 76% are preferred discount.

- Most of the respondents 46% are having satisfaction in prevailing sales promotion activities of GREEN GARMENTS.
- Most of the respondents 50% are saying yes to increase the customers and their needs.

SUGGESTIONS

- To retain a position in the market the quality of the product should not be reduced the price without reducing the quality.
- The company should concentrate on all types of income groups so as to increase their profitability.
- To maintain a standard market and to increase the sales. The company should advertise through television channel, regional newspaper and etc.
- The company has more opportunity and has a wide coverage to increase the sales of their products and also need to maintain good relation with the customers.
- The company wants to increase sales promotion activities and consumer preferences towards their products.
- GREEN GARMENTS wants to improve their T-Shirts sales and maintain the quality level.

CONCLUSION

The project report entitled as “A STUDY ON SALES PROMOTION AND CONSUMER PREFERENCES OF GREEN GARMENTS, TIRUPUR”. The study was made for GREEN GARMENTS products, TIRUPUR. From this report researcher came to know that majority of the customers are satisfied with the service rendered by the company. Brand image of the company was very high when compared to competitors. Prices of the products were also medium. The distribution strategy of the company has to be modified at the earliest. As a whole GREEN GARMENTS products are preferred by most of the People.

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THE IMPACT OF JOB ENRICHMENT ON EMPLOYEES

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INTRODUCTION

Job enrichment is concerned with designing jobs that include a greater variety of work content; require a higher level of knowledge and skill; give worker more autonomy and responsibility in terms of planning, directing, and controlling their own performance; and provide the opportunity for personal growth and a meaningful work experience.

REVIEW OF LITERATURE

Orpen (2007)

1. Employees in the enriched condition perceived their jobs as more enriched
2. Enrichment caused significant increases in employee job satisfaction, job involvement, and internal motivation.

3. Enrichment led to significant decreases in absenteeism and turnover
4. Enrichment had little impact on performance, whether assessed by superiors' ratings or by actual output.

These findings, which are described in terms of the theory of job design, are regarded as suggestive evidence that enrichment can cause substantial improvements in employee attitudes, but that these benefits may not lead to greater productivity. Job enriched require workers to do more types of tasks and work more intensely, and reduces job security.

METHODOLOGY AND FRAMEWORK

NEED OF THE STUDY

- The study improves employee ability and skills and improves employee's performance both in quality and quantity.
- The study used provides guidance and encouragement employees need to fulfill their potential.
- The study used to reduce employee dissatisfaction and turnover.
- The study need for both individuals and organization to grow at rapid pace.

OBJECTIVES OF THE STUDY

Primary objective

- A study on Job Enrichment for employees.

Secondary objectives

1. To understand the techniques that can be used for motivating employees.
2. To find out the design of jobs that includes a greater variety of work content.
3. To study the ways responsible for making the job more interesting.
4. To give suitable suggestion for improving job enrichment

RESEARCH METHODOLOGY

Type of research is Descriptive Research .The Sample Size is 120 Employees.

Sampling Technique is Convenience Sampling. The instrument of data collection is Questionnaire method. Statistical Tool for analysis are Simple Percentage analysis Chi square analysis, Weighted Average, Correlation

method and Ranking Method. The research design of this study is descriptive research.

DATA ANALYSIS AND INTERPRETATION

TABLE:1 CHI – SQUARE TEST - I

RESPONSE ON WORK PRESSURE TOWARDS THEIR EXPERIENCE

H₀: There is no significance evidence of association between the Work Pressure towards their Experiences

H₁: There is significance evidence of association between the Work Pressure towards their Experiences

$$\text{Chi-square test } (\chi^2) = \sum \frac{(O_i - E_i)^2}{E_i}$$

Where χ^2 denote Chi – Square, **O** denotes Observed frequency and **E** denotes Expected frequency.

Work Pressure Experience	Very High	High	Medium	Low	Very Low	Total
Below 2yrs	1	2	1	1	0	5
3-5yrs	12	15	13	5	0	45
6-10 yrs	13	16	14	6	0	49
11-15 yrs	2	3	3	4	0	12
Above 15yrs	2	1	2	4	0	9
TOTAL	30	37	33	20	0	120

WORKING TABLE FOR ASCERTAINING CHI SQUARE VALUE

O	E	O-E	(O-E)²	(O-E)²/E
1	1.25	-0.25	0.062	0.05
2	1.541	0.456	0.210	0.136
1	1.375	-0.375	0.140	0.102
1	0.833	0.167	0.027	0.033
12	11.25	0.75	0.562	0.05
15	13.875	1.125	1.265	0.091
13	12.375	0.625	0.390	0.031
5	7.5	-2.5	6.25	0.833
13	12.25	0.75	0.562	0.045
16	15.10	0.9	0.81	0.053
14	13.475	0.525	0.275	0.020
6	8.167	-2.167	4.695	0.574
2	3	-1	1	0.333
3	3.7	-0.7	0.49	0.132
3	3.3	-0.3	0.09	0.027
4	2	2	4	2
2	2.25	-0.25	0.062	0.027
1	2.775	-1.775	3.150	1.135
2	2.475	-0.475	0.225	0.091
4	1.5	2.5	6.25	4.167
TOTAL				9.930

$$\text{Chi-square test } (\chi^2) = \sum \frac{(O_i - E_i)^2}{E_i}$$

$$\chi^2 = 9.930$$

Level of Significance = 0.05 (5%)

Degree of Freedom = (r-1) (c-1) = 16

Table value @ 5% significance of $\chi^2 = 26.29$

RESULT:

Calculated value of $\chi^2 <$ table value of χ^2 at 5% of significance, so H_0 is accepted.

CONCLUSION:

Since the calculated value is less than the Tabulated Value therefore Null Hypothesis is accepted. There is no significant relationship.

TABLE:2 CORRELATION COEFFICIENT

Co-efficient between two variables (x & y) Qualification and Job analyzing a lot of information

COEFFICIENT OF CORRELATION:

X	Y	XY	X²	Y²
4	46	184	16	2116
10	36	360	100	1296
35	30	1050	1225	900
61	8	488	3721	64
10	0	0	100	0
120	120	2082	5162	4376

$$\frac{\sum XY - (\sum X \sum Y) / N}{\sqrt{\sum X^2 - (\sum X)^2 / N} * \sqrt{\sum Y^2 - (\sum Y)^2 / N}}$$

$$r = \frac{2082 - (120 * 120) / 5}{\sqrt{5162 - (120)^2 / 5} * \sqrt{4376 - (120)^2 / 5}}$$

$$\frac{2082 - (120 * 120) / 5}{\sqrt{5162 - (120)^2 / 5} * \sqrt{4376 - (120)^2 / 5}}$$

$$r = \frac{-798}{47.77 * 38.67}$$

$$\frac{-798}{1847.26}$$

$$\frac{-798}{1847.26}$$

$$r = \frac{-798}{1847.26}$$

$$\frac{-798}{1847.26}$$

$$\frac{-798}{1847.26}$$

$$r = \frac{-798}{1847.26}$$

$$\frac{-798}{1847.26}$$

$$r = -0.4271$$

RESULT:

There is a high degree of relationship between qualification and job analyzing a lot of information.

SUMMARY OF FINDINGS

- (43%) of the respondents are strongly Agree that work is interesting.
- (29%) of the respondents are Strongly Agree that job involve strict deadlines.
- (31%) of respondents are having High Work Pressure.
- (38%) of the respondents are Strongly Agree that job require to analyzing a lot of information.
- (34%) of the respondents are Agree with Proper Training.
- (37%) of the respondents are said Neutral, they need extra training to do job better .
- (37%) of the respondents are Neutral with job rotation.
- (34%) of the respondents are Agree that their job gives opportunity to think different.
- (43%) of the respondents are said that work atmosphere is friendly.

SUGGESTIONS

1. Employees are well motivated by company's motivating factors. They could be more motivated by providing performance based on rewards, recognition, salary increase, promotion.
2. Employee should be assessing based on skill level, work knowledge and recognized.
3. To make job more interesting employees they should create competition between employees and also company should maintain good team building event.

4. Improving job enrichment Company should provide job variety. This can be done by job sharing or job rotation programmers.

CONCLUSION

Company has good relationship with employees and taking care of employees requirements with highest priority. Most of the employees are happy with company and their job. Company could provide coaching classes, flextime and compressed hours, Entertainment facility etc., it is a major factor that employees feel good in his work and result in his satisfaction too. The human resources practices are good.

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- Smart Staffing: How to Hire, Reward and Keep Top Employees for Your Growing Company—Wayne Outlaw
- HR Answer Book, The: An Indispensable Guide for Managers and Human Resources Professionals -Author: S. Smith, R. Mazin

CHALLENGES FACED BY CUSTOMERS OF PLEXMARINE LOGISTICS

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ABSTRACT

This study titled “Challenges faced by customers of Plexmarine Logistics” helps the company in managing the interactions with customers, clients, and logistics prospects. It involves using the customer feedback to organize, automate, and synchronize business processes—principally transporting activities, but also those for marketing, customer service, and support. The overall goals are to find, attract, and

win new clients; nurture and retain those the company already has; entice former clients back into the fold; and reduce the costs of marketing and client service. It describes a company-wide business strategy including customer-interface departments as well as other departments.

The primary objective of this project is to conduct a study on problems faced by customers of Plexmarine Logistics for the Logistics industry. The study can be carried through by getting the feedback from the customers and compare those results with the expected results.

- Population size : 330
- Sample Size : 100
- Sampling Technique : Convenience Sampling
- Statistical Tools : Chi Square, Correlation, One way ANOVA
- Graphical Tools : Bar Charts, Pie Charts

By studying and comparing the perception of the customers of Plexmarine Logistics we can get an effective relationship with the customers. It is important that to maintain a strong relationship with customers. This will help Plexmarine Logistics to establish a reasonable share in the market place.

INTRODUCTION

The biggest management challenge in the new millennium of liberalization and globalization for a business is to serve and maintain good relationship with the king – *the customer*. In the past producers took their customers for granted, because at that time the customers were not demanding nor had alternative source of supply or suppliers. But today there is a radical transformation. The changing business environment is characterized by economic liberalization, increasing competition, high consumer choice, demanding customer, more emphasis on quality and value of purchase etc.

SCOPE OF THE STUDY

The service industry forms a backbone of social and economic development of a region. It has emerged as the largest and fastest-growing sectors in the world economy, making higher contributions to the global output and employment. Its

growth rate has been higher than that of agriculture and manufacturing sectors. It is a large and most dynamic part of the Indian economy both in terms of employment potential and contribution to national income. It covers a wide range of activities, such as trading, transportation and communication, financial, real estate and business services, as well as community, social and personal services.

RESEARCH OBJECTIVES

PRIMARY OBJECTIVE

To study the problems faced by the customers of Plexmarine Logistics in Chennai

SECONDARY OBJECTIVES

1. To compare the expectations of the customers of Plexmarine Logistics with the actual services delivered by the company.
2. To identify the customers opinion on Plexmarine Logistics resolution of complaints.
3. To determine the customers' satisfaction on Plexmarine Logistics services and their intention towards availing of Plexmarine Logistics services in future.

HYPOTHESIS:

A supposition or proposed explanation made on the basis of limited evidence as a starting point for further investigation.

TESTING OF HYPOTHESIS

Test of hypothesis are of two types

- NULL HYPOTHESIS
- ALTERNATE HYPOTHESIS

NULL HYPOTHESIS: H_0

The null hypothesis asserts that there is no true difference between assumed and actual value of the parameter.

ALTERNATE HYPOTHESIS: H_1

The hypothesis that is different from or complementary to the null hypothesis is the Alternate hypothesis.

REVIEW OF LITERATURE

Reports of previous studies done in the same area:

Ernst Holger Hoyer, Wayne D.Krafft, ManfredKrieger, Katrin (2011)¹.In this article authors says that Customer Relationship Management (CRM) is widely accepted as an effective approach for collecting, analyzing, and translating valuable customer information into managerial action. CRM's potential to aid in future new product development (NPD) has been neglected. Authors developed a conceptual framework in which multiple facets of CRM are linked to new product and company performance.Authors provide evidence that CRM has a positive effect on new product performance.

Battor &Moustafa (2010)².In this article authors examine the direct impact of both CRM and innovation on firm performance. They support the fact that there is a direct impact of CRM and innovation on performance. Also, the findings indicate that the indirect effect of CRM on firm performance through innovation is significant. These results reinforce the view that developing close **relationships** with **customers** enhances a firm's ability to innovate.

RESEARCH METHODOLOGY

Research methodology is one of the main aspects of very research. This explains how the researcher conducts this project. The word research indicates the mode or the way of accomplishing an end. The modern world is full of scientific inventions and seeks a scientific outlook to everything. Any scientific approach should have a method or outline to be followed to attain a particular goal. Through methodological, systematic procedure, we can think of accuracy and clear cut conclusion. There is no discipline without methodology. The methodology adopted in this study is discussed below in brief.

RESEARCH DESIGN:

A research design is the arrangement of conditions for the collection and analysis of data in a manner that aims to combine relevance to the research purpose.

RESEARCH STUDY

Descriptive type of research has been adopted for this research and description of a phenomenon or characteristics associated with the population are also dealt with.

STATISTICAL TOOLS USED:

Chi Square, Correlation, One way ANOVA.

SAMPLE SIZE:

The sample method is used for the research is a Judgmental sampling method.

Universe Size is **330**

Sample Size is **100**

RESEARCH INSTRUMENT

The researcher constructed a structured questionnaire for data collection.

METHOD OF COLLECTION OF DATA:

➤ **Primary Data**

Primary data is collected through Questionnaire.

➤ **Secondary Data**

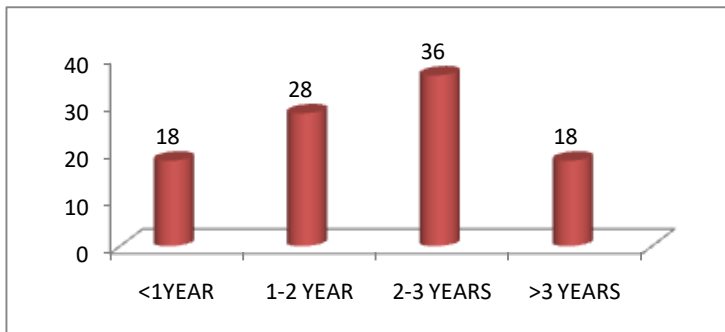
Considerable data has also been taped from previous research papers, articles and newspapers were also referred.

DATA ANALYSIS AND INTERPRETATIONS

Table 1. Showing the association of customers with Plexmarine Logistics International

Years	Respondents	Percent
<1 year	18	18
1-2 years	28	28
2-3 years	36	36
>3years	18	18
Total	100	100.0

Chart 1. Showing the association of customers with Plexmarine Logistics International



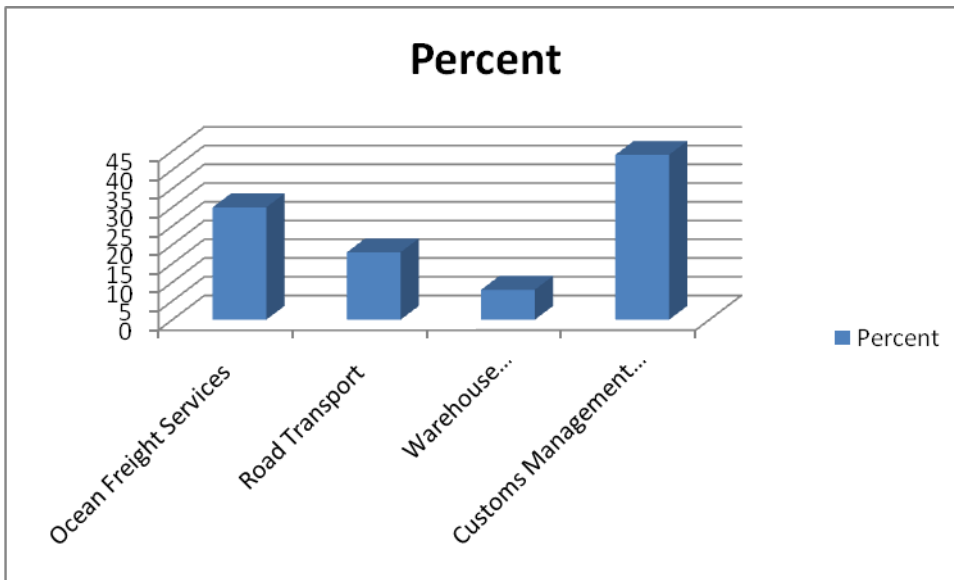
The above chart shows that 36% of customers are availing services from Plexmarine Logistics for more than 2 years to less than 3 years, 28% are availing services for about 1-2 years, 18% are availing services from Plexmarine Logistics for about 2-3 years and 18% are availing services from more than 3 years. Hence, the service lag has been there that has to be improved with customers of Plexmarine Logistics.

Table 2. Showing the kind of services that customers are availing from Plexmarine Logistics.

Services availed	Respondents	Percent
Ocean Freight Services	30	30
Road Transport	18	18
Warehouse Management	8	8
Customs Management Services	44	44

Total	100	100.0
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Chart 2. Showing the kind of services that customers are availing from Plexmarine Logistics.

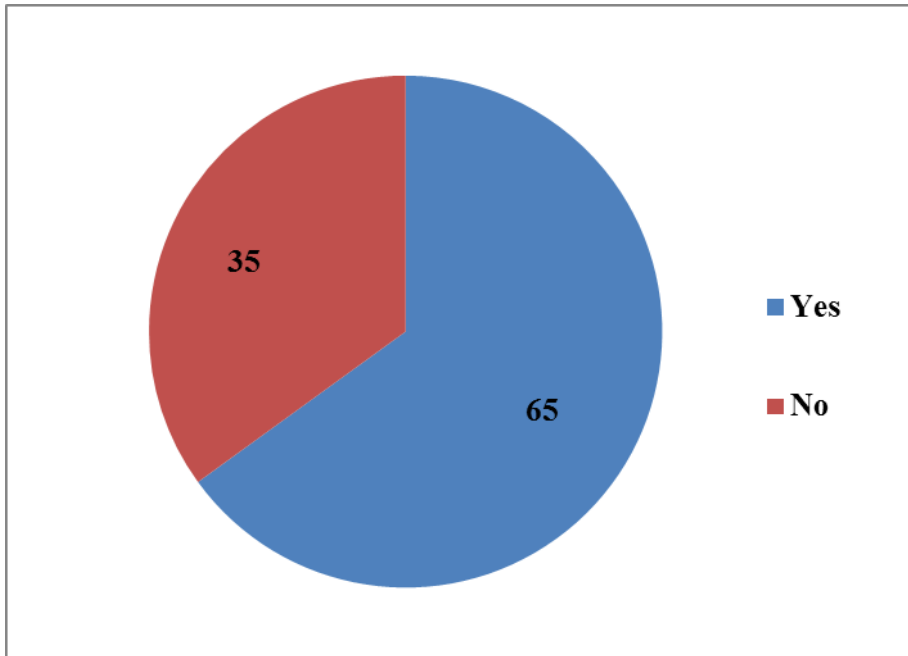


The above chart shows that 44% of the customers are availing Customs Management Services, 30% of the customers are availing Ocean Freight Services, 18% of the customers are availing employee Road Transport services, and 8% of the customers are availing Warehouse Management from Plexmarine Logistics. Hence, Warehouse Management avenues are to be improved to higher level such that it can also facilitate CRM.

Table 3. Showing the customers who had availed the same services from other companies

Particular	Respondents	Percent
Yes	65	65.0
No	35	35.0
Total	100	100.0

Chart3. Showing the customers who had availed the same services from other companies



The above chart shows that 65% of the customers have availed the services from other companies and 35% of the customers have not availed the services from any other companies and be loyal to Plexmarine Logistics. Hence, the majority of 65% has to be tapped back to Plexmarine Logistics services by improving the CRM mechanism.

Table 4. Showing the companies from which customers have availed the same services.

Particular	Respondents	Percent
Vega Logistics	33	33
DHL Logistics	47	47
Others	20	20
Total	100	100

Chart 4. Showing the companies from which customers have availed the same service

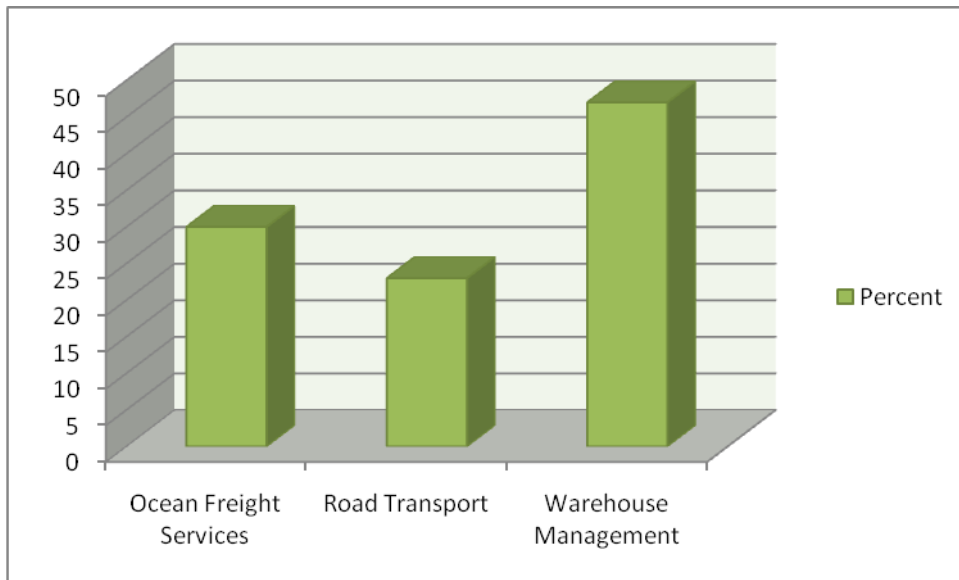


The above chart shows that 47% of the customers have availed the services from DHL Logistics, 33% have availed services from Vega Logistics and 20% have availed the services from other companies.

Table 5. Showing the kind of services customers had availed from other companies

Particular	Respondents	Percent
Ocean Freight Services	30	30
Road Transport	23	23
Warehouse Management	47	47
Total	100	100

Chart 5. Showing the kind services customers had availed from other companies



Inference:

The above chart shows that 47% of the customers have availed Warehouse Management services, 30% of the customers have availed Ocean Freight Services and 23% of the customers have availed Road Transport services from other companies.

ANALYSIS USING KARL PEARSON'S CORRELATION

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

Null hypothesis (H₀):

There is positive relationship between overall service and avail the service in future.

Alternate hypothesis (H₁):

There is negative relationship between overall service and avail the service in future.

Correlations

		overall services	avail the services of Plexmarine Logistics in future
overall services	Pearson Correlation	1	-.146
	Sig. (2-tailed)		.149
	N	100	100
avail the services of Plexmarine Logistics in future	Pearson Correlation	-.146	1
	Sig. (2-tailed)	.149	
	N	100	100

$$r = \frac{N\sum XY - \sum X\sum Y}{\sqrt{N\sum X^2 - (\sum X)^2}\sqrt{N\sum Y^2 - (\sum Y)^2}}$$

$$r = -0.146$$

INFERENCE

Since r is negative, there is negative relationship between overall service and avail the service in future.

CHI- SQUARE TEST I – (ψ^2)

Chi-square is the sum of the squared difference between observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis(H_0):

There is no significant difference between problem encounter with the system and any changes to be made in the level of service.

Alternate hypothesis(H_1):

There is significant difference between problem encounter with the system and any changes to be made in the level of service.

Expected frequency = Row Total * Column Total

Grand Total

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
encounter any problem * suggest any changes to be made in the level of service	100	100.0%	0	.0%	100	100.0%

Chi-Square Tests

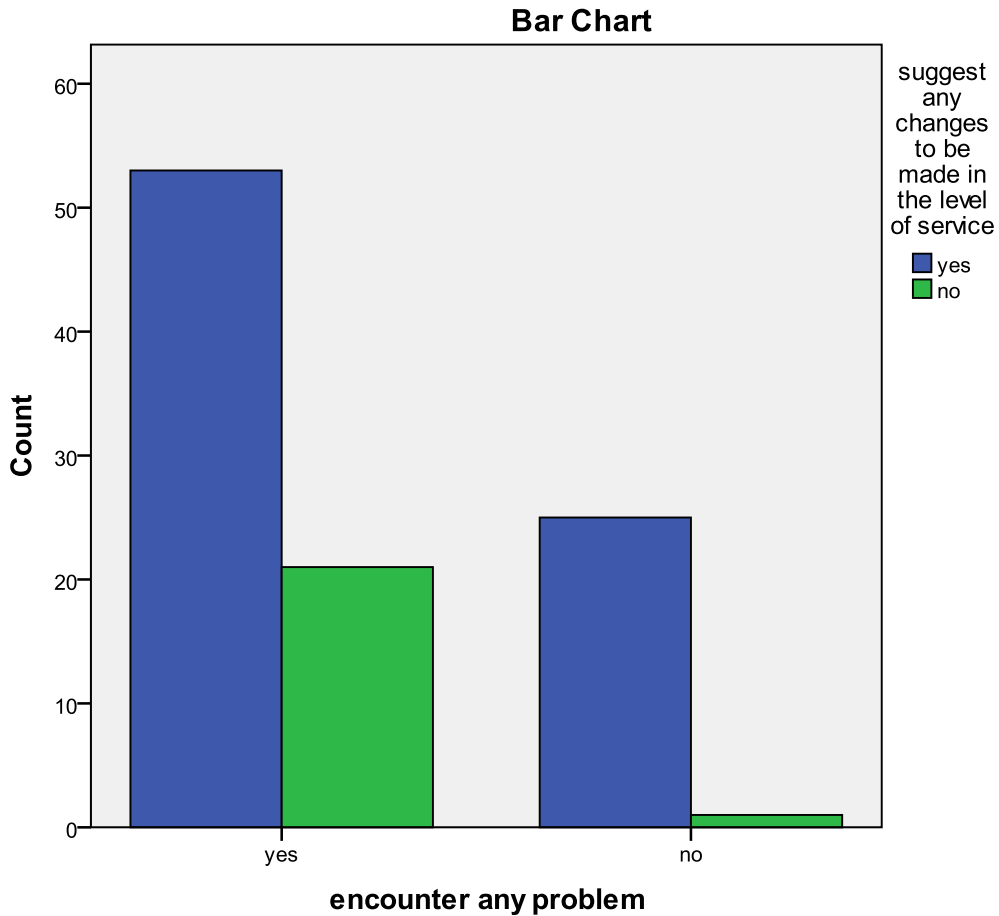
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2- sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.748 ^a	1	.009		
Continuity Correction	5.394	1	.020		
Likelihood Ratio	8.624	1	.003		
Fisher's Exact Test				.011	.006
Linear-by-Linear Association	6.680	1	.010		
N of Valid Cases	100				

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2- sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.748 ^a	1	.009		
Continuity Correction	5.394	1	.020		
Likelihood Ratio	8.624	1	.003		
Fisher's Exact Test				.011	.006
Linear-by-Linear Association	6.680	1	.010		
N of Valid Cases	100				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.72.

b. Computed only for a 2x2 table



Calculated value = 6.748

Tabulated value = 3.471

$Z = Z_{cal} < Z_{tab}$

$Z = 6.748 < 3.471$

Hence, the null hypothesis [H₀] is rejected.

Since the calculated value is greater than the tabulated value, we reject the null hypothesis and hence there is a significant difference between problem encounter with the system and any changes to be made in the level of IT service.

FINDINGS

- It was found that majority of PLEXMARINE LOGISTICS's customers are availing services from the company from 2 to 3 years.

- 43% of customers availed Customs Management Services from PLEXMARINE LOGISTICS and only 8% have approached for Warehouse Management.
- 65% of the customers had shifted to PLEXMARINE LOGISTICS from other companies. Out of that 47% of customers availed the same services from DHL Logistics and 33% of customers availed the same services from Vega Logistics and 20% customers equally availed from other local companies.
- 44% of the customers availed Customs Management Services, 30% have availed Ocean Freight Services, 18% Road Transport and 8% of the customers have availed Warehouse Management from other companies.
- In case of personnel, customized solutions and communication other companies were found to be outstanding than PLEXMARINE LOGISTICS.
- Majority of the customers considered promptness, personnel, communication, price, post service delivery as most important attributes in the level of service.
- Communication, customized solutions and personnel are the areas where PLEXMARINE LOGISTICS is operating below average.
- Only 34% of customers had encountered problems while availing services and the problem has been immediately resolved for 55% of customers and for the rest it was still unresolved.
- Majority of 68% suggested changes to PLEXMARINE LOGISTICS regarding communication and the rest suggested change regarding bill submission. It was found that PLEXMARINE LOGISTICS had partially changed according to customer needs.
- 66% of customers rated the overall services of PLEXMARINE LOGISTICS as good and only 25% rated as fair.
- It was found that majority of customers from all categories are most likely to avail services from PLEXMARINE LOGISTICS in future and only few were not sure as they perceived that their company management may change.

SUGGESTIONS

- The company can change its communication method i.e. they can communicate to the customers on daily basis to avoid the gap on product delivery
- The company can increase its skill of members in order to deliver its services effectively.
- The company needs to educate the customers on their services related new services and its relevance to the customers.
- The company needs to scan the environment and offer additional sub categories of services in each service assignment matching to the competitors offerings.
- The company can collect feedback from its customers regularly, which may help them to improve in the setback areas on the approach where there is a need for change.
- Based on their existing customers' unique needs, company can expand their range of logistics services.

CONCLUSIONS

The response levels of Plexmarine Logistics customers were good and the problems were rectified with least support system. The overall services provided by Plexmarine Logistics were good. The customers' expectations are yet to be met by Plexmarine Logistics to provide customized services. This can be achieved only through widening their area of services.

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A STUDY ON CUSTOMER SATISFACTION

**Mr.Gowtham Aashirvaad, Department of Management Studies, Bharath
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INTRODUCTION

Customer Satisfaction is the buzzword used by the business people for the success of organization in the present days. Due to the increases of heavy competition in every product – Line it become difficult for the companies to retain the customers for longer time. So retain the Customer for longer time the marketer has to do only one thing i.e. customer satisfaction.

Customer Satisfaction Strategies Followed By Wavestech

The different strategies followed by Wavestech consists of Customer relationship management, strategy to providing better facility to the owner, and strategy to provide better after sales service to customer.

Definition of customer satisfaction:

According to Philip kotler, “satisfying is a person’s feelings of pressure or disappointment resulting to his or her expectation. Customer is the level of a persons felt state requesting a product performance (out come) relation of the persons expectations.

According to Hansemark and Albisson ‘’ satisfaction is an overall customer attitude towards a service provider or an emotional rection to the difference between what they receive, regarding and what they receive, goal or desire.

According Hoyer and Macinnis said that customer satisfaction can be associated with feelings of acceptane happiness, relief excitement and delight.

Since completing his master’’ degree in 1988 kavin cacioppo has been for the lending integrated enclosure manufacture. In his present role as global account leader, he has applied both theory and experience to support the world target semi conductor

original equipment manufacture in the used states and abroad. His work continues to identify, in the perfection of the customer.

OBJECTIVES :

- ✿ To gather information about customer satisfaction toward power supply equipment (inverter, ups, etc)
- ✿ To know the customer satisfaction about the safety and comfort provided by the equipments.
- ✿ To provide suggestions, in improving the customer satisfaction and the company sales and Profitability
- ✿ To know the customer satisfaction towards the after sales service offers by Wavestech.
- ✿ To find out the most prominent area of dissatisfaction.

SCOPE OF THE STUDY:

- To study the customer satisfaction and value.
- Having high performance of the business.
- Attracting and relating customers.
- Adding the benefits people satisfaction.
- Implementing total quantity management.

NEED FOR THE STUDY:

- ✓ Customer satisfaction should be of great concern in all organization.
- ✓ Customer satisfaction plays the key role in the growth of any organisation.
- ✓ Customer satisfaction is one way in which on organization gets establishment and gains recognition among the public.
- ✓ The study will help in finding out where the industry lacks behind and how can it improve and it also help to understand the satisfaction of customers at various levels.
- ✓

LIMITATIONS OF THE STUDY:

- The study is based on the customer's feed back, so there might be changes for ignoring some of the good and reliable customers.
- The sample size was limited to 100, hence reliability and validity of data were some extent lacking in the survey procedure.
- The opinion elicited from the research study cannot be taken as the opinion of the whole population.
- Data totally depends on the respondent's view which could be biased.

REVIEW OF LITERATURE

CUSTOMER SATISFACTION RESEARCH

Richard L. Oliver, Vanderbilt University

Introduction

This chapter entertains the general field of consumer (customer) satisfaction research in a manner expanding upon more general treatises. Whereas the field has been studied from many perspectives, the most common appearing in the areas of customer satisfaction surveys and customer satisfaction strategy, an alternative approach will be proposed.

Most typically, works on customer satisfaction survey measurement take the form of "how to form scales and summarize results," and those on customer satisfaction strategy take the form of "how to generate satisfied customers and alleviate dissatisfaction." While these are worthy endeavors, it remains that little in-depth analysis has been performed on conceptually-based managerially actionable strategies within the satisfaction response.

Unfortunately, these early perspectives have not significantly advanced the progress of satisfaction work for some time and it wasn't until many and diverse perspectives were integrated, elaborated, and extended that others began the study of conceptual satisfaction in earnest. Here, the underlying mechanisms of how consumers construct, consciously or subconsciously, their satisfaction conclusions are explored so that a grander strategy of fostering satisfaction and diminishing dissatisfaction can

emerge. This will allow new actionable strategies resulting in more diverse practical implications for practice.

Readers interested in greater detail and elaboration, including discussion of topics not covered here, should consult the author's original work (Oliver, 1997).

CUSTOMER SATISFACTION IN ICICIC BANK FOR ATM:

The concept of ATM is quite old and has been developing throughout. No doubt, a fair number of theoretical and empirical researches have been undertaken throughout the world.

Stuart E. Weiner (1999) pointed out that the total number of ATM transaction has more than doubled over the last ten years and is estimated to reach near 11 billion and total number of ATM terminals in United States has tripled over last ten years. This shows that ATM cards have become another most popular non cash instruments in US and its popularity has been explosively increasing throughout the world.

In another article James J. Mcandrew (2003) talked about the various utilities of ATMs which has given world wide popularity. The utilities include withdrawal of cash as per convenience of the customers than during the banking hours at branches. Besides providing off time and off shore services, there is reduction of cost of servicing.

Shastri (2001) analyzed the effect and challenges of new technology on banks. He found that technology has brought a sea change in the functioning of banks and use of ATMs has increased with the passage of time.

ABOUT THE CUSTOMER'S EVALUATION:

“Customer satisfaction is the customer's evaluation of a product or a service in terms of whether that the product or service has met their needs and expectations.”

Customer's expectations are continuously increasing. Brand loyalty is a thing of past. Customers seek the products and the procedures that are best able to satisfy their requirements.

It is not enough that the product meet customer expectations like the behaviour or attitude of the person. Customer satisfaction is the combination of both technical features and human behavioural aspects.

Customer satisfaction can be represented as follows:

- Performance features addresses the issue on conformance to the standards and variability.
- Behaviour aspects deals with the following components of services:
 - Responsiveness-Readiness of employee to provide service.
 - Courtesy-Respect, friendliness of contact personnel.
 - Complete Resolution-Listening to the customers.
 - Communication-Speaking to the customers in their language.
 - Creditability-Taking ownership in resolving the complaints.

If customer experience matches customer expectations, it leads to “customer satisfaction”, if customer experience doesn’t match with customer expectations, it leads to “customer dissatisfaction”. On similar lines if it exceeds expectations leads to “customer delights”.

Customer Satisfaction in the restaurant industry an examination of the transaction-specific model:

By sayed saad andaleeb & carolyan conway (2006).

To Customer Satisfaction better it may be important to look at additional factors or seek better measure of the constructs. For e.g, the measure of food quality may not have captured the complexity and variety of this construct.

In stead of the meal, business transactions or enjoying the cherished company of other may be more important. Under circumstances, Customer Satisfaction may be different. The result are also sampled area may have different requirements from restaurant.

Customer Satisfaction of Mc Donald's Sees Drops Res

By mark Bandeau June 15, 2010.

This may seem somewhat paradoxical in view of McDonald's sales growth over the past year particularly of ACSI. But as increasingly frugal consumer have made price more salient, Mc Donald's acquired more Customer Satisfaction.

RESEARCH METHODOLOGY:

The research methodology adopted for this is given as follows:

Research design:

The research design adopted for this study is descriptive research design. The descriptive research design focuses on the accurate description of the variables present in the problem.

SAMPLING:

Sampling allows concentrating upon a relatively smaller number of people and hence, to devote more energy that the information collected from them is accurate.

SAMPLING SIZE:

The total size of the sample is 100 respondents.

STATISTICAL TOOLS:

Data Analysis:

The analysis of the data collected through research has been done systematically. Simple percentage, bar diagram, pie charts, tables, were used to represent variety of data that fall in to various categories. The analysis has been done systematically and accurately so to get correct and authentic results.

METHODS USED FOR ANALYSIS:

- **Percentage method**
- **Chi-Square test method**
- **Weighted average method**

DATA COLLECTION METHODS:

(a) Primary sources:

Primary data was collected to carry out the research project. The respondents were met personally and a direct interview method was conducted to collect through questionnaire.

(b) Secondary sources

The secondary sources can be classified as internal and external. The internal data collected for this is study from reports, and other Miscellaneous records. The external data is collected through books.

DATA ANALYSIS

Table 1 Table representing that how long they have you been customer for Wavestech

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Less than a year	40	40%
1-2 years	30	30%
2-5 years	20	20%
More than 5 years	10	10%
Total	100	100%

Inference:

From the above table it is inferred that majority (40%) of respondents have been customers in the firm for less than a year; (30%) of respondents have been customer in the firm for 1-2 years; (20%) of the respondents have been in the firm for 2-5 years and 10% of the respondents have been in the firm for more than 5 year

Chart 1, Chart representing that how long they have you been customer for Wavestech

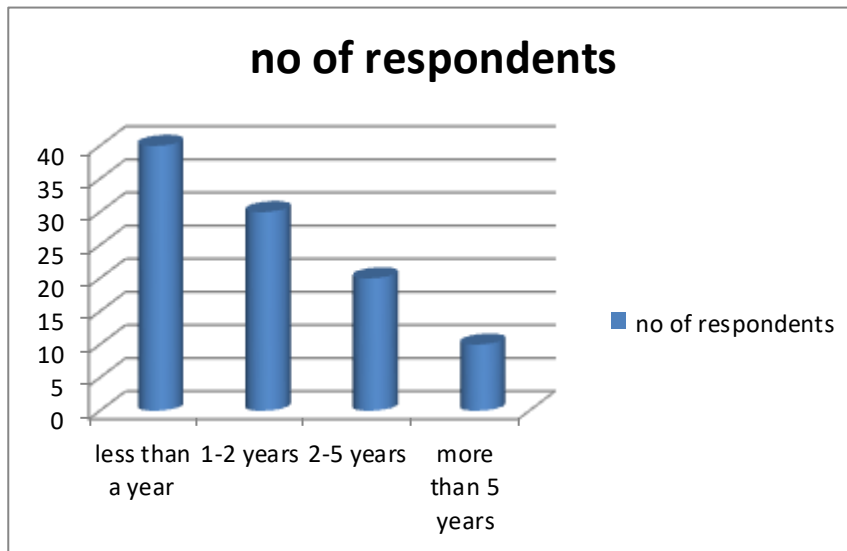


Table 2, Table representing that the rating of the overall company satisfaction

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Great	32	32%
Good	60	60%
Fair	6	6%
Poor	2	2%
Total	100	100%

Inference:

From the table it is inferred that majority of respondents (92%) are rated for overall company satisfaction.

Chart 2, Chart representing that the rating of the overall company satisfaction

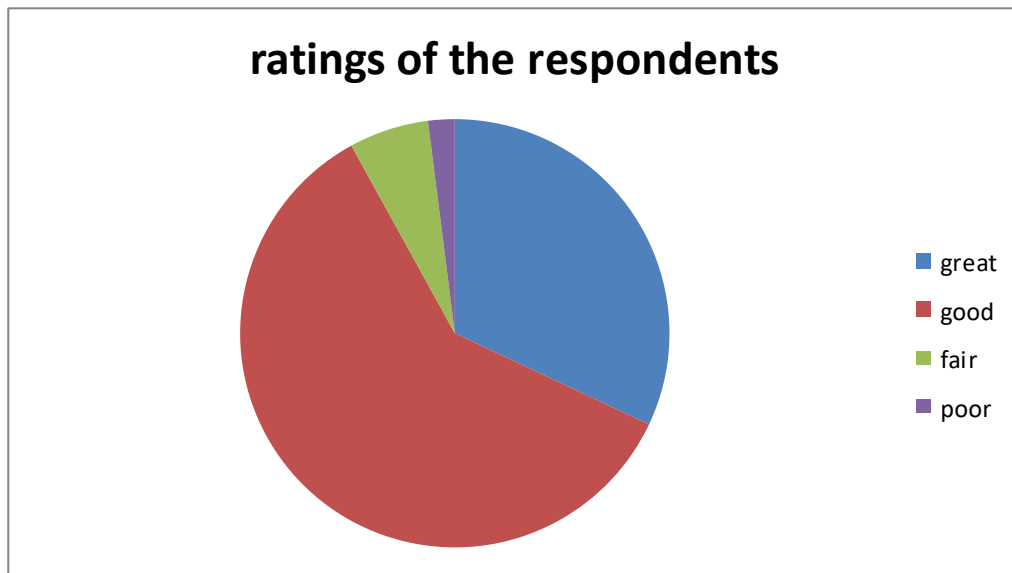


Table 3, Table representing the product quality.

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Great	30	30%
Good	65	65%
Fair	5	5%
Poor	0	0%
Total	100	100%

Inference:

From the table it is inferred that majority of respondents (95%) are satisfied with the product quality.

Chart 3, Chart representing the product quality.

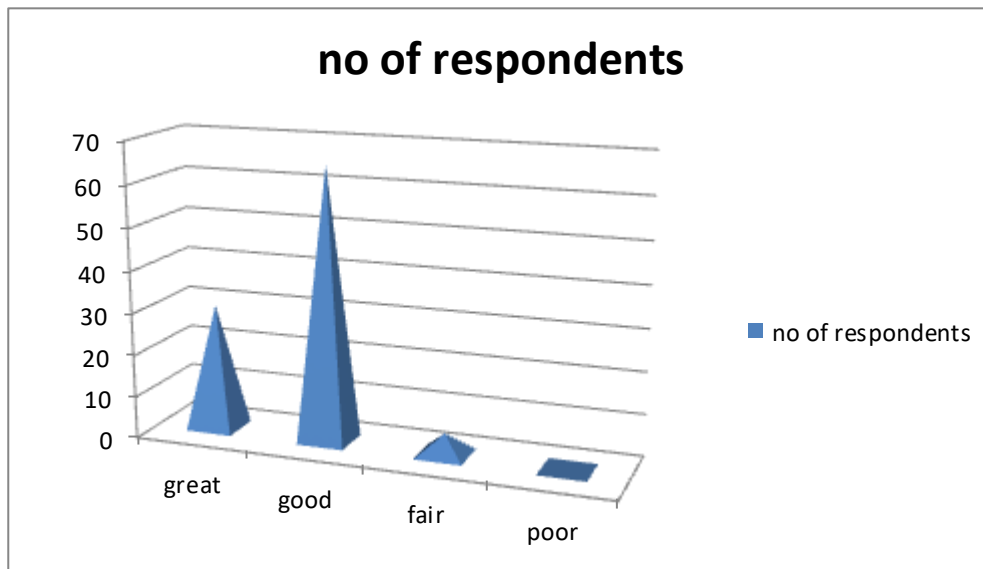


Table 4, Table representing the satisfaction level with the product line.

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Great	26	26%
Good	62	62%
Fair	8	8%
Poor	4	4%
Total	100	100%

Inference:

From the table it is inferred that majority of respondents (88%) are satisfied with the product line.

STATISTICAL TOOLS

Chi-square test tool:

- 1) The tools is representing the association between the product pricing and experience in purchasing the products in Wavestech.

Ho: There is no association between the product pricing and experience in purchasing the product

H1: There is an association between the product pricing and experience in purchasing the product

Experience in purchasing of the product						
Product Pricing	Factors	Less than a year	1-2 years	2-4 years	More than 4 years	Total
	Yes	4	6	8	10	28
	No	32	21	11	8	72
	Total	36	27	19	18	100

CHI-SQUARE TABLE:

O	E	(O-E)	(O-E) ²	(O-E) ² /E
4	10.08	-6.08	36.9	3.6
32	25.92	6.08	36.9	1.4
6	7.56	-1.56	2.4	0.3
21	19.44	1.56	2.4	0.12
8	5.32	2.68	7.1	1.3
11	13.68	-2.68	7.1	0.51
10	5.04	4.96	24.6	4.8
8	12.96	-4.96	24.6	1.8
$\Sigma\{(O-E)^2/E\} =$				13.84

Calculated value of $\Sigma\{(O-E)^2/E\} = 13.84$

Level of significance = 5%

Degree of freedom = (r-1) (c-1)

= (2-1) (3-1)

$$= (1) (2)$$

$$= (2)$$

Chi-square table value = 5.991

Here, the calculate value is more than tabulated value ($13.84 > 5.991$).

Therefore H_0 is rejected at 5% level of significance.

Conclusion:

There is an association between the product pricing and experience of purchasing the product.

- 2) The tools is representing the association between the product delivery on time and the warranty & guarantee period of the product.

H_0 : There is no association between the product delivery on time and the warranty & guarantee period of the product.

H_1 : There is an association between the product delivery on time and the warranty & guarantee period of the product.

Warranty & guarantee of the product				
Delivery of the product.	Factors	Yes	No	Total
	Yes	10	12	22
	No	72	6	78
	Total	82	18	100

CHI-SQUARE TABLE:

O	E	(O-E)	(O-E) ²	(O-E) ² /E
10	18.04	-8.04	64.6	3.5

12	3.96	8.04	64.6	16.3
72	63.96	8.04	64.6	1.01
6	14.04	-8.04	64.6	4.6
$\Sigma \{(O-E)^2/E\} =$				25.4

Calculated value of $\Sigma \{(O-E)^2/E\} = 25.4$

Level of significance = 5%

Degree of freedom = $(r-1)(c-1)$

= $(2-1)(2-1)$

= (1)

Chi-square table value = 3.841

Here, the calculate value is more than tabulated value ($25.4 > 3.841$).

Therefore H_0 is rejected at 5% level of significance.

Conclusion:

There is an association between the product delivery on time and the warranty & guarantee period of the product.

WEIGHTED AVERAGE METHOD:

- 3) This tool is help to rank the importance of the customer satisfaction of the product.

Factors	Highly satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Highly Dissatisfied
Customer Service	34	36	25	3	2
Product Pricing	10	25	32	25	8

Product Quality	39	37	17	4	3
On time delivery	15	60	19	4	2

Weighted average table:

Factors	Highly Satisfied (5)	Satisfied (4)	Neither Satisfied nor dissatisfied (3)	Dissatisfied (2)	Highly Dissatisfied (1)	Σxi	$\Sigma xi/15$	Rank
Customer Service	170	144	75	6	2	397	26.466	II
Product Pricing	50	100	96	50	8	304	20.266	IV
Product Quality	195	148	51	8	3	405	27	I
On time Delivery	75	240	57	8	2	382	25.466	III

METHOD CALCULATION:

$$W = \frac{\sum xi}{\sum wi}$$

Where,

$$\begin{aligned} & (39*5)+(37*4)+(17*3)+(4*2)+(3*1) / (5+4+3+2+1) \\ & = 405/15 \\ & = 27. \end{aligned}$$

CONCLUSION:

From the above table, it is found that customers are more satisfied with the quality of the product of Wavestech systems.

FINDINGS

- ❖ 70% of respondents have been customers in the wavestech firm from 0-2 years.
- ❖ Overall company satisfaction is fulfilled for majority of respondents/ customers 92%.
- ❖ 95% of customers are satisfied with the product quality.
- ❖ Majority of respondents are satisfied with the product line.
- ❖ 72% of respondents are not satisfied with the pricing of the product and rest of them say it is valuable and they are affordable to purchase it.
- ❖ Product packaging are safety and attractive, it is satisfied for 84% of its customers.
- ❖ 82% of respondents/ customers are agree that they get their product in correct time.
- ❖ Service for customer from wavestech are satisfactory for majority of customer/respondents.
- ❖ 79% of respondents says that sales person spends sufficient time to explain about the product.
- ❖ 78% of respondents are not satisfied with the warranty and guarantee period for the product given by the company.
- ❖ Majority of respondents are saying that the warranty and guarantee period is given less than 2 years only.

- ❖ “Wavestech will listens to its customers” are agreed by 92% of customers/ respondents.
- ❖ 97% of respondents are agree that waves tech systems is prompt at dealing with customer complaint.

SUGGESTION

- ❖ The company can reduce the price of the product so as the customers never go to some other brand/company.
- ❖ The firm can offer any discounts, gifts, lucky draw.
- ❖ The warranty and guarantee period can be extended.
- ❖ Else, servicing charge can be reduced according to service need by the customer.
- ❖ The better relationship with the customer will help to enlarge the business and make as more reputed company.
- ❖ More over everything is good with the customer and company relationship.
- ❖ To know the problems faced by the customers at the time of post sale service should conduct free check up camps and collect the feedback of at the time of service.

CONCLUSION

Customer satisfaction is the main factor for customers not only for them but also for the company or firm. Therefor if the customers are satisfied with the product or services, then it helps the company to grow and achieve more, will produce many quantity with good quality. According to the survey conducted among the customers of “Wavestech” we have come to know that customer satisfaction can be achieved if the customers are satisfied with the price reduction and extension of warranty & guarantee period of the product and services. There is excellent relationship between the company and the customers. There is proper guidance that how to use for the customers.

Hence the only problem being price and extension of product service period is taken into account, the sales and efficiency of the output will be maximum thus customer satisfaction can be achieved.

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**“A DETAILED STUDY ON FRONT OFFICE MARKETING AT THE
ACCORD METROPOLITAN HOTEL, CHENNAI”**

**Mr.Sathish.J, Assistant Professor, Department of Management Studies, Bharath
Institute of Higher Education and Research, Chennai**

ABSTRACT

The study has been taken on the topic “A detailed Study on front office marketing” at The Accord Metropolitan Hotel, Chennai to analyze the effectiveness and various sources of enhancing Human Resource through front office marketing.

Front office term describe which is a key of development in an organization. The use of the term “Front office marketing” to describe the workfare capacity available to devote to the achievement of its strategies has drawn upon concept developed in Organizational psychology.

The data has been accepted by the researcher using survey of questionnaire. The Analysis of data in a general way involves a number of closely related operation that are performed with the purpose of summarizing the collected data and organizing it in a structured manner.

The analyses and interpretation is based on the responses of 100 respondents who are administered with a questionnaire which contain their views about the front office marketing at Accord Metropolitan Hotel.

INTRODUCTION

The topic deals with the detailed study on Front office marketing at Accord Metropolitan Hotel. Secondary data about the process of training was collected from the company sources & Social media and the trainers of the organizers. Primary data about the existing Front office marketing process as understood by employees was collected from the employees by using questionnaire, to know their need & satisfaction level about the Front office marketing process at Accord Metropolitan Hotel.

Objective of the study

Primary

The main objective of this project is to study the operational aspects of the Five Star Luxury Hotel (The Accord Metropolitan Hotel) – its functions, related problems, and to suggest possible solutions.

In order to achieve the main objective of the study the following sub points are framed:

Secondary Objective

1. To analyze the systems procedures and operational aspects of the various departments in a hotel.
2. To study in deep of front office nature into the organization structure systems, functional and informational systems.
3. To undergo Welfare and hospitality into the working of this complete high professional and profitable quagmire called “Hotel”.
4. To find Purpose and cares performed by each department.
5. To analyze The departmental hierarchy and the various components of the departments
6. T study the management information system used in the department
7. To identify the various aspects dealing with day to day operations of the various departments in the hotel.

SCOPE OF THE STUDY

The report covers the entire operations of the modern hotel. Emphasizing on the following areas.

- Purpose, role and function of each department of Five Star Hotel.
- Departmental hierarchy and interdepartmental co ordination of the “Accord metropolitan Hotel”.
- Key system and procedure adopted for different activities happening in the hotel.
- Management information system for each department of the five star hotel.

Need of the Study

The Front office Marketing is one of the most important aspect of human resource management hence following needs are to be acknowledged to understand the Front office Marketing.

1. To understand the need of analyzing the Front office Marketing of various resource management organization.
2. To assess the industry’s progress through the Front office Marketing of company
3. To understand the assessment of Front office Marketing based on the survey of the Hotel.
4. To understand the psychology of market observers behind the Front office Marketing analysis of Accord Metropolitan Hotel.

LIMITATIONS OF THE STUDY

- The data collected by interviewing might not necessary is correct as there may be managerial secrets and to hide these personnel may give wrong information
- The hoteliers were found to be reluctant to provide all the information regarding financial aspects of the hotel.
- The technical aspect is usually not discussed and may not have been dealt with.
- Certain facts and figures are likely to change owing to the time lag between the collection stage and presentation stage.
- The coverage attempted in this study is as per the Bharath University requires and as per the curriculum.

Statement of the Problem

Front office marketing programs for the management are important to improve capability level, human resource level and the skill to achieve more revenue earning. The performances of managers and the employee in any organisation in the respective departments are directly proportionate to the number of Front office marketing programs incorporated. So improvement and changes in Front office marketing programs is necessary. The overall personality level of the managers and other employee can be seen changing for the betterment of the company over the period of time when continuously Front office Marketing Techniques are incorporated.

Concept

The Front office marketing in The Accord Metropolitan Hotel is the very important aspect in earning the revenue for the hotel. In providing hotel services, there is always the need to keep sufficient stock of goods/equipment to cater for the demands of users (e.g. F & B supplies, utensils, toiletries, uniforms, and minor repair equipment). An effective store control system is important to prevent malpractice (e.g. pilfering of goods or improper disposal of usable items) which may lead to financial loss to the hotel. That can be better handled through incorporating the front office marketing efficiently

Research Methodology

The research methodology is based on various data collected during the study and are classified into two categories.

1. Primary data
2. Secondary data

Primary data:

This was collected during the industrial exposure training in various department of the hotel through interaction with the hotel personnel.

Secondary data: -

Data from brochures published by the hotel, departments of tourism and from current data on the status of accommodation and facilities offered, collected from various magazines, journals and newspapers etc.

- **Research population:** For the purpose of this project, the entire staff of Accord Metropolitan and visitors, is taken as the population.
- **Sampling Size:** The sampling size has been taken as 100 consisting of both employees/visitors of the non-executive rank as well as executive rank. No differentiation has been made with respect to their sexes and religions to ensure maximum representation and objectivity in data collection.
- **Sampling Design:** A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. For the purpose of this project, a probability sampling design is used, i.e. random sampling. Under random sampling design, items are randomly selected and thus every item of the universe has an equal chance of inclusion in the sample.
- **Analysis Part:** The data after collection has to be processed and analyzed in accordance with the outline laid down for the purpose at the time of research plan. The term analysis refers to the computation of certain measures along with searching for patterns of relationship that exists among data-groups. The data collected for the project were analyzed using statistical methods and techniques.
- **Statistical Tools** Use of Bar charts, chi-square, Two Way ANOVA and diagrams in addition to tables is done to represent categories of answers to questions.
- **Period of Study:** The period of study on “Revenue earning Through Front Marketing” at Accord Metropolitan Hotel, T. Nagar, Chennai is three months.

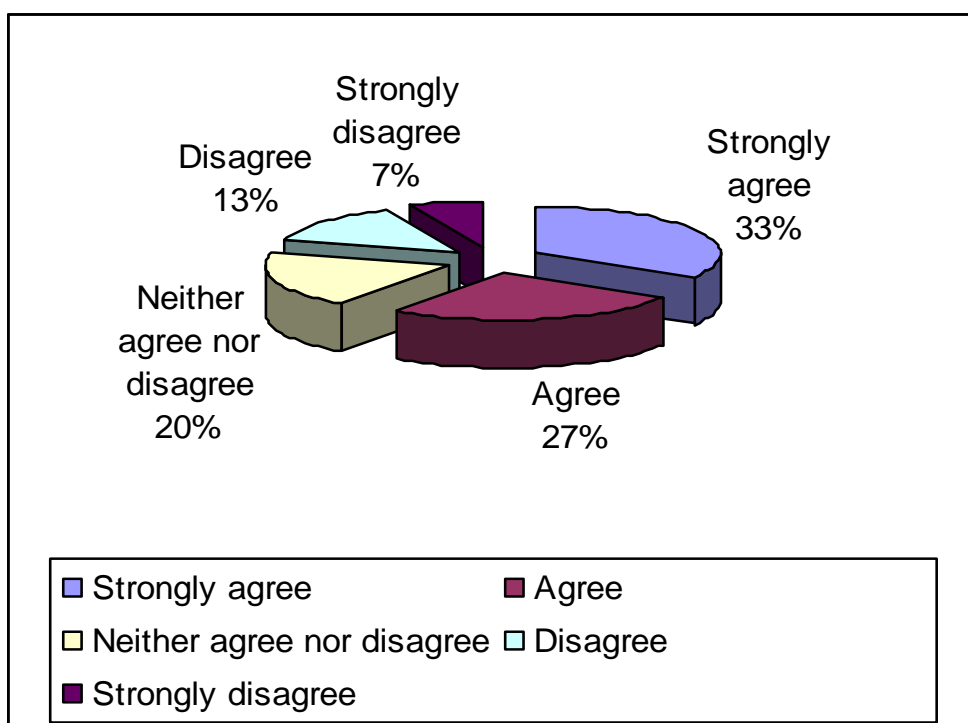
Data Analysis

The analysis is based on the questionnaire which include the conversation with visitors ,hotel personnel staff and the social media at web centers to assess the peoples view about the Accord Metropolitan Hotel. The number of persons contacted for questionnaire is about 100.

Question No 1. The Training program helps in improving the skills and performance.

S no	Opinion	No of respondents	Percentage
1.	Strongly agree	33	33%
2.	Agree	27	27%
3.	Neither agree nor disagree	20	20%
4.	Disagree	13	13%
5.	Strongly disagree	7	7%
	Total	100	100%

IMPROVEMENTS IN SKILLS AND PERFORMANCE



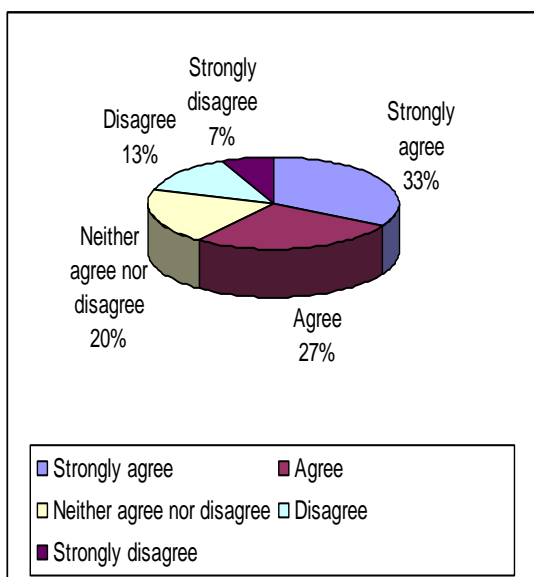
Interpretation: - From the above table, it reveals that about 27% of the respondents have agreed that there are improvements in skills and performance after training, 33% of them strongly agrees that there are improvements in skills and performance after training, 20% of them neither agreed nor disagreed that there are improvements in skills and performance after training, 7% of them strongly disagrees and Disagree 13% that there are improvements in skills and performance after training.

Question No 2. The Hotel are adequately motivated by providing incentives, pay increase after attending training program.

MOTIVATION AFTER TRAINING PROGRAMMES

S no	Opinion	No of respondents	Percentage
1.	Strongly agree	11	22
2.	Agree	32	64
3.	Neither agree nor disagree	4	8
4.	Disagree	3	6
5.	Strongly disagree	0	0
	Total	50	100

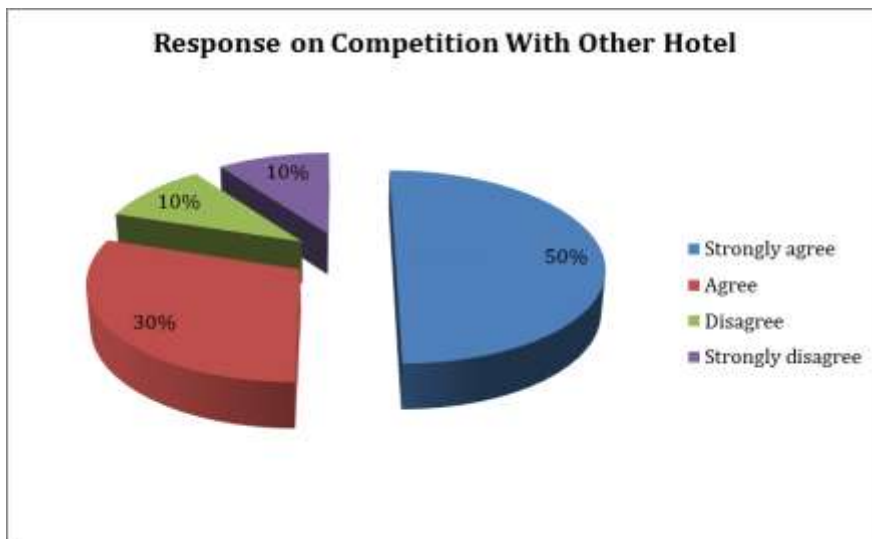
MOTIVATION AFTER TRAINING PROGRAMMES



Interpretation: From the above table, it reveals that about 27% of the respondents have agreed That trainees are motivated with the training program, 33 % of them strongly agrees that trainees are motivated with the training program, 20% of them neither agreed nor disagreed that trainees are motivated with the training program, 13% of them disagreed and strong disagree 7% that trainees are motivated with the training program.

Question No 3. The Accord Hotel faces stiff competition posed by other star hotels in the city. It also comparatively for the hotel to have more satisfied staff.

Option	No. of Respondent	Percentage of respondent
Strongly agree	50	50%
Agree	30	30%
Disagree	10	10%
Strongly disagree	10	10%
Total	100	100%



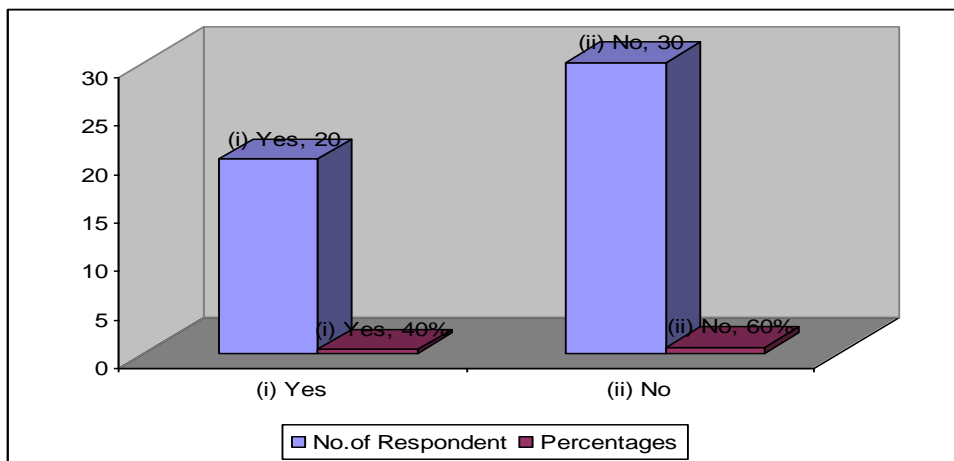
Interpretation : From the responses it is seen that 85% persons view is that coordination among the people of various department is not good and without interference at Accord Metropolitan Hotel where as 15 % coordination among the people of various department is good.

Question No 4. Have you been sent to cross exposure training to any other branches of our hotel

Pinion	No. of Respondents	Percentages
(i) Yes	20	40%
(ii) No	30	60%

CHART CHECKS WHETHER THE EMPLOYEES ARE SENT TO

CROSS EXPOSURE TRAINING FOR OTHER BRANCHES



Interpretation:

This question checks that the employees are sent to cross exposure training to any other branches of their hotel group. In response, 40% of the employees agreed that they are sent to different branches for exposure. 60% of the employees disagree that they have never been sent to exposure to any other branches of their group hotel

Question No 5. The communication skills require improvements in the hotel premises of Accord Metropolitan Hotel.

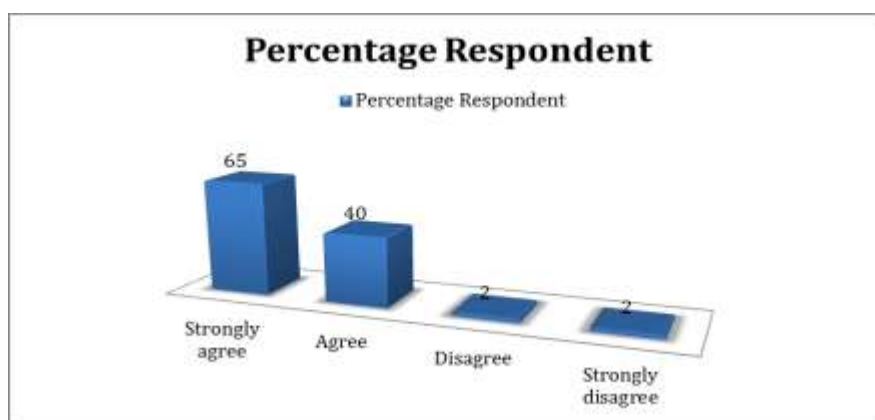
Option	No. of Respondent	Percentage of respondent
Strongly agree	56	56%
Agree	30	30%

Disagree	10	10%
Strongly disagree	4	4%
Total	100	100%

Interpretation: From the responses it is seen that 86% persons view is that there is lack of communication skill at Accord Metropolitan Hotel where as 14 % coordination among the people feels the communication skill is good.

Question No 6. Coordination among the people of various department is not good and without interference at Accord Metropolitan Hotel .

Option	No. of Respondent	Percentage of respondent
Strongly agree	65	56%
Agree	40	40%
Disagree	2	2%
Strongly disagree	2	2%
Total	100	100%

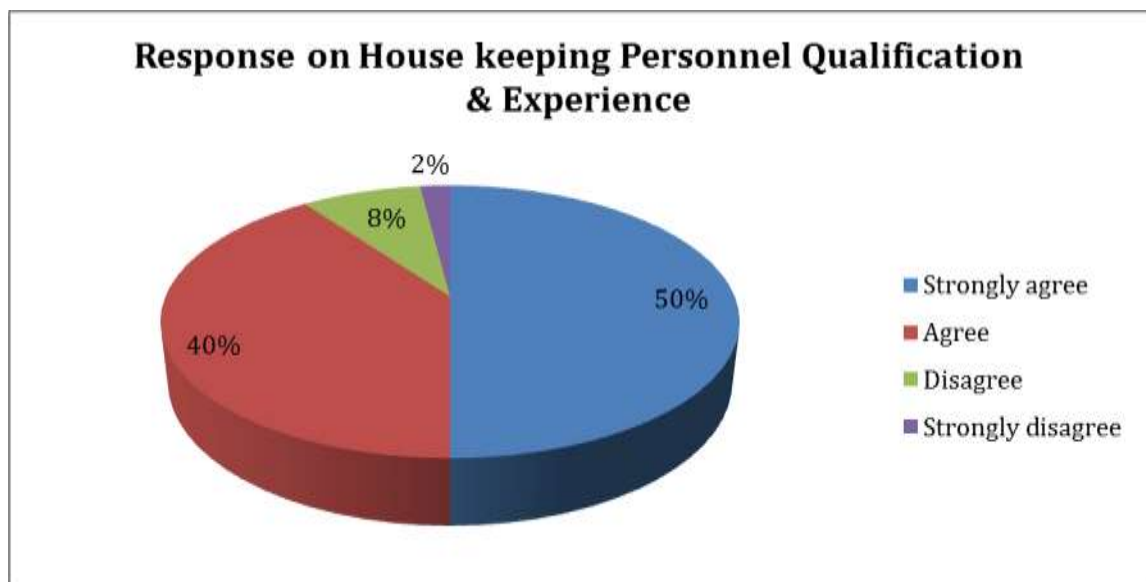


Interpretation: From the responses it is seen that 85% persons view is that coordination among the people of various department is not good and without

interference at Accord Metropolitan Hotel where as 15 % coordination among the people of various department is good.

Question No 7. While recruiting housekeeping personnel, candidates qualifications and experience should be taken into account

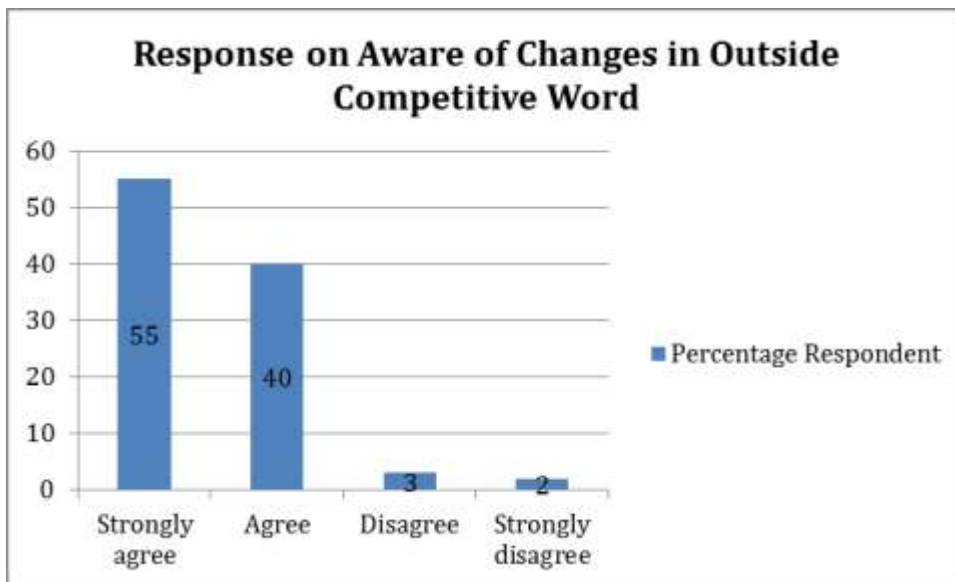
Option	No. of Respondent	Percentage of respondent
Strongly agree	40	40%
Agree	50	50%
Disagree	8	8%
Strongly disagree	2	2%
Total	100	100%



Interpretation: From the responses it is seen that 90% persons view is that housekeeping personnel, candidates qualifications and experience should be taken into account where as 10 % does not agree with it.

Question No 8. In today’s competitive world it is essential to be aware of the changes taking place in the outside world which will help hotels keep in turn with race and trends.

Option	No. of Respondent	Percentage of respondent
Strongly agree	55	55%
Agree	40	40%
Disagree	3	3%
Strongly disagree	2	2%
Total	100	100%



Interpretation: From the responses it is seen that 95% persons view is that in today’s competitive world it is essential to be aware of the changes taking place in the outside world which will help hotels keep in turn with race and trends where as 5 % does not agree with it.

Question No 9. The personnel department should check the appraisal of all employees and give promotion and incentives to all the deserving people to have the better functioning of the front office.

Option	No. of Respondent	Percentage of respondent
Strongly agree	69	69%
Agree	26	26%
Disagree	3	3%
Strongly disagree	2	2%
Total	100	100%

Interpretation: From the responses it is seen that 85% persons view is The personnel department should check the appraisal of all employees and give promotion and incentives to all the deserving people to have the better functioning of the front office where as 15 % does not agree with it.

Question No 10. The Facilities of the Accord Metropolitan Hotel Should be reviewed to enhance its class and quality.

Option	No. of Respondent	Percentage of respondent
Strongly agree	75	56%
Agree	20	40%
Disagree	3	3%
Strongly disagree	2	2%
Total	100	100%

Interpretation: From the responses it is seen that 95% persons view is he facilities of the Accord Metropolitan Hotel should be reviewed to enhance its class and quality where as 5 % does not agree with it.

Chi square Test

(1).Hypothesis

Null (H₀): There is no significant difference between hotel provide welfare benefit and motivate factor in hotel.

Alternate (H₁) : - There is significant difference between hotel provide welfare benefit and motivate factor in hotel.

Observed frequency

hotel provide Welfare benefit → Motivate factors in hotel ↓	Yes	No	Total
Increase in salary	15	5	20
Promotion	20	10	30
Empowerment	25	5	30
Leave facility	15	5	20
Total	75	25	100

Expected frequency

Welfare provide hotel benefit	Yes	No	Total
Increase in salary	15	5	20
Promotion	22.5	7.5	30
Empowerment	22.5	7.5	30
Leave facility	15	5	20

Total	75	25	100
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Calculation

$$X^2 = \sum [(O-E)^2/E]$$

O	E	(O-E)	(O - E) ²	(O - E) ² /E
15	15	0	0	0
20	22.5	- 2.5	6.25	0.27
25	22.5	2.5	6.25	0.27
15	15	0	0	0
5	5	0	0	0
10	7.5	- 7.5	53.29	7.10
5	7.5	- 2.5	6.25	0.83
5	5	0	0	0
Total				8.47

Degree of freedom

$$V = (r - 1) (C - 1)$$

$$= (4 - 1) (2 - 1)$$

$$= 3 * 1$$

$$V = 3$$

Tabulated value of D.O.F 3 at 5% level is 3.84

$$8.47 > 3.84$$

Hence : - Alternate hypothesis is accepted

CONCLUSION:-There is significant difference between hotel provide welfare and motive factor in hotel.

(2)Hypothesis

Null hypothesis:(H₀) There is no significance difference between independent snap check performed flow functioning system and front office checking the appraisal entire employee by personal department.

Alternate hypothesis:(H₁) There is significance difference between independent snap check performed flow functioning system and front office checking the appraisal entire employee by personal department.

Independent snap check performed flow functioning system front office checking the appraisal entire employee by personal department.	Yes	No	Total
Strongly agree	30	15	45
Agree	10	05	15
Disagree	15	15	30
Strongly disagree	05	05	10
Total	60	40	100

Expected frequency

Independent snap check performed flow functioning system front office checking the appraisal entire employee by personal department.	Yes	No	Total
Strongly agree	27	18	45
Agree	09	06	15
Disagree	18	12	30

Strongly disagree	06	04	10
Total	60	40	100

Calculation

$$X^2 = \sum [(O-E)^2/E]$$

O	E	O-E	(O-E)	(O-E) ² /E
30	27	03	09	0.33
10	09	01	01	0.11
15	18	-03	09	0.5
05	06	-01	01	0.16
15	18	03	09	0.5
05	06	-01	01	0.16
15	12	03	09	0.75
05	04	01	01	0.25
Total				2.76

Degree of freedom

$$V = (C-1)(R-1)$$

$$= (2-1)(4-1)$$

$$= 1 * 3$$

$$V = 3$$

Tabulated value of D.O F.3 at 5% level is 3.84

$$2.76 < 3.84$$

Hence : Null hypothesis is accepted.

Conclusion: There is no significance difference between independent snap check performed flow functioning system and front office checking the appraisal entire employee by personal department.

FINDINGS

- It is found from the study that the front office marketing is very effective at Accord Metropolitan Hotel.
- Visitor likes its service, its look interior and outer beauty and the place of location.
- The staff behavior is appreciable and more acknowledged among the tourist within and outside country.
- The coordination among the staff is good except in few departments like housekeeping and hospitality department.
- There is a coordination gap among the personnel's in the few departments like housekeeping department, customer service departments, etc.
- There is lack of knowledge and information about the working of hotel among the personnel of Accord Metropolitan Hotel.
- It has founded that 85% respondents view is that coordination among the people of various department is not good and without interference at Accord Metropolitan Hotel.
- It has founded that 70% respondents view is that standard that other hotels in the category must follow Accord Metropolitan Hotel.
- It has seen that 90% person view is that housekeeping personnel, candidate qualification and experience should be taken into account.
- It has founded 95% person view is that in today's competitive world it is essential to be aware of the change taking place in the outside world.

Suggestions and Recommendations

- I suggest a closer coordination without interference between all the departments. There should be a regular training of the staff by various section heads. This will ensure smooth running of the hotel.
- The Accord Metropolitan Hotel faces stiff competition posed by other star hotels in the city. It also comparatively for the hotel to have more satisfied staff. For this the personnel department should check the appraisal of all employees and give promotion and incentives to all the deserving people. The Accord Metropolitan hotel being the premier hotel chain in India should set standards that others must follow. In today's competitive world it is essential

to be aware of the changes taking place in the outside world which will help hotels keep in turn with race and trends. The area which were fit to be particularly important and were emphasized were:

- While recruiting housekeeping personnel, candidate's qualifications and experience should be taken into account and as well as at regular intervals training provided to the existing housekeeping staff in order to provide satisfactory service to the guest. While recruiting housekeeping personnel, candidate's qualifications and experience should be taken into account and as well as at regular intervals training provided to the existing housekeeping staff in order to provide satisfactory service to the guest. in front office department is the staff working in the front desk has poor communication skills and due to this the guests face problems while communicating.
- If the communication skill is not up to the mark they should be sent to the training department for their improvement in the communication skills
- Garbage to be disposed in plastic bags, which can be sealed after words and should be removed by the kitchen stewards twice a day.

CONCLUSION

- The front office marketing at Accord Metropolitan Hotel is effective and require attention at some departments like housekeeping department, security, and hospitality of visitors
- The project has been prepared to list out the operational aspects of different departments of The Accord Metropolitan Hotel. After compiling the various information's of different departments and providing solution to the various problems a solution may be drawn that no department is without problems.
- The project has partially explains the various functions and procedures of department at The Accord Metropolitan Hotel. The hotel is running reasonably well and has a good share of business and corporate clientele but it is worthy to mention now that the system and procedures need an up gradation.
- A little more strain on the delegation of power should be given Due to lack of qualified personnel in housekeeping department work gets delayed and customers receive unsatisfactory service, which create bad impression about

the hotel in guest mind. And once the guest leaves the hotel after unsatisfactory service, the guest doesn't come back.

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A STUDY ON THE EMPLOYEE AWARENESS ON HOSPITAL ACQUIRED INFECTION CONTROL AT LIFE LINE MULTISPECIALITY HOSPITAL

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ABSTRACT

A hospital-acquired infection, also known as a HAI or in medical literature as nosocomial infection, is an infection whose development is favored by a hospital environment, such as one acquired by a patient during a hospital visit or one developing among hospital staff. Such infections include fungal and bacterial infections and are aggravated by the reduced resistance of individual patients.

The primary objective of this study is to assess the employee awareness on the hospital-acquired infection control in Lifeline Multi-Speciality Hospital, Chennai. The secondary objectives are to analyse the awareness of employees on the importance of barriers techniques like hand washing, wearing of gloves, wear of mask, eye protection, wearing of gown and to evaluate the knowledge of isolation of infected patients. This study also aims to assess the method of sterilizing the equipments which are used for patients in Lifeline Multi-Speciality Hospital and to understand the most preferred method among the nurses for self protection from hospital acquired infections

INTRODUCTION

Background and Rationale of the study

Hospital-acquired infections (HAIs), also known as health-care associated infections, encompass almost all clinically evident infections that do not originate from a patient's original admitting diagnosis. Within hours after admission, a patient's flora begins to acquire characteristics of the surrounding bacterial pool. Most infections that become clinically evident after 48 hours of hospitalization are considered hospital can be considered to have a nosocomial origin if the organisms were acquired during the hospital stay.

Pathophysiology

Within hours of admission, colonies of hospitals strains of bacteria develop in the patient's skin, respiratory tract, and genitourinary tract. Risk factors for the invasion of colonizing pathogens can be categorized into 3 areas : iatrogenic, organizational and patient related .

- Iatrogenic risk factors include pathogens on the hands of medical personnel, invasive procedures (e.g. intubation and extended ventilation, indwelling vascular lines, urine catheterization), and antibiotic use and prophylaxis.
- Organizational risk factors include contaminated air conditioning systems, contaminated water systems, and staffing and physical layout of the facility (e.g. nurse-to-patient ratio, open beds close together).
- Patient risk factors include the severity of illness, underlying immunocompromised state, and length of stay.

Clinical

History

- Nosocomial infections are caused by viral, bacterial, and fungal pathogens. These pathogens should be investigated in all febrile patients who are admitted for a no febrile illness.
- During their hospital stay ‘many patients acquire viral respiratory infections (e.g. Influenza, Para influenza, respiratory syncytial viruses) in the winter, rotaviral infections in the winter, and enteroviral infections in the summer. Viruses are the leading etiologies of nasocomial infections in the pediatric patients (responsible for $\leq 14\%$ of the hospital -acquired infections [HAIs] with indentifiable pathogens).
- Bacterial and fungal infections are less common. However, they are significantly associated with more morbidity and mortality. Most patients who are infected with nosocomial bacterial and fungal pathogens have a predisposition to infection caused by invasive supportive measures such as intubation and the placement to infection caused by invasive supportive measures such as intubation and the placement of intravascular lines and urinary catheters. Fungal infections are more likely to arise from the patient’s own flora; occasionally, they are caused by contaminated solutions (e.g. those used in parenteral nutrition).

Physical

In addition to the presence of the systematic signs and symptoms of infection (e.g. fever, increased rate, increased breathing rate, skin rash, general weakness), the source of HAIs may be suggested by the instrumentation used in various procedures. For example, an endotracheal tube may be the source of phlebitis or line infection; and a Foley catheter may be associated with a candidial UTI (Urinary Tract Infection).

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

To assess the employee Awareness on Hospital-Acquired infection control in Lifeline Multi-Speciality Hospital, Chennai.

SECONDARY OBJECTIVES

1. To analyse the awareness of employees on the importance of barriers techniques like hand washing, wearing of gloves, wear of mask, eye protection, wearing of gown
2. To analyse the awareness on use of sterilized equipments, Linen, and disinfectants and needle destroyer.
3. To evaluate the knowledge of isolation of infected patients
4. To assess the method of sterilizing the equipments which are used for patients in Lifeline Multi-Speciality Hospital
5. To understand the most preferred method among the nurses for self protection from hospital acquired infections
6. To give suitable suggestions to eradicate the hospital acquired infections

NEED FOR THE STUDY

Hospital – Acquired Infection have been found to affect between 5-10 per cent of hospital patients and the changing delivery of health care services is likely to impact further on the nature and cost of HAI. On the one hand, the increasing use of same day surgery, the trend for shorter lengths of hospital pathogens and invasive devices. So that the investigator chosen the topic and improve the knowledge level among the staffs and management employees.

SCOPE OF THE STUDY

The Scope of the infection control study includes:

- i. Awareness in barriers technique like
 - Hand washing
 - Wearing gloves
 - Wearing mask
 - Wearing gown
- ii. Sterilization of equipments
- iii. Usage of disinfectants, linens
- iv. Isolation of infected patients

LIMITATIONS

- i. The investigator limited the study of knowledge level among employees of the Lifeline Multi-Speciality Hospital
- ii. Only a sample of 100 has been taken. The Period of the Study is 4 Months January to April.
- iii. This study is applicable only to Lifeline Multi-Speciality Hospital.

- iv. Different people have a different thought process and different attitudes. As a result their manner of answering the questions of the study differs the answers received sometimes well while sometimes they were negative.
- v. A census survey is not possible due to time period so I have selected sample survey

Review of literature

The creation of a literature review is one of the most difficult and important tasks faced by scientists. It requires the culmination of many skills including library research, logical arrangement of information, and scientific writing. The purpose of the literature review may be many fold but usually it is the first step in the process of doing scientific research. Before any scientist approaches the lab bench, they first approach the body of the primary literature. It might surprise you to learn that most literature in science is rather useless in that it is never cited in other publications. It is estimated that only 5% of the publications in the natural sciences are useful in terms of being accurate, significant and worthy of guiding future research. Thus, the role of a good literature review is to find and present the pertinent work from the primary literature in a logical, organized manner and to bring the reader as up to date as possible. Primary literature is defined as peer-reviewed journals that publish the original research findings. Review articles and general science coverage articles and general science coverage articles are called secondary literature.

Literature review was carried out to support the study on Hospital – Acquired Infection Control,

ADAMS, 1995; COLLINGNON, 1995

He states that, the emergence of new infections such as HIV and Creutzfeldt-Jakob disease, the endemic nature of some antibiotic resistant pathogens have further compounded the problem of Hospital- Acquired Infection Control (HAI).

BOYCE, JOHN M. “HAND HYGIENE COMPLIANCE MONITORING”: CURRENT PERSPECTIVE FROM THE USA. JOURNAL OF HOSPITAL INFECTION (2008)

He states that, monitoring hand hygiene compliance and providing healthcare workers with feedback regarding their performance are considered integral parts of a successful hand hygiene promotion program. Direct observation of care providers by trained personnel is currently considered the gold standard. Advantages include the

ability to determine if hand hygiene is being performed at the correct times, establish compliance rates by health care worker type, and assess hand hygiene technique. However, observation surveys are time consuming, permit observation of only a small fraction of all hand hygiene opportunities, and can be influenced by inter-rater reliability. Comparison of compliance rates obtained through observation techniques. Self-reporting of compliance is not sufficiently reliable to be useful. Monitoring the usage of hand hygiene products requires much less time and can be performed on an ongoing basis, and is less complicated.

DIXON, 1991; MEERS, 1981

They states that, at the hospital level, a multidisciplinary team approach, with strong administrative support, is critical to implementation effective infection control and surveillance programs and encouraging a cultural change from bland acceptance of infections as part of the hospital environment to a constant awareness of the hospital environment to a constant awareness of the potential for infection prevention. Department of Human Services is not prescriptive to hospitals in how they manage and direct policy and practice in their institution and is well aware of hospitals' concerns about data confidentiality. The role of government is to promote and encourage minimization of HAI through appropriate and effective programs working with hospitals, their staff and consumers.

RESEARCH APPROACH AND DESIGN:

The approach chosen for this study is descriptive survey method which helps to provide factual information about existing phenomena. It also helps to study the current problem by further descriptive and understanding of current conditions.

The purpose of this approach is to describe and documents the aspects of situation.

Research design is descriptive study design. It describes the knowledge of infection control among the staff at the Lifeline Multi-Speciality Hospital.

Descriptive studies are designed to gain more information about characteristics within the particular field of study. The Purpose is to produce a picture of a situation as it naturally occurs. In descriptive design, an attempt is made to establish the relationship between dependent and independent variables.

SETTINGS:

The setting for the study is Lifeline Multi-Speciality Hospital.

SAMPLING:

Non-probability random sampling.

Non-probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected. In any form of research, true random sampling is always difficult to achieve.

Most researchers are bounded by the time, money and workforce and because of these limitations, it is almost impossible to randomly sample the entire population and it is often necessary to employ another sampling technique, non –probability sampling technique.

Hence the Researcher has chosen Non-Probability random sampling for the study.

POPULATION:

It refers to the totality of the subjects who have defined the set of specialization.

So, the investigator found the population in this study which includes staffs working in Lifeline Multi-Speciality Hospital, the total size of 100

SAMPLE SIZE

The sample size of a statistical sample is the number of observations that continue it. It is typically denoted n , a positive integer (natural number).

Typically, all else being equal, a larger sample size leads to increased precisions in estimates of various properties of the population, though the results will become less accurate if there is a systematic error in the experiment. This can be seen in such statistical rules as the law of large numbers and the central limit theorem. Repeated measurements and replication of independent samples are often required in measurement and experiments to reach a desired precision.

Hence the researcher chosen sampling size is 100

DATA COLLECTION PROCEDURE:

The administrative officer of the hospital was approached and prior permission was obtained. The objectives and the intension of the study were explained. After a brief introduction about the self, the investigator explained about the purpose of the study and assured confidentiality of the information given. Data was collected in a comfortable and relaxed environment from the staff in Lifeline Multi-Speciality Hospital.

PLAN FOR DATA ANALYSIS:

Data were analysed and interpreted with the help of

- i. Percentage analysis:

Percentage Analysis is the method to represent raw streams of data as a percentage for better understanding of collected data.

ii. **Pie-Chart:**

Pie charts are such a common way to express absolute values and percentages in business that many word-processing, presentation, database and spreadsheet programs include them as a standard charting option. A pie chart shows the size of a series of numerical values, proportional to the sum of all the items. Each value appears as a wedge, representing a percentage of the whole pie. Each wedge often assumes a different color for more clarity. Pie charts can express home and business budgets, sales figures and survey results. They are specially useful for reducing numerical information into more comprehensible pictures. Some formatting options include specifying a two dimensional or three dimensional appearance, changing wedge colors, and magnifying either one wedge or all the pieces.

iii. **Bar Diagram:**

A bar chart or bar graph is a chart with rectangular bars with lengths proportional to the values that they represent. The bars can also be plotted horizontally. Bar charts are used for plotting discrete (or 'discontinuous') data i.e. data which has discrete values and is not continuous. Some examples of discontinuous data include 'shoe size' or 'eye color', for which you would use a bar chart. In contrast, some examples of continuous data would be 'height' or 'weight'. A bar chart is very useful if you are trying to record certain information whether it is continuous or not continuous data.

APPLICATION OF TOOLS:

The probability density curve of a chi-square distribution is asymmetric curve stretching over the positive side of the line and having a long right tail. The form of the curve depends on the values of the degree of freedom.

Chi-Square Hypotheses:

H_0 : The null hypothesis ($P\text{-Value} > 0.05$) means the populations have the same proportions.

H_a : The alternative hypotheses ($P\text{-Value} < 0.05$)

Chi-Square was applied to analyse the association of Knowledge Level with selected Demographic variables.

DATA ANALYSIS

TABLE NO:1 AFTER TOUCHING THE PATIENTS WITH BLOOD, SECRETIONS, EXCRETIONS AND CONTAMINATED ITEMS

S.NO	MATERIAL GLOVES	RESPONDENTS
1	Handle the next patient immediately	0
2	Wipe the hands with cloth/cotton	16
3	Wash the hands in running water	84
	TOTAL	100

INFERENCE:

From the above pie chart, it states that 84% of the respondents wash the hands in running water

after touching the patients with blood, secretions, excretions and contaminated items and 16% of the respondents wipe the hands with cloth/cotton after touching the patients with blood, secretions, excretions and contaminated items

CHART 1 AFTER TOUCHING THE PATIENTS WITH BLOOD, SECRETIONS, EXCRETIONS AND CONTAMINATED ITEMS

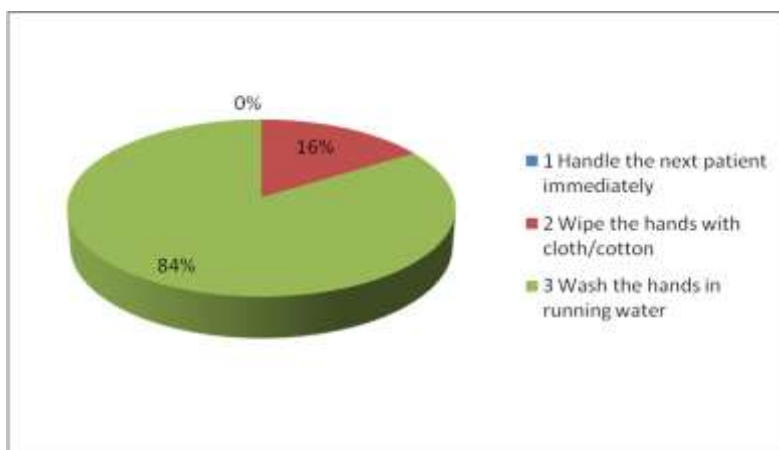


TABLE 2 RESPONDENTS BY MATERIAL GLOVES

S.NO	MATERIAL GLOVES	RESPONDENTS
1	Latex	38
2	Nitrile	22
3	Rubber	18
4	Vinyl	12
5	Neoprene	10
	TOTAL	100

INFERENCE:

From the above pie chart, it states that 38% of the respondents use latex material gloves, 22% of the respondents use nitrile material gloves, 18% of the respondents use rubber material gloves, 12% of respondents use vinyl material gloves and lastly 10% of the respondents use for neoprene.

CHART 2 RESPONDENTS BY MATERIAL GLOVES

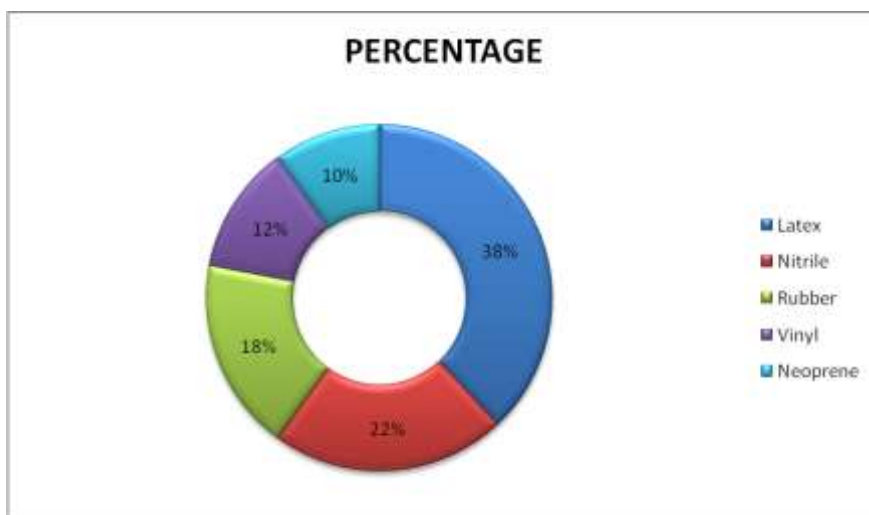


TABLE 3 RESPONDENTS BY TYPES OF GLOVES

S.NO	GLOVES	RESPONDENTS
1	Sterile surgical gloves	74
2	Sterile exam gloves	14
3	Non-sterile exam gloves	12
	TOTAL	100

INFERENCE:

From the above pie chart, it can infer that 74% of the respondents prefer sterile surgical gloves, 14% of the respondents prefer sterile exam gloves and 12% of the respondents prefer non-sterile exam gloves.

CHART 3 RESPONDENTS BY TYPES OF GLOVES

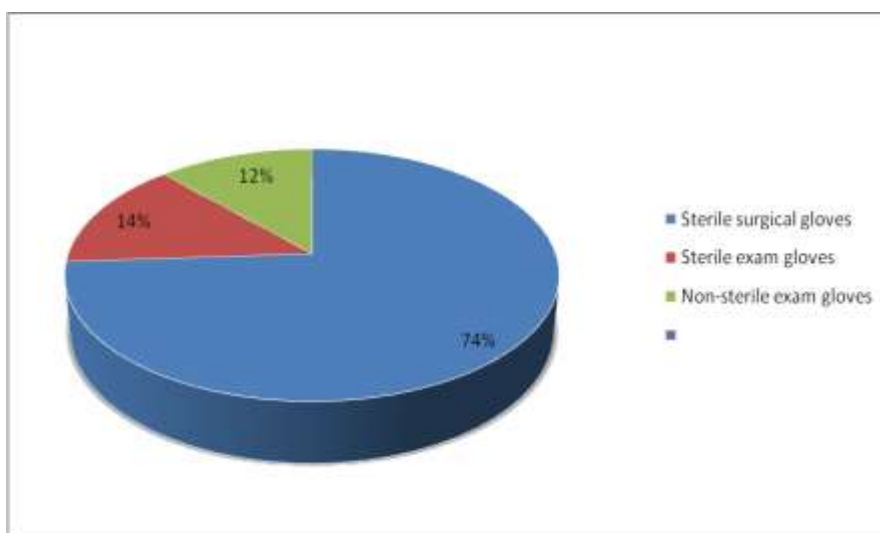


TABLE 4 RESPONDENTS TO PERFORM HAND HYGIENE

S.NO	PARTICULARS	RESPONDENTS
1	In Between	14
2	Only After	0
3	Before and After	74
4	Just Before	12
TOTAL		100

INFERENCE:

From the above diagram it can be noticed that 74% of the respondents say that hand hygiene should be performed before and after every patient/resident or equipment contact while 14 % say that that hand hygiene should be performed before and after every patient/resident or equipment contact

CHART 4 RESPONDENTS TO PERFORM HAND HYGIENE

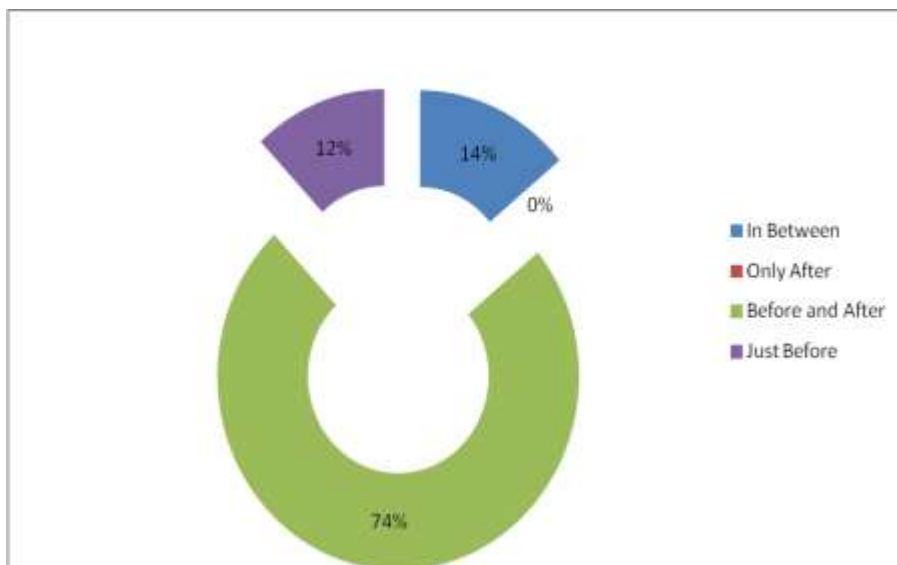


TABLE 5 WHILE DOING DRESSING FOR PATIENTS

S.NO	Apply medicine on the:	RESPONDENTS
1	on the wound with empty hand by touching it	14
2	on the wound with empty hand without touching it	10
3	on the wound using cotton	18
4	on the wound with gloved hands	58
	TOTAL	100

INFERENCE:

From the above pie diagram,14% of the respondents apply on the wound with empty hand by touching it,10% of the respondents apply on the wound with empty hand without touching it,18% of the respondents apply on the wound using cotton and 58% of the respondents apply the medicine on the wound with gloved hands.

CHART 5 WHILE DOING DRESSING FOR PATIENTS

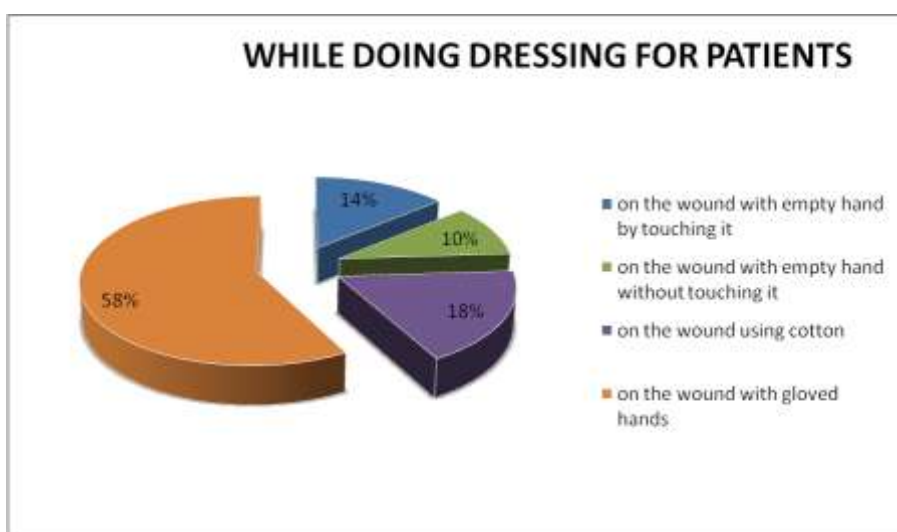


TABLE 6 RESPONDENTS TO INFECTIONS REQUIRES HAND HYGIENE

S.NO	INFECTIONS	RESPONDENTS
1	Catheter Associated Urinary Tract Infection	48
2	Surgical Site infection	22
3	Methicillin-resistant Staphlococcus Aureus	18
4	Clostridium difficile	12
TOTAL		100

INFERENCE:

From the above Pie Chart we can observe that 22% of the respondents to Surgical Site Infections, 18% Respondents to Methicillin-Resistant Staphlococcus Aureus, 12% Respondents to Clostridium and 48% of the respondents say that Catheter Associated Urinary Tract Infection requires Hand Hygiene with soap and water rather than alcohol based hand rub to prevent transmission.

CHART 7 RESPONDENTS TO INFECTIONS REQUIRES HAND HYGIENE

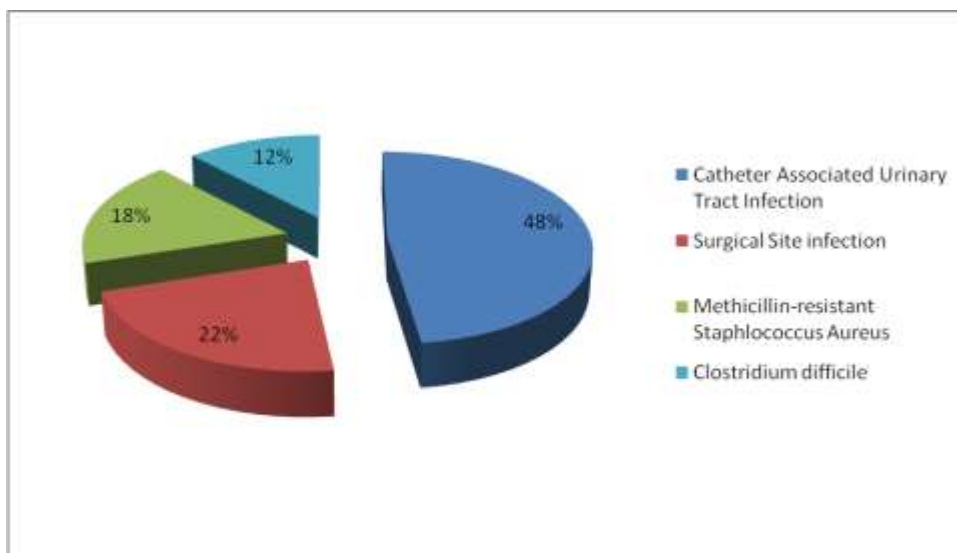


TABLE 8 GLOVES ARE NOT NECESSARY AS PART OF STANDARD PRECAUTIONS

S.NO	PARTICULARS	RESPONDENTS
1	Pills are being dispensed.	86
2	A catheter bag is being emptied	4
3	An incontinent patient is being repositioned	6
4	Wound dressing is being changed	4
	TOTAL	100

INFERENCE:

From the above table, it can be inferred that 86% of the respondents feel that gloves are not necessary as part of standard precautions while pills are being dispensed and 6% of the respondents feel that gloves are not necessary as part of standard precautions while an incontinent patient is being repositioned

CHART 8 GLOVES ARE NOT NECESSARY AS PART OF STANDARD PRECAUTIONS

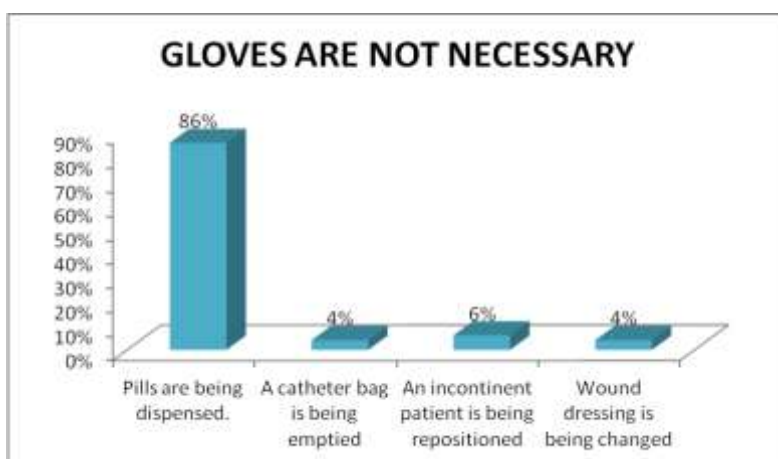


TABLE 9 TRUE STATEMENTS ABOUT ANTIBIOTICS

S.NO	PARTICULARS	RESPONDENTS
1	Doctors should prescribe an antibiotic whenever a patient requests one .	8
2	Consumers often request antibiotics when they are not appropriate	6
3	Doctors should prescribe antibiotics for every patient with an infection	80
4	Consumers should stop taking antibiotics when they start to feel better	6
	TOTAL	100

INFERENCE:

From the above table, it can be inferred that 80 % of the respondents feel that doctors should prescribe antibiotics for every patient with an infection and 6 % of the respondents feel that doctors should prescribe antibiotics for every patient with an infection

CHART 9 TRUE STATEMENTS ABOUT ANTIBIOTICS

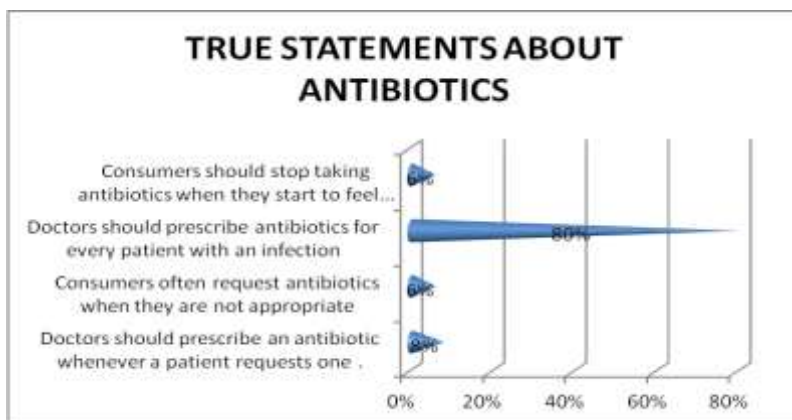


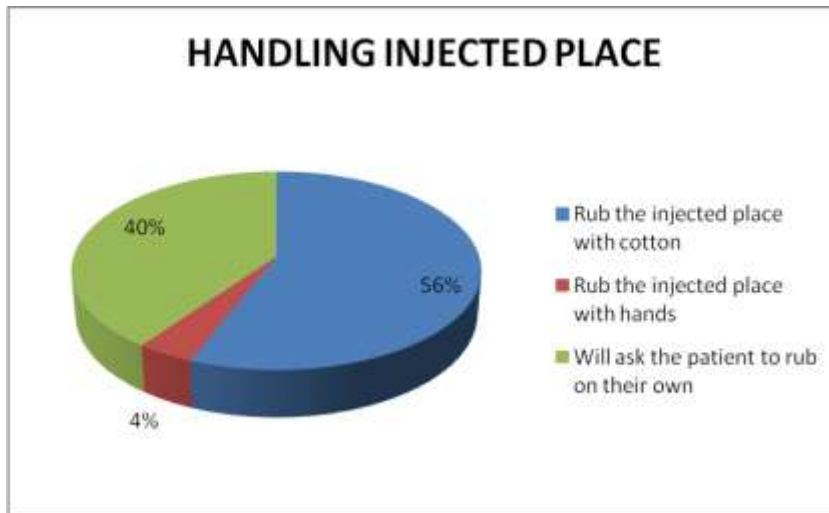
TABLE 10 HANDLING OF INJECTED PLACE AFTER GIVING INJECTIONS TO THE PATIENT

S.NO	PARTICULARS	RESPONDENTS
1	Rub the injected place with cotton	56
2	Rub the injected place with hands	4
3	Will ask the patient to rub on their own	40
	TOTAL	100

INFERENCE:

From the above table, it can be inferred that 56% of the respondents rub the injected place with cotton while 40% of the respondents will ask the patient to rub on their own

CHART 10 HANDLING OF INJECTED PLACE AFTER GIVING INJECTIONS TO THE PATIENT



STATISTICAL TOOLS

CHI – SQUARE

Chi-square Test is a useful measure of comparing experimentally obtained results with those expected theoretically and based on hypothesis. The Expected frequencies are the frequencies that should be uniformly distributed over a given period of time.

$$\chi^2 = \sum [(O-E)^2 / E]$$

Where O-Observed frequency

E-Expected frequency.

NULL HYPOTHESIS:

H0: There is no relationship between the experience and the method to handle the patients suffering from contagious diseases

ALTERNATIVE HYPOTHESIS:

H1: There is a relationship the experience and the method to handle the patients suffering from contagious diseases

TABLE 11

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	58.372 ^a	6	.000
Likelihood Ratio	73.993	6	.000
Linear-by-Linear Association	4.472	1	.034
N of Valid Cases	100		

Calculated value of $X^2 = 58.372^a$

Degree of freedom, $v = (R-1) (C-1)$

$$= (4-1) (3-1)$$

$$= 3 * 2 = 6$$

Level of Significance, $\alpha = 0.05$

$$\alpha(0.05, 6) = 12.592$$

Since, computed value 58.372^a is greater than table value 12.592

That is, $58.372^a > 12.592$

INFERENCE:

Calculated value of $X^2 = 58.372^a$ is more than the table value = 12.592

Null hypothesis is rejected.

Result:

There is a relationship between the experience and the method to handle the patients suffering from contagious diseases

ONE WAY ANOVA

The ANOVA tests the null hypothesis that samples in two or more groups are drawn from populations with the same mean values. To do this, two estimates are made of the population variance. The ANOVA produces an F-statistic, the ratio of the variance calculated among the means to the variance within the samples. If the group means are drawn from populations with the same mean values, the variance between the group means should be lower than the variance of the samples, following the central limit theorem. A higher ratio therefore implies that the samples were drawn from populations with different mean values.

All of this sounds like a lot to remember, and it is. However, there is a table which makes things really nice.

TABLE 11

	SS	df	MS	F
Between	SS(B)	k-1	SS(B) ----- k-1	MS(B) ----- MS(W)
Within	SS(W)	N-k	SS(W) ----- N-k	.
Total	SS(W) + SS(B)	N-1	.	.

Notice that each Mean Square is just the Sum of Squares divided by its degrees of freedom, and the F value is the ratio of the mean squares. Do not put the largest variance in the numerator, always divide the between variance by the within variance. If the between variance is smaller than the within variance, then the means are really close to each other and you will fail to reject the claim that they are all equal. The degrees of freedom of the F-test are in the same order they appear in the table

Null hypothesis (H₀):

There is no significance difference between wearing the mask and gloves during the procedures and patient care activities and the nurses wearing gown during procedures and patient – care

Alternate hypothesis (H₁):

There is a significance difference between wearing the mask and gloves during the procedures and patient care activities and the nurses wearing gown during procedures and patient – care

FINDINGS

- Majority (56%) of the respondents rub the injected place with cotton
- Majority (54%) of the respondents wash their hands while attending the patients
- Majority (38%) of the respondents feel that medical microbiologists controls the antibiotic policy
- Majority (66%) of the respondents sterilize the equipments with chemical.
- Majority (72%) of the respondents say that disinfectants are used for cleaning walls and floor on a daily basis
- Majority (68%) of the respondents to strongly agree that wash & sterilize the linen after the patients get discharged
- Majority (78%) of the respondents strongly agree to wear a mask and glove during procedures & patient care activities
- Majority (86%) of the respondents throw the needle in the dust bin with needle cap after use

- Majority (76%) of the respondents wear gown during procedures and patient – care
- Majority (80%) of the respondents strongly agree that hospital should undertake surveillance of hospital-acquired infection
- Majority (44%) of the respondents say that handle the patients suffering from contagious disease from an isolated room
- Majority (58%) of the respondents prefer periodical staff vaccinations for protecting themselves from hospital acquired infections

SUGGESTIONS

- ❖ Management of Lifeline Multi-Speciality Hospital can create a committee to monitor the hospital acquired infections. This committee can ensure the periodical vaccination for the nurses to protect them for hospital acquired infection
- ❖ Special training sessions can be conducted to the nurses and create awareness about the hospital acquired infection on a regular basis
- ❖ Heat sterilization for equipments can be made readily available than waiting for the chemical sterilization of equipments which requires more effort.
- ❖ Standard principles have to be framed for the nurses for handling the patients. All these principles should protect the nurses from various hospital acquired infections
- ❖ Wearing gloves & masks wherever necessary has to be followed strictly among the nurses. This will set a good image for the hospital among the patients and also prevents the hospital acquired infection

CONCLUSION

Hospital acquired infections are a serious threat to the nurses who handle the patients everyday in hospital. Although nurses are trained to protect themselves from the infections, few lapses happen in every hospital. Through this study, the researcher has assessed the awareness among the nurses about the hospital acquired infections.

Based on the responses, numerous findings have been arrived. In short, regular check on the cleanliness, hand wash, usage of disinfectants, maintaining hygienic atmosphere and the way patients are handled decide the spread of hospital acquired infections. Monitoring of the hospital acquired infections and periodical vaccinations for nurses can protect them from the hospital acquired infections. Suitable suggestions have been given to the management of Lifeline Multi-Speciality Hospital to make their hospital free from any kind of hospital acquired infections.

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**A STUDY ON PATIENT PERCEPTION TOWARDS GENERAL HEALTH
CARE CHECKUP WITH SPECIAL REFERENCE TO CHROMPET
TOWNSHIP**

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INTRODUCTION

The private health care system in India has grown vastly over the years and is well established and flourishing. At the time of Independence, the private health sector accounted for only 5 to 10 per cent of total patient care. In 2014, the share of private sector in total hospitalized treatment was estimated at 58.3 per cent in rural areas and 61.8 per cent in urban areas. In the case of non-hospitalized treatment, government sources account for only 22 per cent in rural areas and 19 per cent in urban areas. Data from the National Family Health Survey III also confirms that the private medical sector remains the primary source of health care for the majority of households in urban (70 per cent) as well as rural areas (63 per cent). Private Doctors or Clinics are the main source of care in the private sector, catering to 46 per cent of the urban and 36 per cent of the rural households.

Blooming of the Private Health Sector

A weak government health care delivery system, coupled with the poor quality of care offered by it, is a major contributing factor to the growth of the private health care system. Other important factors are as given below:-

1. Government Policies
2. Indirect Government Support
3. Quality of Care in the Private Sector
4. Private Medical Practitioners
5. For-Profit Nursing Homes/Hospitals
6. Not-for Profit/Missionary Hospitals

SCOPE OF THE STUDY

Measuring the Perception Level of Patients of Sree Balaji Medical College Hospital, Chennai with a view to find ways by which the overall Brand Image of the hospital could be improved.

OBJECTIVES OF THE STUDY

Primary Objective:

To evaluate patient perception towards general health care check-up with special reference to chrompet township. .

Secondary Objectives:

- To identify the needs and wants of patient towards health care check-up.
- To measure the patient's attitude towards general health care check-up.
- To determine the factors influencing patient perception regarding general health care check-up.
- To provide some suggestions to improve the service according to patient perception.

LITERATURE REVIEW

The reviewed literature agreed on the fact that there is an impact of measuring patient perception on quality improvement of care. Patients evaluation of care is a realistic tool to provide opportunity for improvement, enhance strategic decision making, reduce cost, meet patients expectations, frame strategies for effective management, monitor healthcare performance of health plans and provide benchmarking across the healthcare institutions.

In addition, due to the tendency of healthcare industries to concentrate on patient-centered care; patient satisfaction reflects patient's involvement in decision making and their role as partners in improving the quality of healthcare services.⁹ also deemed the significant correlation between measuring patient perception and continuity of care where the satisfied patients tend to comply with the treatment and adhere to the same healthcare providers.¹⁰ Patient perception represents a key marker

of communication and health-related behavior. In contrast, some of the literature dismisses patients' views as a wholly subjective evaluation and an unreliable judgment of the quality of care.

Basically, there are two approaches for evaluating patient satisfaction-qualitative and quantitative. The quantitative approach provides accurate methods to measure patient satisfaction. Standardized questionnaires (either self-reported or interviewer-administrated or by telephone) have been the most common assessment tool for conducting patient satisfaction studies.

There is a great variation in questionnaires as instruments of measuring patient satisfaction. The spectrum includes: instruments provided by private vendors, which are usually not published and their reliability and validity are not clear. Secondly, there are quite a number of publically and standardized instruments such as patient satisfaction questionnaires; Patient Satisfaction Questionnaires and consumer assessment health plans. Such instruments have the advantage of good reliability and validity; however, offer limited scope of survey questions. Thirdly, internally developed instruments which are mainly generated entirely de novo or import questions from other existing standardized instruments. A survey conducted in 16 academic medical centers across the USA in 2002 to determine the type of patient satisfaction instrument that was used at each centre established that the majority of institutions use an internally developed instrument for outpatient satisfaction, while they used private vendor's instruments for inpatient satisfaction. Patient satisfaction measurement tools should be reliable and valid in order to precisely function and to realise the main goal of collecting patient's feedback.

Another large survey conducted in major acute care hospitals in five countries (United Kingdom, USA, Sweden, Switzerland and Germany) to determine the applicability and relevance of short form questionnaire from Picker Patient Experience Questionnaire for inpatient experience concluded that Picker Patient Experience Questionnaire demonstrates a high correlation of selected items, high consistence validity across countries and a high association of the gold standard.

On the other hand, Surveys based on many standardized, validated patient satisfaction instruments which have been developed primarily to assess patient satisfaction with specific aspects of care, these have little potential of validity and

reliability in other settings of care. Therefore, selecting an appropriate patient satisfaction instrument is a critical challenge for healthcare organizations.

One critical literature review on survey instruments and other existing studies ascertained that the plethora of survey instruments measuring patient satisfaction in healthcare industries is heartening; however, core instruments need to be standardized and there needs to be centralized uniform information collection.

RESEARCH METHODOLOGY

Research Design

In the study the researcher used Descriptive research design

Sources of Data Collection

Primary Source

Primary data refers to the data that was collected first hand, directly from the source. This consisted primarily of interviews and discussion with the patients themselves and also includes direct observation.

Secondary Source

Secondary data refers to the data that was previously collected by others for another purpose. It includes:

- ✓ Hospital website.
- ✓ Internet
- ✓ Manuals and Research Papers and Books.

DATA COLLECTION

The data collected for the purpose of this project was mainly from the patients reporting to the Out Patient Department. The Patients were interviewed on the basis of the Survey Template at Appendix. The following additional activities were also conducted:

1. Attending the organization regularly.
2. Learning about the working environment.
3. Assess the organizational performances.

4. Interaction with the employees who have got more experience with their respective jobs.
5. Studying the activities of the employees and how they work.
6. Interacting with the patients themselves.
7. Assisting the attenders of patients with a view to improve their satisfaction level.

During the period of the project, an endeavour was made to collect data from the maximum number of patients. Since, there was only an average of 250 patients reporting to the Out Patient Department per day, data was collected from 250 patients only over a period of one month. Thus it could be considered that the Sample size was equivalent to 1/30 the Population size.

DATA ANALYSIS AND INTERPRETATION

The survey instrument was distributed to all patients of Sree Balaji College Hospital who were in the Out Patient Department on various days. However, a majority of the questionnaire were required to complete by the method of Interview since the attenders were not literate or in a position to allot time to read, understand and fill up the forms. For this report, 250 patients were interviewed over a period of one month. Since the average Reporting in the Out Patient Department was 250 patients per day, the Sample size was considered more than adequate for the present study. The following is a summary of the results.

Executive Summary of Out Patient Department

The following is a summary of the findings for each department/service area. The charts depict the simple averages of all responses for particular questions.

1)Details of responses for Patient Perception

CRITERIA	highly SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	highly DISSATISFIED	TOTAL RESPONSES
WEIGHT	5	4	3	2	1	

Opinion About The Canteen facilities	17	30	14	22	17	100
Lightening and Ventilation	18	30	11	20	21	100
About First Aid	28	45	9	6	12	100
Based On Individual Workspace	27	33	20	12	8	100
Rest Room Facilities	21	30	22	17	10	100
Standardized Dispensary	17	30	14	22	17	100
Services And Care Offered By Officials	12	33	20	17	18	100
Hygiene and Sanitary	18	30	11	20	21	250
CRITERIA	highly SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	highly DISSATISFIED	TOTAL RESPONSES
WEIGHT	5	4	3	2	1	
Opinion on	17	30	14	22	17	100

mode of interaction and communication						
Rate our Institution	18	30	11	20	21	100

FINDINGS

Intercom facilities are insufficient. This necessitates the Nursing staff to be entrusted with the responsibility of physically moving out of the Department for various reasons.

1. The Waiting Area is open to the Drainage System which brings in a Foul Smell in the area
2. There are no drinking water facilities for the attenders who are generally in stress.
3. Sometimes, there is a perceivable delay in patients being examined by specialist doctors.
4. Information Technology is being only to register the patients. The data is not shared on the hospital network.
5. Reports from the Diagnostic Departments are not available promptly
6. There is no Customer Support Department to guide the patients.

SUGGESTIONS

- Patient Perception: Though the Survey has clearly indicated that the Services offered by the Out Patient Department are satisfactory, there are some grey areas that need to be addressed so as to arm the department to meet unforeseen situations:
- Intercom facilities are required to be given to each and every department to facilitate unhindered communication
- Ways and means of motivating the staff are required to explore so as to reduce the attrition level and hence maintain a healthy strength of experienced Nursing staff.

- Drinking water facilities for the attenders, who are generally in stress, may be made available.
- Sometimes, there is a perceivable delay in patients being examined by specialist doctors. This could be addressed by each department Head Information Technology should be used extensively so as to open a single window for payments by attenders swiftly and conveniently. This will ensure speedy treatment.
- Reports from the Diagnostic Departments should be made available promptly, thus arming the doctors with prompt decision-making tools.

Hospital premises: Though the Survey has not been conducted with the overall facilities offered by the Hospital, from the informal interviews with patients, attenders and at time with the staff, there are some grey areas that need to be addressed so as to make the hospital a sought-after institution:

✓ There needs to be Help Desks at each floor level of the Hospital. At present this facility is lacking which generally tends to frustrate the attenders or patients.

✓ A Customer Support Departments needs to be established which will be entrusted with the responsibility of conducting the patient's right from when they enter the hospital to the time they depart. This will create goodwill among the patients

✓ A Marketing Department should be set up whose responsibility it is to make the Hospital more Visible to the environment.

✓ Adoption of latest medical advancements in treatment should be the prime aim. This will not only bring the latest technology to the patients but also help the doctors in providing the best possible solutions. At present there are many departments burdened with outdated equipment or even lacking some necessary equipment.

✓ The absence of a Human Resource Department is telling on the overall moral of the staff. Transparent and Standard procedures will go a long way in increasing the motivation level of the staff.

✓ Non-implementation of Credit Card/Debit Card payment system is causing a lot of hard ship to the patients.

- ✓ The Sanitary Facilities must be upgraded.

CONCLUSION

Patient perception is not a clearly defined concept, although it is identified as an important quality outcome indicator to measure success of the services delivery system. Patient evaluation of care is important to provide opportunity for improvement such as strategic framing of health plans, which sometimes exceed patient expectations and benchmarking. The advantages of patient perception surveys rely heavily on using standardized, psychometrically tested data collection approaches. Therefore, a standardized tool needs to be further developed and refined in order to reflect positively on the main goals of patient satisfaction survey. This literature review provides a comprehensive understanding of determinants of patient perception either dependent or in-dependent variables, and compares the magnitude of the effects of various independent healthcare dimensions on overall patient perception. There was a common salient determining factor between the studies which was interpersonal skills in terms of courtesy, respect by healthcare providers in addition to communication skills, explanation and clear information, which are more essential and influential than other technical skills such as clinical competency and hospital equipment.

Although feedback from patient perception surveys is an established yardstick for healthcare quality improvement plans, they are still not being systematically and extensively utilized for developing improvement initiatives. Furthermore, it is agreed that a patient perception questionnaire is considered to be a significant quality improvement tool; Finally, this review of various elements of patient satisfaction ranging from its measurement, predictors for improving overall patient perception and impact of collecting patient information to build up strategic quality improvement plans and initiatives has shed light on the magnitude of the subject. It thus provides the opportunity for organization managers and policy makers to yield a better understanding of patient views and perceptions, and the extent of their involvement in improving the quality of care and services. Furthermore, managers implement effective change by unfreezing old behaviours, introducing new ones, and re-freezing them for better healthcare.

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A STUDY ON INDIAN CAPITAL MARKET

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EXECUTIVE SUMMARY

The capital market is important to a country economic and social system. It plays the crucial roles of capital raising for both public and private sectors, promoting balance and stability in the financial system, decreasing dependency on the banking sector, driving the economy forward and creating jobs, as well as being an alternative method for savings. A strong capital market will lessen the impact of economic fluctuations which can be compounded by the fast-flowing nature of capital.

However, there are still many issues besetting the Thai capital market: few institutional investors, small retail investor base, limited financial products, high transaction costs, and lack of efficient regulatory enforcement are some examples.

INDIAN CAPITAL MARKET

The capital market is the market for securities, where Companies and governments can raise long-term funds. It is a market in which money is lent for periods longer than a year. A nation's capital market includes such financial institutions as banks, insurance companies, and stock exchanges that channel long-term investment funds to commercial and industrial borrowers. Unlike the money market, on which lending is ordinarily short term, the capital market typically finances fixed investments like those in buildings and machinery.

Nature and Constituents:

The capital market consists of number of individuals and institutions (including the government) that canalize the supply and demand for long-term capital and claims on capital. The stock exchange, commercial banks, co-operative banks, saving banks, development banks, insurance companies, investment trust or companies, etc., are important constituents of the capital markets.

The capital market, like the money market, has three important Components, namely the suppliers of loanable funds, the borrowers and the Intermediaries who deal with the lenders on the one hand and the Borrowers on the other.

REVIEW OF LITERATURE

Gupta (1972) in his book has studied the working of stock exchanges in India and has given a number of suggestions to improve its working. The study highlights the need to regulate the volume of speculation so as to serve the needs of liquidity and price continuity. It suggests the enlistment of corporate securities in more than one stock exchange at the same time to improve liquidity. The study also wishes the cost of issues to be low, in order to protect small investors

Panda (1980) has studied the role of stock exchanges in India before and after independence. The study reveals that listed stocks covered four-fifths of the joint stock sector companies. Investment in securities was no longer the monopoly of any particular class or of a small group of people. It attracted the attention of a large number of small and middle class individuals. It was observed that a large proportion of savings went in the first instance into purchase of securities already issued.

Gupta (1981) in an extensive study titled 'Return on New Equity Issues' states that the investment performance of new issues of equity shares, especially those of new companies, deserves separate analysis. The factor significantly influencing the rate of return on new issues to the original buyers is the 'fixed price' at which they are issued. The return on equities includes dividends and capital appreciation. This study presents sound estimates of rates of return on equities, and examines the variability of such returns over time.

JawaharLal (1992) presents a profile of Indian investors and evaluates their investment decisions. He made an effort to study their familiarity with, and comprehension of financial information, and the extent to which this is put to use. The information that the companies provide generally fails to meet the needs of a variety of individual investors and there is a general impression that the company's Annual Report and other statements are not well received by them.

OBJECTIVES

- To understand the various products, participants and the functions of the securities market
- To understand and analyze the functioning of capital markets
- To understand the concept of mutual funds

- To understand the capital market trading operations.
- To learn the other important regulatory aspects.
- To learn the various methodologies of financial analysis.

LIMITATION

- Unethical practices.
- Big irrational greed, excessive speculation.
- Lack of protection to interests of the genuine and small investors.
- Trading is extremely thin and restricted.
- Structural and organisational imbalance in the growth of the stock market.
- Volatility of the market has increased over the years.

Research Methodology

This report is based on primary as well secondary data, however primary data collection was given more importance since it is overbearing factor in attitude studies.

Data sources:

Research is totally based on primary data. Secondary data can be used only for the reference. Research has been done by primary data collection, and primary data has been collected by interacting with various people. The secondary data has been collected through various journals and websites.

Sampling:

Sampling procedure:

The sample was selected of them who are the customers/visitors of State Bank of India, Selaiyur, camp Road Branch, irrespective of them being investors or not or availing the services or not. It was also collected through personal visits to persons, by formal and informal talks and through filling up the questionnaire prepared. The data has been analyzed by using mathematical/Statistical tool.

Sample size:

The sample size of my project is limited to 200 people only. Out of which

only 120 people had invested in Mutual Fund. Other 60 people did not have invested in Mutual Fund.

Sample design:

Data has been presented with the help of bar graph, pie charts, line graphs etc.

Limitation of Research:

Some of the persons were not so responsive. Possibility of error in data collection because many of investors may have not given actual answers of my questionnaire

Sample size is limited to 200 visitors of reliance mutual funds branch, Chennai out of these only 120 had invested in Mutual Fund. The sample.Size may not adequately represent the whole market.

Some respondents were reluctant to divulge personal information which can affect the validity of all responses.

The research is confined to a certain part of Chennai.

ANALYSIS & INTERPRETATION OF THE DATA

Table 1 Preference of factors while investing

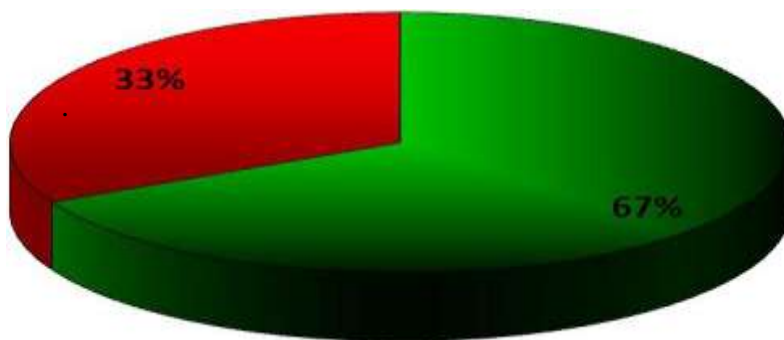
Factors	(a) Liquidity	(b) Low Risk	(c) High Return	(d) Trust
No. of Respondents	40	60	64	36

Interpretation:

Out of 200 People, 32% People prefer to invest where there is High Return, 30% prefer to invest where there is Low Risk, 20% prefer easy Liquidity and 18% prefer Trus

Table 2 Awareness about Mutual Fund and its Operations

Response	Yes	No
No. of Response	135	65



Interpretation:

From the above chart it is inferred that 67% People are aware of Mutual Fund and its operations and 33% are not aware of Mutual Fund and its operations.

Findings

In Chennai the Age Group of 36-40 years were more in numbers. The second most Investors were in the age group of 41-45 years and the least were in the age group of below 30 years. In Chennai most of the Investors were Graduate or Post Graduate and below HSC there were very few in numbers.

In Occupation group most of the Investors were Govt. employees, the second most Investors were Private employees and the least were associated with Agriculture.

In family Income group, between Rs. 20,001- 30,000 were more in numbers,

the second most were in the Income group of more than Rs.30,000 and the least were in the group of below Rs. 10,000.

About all the Respondents had a Saving A/c in Bank, 76% Invested in Fixed Deposits, Only 60% Respondents invested in Mutual fund. Mostly Respondents preferred High Return while investment, the second most preferred Low Risk then liquidity and the least preferred Trust. Only 67% Respondents were aware about Mutual fund and its operations and 33% were not.

Among 200 Respondents only 60% had invested in Mutual Fund and 40% did not have invested in Mutual fund. Out of 80 Respondents 81% were not aware of Mutual Fund, 13% told there is not any specific reason for not invested in Mutual Fund and 6% told there is likely to be higher risk in Mutual Fund. 60% Investors preferred to Invest through Financial Advisors, 25% through AMC (means Direct Investment) and 15% through Bank.

The most preferred Portfolio was Equity, the second most was Balance (mixture of both equity and debt), and the least preferred Portfolio was Debt portfolio. Most of the Investors did not want to invest in Sectoral Fund, only 21% wanted to invest in Sectoral Fund.

SUGGESTIONS AND RECOMMENDATIONS

Suggestions and Recommendations

The most vital problem spotted is of ignorance. Investors should be made aware of the benefits. Nobody will invest until and unless he is fully convinced. Investors should be made to realize that ignorance is no longer bliss and what they are losing by not investing.

Mutual funds offer a lot of benefit which no other single option could offer. But most of the people are not even aware of what actually a mutual fund is? They only see it as just another investment option. So the advisors should try to change their mindsets. The advisors should target for more and more young investors. Young investors as well as persons at the height of their career would like to go for advisors due to lack of expertise and time.

Mutual Fund Company needs to give the training of the Individual Financial Advisors about the Fund/Scheme and its objective, because they are the main source to influence the investors. Before making any investment Financial Advisors should

first enquire about the risk tolerance of the investors/customers, their need and time (how long they want to invest). By considering these three things they can take the customers into consideration.

Younger people aged under 35 will be a key new customer group into the future, so making greater efforts with younger customers who show some interest in investing should pay off. Customers with graduate level education are easier to sell to and there is a large untapped market there. To succeed however, advisors must provide sound advice and high quality.

Systematic Investment Plan (SIP) is one the innovative products launched by Assets Management companies very recently in the industry. SIP is easy for monthly salaried person as it provides the facility of do the investment in EMI. Though most of the prospects and potential investors are not aware about the SIP. There is a large scope for the companies to tap the salaried persons.

Conclusion

Running a successful Mutual Fund requires complete understanding of the peculiarities of the Indian Stock Market and also the psyche of the small investors. This study has made an attempt to understand the financial behavior of Mutual Fund investors in connection with the preferences of Brand (AMC), Products, Channels etc. I observed that many of people have fear of Mutual Fund. They think their money will not be secure in Mutual Fund. They need the knowledge of Mutual Fund and its related terms. Many of people do not have invested in mutual fund due to lack of awareness although they have money to invest. As the awareness and income is growing the number of mutual fund investors are also growing.

“Brand” plays important role for the investment. People invest in those Companies where they have faith or they are well known with them. There are many AMCs in Punjab but only some are performing well due to Brand awareness. Some AMCs are not performing well although some of the schemes of them are giving good return because of not awareness about Brand.

Distribution channels are also important for the investment in mutual fund. Financial Advisors are the most preferred channel for the investment in mutual fund. They can change investors’ mind from one investment option to others. Many of investors directly invest their money through AMC because they do not have to pay

entry load. Only those people invest directly who know well about mutual fund and its operations and those have time.

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“A STUDY ON PAY ROLL MANAGEMENT”

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PAYROLL MANAGEMENT SYSTEM

Definition

It is much simpler for the person who operates the software of Payroll process. He doesn't have to deal with those bulky registers during the payroll generation. Here

all the processes are categorized, giving a very simple interface to the end user.

The software starts off from formation of a Company. After filling up the entire Employee related information and the group or department he is recruited, assign the employee a salary structure. Now we can start generating and managing payroll processes for that particular Employee. Also the end user has the option of creating his own salary structures and salary formulae.

The pay slip is generated after the attendance is marked for that month. The software can also manage the Company and the Bank holidays.

OBJECTIVES OF THE STUDY

- To study the organizational environment in FOREVIEW.
- To study the methods Payroll followed by the organizations.
- To evaluate the effectiveness of Payroll program to improve the performance of the organization.
- To know the satisfaction level of employees about the facilities provided by the company during training and development programs in FOREVIEW.
- To know the frequency of training and development programs in FOREVIEW.

REVIEW OF LITERATURE

Organization and individual should develop and progress simultaneously for their survival attainment of mutual goals. So every modern management has to develop organization through human resource development, employee training is most important subsystem of human resource development. Training is a specialized function and is one of the fundamental operative functions for human resource management.

The History of Lean:

After World War II, Japanese manufacturers were faced with the dilemma of vast

shortages of material, financial, and human resources. The problems that Japanese manufacturers were faced with differed from those western counterparts. These conditions resulted in the birth of lean manufacturing concept. Toyota motor

company, led by its president (Toyota), recognized that American automakers of the era were out produced their Japanese counterparts; in the mid 1940.s American companies were outperforming their Japanese counterparts by a factor of ten. In order to make a move toward improvement early, Japanese leaders, such as, Shigeo Shingo and Taiichi Ohno, devised a new, disciplined, process-oriented system, which is known today as

.Toyota Production System. or .Lean Manufacturing.. (Abdullah, 2003). Taiichi Ohno, who was given the task of developing a system that would enhance productivity at Toyota, is generally considered to be the primary force behind his system. Ohno draw among some ideas from the west and particularly from Henry Ford.s book .Today and Tomorrow.. Ford.s moving assembly line of continuously flowing material formed the basis for the Toyota production system. After some experimentation, the Toyota production system was developed and refined between 1945 and 1970, and is still growing today all over the world. The basic underlying idea of this system is to minimize the consumption of resources that add no value to a product. (Liker, 2004) Into the 1980s, many product markets in the United States and Europe started to come

under pressure from foreign manufacturers. Products were being brought to market with higher quality and lower price. The days of planned obsolescence were over. Consumers came to expect higher quality and lower prices as a requisite for purchase. Western manufacturers began to lose market share. Some manufacturers faded away while others began to look diligently for better ways to compete. Many abandoned the old batch manufacturing models in favor of the more responsive method of Lean manufacturing in pursuit of the goals of faster response, fewer inventories, higher quality, and reduced costs. (Hobbs, 2004).

In order to compete in today's fiercely competitive market, US manufacturers have

come to realize that the traditional mass production concept has to be adapted to the new ideas of lean manufacturing. A study that was done at the Massachusetts Institute of Technology of the movement from mass production to world lean manufacturing underscored the great success of Toyota at NUMMI (New United Motor Manufacturing Inc.) and brought out the huge gap that existed between the Japanese and western automotive industry. The ideas came to be adopted in the US because the

Japanese companies developed, produced and distributed products with half or less human effort, capital investment, floor space, tools, materials, time, and overall expense. (Khatri, et.al, 2011).

RESEARCH DESIGN

Research Design

Research design is the arrangement of the conditions for collection and analysis of data in a manner that aims to combine relevance in research purpose with economy in procedure.

Descriptive research is designed to describe certain things.

SAMPLING DESIGN

Sampling Method

Units included in the sample are selected according to the convenience of the investigator. Convenience sampling method was adopted for collecting the data from the respondents.

Sampling Size

The population of the study is 334 members. The sample size is 110 and samples are selected on the basis of convenient from every department of the company

METHOD OF DATA COLLECTION

Data collection

The study made use of both primary data and secondary data.

Primary Data

Primary data was collected from the respondents by using the questionnaire.

The following types of questions are used in the questionnaire

- Closed ended questions
- Open ended questions
- Rating questions

Secondary Data

Secondary data was collected from company website, booklets and records of organization

Period of the study

The study taken for three-month.

STATISTICAL TOOLS USED IN THE STUDY

- Simple Percentage Analysis
- Chi-Square Test
- Regression Analysis

Here the simple percentage analysis is used for calculating the percentage of satisfaction level in the total respondents & data's represented using tables and bar and pie charts.

To test the hypothesis Chi-square test is used and for all the chi-square test the table value has taken @ 5% level of significance.

To test the hypothesis Regression is used for all the Regression test the table value has taken @ 1% level of significance.

Payroll directly contributes to the development of the human resources. A large number of organizations do not even spend 0.1 percent of their budget on training and development of employees.

Many organizations do not even have a training department. If human resources have to be developed, the organization should create conditions in which, people acquire new knowledge and skills and develop healthy patterns of behavior and styles. A good training system ensures that employees develop in directions congruent with their jobs / roles.

CHI-SQUARE TEST

Chi-square is the sum of the squared difference observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis (H₀):

There is no relationship between age and level of agreement level of agreement about rest intervals.

Alternate hypothesis (H1):

There is relationship between There is no relationship between age and level of agreement about rest intervals.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
AGE * LEVEL OF AGREEMENT	111	100.0%	0	.0%	111	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	281.371 ^a	12	.561
Likelihood Ratio	251.121	12	.412
Linear-by-Linear Association	100.517	1	.124
N of Valid Cases	111		

a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is 3.06.

Degree of Freedom= (r-1) *(c-1)

$$= 3*4= 12$$

Calculated value = 281.371

Tabulated value = 21.03

$Z = Z_{cal} > Z_{tab}$

$Z = 281.371 > 21.03$

Hence, the Alternate hypothesis [H1] is accepted

INFERENCE:

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between age and level of agreement level of agreement about rest intervals.

Conclusion

There is a significance relationship between personal factors and study factor workload.

FINDINGS OF THE STUDY

- Majority of the employees belongs to the age group of 31-40 years
- The number of male employees in the company is more with the percentage of 50.9%; whereas female employees are only 49.1%.
- 52.7% of the respondents are married.
- The data regarding the qualification of the employees' shows that majority of the employees have studied only up to school level i.e. 68.2 %,
- Data collected to know the monthly salary of the employees depict that majority of the employee got monthly salary more than Rs.5501-Rs.7500. with 50.9%.
- The majority of the employees are belongs to 1year-3years Experience i.e.41.8%
- Among the respondents, most of the employees (56.4%) have told that they are satisfied with cleanliness
- Among the respondents, 58.2% employees have told that working conditions will influences the motivation.

- In **AVR Manufacturers** 28.2% respondents are satisfied with rest intervals.
- Most of the respondents are 35.5% satisfied with transport facility and 39.1% respondents are agree with the medical facility.
- 36.4% of respondents are strongly agree that they are having workload
- 33.6% of respondents are agree with parking facility.
- 39.1% of respondents are satisfied with insurance schemes & Allowances.
- First Aid Facilities - Among the respondents, almost all of them have agree that the organization provided First aid facilities and the First Aid boxes are replenished regularly
- 56.4 % of respondents are satisfied with Working Time of 08.00am-04.00pm

SUGGESTIONS

- The company can increase the transport facility.
- For maximum utilization of personnel, to reduce wastage in the production and to improve works efficiency in their work, the company should arrange suitable training to the employees.
- Proper safety measures (emergency way, alarm, first aid, fire extinguisher) should be arranged for all the employees in the organization.
- During the analysis, I have made to understand that the conditions regarding the canteen need to be improved. The quality of food and hot beverages is not satisfactory in view of the employees. So, the company shall kindly look into the matter and do the needful.
- Among the respondents, almost all of them have reported that the organization provided First aid facilities and the First Aid boxes are replenished regularly.
- Most of the respondents are feel that the increment system is not enough so the company should increase the increment system.
- The employees are agreed that they are having workload. To motivate the employees the company should reduce workload of the employees.
- The company can increase the drinking water facility at various points of the organization.

CONCLUSIONS

The study was conducted to compare the performance of Foreview Technologies Pvt.Ltd with its industrial competitors. The study has been able to accomplish its objectives, by thoroughly analyzing and identifying the competitive position of Foreview Technologies Pvt.Ltd strengths and weaknesses of various insurance covers among the clients of various insurance companies, customer's awareness and perception about the company and its products. The company may highly be benefited by the outcome of this study.

The outcome of the study has proved that the performance of the company is outstanding in comparison with other competitors in the non-life insurance segment and that the company has a higher reputation among customers.

It is concluded that the company could initiate various steps based on the recommendations given in this report. The company by adopting some of the recommendations, if not all, can further improve its performance and occupy a leading position among other competitors in the non-life insurance market in future years to come

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A STUDY ON ADOPTION OF HRIS IN THE HUMAN RESOURCE DEPARTMENT OF INNCON – CHENNAI

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Institute of Higher Education and Research, Chennai**

EXECUTIVE SUMMARY

A Study on Adoption of HRIS in the Human Resource Department of INNCON – Chennai. Where they are doing the business & technology consulting.

The Data collected for the study were both primary and secondary data, the primary data collected from the employees of the company and the secondary data collected from the books, company brochures, and internet for the study. The type of research adopted for the project was descriptive in nature. Sample size of 108 employees, sample population is 350, the type of questionnaire used is structured, open-ended, close –ended questions, multiple choice, and dichotomous questions.

INTRODUCTION

An effective HRIS provides information on just about anything the company needs to track and analyze about employees, former employees, and applicants. Your company will need to select a Human Resources Information System and customize it to meet your needs. With an appropriate HRIS, Human Resources staff enables employees to do their own benefits updates and address changes, thus freeing HR staff for more strategic functions. Additionally, data necessary for employee management, knowledge development, career growth and development, and equal treatment is facilitated. Finally, managers can access the information they need to legally, ethically, and effectively support the success of their reporting employees.

Human Resource Information Systems (HRIS) have become one of the most important tools for many businesses. Even the small, 20-person office needs to realize the benefits of using HRIS to be more efficient. Many firms do not realize how much time and money they are wasting on manual human resource management (HRM) tasks until they sit down and inventory

their time. HRIS is advancing to become its own information technology (IT) field. It allows companies to cut costs and offer more information to employees in a faster and more efficient way. Especially in difficult economic times, it is critical for companies to become more efficient in every sector of their business; human resources (HR) are no exception.

HRIS refers to software packages that address HR needs with respect to planning, employee information access, and employer regulatory compliance. The following text begins with a discussion of human resource planning, followed by human resource management systems.

HUMAN RESOURCE PLANNING

American companies must now operate in a rapidly changing business environment. These changes have important implications for HRM practices. To ensure that management practices support business needs, organizations must continually monitor changing environmental conditions and devise HRM strategies for dealing with them. The procedure used to tie human resource issues to the organization's business needs is called human resource planning. Also known as HR planning, this procedure is defined as the "process of identifying and responding to [organizational needs] ... and charting new policies, systems, and programs that will assure effective human resource management under changing conditions."

The purposes of HR planning are to enable organizations to anticipate their future HRM needs and to identify practices that will help them to meet those needs. HR planning may be done on a short- or long-term (three or more years) basis. Its aim is to ensure that people will be available with the appropriate characteristics and skills when and where the organization needs them. The use of HR planning enables companies to gain control of their future by preparing for likely events. That is, they can anticipate change and devise appropriate courses of action. When companies learn how to capitalize on future events, their own future improves.

REVIEW OF LITERATURE

Nowadays, corporations have to consistently advance the value of human assets in their own organizations for maintaining their competitiveness. To achieve this goal, the Human Resource (HR) Dept. plays a decisive role in the aspects of selection, training, employment, and retaining of human resource in the organization. How to improve the efficiency of the HR Dept.

and enhance its status in the organizations has become the top agenda to enterprises. The development of Information Technology (IT) transforms the role of the HR Dept. in the organization. It enables HR to be a real strategic partner of corporations through the process of Organization Development. A Human Resource Information System (HRIS) based on the network technology will change the working environment of HR and further lead the transformation of the functions and roles of the HR department.

Enterprises channel into the research of the Human Resource Management Effectiveness of HRIS by May-fang Yang

Source: Enterprises channel into the research of the Human Resource Management Effectiveness of HRIS by May-fang Yang

RESEARCH WORK I

Referred from

http://etd.lib.nsysu.edu.tw/ETD-db/ETD-search/view_etd?URN=etd-0903106-162545

Title of the research

Enterprises channel into the research of the Human Resource Management Effectiveness of HRIS by May-fang Yang

Introduction

Nowadays, corporations have to consistently advance the value of human assets in their own organizations for maintaining their competitiveness. To achieve this goal, the Human Resource (HR) Dept. plays a decisive role in the aspects of selection, training, employment, and retaining of human resource in the organization. How to improve the efficiency of the HR Dept. and enhance its status in the organizations has become the top agenda to enterprises. The development of Information Technology (IT) transforms the role of the HR Dept. in the organization. It enables HR to be a real strategic partner of corporations through the process of Organization Development. A Human Resource Information System (HRIS) based on the network technology will change the working environment of HR and further lead the transformation of the functions and roles of the HR department.

Objectives of the study

This research tries to answer the question, that is, what is the impact to the effectiveness of Human Resource Management when a HRIS is led in.

Method

It used literature research to analyze the characteristics of Human Resource Management (HRM) and HRIS and sorted out the possible impacts. It also used case study to sharpen the insight by sampling 9 companies which had used HRIS, including foreign and local ones.

Conclusion

The study found that the factors of successfully leading HRIS into a company include the integration with original data, combination with the existing Enterprise Resource Planning System (ERPS), the compatibility of the existing HRIS, HR people's inability of maintaining HRIS, the suitability of HRIS for company's specific needs, and the support from high-level management. Leading in a HRIS could benefit the company from decreasing the inconvenience of human operations and increasing the quality of HRIS services. The impacts on the effectiveness of HRM can be seen as the indexes which have positive reaction to HRIS:

1. Reward Management: HRIS provides fast calculation of payment and less human operations. It's tracing function in Payment Module and integration with ERPS help data exchange between HRIS and ERPS.
2. Training Development: HRIS keeps thorough training records of employees. It also can display the average training hours per person, training cost, training results, and etc.
3. Appraisal Management: The whole appraisal process can be done through HRIS, even crossing areas.
4. HR Strategy and Planning: Since HRIS is able to provide more precise data analysis; the quality of decision making of high-level management is enhanced with a great progress.
5. Team Management: Through humanity design of HRIS, more participation from employees is involved. Management spreading in different places still can use HRIS as a platform to exchange HR related information.

RESEARCH WORK II

Referred from

<http://www.emeraldinsight.com/Insight/viewContentItem.do?contentType=Article&contentId=1550444>

Journal: Personnel Review

ISSN: 0048-3486

Year: 2006 Volume: 35 Issue: 3 Page: 297 – 314

Title of the research

Human resource information systems: a review and empirical analysis by E.W.T. Ngai, F.K.T. Wat

Objectives of the study

To present a comprehensive literature review of human resource information systems (HRIS) and to report the results of a survey on the implementation of HRIS in Hong Kong.

Method

A structured questionnaire was designed, pre-tested, modified, and used to capture data on a cross-section of HRIS users in Hong Kong. The questionnaire was pilot-tested by practicing HRIS consultants and by HR and MIS managers. Based on the feedback from the pilot-test, the questionnaire was modified and a final questionnaire was developed and mailed to companies in Hong Kong.

Findings and Conclusion

Most Hong Kong industries perceived that the greatest benefits to the implementation of HRIS were the quick response and access to information that it brought, and the greatest barrier was insufficient financial support. Moreover, there was a statistically significant difference between HRIS adopters and non-adopters, and between small, medium, and large companies, regarding some potential benefits and barriers to the implementation of HRIS.

Research limitations/implications

Further research should address the status of internet/intranet-based HRIS. An internet/intranet-based HRIS will undoubtedly be of much more benefit than the traditional HRIS, but its adoption will pose some challenges to practitioners.

Practical implications

Provides some insights into the implementation of HRIS by Hong Kong companies, which should help HR practitioners, acquire a better understanding of the current status, benefits, and barriers to the implementation of HRIS.

Originality/value

Little research has been done to address the perceived benefits and potential barriers to the implementation of HRIS. This study is timely and important in that it examines the current status of HRIS in Hong Kong. It also compares differences in perception between HRIS adopters and non-adopters as well as in the size of organizations in relation to the adoption of HRIS.

SCOPE OF THE STUDY

- The scope of the study conducted focuses on the recruitment, establishment and salary, training and development, HR policy and planning.
- The impact of HRIS can be analyzed from the factors like Familiarity, Ease of use
- Importance of workflow application, flexibility, and tenure reliability, importance of information, effectiveness of the various modules, performance, utilization rate, satisfaction and rate of success are also assessed using HRIS.

NEED FOR THE STUDY

- The Human Resource information Systems is the one, which has all the HR related data stored in it.
- The stored data could be accessed when and where it is necessary.
- Using these stored data the Human resources department is able to perform various functions.
- It is a vital part of the organization.
- The Human Resource information Systems provides various reports which serve as input

for various other functions.

- It also helps in the decision making at the top level of the organization.
- These are the major reasons for this study at this point of time

OBJECTIVES OF THE STUDY

Primary Objective

To determine the impact of HRIS with respect to the HR department of Inncon

Secondary Objectives:

- 1 To study the satisfaction level of the HR employees with the existing HRIS
- 2 To study about the HRIS and the level of HRIS within the HR department
- 3 To determine the performance criteria of the function among the HR department
- 4 To determine the extent to which HRIS has an impact on the performance of the HR functions, pertaining to the time and quality.
- 5 To study the utility level of HRIS by employees
- 6 To determine the satisfaction of employees with the available module of HRIS.
- 7 To identify the best ERP solution and to know which area under HRIS requires further attention.

LIMITATIONS OF THE STUDY

- The study period of the current research is limited. Hence all the data would be limited to the stipulated period only.
- The study is limited to only to the organizations in Chennai. We cannot render exact information based on this survey.
- Findings of the study are based in assumption that respondents have not given correct information.
- This study is restricted only to the concepts used in the research like Human Resource Information Systems.

RESEARCH METHODOLOGY

OVERVIEW OF RESEARCH METHODOLOGY

- Research Type : Descriptive Research
- Research Design : Descriptive
- Type of Data Collection : Survey Method
- Sampling Technique : convenience sampling
- Type Of Data : a)Primary Data
b)Secondary Data
- Sampling Tool : Questionnaire
- Total Population : INCCONN ,CHENNAI
- Sample Size : 108
- Statistical Tools : 1.Simple Percentage Analysis
2. Chi-Square Test
3. Two way anova
4. Weighted average method

Research Design

The system is evaluated and steps for improvements are suggested. Information that was already available and collected through questionnaire is used to make a critical evaluation of the system. Therefore **descriptive research** was selected.

The descriptive research describes a behavior or condition. It attempts to obtain a complete and an accurate description of the characteristics of a particular individual or a group or a situation.

Sampling design:

A sampling design is a definite plan for obtaining a sample from a given population. It refers to the technique adopted by the researcher in selecting items for the sample.

Population:

Population refers to all the items included in the aggregate of data source. The HR department of various organizations in Chennai is taken as the population of this study.

Sampling unit:

It is a single element or group of elements subjected to selection in the sample. Here in this project, the sampling unit is employees of Inncon

Sample size:

Sample size refers to the no of items to be selected from the universe to constitute a sample. Sample size for this study was determined to be 108 respondents

Sampling Technique:

The sampling technique used for this study is non probability convenience sampling. In this technique the population elements were selected for inclusion in the sample based on easy of access.

Data Collection:

Data is the basis for all statistical analysis and collection of data is the important stage in the research. The data could be classified as Primary data and Secondary data.

Primary data:

Primary data are the data which can be collected afresh and for the first time and thus happen to be original in character. The primary data used for this study was collected through questionnaire.

Secondary data:

Secondary data means data that are already available (i.e.) they refer to the data which have already been collected and analyzed by someone else. For this study the secondary data was collected from Company manuals, Websites, HRIS reports, Journals, etc.

Research Instrument:

The research instrument for this study is questionnaire. Questionnaire is a set of questions prepared in order to collect the required information from the employees. The questionnaire contains the following type of questions.

Statistical tools:

The data collected was analyzed using the following statistical tools.

❖ Percentage Analysis

This is a unvaried analysis (i.e. considering just one factor) where the percentage of a particular factor, with different categories are calculated in order to help one get a fair idea regarding a sample and thereby that of population.

$$\text{Percentage} = (\text{Number of respondents}/\text{Total no of respondents}) * 100$$

The ease of simplicity of calculation, the general understanding of its purpose and the near universal application of the percentage have made it the most widely used statistical tool.

❖ Chi- Square test

Generally speaking, the chi-square test is a statistical test used to examine differences with categorical variables. There are a number of features of the social world we characterize through categorical variables - religion, political preference, etc. To examine hypotheses using such variables, use the chi-square test.

The chi-square test is used in two similar but distinct circumstances:

- A. for estimating how closely an observed distribution matches an expected distribution - we'll refer to this as the goodness-of-fit test
- B. for estimating whether two random variables are independent

The steps used in calculating a goodness-of-fit test with chi-square:

1. Establish hypotheses.
2. Calculate chi-square statistic.

We calculate the chi-square statistic as follows:

$$\chi^2 = \sum \frac{(\textit{observed} \times \textit{frequency} - \textit{expected} \times \textit{frequency})^2}{(\textit{expected} \times \textit{frequency})}$$

Doing so requires knowing:

- The number of observations
 - Expected values
 - Observed values
3. Assess significance level. Doing so requires knowing the number of degrees of freedom.
 4. Finally, decide whether to accept or reject the null hypothesis.

Two-way ANOVA

Whereas one-way analysis of variance (ANOVA) tests measure significant effects of one factor only, two-way analysis of variance (ANOVA) tests (also called two-factor analysis of variance) measure the effects of two factors simultaneously. For example, an experiment might be defined by two parameters, such as treatment and time point. One-way ANOVA tests would be able to assess only the treatment effect or the time effect. Two-way ANOVA on the other hand would not only be able to assess both time and treatment in the same test, but also whether there is an interaction between the parameters. A two-way test generates three p-values, one for each parameter independently, and one measuring the interaction between the two parameters.

FORMULA:

S. No.	Particulars	No. of Respondents	Percentage
1	Yes	72	67%
2	No	36	33%
	TOTAL	108	100%

DATA ANALYSIS AND INTERPRETATION

TABLE 1 SHOWING THE NECCESSITY OF HRIS IMPLEMENTING IN COMPANY

INFERENCE:

From the above table we can find that 48% of the respondents said HRIS is necessary for the organization, 31% of the respondents said it is not required and 21% of respondents left undecided.

CHI – SQUARE ANALYSIS

H₀ (Null hypothesis) = There is no dependency between Education and benefits of implementing HRIS to the company

H₁ (Alternate hypothesis) = There is dependency between Education and benefits of implementing HRIS to the company

OBSERVED FREQUENCY:

Education/Benefits of implementation	HSC	UG	PG	Others	Total
Helps in working more efficiently	2	3	9	1	15
Helps to concentrate on strategic tasks	5	4	16	4	29
Helps maintain a competitive work force	4	18	17	7	46
Others	0	4	7	7	18
TOTAL	11	29	49	19	108

FORMULA:

$$\text{CHI SQUARE} = \sum [(O-E)^2 / E]$$

O – Observed frequency

E – Expected frequency

(O – E) = Difference between observed frequency and expected frequency.

(O – E) = Square of the difference

CALCULATION:

O	E	O-E	(O-E)²	(O-E)² / E
2	1.53	-0.47	0.22	0.14
3	4.02	1.02	1.04	0.26
9	6.80	2.20	4.84	0.71
1	2.63	-1.63	2.65	1.01
5	2.95	2.05	4.20	1.44

4	7.79	-3.79	14.36	1.84
16	13.15	2.85	18.12	0.62
4	5.1	-1.1	1.21	0.24
4	4.68	-0.68	0.46	0.09
18	12.35	5.65	13.92	2.58
17	20.87	-2.13	4.53	0.22
7	8.09	-1.09	1.18	0.14
0	1.83	-1.83	3.34	1.82
4	4.83	-0.83	0.68	0.14
7	8.16	-1.16	1.34	0.16
7	3.16	3.84	14.74	4.66
			Total	16.07

$$\sum [(O-E)^2 / E] = 16.07$$

$$\begin{aligned} \text{Degree of freedom} &= (R-1)(C-1) \\ &= (4-1)(4-1) \\ &= 9 \end{aligned}$$

$$\text{Calculated value} = 16.07$$

At 5% level of significance the table value is 16.919

Table value > calculated value

H_0 is accepted

Inference:

Hence there is no significant difference between educational qualification and the employees' knowledge about the benefits of implementing HRIS in the company

FINDINGS

- 73% of respondents are aware of HRIS.
- 43% of the respondents said HRIS is necessary for the organization.
- 71% of the respondents said there is a change in company's turnover after implementing HRIS .
- 22% of respondents said the main barrier to achieve the effective talents by means of HRIS is due to Politics / hidden agendas.
- 31% of respondents say HRIS provide sufficient information to a very good extent to enhance the decision regarding current changes
- 29% of the respondents say Employee information is the important module of HRIS.
- 76% of the respondents said performance management is done in IT and Services Company.
- 30% of respondents said contribution of HRIS in performance management is to a very good extent.
- 30% of respondents said it is partially reliable, 9% of the respondents said it is reasonably reliable.
- 47% of the respondents strongly agree HRIS should be used maximum.
- 33% of the respondents said recruitment and selection is effective module of HRIS.

SUGGESTIONS & RECOMMENDATIONS

- ❖ The Human Resource Information Systems can be more enterprising, which will make it possible for the users to always receive specific information that they need.
- ❖ The modified reports can be made easier to acquire and in a precise format, suitable to the user's need.
- ❖ The general reports that are generated by the system can be made more accurate and in an easier-to-access format.
- ❖ Employees can be exposed to an interactive KIOSK to make the system more effective and provide an overall sophistication to the system.

- ❖ Training sessions which are technical oriented can be provided to the users of the system, which will make it easier to access the information.
- ❖ In addition to the existing modules, they can switch to SAP HR modules such as
 - Managers Desktop
 - Personnel Development
 - Compensation Management
 - Benefits
 - Personal Cost Planning
 - Travel Management
- ❖ E-recruitment soft wares can be used to increase the speed of administration.
- ❖ Update technologies can be used to improve the flexibility of information to support strategic business planning.

CONCLUSION

The focus of this study was to gain an insight into the impact of HRIS on HR department's performance and then to study the satisfaction level of the HR employees with the existing HRIS .A study on the HRIS level was made within the HR department was determined.

The performance criteria of HRIS function and its impact on the performance of the HR department's functions, pertaining to the time and quality was determined. A vast majority of the survey respondents indicated that HRIS was used mainly for administrative purposes, that is, it played a traditional support role.

Majority of the HR department employees were satisfied with the existing HRIS and perceived that the HRIS provided better HR information and improved the effectiveness of the HR department by automating administrative tasks. All the employees stated that SAP was the best ERP package

This study also asked respondents regarding their use of HRIS applications. This result is useful to HRIS developers and vendors who are interested in information about the future

demand for different types of HRIS applications so that they can actively develop and and promote such applications.

The tool which was used for the data analysis and interpretation is: Percentage Method, Chi-square Analysis, weighted average method, two way annova.

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