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***yuvista* – a New Venture of YIMS**

yuvista is a simple beginning of Yuvakshetra Institute of Management Studies.

“Your beginnings will seem humble, so prosperous will your future be” (Job 8, 7). These are the words from the Holy Bible that have come to my mind as I just thought of beginning a Journal with ISSN Number for Yuvakshetra Institute of Management Studies. The Background of this promise is closely connected with Job of the Old Testament where though he lost all earthly properties, God gave him back all his fortunes.

“Take the first step in faith. You don’t have to see the whole staircase, just take the first step.” (Martin Luther King Jr.). He is really inspiring because of his contributions in the eradication discriminations in the country. He was one of the most prominent leaders in the Civil Rights who being inspired by the Christian beliefs and the nonviolent activism of Mahatma Gandhi, fought against all forms of discriminations and racial injustice in his country during Apartheid Movement and was later awarded the Nobel Peace Prize. The readiness to take the first step and to face the challenges brought out the victory.

yuvista is a simple beginning of YIMS and the intention behind this initiative is the promotion of the research activities and writing skills of the teachers and students of the institute and all those who are interested in the field of research works. Yuvakshetra, being a “Centre of Excellence” that promotes the “integral development” of more than two thousand and five hundred (2500) students, the scope of having an International Multi-disciplinary Journal of its own is unlimited. So this Journal will be an International platform for all who wish to publish their research articles.

I request the cooperation and contribution of all the scholars, students and the lovers of research of all subjects and wisdom to so that the objectives of this initiative will be fulfilled. Bowing head before God Almighty, I dedicate *yuvista* in the hands of all researchers and scholars all over the world.

Rev. Dr. Joseph Olikkalkoonal DSC., PhD

Chief Editor, *yuvista* International Multi disciplinary Journal

COPING STRATEGIES AMONG WIVES OF ALCOHOLICS - A SOCIAL WORK PERSPECTIVE

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ABSTRACT:

Alcoholism is a perennial problem for the family members especially for the wives of the alcohol addicts. Each and every day, the wives of the families face different levels of problems because of the worst behaviours of the alcoholics. It has been called as a disease of the family by the experts. This research paper would clearly depict us various matters related to alcoholism like the Classification of the Alcoholism, Stages for Alcoholism, Types of Alcoholic Families, Impact of Alcoholism in the Family and the Treatment means. Above all, the Social Workers have to intervene in this matter and try to find solution for the problem. The Researchers' focus is to primarily study difficulties faced by the respondents, the coping strategies and the general well-being of the respondents. The study is Descriptive in nature. In the research study, the researchers have adapted the Convenient Sampling Method.

Key Words: Alcoholism, Family, Social Workers

INTRODUCTION

“First the man takes the drink, then the drink takes the man” - Japanese proverb

Alcoholism is chronic progressive and often fatal disease. It is a primary disorder and not a symptom of any other diseases or emotional problems. The chemistry of alcohol allows it to effect nearly every type of cell in the body, including that in the central nervous system. When a person consumes alcohol, it is absorbed by the stomach cell and later taken to the systemic circulation and goes to all the

tissues. The effects of alcohol are dependent on a variety of factor, including a person size, weight, age and sex as well as well as the amount of food and alcohol consumed. The effects of intake of alcohol include dizziness and talkativeness, an immediate effect of a larger amount of alcohol includes slurred speech, disturbed sleep, nausea, and vomiting. Alcohol consumption at low doses may significantly have impaired the judgment and coordination. Low to medium doses of alcohol can also increase an incidence of variety of aggressive acts which includes domestic violence and child abuse.

DEFINITION

According to the National Council for Alcoholism and Drug Dependence (NCADD) "Alcoholism is a primary, chronic disease with genetic, psychosocial, and environmental factors influencing its development and manifestations. The disease is often progressive and fatal. It is characterized as continuous or time to time impaired control over drinking, preoccupation with the drug alcohol, use of alcohol despite adverse consequences, and distortions in thinking, most notably denial."

The term 'Alcoholism' has endured usage for a long time since it was coined in 1847 by the Swedish Doctor, Magnus Huss (Madden, 1980). The **World Health Organization's** (1952) official definition reads in part, 'Alcoholics are those excessive drinkers whose dependence on alcohol has attained such a degree that shows a noticeable mental disturbance or an interference with their bodily and mental health'.

CLASSIFICATION OF ALCOHOLISM

Jellinek (1960) has classified alcoholism into four major types.

- **Alpha Alcoholism:** purely psychological dependence to relieve bodily or emotional pain.
- **Beta Alcoholism:** medical complications owing to heavy drinking in the absence of physical or psychological dependence.
- **Gamma Alcoholism:** progression from psychological to physical dependence and a marked deterioration of behavior.

- **Delta Alcoholism:** inability to abstain from drinking and experience of withdrawal symptoms.

STAGES OF ALCOHOLISM

Jellinek (1960) delineated four distinct phases through which the disease of alcoholism progresses if untreated.

- **Phase-I: Pre Alcoholic Phase.**
- **Phase - II: Early Alcoholic Phase (Non-addictive Alcoholism)**
- **Phase - III : Crucial Phase (Addictive Alcoholism)**
- **Phase- IV: Chronic Phase**

ALCOHOLISM - A FAMILY DISEASE

Alcoholism is also known as a family disease. Alcoholics might have young, teenage, or grown-up children and they have wives or husbands, brothers or sisters, and parents or other relatives who are dependent on them. An alcoholic can entirely disrupt the family life and cause harmful effects that can last throughout their life.

TYPES OF ALCOHOLIC FAMILIES

Type 1

This system is riddled with active alcoholism. In children, parents, grandparents, great grandparents and even further back the family history, active alcoholism is rampant. Every generation of this family will have both active alcoholism and adult children of alcoholics' issues to deal with.

Type 2

In this system the actively drinking member of the nuclear family has stopped drinking. Although the active alcoholism has been arrested, the family system will continue to operate in a way that can only be described as an alcoholic. It is important to note that even when the alcohol is removed from the system, if the family remains untreated, an alcoholic behaviour will continue to operate. Many ACoAs who come from this type of system feel a great deal of conflict.

Type 3

In this type, the active drinking has been removed from the family for one or more generations. In this system, the parents did not drink in the alcoholic way, but one of their parents or even grandparents was alcoholics. Even though active drinking has not been in the family for some time, the family dynamics continue in a way that is still characteristic of an alcoholic family. Many ACoAs come from this type of family. Their parents did not abuse alcohol, but one or more of their grandparents did, and their family continues to follow the rules and behaviours of an actively drinking alcoholic family.

Type 4

In this non-alcoholic family one of its members becomes an alcoholic. The family then becomes an alcoholic family. The family becomes more and more dysfunctional in its attempts to deal with the alcoholics' behaviour.

When looking at the four major types of alcoholic families, it is important to consider two things. First, the effects of alcoholism on the family occur even when active drinking is

not present. Secondly, the alcoholic system will recreate its generation after generation if the family is not treated.

IMPACT OF ALCOHOLISM IN THE FAMILY

The nature and extent of an impact of alcoholism in the family can be described under three main headings namely financial, social and emotional.

- **Financial Impact**
- **Social Impact**
- **Emotional Impact**
 - ✓ Guilt
 - ✓ Grief
 - ✓ Anger
 - ✓ Hurt
 - ✓ Shame
 - ✓ Fear
 - ✓ Loneliness
 - ✓ Denial

TREATMENT

Interventions

Brief mediations may be utilized when alcohol consumption is abusive or dangerous to the drinker, or those around him or her. Goals typically include:

- Moderating drinking activity
- Establishing specific behavioral goals
- Building necessary skills to change drinking behaviour

Mediations usually consist of one to four counseling sessions by a trained interventionist who may be a doctor, psychologist or social worker. New plans of action such as motivational interviewing are used to persuade resistant individuals who do

not believe their drinking is harmful or hazardous.

Residential Programmes

Residential or inpatient alcoholic treatment programmes provide medical detoxification, in-depth therapy, and education to rehabilitate alcohol-dependent individuals. The therapeutics often include both individual and group counseling, structured physical activities, nutritional counseling, stress reduction, various holistic approaches such as yoga, saunas, acupuncture and neuro-feedback, other programmes including vocational training, relapse prevention support, social skills training, educational services and 12-step substance abuse programmes.

Medication

It has played an increasing role in recent years and is sometimes prescribed to complement and propel other treatment initiatives. While in taking medicine, it will not help overcome alcoholism (or any addiction), three drugs have shown promise in supporting overall treatment efforts and have received approval by the U.S. Food and Drug Administration.

- Disulfiram
- Naltrexone
- Acamprostate

REVIEW OF LITRETURE

Lakshmana Govindappa, B.Pankajakshi (2014): Investigated a community **study on violence among wives of alcoholics**. The objectives of the study were to identify the socio demographic details and different kinds of violence among wives of alcoholics. This investigation was followed

by Descriptive Design and the sample size was 50. Sampling Technique used was cluster sampling. The age of the respondents were 33.4 years, majority of the respondents (92percent) were educated upto 10th standard, 74percent were house wives, 88percent were currently living with husband and children, 90percent were belongs to nuclear family, the mean marital years of respondents were too low among which 36percent of the respondents come under 31-40years. Violence experienced by the respondents show that 88percent, 92percent, 86percent and 74percent has moderate level of physical, emotional, intellectual and economic violence respectively.

AlokTyagi, Shubham Mehta (2013): investigated a **study on the impact of partner's alcohol consumption on spouse**. The major aim of this study was to identify the correlation between alcohol consuming husbands, which results in depression and suicidal ideation in their wives. Thirty alcoholic addicts were wives of persons dependent on alcohol who were assessed using PHQ-9 for depression and MSSSI for suicidal ideation. The husband's alcohol consumption was graded using the AUDIT scale. The age of the sample was 30.67 years (SD 8.125). Majority of the sample were housewives (67percent), of the Hindu religion (83percent), had received at least primary education and were living in a nuclear family (53.3percent). The mean value duration of alcohol consumption among the husbands was 9.60 years (SD 2.79). Among the alcoholic users, the mean value of AUDIT score was 11.47 ± 4.05 . The mean value of PHQ-9 score among the wives was 4.87 ± 5.49 . The result

was found to have significant positive correlation between alcohol consumption in husbands and depressive symptoms and suicidal ideation in their wives.

RamneekKaur, B.Sc (N) (2010): conducted a study to assess the ways of coping among the wives of alcoholics who were staying with their husbands during de-addiction treatment. The Non Probability-Convenience sampling was done to select 200 wives of alcoholics. Majority (83.5percent) of the wives of alcoholics used positive reappraisal, painful problem solving coping 82.5percent, escaping avoidance 74.5percent, accepting responsibility 72percent, confrontive coping 68.5percent, self controlling (64percent) and seeking social support, coping moderately (58.5percent) to cope up with the stressful situations; 45percent and 53.5percent of them used distancing coping moderately and minimally respectively.

Avila Escribano and Ledesma Jimeno (2010): emphasized a study to assess the coping behaviours of wives of alcoholic. Study was conducted among 30 wives of alcoholic addicts using orford – Guthrie’s ‘coping with drinking’ questionnaire. The most common coping behaviour reported was discard, avoidance, indulgence and fearful withdrawal while marital breakdown, taking special action, assertion and sexual withdrawal was regular. There was no significant correlation between the coping behaviours and the variables like duration marriage, duration of husband’s alcoholism, socio- economic and educational qualification. Study was concluded that the husband’s personality causes the alcoholic

which in turn causes the coping behaviour of wife.

Revathi. E (2005): found from a study to assess the psychological distress, social burden and coping between wives of alcoholics and non alcoholics. The study results that majority of wives experienced mild to severe psychological distress and social burden than wives of non alcoholics. The most common coping style used by the wives of alcoholic addicts was discord and avoidance. The common coping behaviour is competition and sexual withdrawal.

Jackson (2000): investigated a study to assess the Alcohol Use, Alcohol Problems, and Depressive Symptomatology among newly married couples. A sample of husband and wife (N = 634) were assessed by using Multilevel models to analyze the association between one spouse alcohol involvement and alcohol problems. The partner’s depressive Symptomatology over time, and the study concluded that husbands and wives marital alcohol problems were associated with wives depressive symptoms. The reason for husband’s depressive symptoms were related to marriage problems which resulted in alcohol problems and frequency of heavy drinking, however wives alcohol problems and alcohol use were unrelated to husband’s depression.

RESEARCH METHODOLOGY

Research methodology can be defined as “the procedure used in making systematic observations or otherwise obtaining data, evidence or information as part of a research project or study”. Research Methodology is a

systematic way to solve the research problem for studying how research is done scientifically.

OBJECTIVES OF THE STUDY

- To study the demographic profile of the respondents.
- To study the difficulties faced by the respondents.
- To study the coping strategies of the respondents.
- To study the general well being of the respondents.

SAMPLING AND RESEARCH DESIGN

A sample design is a specific feature that is obtained from a given population. It refers to the technique or the procedure which a researcher would adopt in selecting items for the sample for the present study. The researcher has used convenience sampling for the research. The study is descriptive in nature. The descriptive research designs include surveys and fact-finding enquiries of different aspects. The major purpose includes description of the state of affairs as it exists at present.

Sources of Data

Data collection can be done in two ways in which the researcher used both primary and secondary sources of data.

Tools of Data Collection

The researcher collected the data from the respondents through interview schedule method.

Primary data

Primary data are those which are collected from first time. In other words,

primary data are original in character. This data was collected by the researcher using interview method.

Secondary data

Secondary data are those which have already been collected from books, journals, magazines, websites, articles, reports and other projects.

Findings and Suggestions

- Separate counselling centres should be opened exclusively for wives of alcoholic addicts.
- Proper awareness should be given to the following members of the alcoholic, regarding the causes, symptoms and treatment modalities due to excessive consumption of alcohol.
- Providing training to the uneducated wives of alcoholics to develop an income generating programmes and supportive action plan by the Government and Non-Government Organizations to rehabilitate them.
- Children who are from alcoholic families should be given more care and consideration in their schools in the form of counselling, motivation and encouragement.
- Bringing up of female children should be given utmost care and proper guidance moreover, emotional, financial and social supportive initiatives to be given priority.

Conclusion

Due to alcoholics the worst affected are their wives. Many researchers have shown that alcoholism is a multifaceted and

multidimensional problem. We come across in our day to day life different kinds of alcoholic dependents and problems faced by their wives. Adult alcohol consumers act as a role model for the young generation. The identification of risk factors is essential for its prevention. As drinking pattern varies considerably, the prevention of alcoholism is not much easy. Educating, creating awareness among public, discussion, and investigation on public attitudes may result in the measurable improvement. This network should be combined with social welfare and health services. By bringing changes in the attitude, and behaviour of the alcoholics through individual therapy, family therapy, group and occupational therapy and some dimensional activities such as music therapy, yoga, meditation and relaxation techniques may support to an alcohol free society.

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FINANCIAL SATISFACTION OF ENTREPRENEURS BASED ON THE RISK AND RETURN ASPECTS

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ABSTRACT

Entrepreneurs are willing to accept risks and organise resources for establishing a business or firm. Entrepreneurs take huge determination for bringing a firm into its existence and to ensure its development. Entrepreneurship is the process of establishing a business. An entrepreneur needs to have innovation and must be capable of handling complexity associated with the business. The benefits received may vary from one entrepreneur to another. The financial satisfaction of entrepreneurs mostly depends upon the financial benefits, risk, return etc. The financial returns are generally measured by the magnitude of profits. But there are certain other parameters also to be considered such as wealth creation, stability of income etc. The variables associated with the financial satisfaction are numerous and each dimension has their impact on the overall financial satisfaction of entrepreneurs. The magnitude and level of financial returns and satisfaction of entrepreneurs is of utmost importance because it has a great impact on the survival and growth also.

Keywords: Entrepreneurs, Financial Satisfaction, Risk and Return.

INTRODUCTION

Entrepreneur is the one who creates a business by taking risks for getting some returns or benefits in future. Entrepreneur can be termed as an economic representative who bring together the various factors of production and resources in such a way that new productive establishment can be framed. Entrepreneurship is the process of

generating something innovative with value. Entrepreneurs form a crucial part of financial system and economy. Entrepreneurs significantly depends on self-reliance and they strive hard for success through wisdom. Entrepreneurship is a basis of innovation and economic development.

Satisfaction designates a sense of accomplishment. Financial satisfaction is

an individual's perception of their current financial situation. It comprises of an adequate financial condition and wellness. Financial satisfaction is closely associated with the objective financial circumstances and apparent financial requirements. Financial satisfaction can be defined in another perspective as a general feeling of being safe and secured under the financial perspective. The degree of financial satisfaction of entrepreneurs is of extreme significance because of the fact that for growth and survival, financial state is very much crucial.

Entrepreneur organises various resources and takes effort for bringing up a product. In this process they have to take huge effort risks also. They may or may not get returns. No stability of income is also guaranteed. Despite these aspects they try hard to create a venture. There exist huge possibilities for growth also. How they balance all the aspects are of utmost importance. The varying nature of income and returns has created a question mark on the financial satisfaction of entrepreneurs.

Jaisankar and Chandrasekaran (2020)¹ recommended the need of giving suitable training amenities to entrepreneurs regarding the modern technology for

improvement of their efficiency and also invited the attention of the authorities concerned to take essential initiatives regarding this aspect. The quantitative and qualitative valuation of numerous appropriate dimensions were also considered. An overall evaluation considering the objective and subjective evaluation which is associated with the financial satisfaction is also done. Rapp and Olbrich (2020)² proposed to make use of adaptive approach while dealing with the uncertainties associated with the entrepreneurship. The deviation from general guidance characteristics and its implications were also listed. The usage of analytical senses is also considered. Esakki Muthu and Revathy (2020)³ cited that rural entrepreneurship boosts the richness of a nation and quoted that rural entrepreneurs are receiving valuable advices and support in different aspects. Pawar (2018)⁴ revealed that economic success of a country to a great extent depends upon the performance of the entrepreneurs. He emphasized that entrepreneurs have adequate prospects in the future and for this purpose they need to develop themselves.

RESEARCH QUESTIONS

Entrepreneurs are rendering various services to the society by taking risks and

providing various products and services. They help in the development of economy and society. They are ready to take up the hazards associated with the entrepreneurship and are investing their resources. Entrepreneurs helps in ensuring balanced regional development and assists in enhancing the standard of living. The uncertainties associated with the entrepreneurship is huge and the entrepreneur has to take extra efforts to make sure that the firm is on the right track and adequate returns are generated. Financial satisfaction is an important element of overall satisfaction of an entrepreneur. Financial satisfaction is influenced by many parameters and sub parameters such as profitability, risk, stability, cost of capital, growth prospects etc.

Under this context the researcher has the following questions.

1. How far the entrepreneurs are satisfied from the financial perspective?
2. How much is the risk and return aspects for the entrepreneur?

OBJECTIVE OF THE STUDY

The main objectives of the study are as follows:

1. To analyse the financial satisfaction of entrepreneurs.
2. To analyse the risk and return aspects of entrepreneurs.

SIGNIFICANCE OF THE STUDY

Satisfaction is one of the key elements that makes everyone move ahead with much more motivation and efforts. The level of satisfaction derived from the financial returns and prospects of the entrepreneur is of utmost importance. The risk and return associated with the entrepreneurship is of great significance and has some sort of relationship with the financial satisfaction. Financial satisfaction will have impact on growth, survival, commitment etc. It can be generally inferred that if an entrepreneur is having good financial satisfaction the firm will be generating good profits and that too in a stable manner along with the scope for growth. But there are certain exceptions also. How an entrepreneur is able to derive such financial satisfaction is a question worth to be analysed. This is mainly because the success of an entrepreneur has great impact on the society and economy. Under the broad context of overall economy, such individual contributions are worth understanding because they add up to become an influencing force. The scope touches almost all the important

performance ranges of entrepreneurship. Financial satisfaction may also have impact on other related aspects of entrepreneurship and may have an impact on the financial system, economy, employment opportunities, balanced regional development, standard of living etc. The parameters and dimensions along with their sub parameters and sub dimensions which create financial satisfaction and their weightage and influence is worth to be evaluated as it will have a huge impact on the success and growth of the firm.

STATEMENT OF THE PROBLEM

Entrepreneurs are entrusted with the process of bring together various resources in order to develop a product or service. Entrepreneur has to take up this entire process with risk and uncertainty associated with it. Entrepreneurs takes risks for getting profits and other returns. The returns may be financial and non-financial in nature. The returns may be adequate for certain persons where as it may not be adequate for some others. The commitment made by the entrepreneurs is huge and the earnings, returns, satisfaction etc must reflect it to have an optimum balance.

RESEARCH METHODOLOGY

The research methodology associated with this study is as follows:

1. **Primary Data:** This research paper is based on primary data and it was collected from entrepreneurs by using questionnaire. Secondary data associated with the theoretical aspects were being collected from published articles, journals and relevant text books.
2. **Sample:** The sample size selected is 100 and the geographical area associated with the sampling is Thrissur District of Kerala. The sampling technique adopted is Multistage Stratified Random sampling.
3. **Period of Study:** The research is conducted during November 2021 to February 2022.
4. **Tools of Analysis:** Descriptive statistics considering the mean and standard deviation along with graphs are applied. Weighted mean scores are also estimated.

ANALYSIS AND INTERPRETATION

The following part deals with the analysis and interpretation of data associated with the financial satisfaction of entrepreneurs.

Table No. 1 -Response Details with Weightage Factor							
Sl. No.	Measuring Items of Financial Satisfaction	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1	Entrepreneurs receive adequate profits for their efforts (V1)	12	20	22	28	18	100
2	Entrepreneurs are assured of stability of income (V2)	8	18	20	30	24	100
3	Entrepreneurs are able to generate adequate wealth creation (V3)	10	14	24	34	18	100
4	Entrepreneur's cost of capital is comparatively low (V4)	6	8	28	24	34	100
5	Entrepreneurs have normal level of risks only (V5)	6	14	22	30	28	100
6	Entrepreneurs have great scope for expansion and growth (V6)	22	24	28	12	14	100
	Weightage Factor	5	4	3	2	1	15

Source: Computed from Primary Data

Table No. 2 -Weighted Values of Responses

Sl. No.	Measuring Items of Financial Satisfaction / Response	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1	Entrepreneurs receive adequate profits for their efforts	60	80	66	56	18	280
2	Entrepreneurs are assured of stability of income	40	72	60	60	24	256
3	Entrepreneurs are able to generate adequate wealth creation	50	56	72	68	18	264
4	Entrepreneur's cost of capital is comparatively low	30	32	84	48	34	228
5	Entrepreneurs have normal level of risks only	30	56	66	60	28	240
6	Entrepreneurs have great scope for expansion and growth	110	96	84	24	14	328

Source: Computed from Primary Data

Sl. No.	Measuring Items of Social Satisfaction	Mean	SD
1	Entrepreneurs receive adequate profits for their efforts	2.80	23.11
2	Entrepreneurs are assured of stability of income	2.56	19.06
3	Entrepreneurs are able to generate adequate wealth creation	2.64	21.38
4	Entrepreneur's cost of capital is comparatively low	2.28	22.60
5	Entrepreneurs have normal level of risks only	2.40	17.72

6	Entrepreneurs have great scope for expansion and growth	3.28	43.67
Mean Score		2.66	24.59

Source: Computed from Primary Data

Table number 3 lists down the mean and standard deviation on the financial satisfaction of entrepreneurs. The total mean score and standard deviation of the financial satisfaction is 2.66 and 24.59 respectively. From the total mean score it is identified that the entrepreneurs are “Neutral” with the financial satisfaction held by them.

Figure No. 1: Mean of Measuring Items of Financial Satisfaction

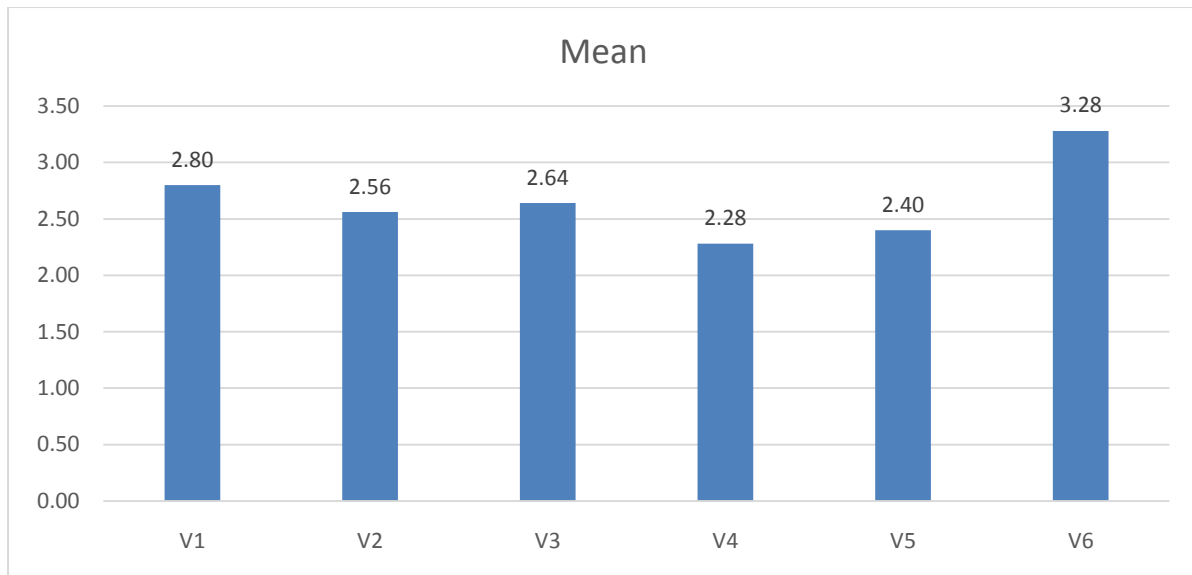
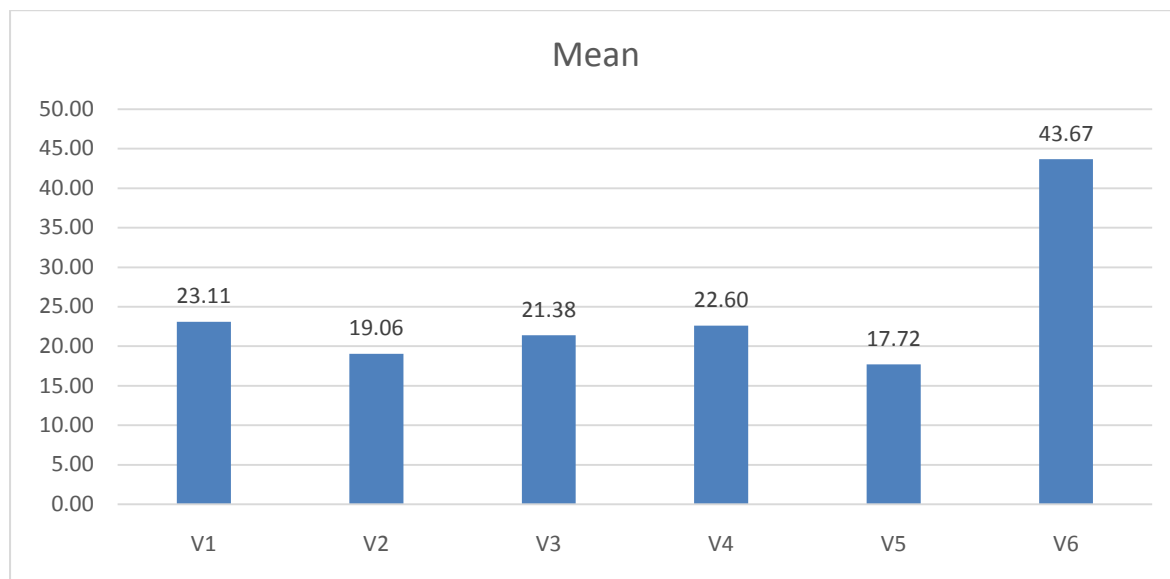


Figure No. 2: Standard Deviation (SD) of Measuring Items of Financial Satisfaction



Sl. No.	Measuring Items of Social Satisfaction	Comment
1	Entrepreneurs receive adequate profits for their efforts	Neutral
2	Entrepreneurs are assured of stability of income	Neutral
3	Entrepreneurs are able to generate adequate wealth creation	Neutral
4	Entrepreneur's cost of capital is comparatively low	Neutral
5	Entrepreneurs have normal level of risks only	Neutral
6	Entrepreneurs have great scope for expansion and growth	Agree

Source: Computed from Primary Data

Table No. 5 - Interpretation of Range in Mean		
Dimension	Least Mean Score	Highest Mean Score
Financial Satisfaction	Entrepreneur's cost of capital is comparatively low.	Entrepreneurs have great scope for expansion and growth

Source: Computed from Primary Data

Table No. 6- Interpretation of Range in Standard Deviation		
Dimension	Least Variance	Highest Variance
Financial Satisfaction	Entrepreneurs have normal level of risks only	Entrepreneurs have great scope for expansion and growth

Source: Computed from Primary Data

FINDINGS AND SUGGESTIONS

Entrepreneurs are of the opinion that profits are not much higher for them and stability of income is also on an average note. They feel that they are not able to create adequate wealth generation. Entrepreneurs feel that there is a need to have capital at lesser cost and they are having neutral level of state now. Entrepreneurs feel that they are taking risks at a higher degree. An important aspect to note is that even though such issues associated with the risks, cost of

capital etc exists, they feel that they have a good scope for expansion and growth. This in fact is a scope that goes the opposite trend of the major limitation response attributes of other aspects. There are differences in the perception of entrepreneurs regarding the dimensions considered. There exists a difference in the magnitude of financial satisfaction of entrepreneurs. Authorities can ensure training facilities to manage the business in an enhanced professional manner. Cost reduction and control aspects need to be

implemented and such systems can be implemented with the help of regulatory bodies. Provision of capital at a lesser rate of cost and subsidies can be considered. Strategic and professionalised risk management methods can be adopted. Diversification along with expansion policies must be formulated and adopted adequately. Business process reengineering concepts can be effectively considered in order to identify the bottlenecks and to further enhance the professionalism of the firm. Modernisation aspects must be considered so as to avoid the issue of becoming obsolete. Necessary provisions of resources must also be done during every period so that there will be availability of adequate resources as and when need arises.

CONCLUSION

Entrepreneurs contribute much for the development of the economy. The efforts taken by them for bringing up the resources and to establish a firm is huge. They are taking risks and faced with different uncertainties in many cases. They are getting some sort of financial returns by profits and wealth. The degree of financial satisfaction received by the entrepreneurs vary from one to another. Likewise, there are differences in the

degree of satisfaction or acceptance in the variables considered. Certain entrepreneurs enjoy decent benefits where as some others are not up to the mark. Financial satisfaction is of utmost importance to entrepreneurs as it has a great impact on the overall satisfaction of the entrepreneur. Financial satisfaction of an entrepreneur enables them to go for expansion and diversification. It can be generally inferred that an entrepreneur will have some good degree of financial satisfaction if they are having adequate profitability, stability of income, prospects for growth, scope for wealth creation etc. The varying nature of the response received on the different variables had given an indication that there are different opinions in each dimension which actually weighed up to the uneven dimension of the overall financial satisfaction. Adequate assistance to the entrepreneurs must be ensured by the authorities concerned because of the fact that entrepreneurs render many services to the society and their growth has far reaching consequences in the economy also.

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TRADITIONAL AND CULTURE IN LITERATURE

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ABSTRACT

Culture actually is explained and elucidates as a set of shared values, ethics, beliefs and practices that distinguishes a group of people. A tradition is a custom handover to the generations and by this generation relates easily from a cultural perspective.

Art and Literature are the weapons who relates us easily from any other traditions. It allows people to explore unfamiliar and unknown places, cultures, arts and traditions. Sometimes when we are transferred to unknown country we may not easily relate to another rural and urban settings but their art and traditions help us to manage and understand the society in which newly live in and our connections are becoming stronger to other cultures.

Many writers allow readers to experience aspects of culture without visiting the country. Jhumpa Lahiru novel The Namesake, Zora Neale Hurston's novel, Shobha De novel and many more writers help us to experience traditional and cultural activities, values without visiting another country. Through the work of these authors, readers can build an emotional connection with a different culture.

Authors elucidate culture in various ways like write about language, habits, food, religion, trusts, actions, beliefs etc. They also address tradition by writing about the impact of their family has on their adult identities. Immigration parents emphasize and influences the experience on their children. Rabindranath Tagore also wrote a novel, "Gora" which is the best example of traditional and culture, its impact influences on our generations.

Key words-Traditional, culture, Immigrant, Impact, Biases.

As we know Books are written by individuals, but they are also influenced by that individuals society. So it is important to consider that work related to cultural

context. So literature and culture booty lived through different opinions of media, audio, film, television, story, play writers and so on. The culture convey the beliefs,

behaviours and human values, human knowledge etc.

But there is a difference between culture and tradition .Tradition describes a groups believes while behaviors that are transferred from one generation to another and culture describes the characteristics .Literature relates with all the things as it reflects its good values and its ills .Literature has had major impression on the progress and development of society .Literature is the medium which focus on different values of our society, our aspects, themes views and shaped civilizations, exposed injustice, learnt behaviors, human values and ethics values our culture and also preview human experiences . Actually, literature is the mirror of the society. Literature reflects both actual historical events and the culture of a people. We can explore everything through literature and the way is so easy. Only we have to understand the technology what they care about their Pride, prejudice, hope, fear, care, love, hate etc. Expressing cultural values in literature is done through the author. It's his or her way of teaching the concepts and views. An author race, gender, location, heritage and other factors play a role that how an author elucidates ideas,

believes culture attitude trust behavior marriages and another.

Relates to our topics let's consider it with example of the novel written by Shobha De named The Truth about Marriages. In this novel Shobha De explains her personal views and opinions towards the society. She uses different songs to consider her life history of marriages. As she says it relates to our culture, tradition and behavior. "Marriage is an idea. A malleable idea. Marriage is what you make of it. Marriage - a sublime divine and idyllic union, a true meeting of two bodies, minds and souls with same and different traditions."

Another example is Gora novel written by Rabindranath Tagore. In that novel Gora is the son of foreigner family but accidentally they separated from their son and that's son was nurtured by Indian family The child was so cute and very bright as their parents but as he lives with Indian family he accepts all Indian culture tradition religion because he was unknown by his own culture, tradition and also unknown by the tragedy which happens with him. He is innocent guy and under the nourishment of simple villagers, he also become a villager.

When he grows and again his foreigner parents come to visit India they found the son who is lost by them back in the year was lived safely as an Indian child .They become happy to see Gora but he is totally different from their habitual actions ,culture and tradition .They felt disturbed but destiny is everything. Here we discuss that all traditions and cultures are passed from one generation to another and we are the medium to transfer them .Our soul is so pure which captures everything without hesitation and always maintain the dignity of life .This novel elucidate that literature connect culture and tradition.

Indian literature has strong influence of oral tradition. Idea of Indian literature is not based on language ----literature equation. As India's multi language situations writers are writing in many languages. Folk and tribal literature has a very strong presence in the Indian literary since. India doesn't believe that non-literary culture are knowledge blank. Tribal cultures are full of literature that is generally not return but mainly carried in oral discussions and traditions.

The Indian literature of those languages dependent largely on the ancient Indian background includes two Sanskrit epic poems the Mahabharata and the

Ramayana as well as the Bhagwat Puram and the other Puranas. The South Indian language of Tamil is an exception to this pattern of Sanskrit influence because it had a classical tradition of its own.

Indian literature is one of the oldest and richest literature in the world. The oldest work of the Indian literature includes only oral discussions. India is a country is a country of of huge diversity so here, there are different people with their different religion, thoughts, traditions, languages, views, morals, human values, ethics etc.

India as a country plays an integral and significant contribution to the literature world enhance India is enriched in their traditions and cultures. Additionally Rabindranath Tagore the Bengali writer poet is the first Indian to win the Nobel Prize in the field of literature and recently more women could see upcoming in the field like Arundhati Roy, Jhumpa Lahiri, Shobha De, Kamala Das Kamala Markandaya while Arundhati Roy is a Booker Prize winner and Jhumpa Lahiri is a pulitzer prize winner .Reference to that India is considered the birthplace of some of the world's major religions -Hinduism Jainism ,Buddhism ,Sikkim and it also includes Muslim and Christianity. India has a diverse and distinct

culture that has been developing for thousands of years and varies from region to region. Indian culture is unique and through modernity has occurred over the years. The people of India remain rooted in their rich heritage. India is socially, culturally and linguistically very diverse. Many languages are used here to motivate the human ethics. Our culture is a platform that holds information related to the history, culture and heritage of India. There are various customs and traditions are waiting to be explored. These cultural aspects differ widely across human values are important factor related to culture and tradition. Human values refer to moral, spiritual and ethical values. It inculcated from the the Vedic teachings.

Cultural values bind people together which makes them strong and united. It makes people learn understand, tolerance, brotherhood which paves the path of social harmony, community development etc and Indians are also known for their diverse culture, colourful celebrations and festivals, spiritual connection, Sporting culture, delicious food and also for large family system, bonding relationships maintaining them etc. Our culture defines a set of behavioral patterns related to thoughts,

manners and actions which members of society have shared and passed on to succeeding generations.

Indian culture and traditions are often labelled as a combination of several cultural values have been influenced by beginning of the Indus Valley Civilization and other early cultural areas. India is a land of rich culture and tradition which teach people kindness, generosity. Family plays a vital role in every Indian household. Indians are known to live together as a joint family and the next generation of offering as well and the house gets passed down family to family throughout the generations. Everything should be shared and the concept of family get togetherness. Festivals are also another weapon of a traditions. We are known by everyone all over the world. These festivals can be religion seasonal and are of national importance. It brings love, bond, cross-culture exchange and moments of happiness among peoples.

So by this paper we finds about our culture and traditional values which can help everyone to understand their own culture biases and preferences. Different cultural have different ideas and everyone has freedom to accept and adapt their style to be more effective in different cultural settings.

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CONSUMER FEEDBACK TOWARDS PURCHASING THE FMCG PRODUCTS THROUGH DIGITAL MEDIA IN KERALA

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ABSTRACT

Consumer behavior is the continues behavioral patterns that consumers follow before making a Purchase decision. It begins when the consumer becomes identifies the need or desire for a particular product, and concludes with the purchase decision. There are various factors which are taken into consideration for the decision making process Through consumer behavior, you can also learn how customers utilize your products in different ways. This data can help the future choice about product establishment.

The FMCG sector is a corner stone of our economy, spreading every aspect of human life. The FMCG market is divided into organized sector and the unorganized sectors.

players, India's Rs.460 billion FMCG

FMCGs generally need a good distribution network and digital media plays a tremendous role in the field of marketing FMCG products

Key words: Digital marketing, Fast Moving Consumer Goods, Purchase decision making process, Consumer Behaviour.

OBJECTIVES OF THE STUDY

1. To recognize the different types of consumers based on the purchase decision process of FMCG products through the digital media
2. To analyze the impact of satisfaction in feedback on the

consumer repurchase intention of FMCG products through digital media

METHODOLOGY OF THE STUDY

The study focuses on identifying the different types of consumers based on the purchase decision of FMCG products through the digital media in Kerala and also analyzed the impact of satisfaction in feedback on the consumer repurchase intention of FMCG products through digital media. Hence, the research design of the study is descriptive and causal in nature. For the purpose of the study, researcher identified the consumers who purchases the FMCG products through different digital media. Since, the study covers a universe with infinite population that is; the total number of consumers who purchases the FMCG products through different digital media is unknown and infinite in nature, the sample size is calculated by using Cochran's formula. Assuming the maximum variability, which is equal to 50 percent ($p=0.5$ and $q=0.5$) and taking at 95% confidence level ($z=1.96$) with 3 percent ($e=.03$) desired level of precision. Cochran's formula for calculating the representative sample from the infinite population is: $n_0 = z^2 pq / e^2$; sample size = $(1.96)^2 (0.5) (0.5) / (0.03)^2 = 1067$. Thus, the adequate sample size of the study at 95 percent confidence level and at 3 percent precision is 1067. The researcher circulated the questionnaire to 1067 consumers who purchases the FMCG products through different digital media in Kerala. Hence, the study adopts a convenient sampling method in identifying the determined sample size of 1067 consumers in Kerala. The collected

data were validated and established the reliability by employing various statistical tests. After checking the normality assumptions, the data come under normal distribution curve and appropriate statistical tools such as cluster analysis, correlation analysis and multiple regression analysis were used for analysing the data to empirically test the hypotheses developed from the literature review in tune with the objectives of the study.

RESULTS AND DISCUSSION

Clustering the types of consumers based on the purchase decision of FMCG products through the digital media: Cluster Analysis

Hierarchical Cluster Analysis is a statistical technique that identifies groups of samples that behave similarly or show similar characteristics and thus quantify the structural characteristics of the samples or variables. The procedure of the hierarchical clustering involves the construction of hierarchy of treelike structure. There are two kinds of procedures to construct a structure, namely agglomerative and divisive. In the agglomerative method, each observation starts in a cluster of its own and then continuously joins clusters together until there is only one cluster consisting of all the observations. The divisive method proceeds in the opposite direction to the agglomerative method.

Table: 1(a) Final cluster centers on the types of consumers based on the purchase decision of FMCG products through the digital media

Types of consumers based on the purchase decision of FMCG products through the digital media	Average Mean Score	F	Sig.*
Clusters			
Discount consumers	4.11	59.83	.000
Loyal consumers	3.62		
Need based consumers	2.44		
Impulsive consumers	1.79		
Wandering consumers	0.88		

Source: Computed from primary data

*5% level of significance

The selected consumers who purchased the FMCG products through digital media are categorized into five types of consumers based on their behavior on purchase decision. The selected consumers are classified into five segments because the difference between the coefficients is significant in five cases on the hierarchical cluster. For the purpose of classification of selected consumers, K-Means cluster is used. Table: 1 (a) shows the mean values for the five clusters which reflect the attributes of each cluster. According to the mean values of each cluster, selected consumers are categorized into five types of consumers.

The first cluster has highest mean value in all the factors deciding the consumer purchase decision through digital media and the average mean score of this cluster is 4.11. Thus, first cluster of consumers can be called as ‘**Discount Consumers**’ based on their purchase decision of FMCG products through the digital media. These are the types of consumers who look for a discount on the product that they want to buy through online platform. These types of customers make the biggest portion of total consumers of purchasing the product

through digital media. They are usually interested in the extra information on when the sale is happening and exact conditions of the discount and offers offered by a company.

The second cluster agrees upon all the factors deciding the consumer purchase decision through digital media and the average mean score of this cluster is 3.62. Thus, second cluster of consumers can be called as ‘**Loyal Consumers**’ based on their purchase decision of FMCG products through the digital media. These types of customers are satisfied consumers. They not only stay loyal to the brand of the product but also praise and recommend the product to their family and friends.

The third cluster were neutral in opinion all the factors deciding the consumer purchase decision through digital media and the average mean score of this cluster is 2.44. Thus, third cluster of consumers can be called as ‘**Need based Consumers**’ based on their urgent purchase decision of FMCG products through the digital media. These types of customers actually know what they want to purchase and why they need them through digital media. They usually don’t require

an extra information and online assistance to choose a product because they usually have the knowledge about the product they want to buy.

The fourth cluster of consumers can be called as ‘**Impulsive Consumers**’ as their average mean score is 1.79. These cluster of customers don’t shop as per their need or because of ongoing sale in digital media. The shopping of these types of customers is highly influenced by their current mood. They usually tend to buy a product, if, at the time of shopping, they find it useful and good at that point in time. Handling these types customers is a challenging task because they always want quick and brief help for all the useful products available in the digital media. They mostly listen to the recommendations provided and buy the product with their current impulse and mood of using such FMCG products.

The fifth cluster of consumers can be called as ‘**Wandering Consumers**’ as their average mean score is 0.88. These customers don’t have specific needs and they enter into a digital media of shopping for just searching the products and not in an intention to buy the product

through online media. Mostly, these types of customers like social interaction and they will search about the random products, but shows a little or zero interest in buying them. Such cluster of consumers may sometimes convert into a potential consumer through getting some insightful information about the FMCG products, its features or the offer available at the digital platform.

The analysis of variance (F value: 59.83) indicates that there is significant difference exists among the five clusters of selected consumers, since their mean values are significantly different. The significant value for deciding the consumer purchase decision through digital media by the different types of consumers is 0.000. This means that there is significant difference exist among the five different types of consumers who purchased the FMCG products through digital media. Each cluster of consumers differently evaluate the need of buying a product and choose different alternatives in the digital platform and finally purchase the product based on their evaluation of the information available through digital media.

Table: 1 (b) Clusters of selected employees of private insurance sector

Number of Cases in each Cluster		Percent	
Cluster	1	422	39.5
	2	173	16.2
	3	332	31.1
	4	89	8.5
	5	51	4.7
Valid (Total)		1067	100
Missing		0	

Source: Computed from primary data

Table: 1 (b) indicates that out of the total 1067 selected consumers, 422 consumers belong to cluster 1 and they are called as ‘Discount Consumers’, 173 consumers belong to cluster 2 and they are called as ‘Loyal Consumers’, 332 consumers belong to cluster 3 and they are called as ‘Need based Consumers’, 89 consumers belong to cluster 4 and they are called as ‘Impulsive Consumers’ and the remaining 51 consumers belong to cluster 5 and they are called as ‘Wandering

Consumers’ based on their purchase decision of FMCG products through the digital media. This means that around 40 percent of selected consumers are discount consumers, nearly 16 percent of selected consumers are loyal consumers, around 31 percent of selected consumers are need based consumers, nearly 9 percent of selected consumers are impulsive consumers and around 5 percent of selected consumers are just wandering consumers in digital media.

H₀: There is no significant difference in the consumer feedback towards purchasing the FMCG products through digital media among the different clusters of customers based on their purchase decision.

Table: 2 Clusters of customers and consumer feedback towards purchasing the FMCG products through digital media - ANOVA

Variables	Label	Sum of Square	Df	Mean Square	F	Sig.
Feedback on product features	Between Groups	6.854	4	1.713	21.41	.000*
	Within Groups	85.175	1062	.080		
	Total	92.029	1066			
Feedback on product usage and experience	Between Groups	4.525	4	1.131	8.13	.000*
	Within Groups	148.675	1062	0.139		
	Total	153.200	1066			
Feedback on product improvement	Between Groups	6.804	4	1.701	15.05	.000*
	Within Groups	120.285	1062	0.113		
	Total	127.089	1066			
Feedback on services	Between Groups	8.179	4	2.044	17.47	.000*
	Within Groups	124.555	1062	0.117		
	Total	132.734	1066			

Source: Computed from Primary Data

*5% level of significance

Table: 2 reveals the result of ANOVA applied to test the significant difference in the consumer feedback towards purchasing the FMCG products through digital media among the different clusters of customers like discount consumers, loyal consumers, need based consumers, impulsive consumers and wandering consumers based on their purchase decision. The calculated P value for the feedback on product features (F value = 21.41) show that there is a significant difference among the clusters of customers based on their purchase decision, since its P value (.000) is less than 0.05. The calculated P value for the feedback on product usage and experience (F value = 8.13) show that there is a significant difference among the clusters of customers based on their purchase

Ho: Feedback provided on purchasing the FMCG products through digital media have no relationship with the consumer satisfaction.

decision, since its P value (.000) is less than 0.05. The calculated P value for the feedback on product improvement (F value = 15.05) show that there is a significant difference among the clusters of customers based on their purchase decision, since its P value (.000) is less than 0.05. The calculated P value for the feedback on services (F value = 17.47) show that there is a significant difference among the clusters of customers based on their purchase decision, since its P value (.000) is less than 0.05. Hence, the null hypothesis is rejected. It is found that there is a significant difference in the consumer feedback towards purchasing the FMCG products through digital media among the different clusters of customers based on their purchase decision.

Table: 3 Correlation between the consumer feedback and consumer satisfaction

Types of consumer feedback	Consumer satisfaction	
	PC	Sig.
Feedback on product features	.689**	.000
Feedback on product usage and experience	.712**	.000
Feedback on product improvement	.674**	.000
Feedback on services	.664**	.000
** Correlation is significant at the 0.01 level (2-tailed)		

Source: Computed from Primary Data

Table 3 deals with the correlation between the consumer feedback towards purchasing the FMCG products through digital media and their satisfaction. It indicates that all the independent variables of consumer feedback towards purchasing the FMCG products through digital media have significant relationship with the dependent variable called consumer satisfaction at 1 percent level of significance (P value .000 < 0.01). Hence

the hypothesis is rejected. The result also reveals that Feedback on product features (68.9 percent), Feedback on product usage and experience (71.2 percent), Feedback on product improvement (67.4 percent) and Feedback on services (66.4 percent) have significant relationship with consumer satisfaction. It is found that all the types of consumer feedback towards purchasing the FMCG products through digital media have positive influence on

the consumer satisfaction. It is concluded that the feedback on product usage and experience has the highest significant relationship with the consumer satisfaction. It found that when the consumer feedback of product usage and experience is better, this will ultimately imply a better satisfaction among the consumers who purchased the FMCG product through digital media.

Ho: Satisfaction in customer feedback have no influence on the repurchase intention of FMCG products through digital media.

Here the multiple regression analysis for repurchase intention of FMCG products through digital media (Y) was

performed with 4 independent variables of different types of customer feedback such as feedback on product features (X₁), feedback on product usage and experience (X₂), feedback on product improvement (X₃) and feedback on services (X₄).

$$Y = a_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

Where b_i is the Unstandardized beta coefficients of each variable and a₀ is a constant value.

Inter correlation between the variables of different types of customer feedback revealed that all the predictor variables were entered simultaneously for regression equation because no multicollinearity exists among the selected 4 predictor variables.

Table: 4 (a) Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.854	.729	.722	.382
Predictors: (Constant), feedback on product features (X ₁), feedback on product usage and experience (X ₂), feedback on product improvement (X ₃), feedback on services (X ₄)				
Dependent Variable: Repurchase Intention				

Source: Computed from Primary Data

The model summary table shows the overall predictability of the regression model. Adjusted R² value 0.722 states that all the 4 independent variables of different types of customer feedback have 72.2 percent influence on the dependent

variable called repurchase intention. Thus, it is identified that the satisfaction in customer feedback have an influence on therepurchase intention of FMCG products through digital media.

Table: 4 (b) ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.422	4	9.605	63.61	.000*
	Residual	160.567	1062	0.151		
	Total	198.989	1066			

Source: Computed from Primary Data

* 5 Percent level of significance

ANOVA results reveals p-value as 0.000 (F value = 63.61) is less than 0.05 and it indicates that regression model is statistically significant. So, the null hypothesis is rejected. Hence, there is a significant relationship exists between the

variables tested in the hypothesis. Thus, it has been identified that the variables of customer feedback are closely associated and have an influence on the repurchase intention of FMCG products through digital media.

Table: 4 (c) Coefficients of Multiple Regression Analysis

Model	Variables	UC		SC	T	Sig.
		B	SE	Beta		
1	(Constant)	2.128	.113		9.944	.000*
	Feedback on product features	.641	.042	.677	13.369	.000*
	Feedback on product usage and experience	.768	.027	.752	17.039	.001*
	Feedback on product improvement	.584	.023	.595	10.583	.000*
	Feedback on services	.697	.025	.682	14.845	.000*

Dependent Variable: Spiritual Intelligence

Source: Computed from Primary Data

* 5 Percent level of significance

It is identified from the coefficient table that the satisfaction on different types of customer feedback such as feedback on product features (Beta Coefficient = 0.677, Sig = .000), feedback on product usage and experience (Beta Coefficient = 0.752, Sig = .001), feedback on product improvement (Beta Coefficient = 0.595, Sig = .000) and feedback on services (Beta Coefficient = 0.682, Sig = .000) have significant positive effect on repurchase intention of FMCG products through

digital media, since all the significant values of predictor variables is less than 0.05. It reveals that the satisfaction of the consumers towards the feedback on product usage and experience has the highest significant positive effect on the repurchase intention of FMCG products through digital media. Hence, it is concluded that the satisfaction in customer feedback have an influence on the repurchase intention of FMCG products through digital media.

CONCLUSION

In Kerala FMCG products is a key factor for the development of economy and the decision making process of consumers may vary according to the various factors.

The satisfaction in customer feedback have an influence on the repurchase intention of FMCG products through digital media.

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CUSTOMER PERCEPTION TOWARDS THE UNIT LINKED INSURANCE POLICIES

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ABSTRACT

A Unit Linked Insurance Plan (ULIP) is a product offered by is a product offered by insurance companies that unlike a pure insurance policy gives investors the benefits of both insurance and investment under a single integrated plan. In this paper, an attempt has been made to identify those factors, which enhance favorable opinion among consumers towards ULIP's. The primary data needed for the study has been collected through well structured questionnaire. The sample size of 105 investors having investment in ULIP were selected from Palakkad District. The selected samples were tabulated and analysed analyzed using simple percentage, Chi square test, standard deviation and ANOVA. It is found that most of the investors show a favorable perception towards the ULIP as the best medium and long term investment proposal.

Keywords: Investors, Perception, Insurance, Proposal, Investment, Benefits, Plan, Premiums, etc.

INTRODUCTION:

A Unit Linked Insurance Plan (ULIP) is a product offered by is a product offered by insurance companies that unlike a pure insurance policy gives investors the benefits of both insurance and investment under a single integrated plan. Unit Linked

Plans refer to Unit Linked Insurance Plans offered by insurance companies. These plans allow investors to direct part of their premiums into different types of funds (equity, debt, money market, hybrid etc.)

Unit linked guidelines were notified by the Insurance Regulatory Development

Authority (IRDA) on 21stDecember 2005. The main intent of the guideline was to ensure that they lead to greater transparency and understanding of these products among the insured, especially since the investment risk is borne by the policy holder. It is the endeavor of IRDA to enable the buyer to make the most informed decision possible when planning for financial security. The insurance sector has gone through a sea change after the adoption of liberalization, privatization and globalization process by the government in the last decade of 20th century. Consequently a lot of foreign players entered into the Indian market in collaboration with the Indian companies to break the monopoly of the state owned giant the LIC of India, in the field of life insurance with a capital ceiling of 26 percent.

MAJOR MARKET PLAYERS

1. The Life Insurance Corporation of India (LIC):
2. SBI Life Insurance Company Ltd.
3. ICICI Prudential Life Insurance Company.
4. Tata AIG Life Insurance Company Limited (Tata AIG

- Life)
5. MetLife, Inc. is the holding corporation for the Metropolitan Life Insurance Company.
6. Bajaj Allianz Life Insurance Company Limited
7. Max New York Life Insurance Company Ltd.
8. Aviva plc is
9. Reliance Life Insurance Company Limited (Reliance Life Insurance)
10. HDFC Life,
11. BirlaSunLifeInsuranceCompanyLimited(BSLI)

Today, only one business, which affects all walks of life, is insurance business. That's why insurance industry occupies a very important place among financial services operative in the world. Owing to growing complexity of life, trade and commerce, individuals as well as business firms are turning to insurance to manage various risks. Therefore a proper knowledge of what insurance is and what purpose does it serve to

individual or an organization is necessary.

REVIEW OF LITERATURE

Sharma M. and Vijay T. S. et al (January 2012), the animus of this study is to assay the brunt of demographic factors on the level of satiety of investor's contra insurance policies. The study entraps the impact of demographics factors on the satisfaction of investors towards insurance policies. This paper also evaluates cogent relationship between demographic factors and overall satisfaction of the customers towards the insurance policies.

Ch S. (May 2014), think about mirrors that directly over 40% of the organizations of the insurance agencies are done through the bancassurance medium. The finding of the examination uncovers that the insurance agency can complete every one of the advantages of bancassurance through offering their item by utilizing the database of banks and their branch gap. In India 70 percent of the populace are not under the consideration of protection unmistakably in rustic territories.

Barik B. furthermore, Patra R. (June 2014), in his examination expressed

that the Indian extra security segment is enhancing at a quicken rate. The examination uncovered that life coverage business in India needs an extraordinary consideration when contrasted with different business, both hypothesis and practice to be incorporated to give the best administrations to the arrangement holders. Consequently, this examination by the scientists has been finished with an aim to help with proposal and suggestion that will encourage both academician and industry staff to re-build their idea in protection area.

Chand M. (June 2014) examines the primary difference in extra security industry in India is the gapping up to private and worldwide players. The investigation will uncover the part of private protection players in the territories and like number of arrangements coasted, measure of premium cash gathered, operator or specialist commission costs, and working costs from 2001 – 2012.

Prasad K. what's more, Sravanthi V. (October 2014), protection industry is an extend acclimatized industry. In India, the industry has initiated to unveil the promising after advancement and privatization of the division. The protection business ponder by

has accomplished pertinently in India's development story in recent years. These two are frequently used to decide the level of development of the protection area in a nation.

NEED OF THE STUDY

Savings of every person should be surpluses through proper investment. This will help him to achieve his personal goals and to meet uncertainties in life. There are number of investment opportunities are available, but for better return it must be managed effectively. Unit Linked Insurance Policies provide better return to the investor along with insurance coverage. It involves the merits of share market and benefits of insurance. It is an ideal tool to invest in share market without much risk.

A researcher survey is needed to know about market perception about the mutual fund and the ULIPs as an investment alternative which is found to be the need of the hour of the investor who perceives life insurance are not only best suited for the purpose of insuring their life, but also capable of meeting future

financial challenges effectively. Hence this study explores about the customers perception level of ULIP.

OBJECTIVES OF THE STUDY

1. To study the demographic & rational profile of customers of ULIP.
2. To identify those factors, which enhance favorable opinion among consumers towards ULIP's.

METHODOLOGY USED

Experimental / Descriptive Research

Descriptive research includes surveys and fact findings enquiries of different kinds. The major purpose of descriptive research is a description of the state of affairs as it exists at present. The main feature of this type of research is that the researcher has no control over the variables. He can only report what has happened or what is happening.

TYPE OF SAMPLING

Convenient sampling has been used for the purpose of drawing samples from the population.

SAMPLES SIZE

The sample size chosen by for the purpose of this study is 105 investors having investment in ULIP.

SOURCE OF DATA

Data are collected both from primary source and from secondary source.

PRIMARY DATA

Primary data are collected through surveys, interview, questionnaires and schedules. The primary data refers to the data collected from direct questioning and which has not been collected or gathered earlier by any other research study. The data for this study was collected by agents, companies, ULIP holders.

SECONDARY DATA

This type of data refers to the gathering of information from the sources that have “readymade data” already in possession. This data has already been collected and compiled. This data has been collected from the existing surveys in the company.

Information has been gathered from the company brochures, periodicals, websites and other books. After gathering the data from the Sources, the data was analyzed, tabulated, interpreted and finally conclusions were made regarding the entire project.

Secondary data were collected from various sources including books, publications, web site’s etc. which are noted in the reference.

TOOLS FOR ANALYSIS AND INTERPRETATION

The following are the major tools that were used by the researcher for analysis and interpretation.

- Percentage analysis
- Tabular and graphical analysis
- Chi-square analysis
- Anova test.
- Standard Deviation

LIMITATIONS OF THE STUDY

- ❖ The study took only limited samples from specific topography rather it should get more response recorded across India to confidently validate and spread this measurement scale more reliable in research studies.

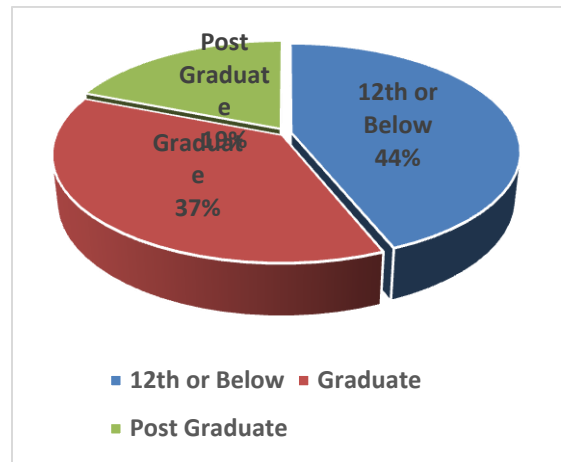
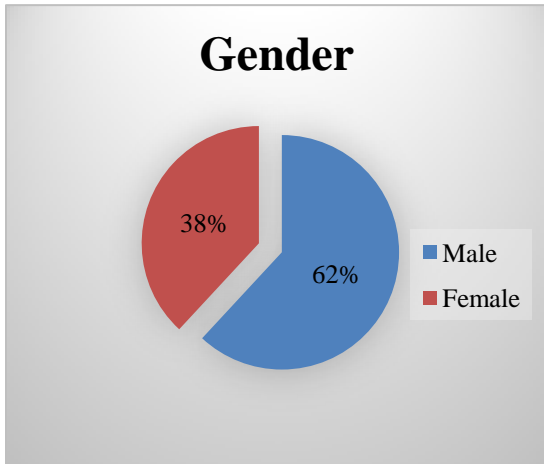
- ❖ The statistical method used to analyze the data has their own limitation.
- ❖ Due to time constraints and busy schedules of the people it was difficult to interact with them completely.
- ❖ All the limitations of primary data are applicable to this study.

ANALYSIS AND INTERPRETATION

Gender	No. of Respondents n=105	Percentage
Male	65	61.9
Female	40	38.1
Educational Qualification		
12 th or below	46	43.8
Graduate	39	37.1
Post graduate	20	19.0
Particulars		
ULIP	38	36.2
Mutual Fund	9	8.6
Fixed Deposit	38	36.2
Bank Saving	20	19.0
Particulars		
govt service	34	32.4
private company	19	18.1
business man	24	22.9
self employed	28	26.7
Total	105	100

CHARTS

EDUCATIONAL QUALIFICATION



**CLASSIFICATION ON THE BASIS OF MOST
PREFERED OF INVESTMENT**

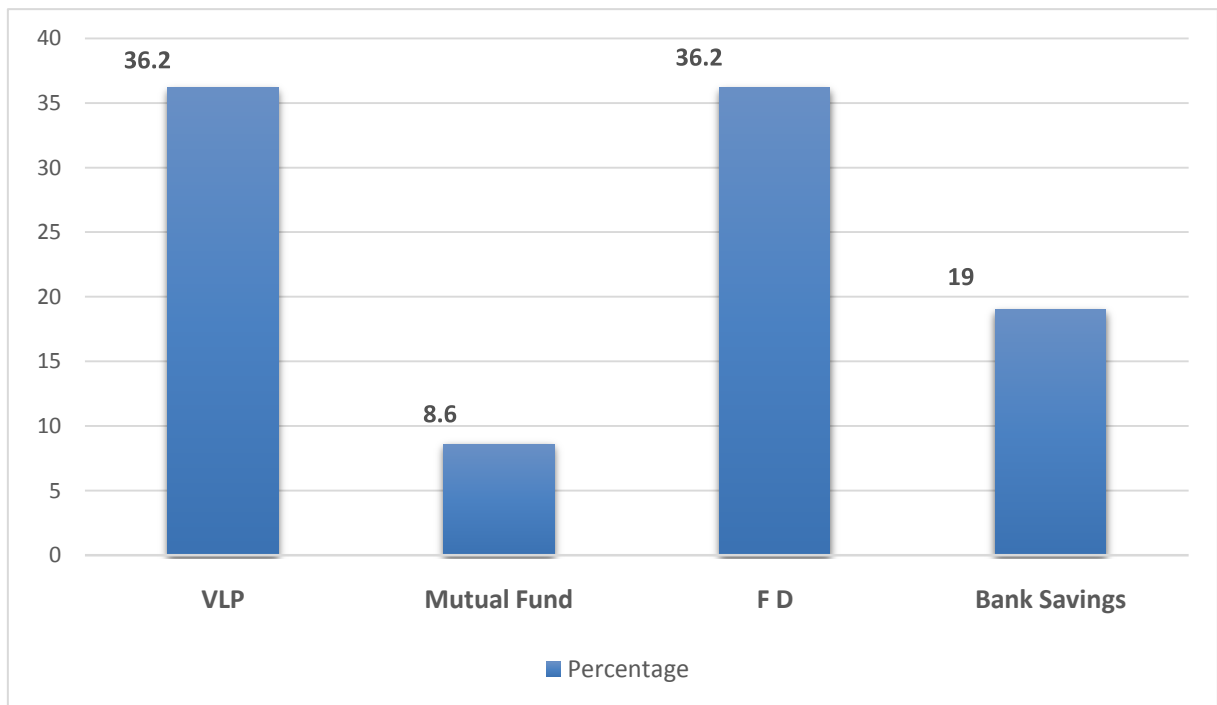


TABLE - 4.6

**RELATION BETWEEN AGE AND REASON FOR CHOOSING
INVESTMENT**

AGE	REASON FOR CHOOSING INVESTMENT				TOTAL
	TAX SAVING	REGULAR RETURN	RETIREMENT BENEFIT	CAPITAL GAIN	
18- 25	2 (12.5%)	2 (12.5%)	2 (12.5%)	10 (62.5%)	16(100.0%)
26- 35	10 (27.8%)	10 (27.8%)	10 (27.8%)	6 (16.7%)	36 (100.0%)
36 -45	2 (5.6%)	2 (5.6%)	22 (61.1%)	10 (27.8%)	36 (100.0%)
46 -55	0 (0.0%)	2 (15.4%)	5 (38.5%)	6 (46.2%)	13 (100.0%)
Above- 55	0 (0.0%)	0 (0.0%)	4 (100.0%)	0 (0.0%)	4 (100.0%)
Total	14 (13.3%)	16 (15.2%)	43 (41.0%)	32 (30.5%)	105 (100.0%)

Hypothesis:

H_0 : There is no significant difference between age and reason for choosing investment. After setting this null hypothesis for conducting chi- square test.

	value	df	Sig.
Likely hood ratio	40.003	12	.000
Pearson chi -square	37.836	12	.000

INTERPRETATION

It is perceived from the table that the P value (0.000) lesser than the 0.05.so it is interpreted that there is significant difference between age and reason for choosing investment.

TABLE - 4.7

GENDER	PREFERRED FORM OF NVESTMENT				TOTAL
	ULIP	MUTUAL FUND	F D	BANK SAVINGS	
Male	24 (36.9%)	9 (13.8%)	14 (21.5%)	18 (27.7%)	65 (100.0%)
Female	14 (35.0%)	0 (0.0%)	24 (60.0%)	2 (5.0%)	40 (100.0%)
Total	38 (36.2%)	9 (8.6%)	38 (36.2%)	20 (19.0%)	105 (100.0%)

RELATION BETWEEN GENDER AND DIFFERENT FORM OF INVESTMENT

Source : Primary Data

Hypothesis:

H₀ : There is no significant difference between gender and different form of investment. After setting this null hypothesis for conducting chi- square test.

	Value	df	Sig.
Likelihood Ratio	26.515	3	0.000
Persons Chi-Square	22.379	3	0.000

INTERPRETATION

The table shows that the P value (0.000) lesser than the 0.05.so it is interpreted that there is significant difference between gender and different form of investment.

TABLE - 4.8

RELATION BETWEEN AGE AND AMOUNT OF INVESTMENT

Source : Primary Data

AGE	AMOUNT OF INVESTMENT			TOTAL
	1000 - 4000	4000 - 7000	7000 - 10000	
18-25	4(25.0%)	12(75.0%)	0(0.0%)	16 (100.0%)
26-35	20(55.6%)	12(33.3%)	4 (11.14%)	36 (100.0%)
36-45	24(66.7%)	12(33.13%)	0 (0.0%)	36 (100.0%)
46-55	13(100.0%)	0 (0.0%)	0 (0.0%)	13 (100.0%)
Above55	4(100.0%)	0 (0.0%)	0 (0.0%)	4 (100.0%)
Total	65 (61.9%)	36 (34.3%)	4 (3.8%)	105 (100.0%)

Hypothesis:

H₀ : There is no significant difference between age and amount of investment.

After setting this null hypothesis for conducting chi- square test.

	value	df	sig.
Likelihood Ratio	34.00	8	.00
Person Chi-Square	29.122	8	.00

INTERPRETATION

The table shows that the P value (0.000) lesser than the 0.05.so it is interpreted that there is significant difference between age and amount of investment.

TABLE - 4.9

RELATION BETWEEN EDU. QUALIFICATIONS & REASON FOR CHOOSING INVESTMENT

EDU. QUALIFICATION	REASON FOR CHOOSING INVESTMENT				TOTAL
	TAX SAVING	REGULAR RETURN	RETIREMENT BENEFIT	CAPITAL GAIN	
12th or Below	2 (4.3%)	12 (26.1%)	28 (60.9%)	4 (8.7%)	46 (100.0%)
Graduate	2 (5.1%)	2 (5.1%)	11 (28.2%)	24 (61.5%)	39 (100.0%)
Post Graduate	10 (50.0%)	2 (10.0%)	4 (20.0%)	4 (20.0%)	20 (100.0%)
Total	14 (13.3%)	16 (15.2%)	43 (41.0%)	32 (30.5%)	105 (100.0%)

Source : Primary Data

Hypothesis:

H₀ : There is no significant difference between education qualification and reason for choosing investment. After setting this null hypothesis for conducting chi- square test.

	value	df	sig.
Likelihood ratio	53.577	6	.000
Persons chi-square	59.826	6	.000

INTERPRETATION

The table shows that the P value (0.000) lesser than the 0.05.so it is interpreted that there is significant difference between education qualification and reason for choosing investment.

TABLE - 4.10

**RELATION BETWEEN AGE AND FEELING AFTER INVESTING
ULIP**

AGE	FEELING AFTER INVESTING ULIP				TOTAL
	VERY GOOD	GOOD	AVERAGE	CHEATED	
18-25	0 (0.0%)	10 (62.5%)	2 (12.5%)	4 (25.0%)	16 (100.0%)
26-35	0 (0.0%)	10 (27.8%)	14 (38.9%)	12 (33.3%)	36 (100.0%)
36-45	2 (5.6%)	4 (11.1%)	22 (61.6%)	8 (22.2%)	36 (100.0%)
46-55	0 (0.0%)	0 (0.0%)	3 (23.1%)	10 (76.9%)	13 (100.0%)
Above 55	0 (0.0%)	2 (50.0%)	0 (0.0%)	2 (50.0%)	4 (100.0%)
Total	2 (1.9%)	26 (24.8%)	41 (39.0%)	36 (34.3%)	105 (100.0%)

Source : Primary Data

Hypothesis:

H₀ : There is no significant difference between age and feeling after investing ULIP. After setting this null hypothesis for conducting chi- square test.

	Value	df	Sig.
Likelihood Ratio	40.909	12	.000
Persons Chi-Square	39.033	12	.000

INTERPRETATION

The table shows that the P value (0.000) lesser than the 0.05.so it is interpreted that there is significant difference between age and feeling after investing ULIP .

TABLE - 4.1

RELATION BETWEEN AGE AND TIME HORIZON OF INVESTMENT

AGE	TIME HORIZON OF INVESTMENT					TOTAL
	under 2 yrs.	2-5 yrs.	6-10 yrs.	11-15 yrs.	over 15 yrs.	
18-25	0 (0.0%)	2 (12.5%)	12 (75.0%)	2 (12.5%)	0 (0.0%)	16 (100.0%)
26-35	14 (38.9%)	.8 (22.2%)	8 (22.2%)	4 (11.1%)	2 (5.6%)	36 (100.0%)
36-45	2 (5.6%)	.8 (22.2%)	0 (0.0%)	22 (61.0%)	4 (11.1%)	36 (100.0%)
46-55	8 (61.5%)	2 (15.4%)	0 (0.0%)	3(23.16%)	0 (0.0%)	13 (100.0%)
Above 55	2 (50.0%)	0 (0.0%)	0 (0.0%)	2 (50.0%)	0 (0.0%)	4 (100.0%)
Total	2.6 (24.8%)	20 (19.0%)	20 (19.0%)	33 (31.4%)	6 (5.7%)	105 (100.0%)

Source : Primary Data

Hypothesis:

H₀ : There is no significant difference between age and time horizon of investment. After setting this null hypothesis for conducting chi- square test.

	Value	df	Sig.
Likelihood Ratio	84.255	16	.000
Persons Chi-Square	79.628	16	.000

INTERPRETATION

The table shows that the P value (0.000) lesser than the 0.05.so it is interpreted that there is significant difference between age and time horizon of investment.

TABLE - 4.20

VARIATION BETWEEN AGE AND TAX SAVING

Age	No. of respondents	Mean	Std.Deviation
18- 25	16	3.63	.500
26 - 35	36	3.78	.797
36 -45	36	3.61	.599
46 -55	13	4.31	.480
Above -55	4	4	.000
Total	105	3.77	.669

Source : Primary Data

Hypothesis:

H₀ : There is no variation in the mean scores obtained for the variable “age and tax saving” are analyzed using one way ANOVA to test the statistical significance of difference in the mean scores.

Estimated marginal mean

category	Mean	Std.error	95% confidents level	
			Lower bound	Upper bound
Age	3.864	.086	3.694	4.034

Source	Type III SUM SQUIRES	df	Mean square	F	Sig.
Age	5.217	4	1.304	3.158	.017
Error	41.297	100	.413		
Total	46.514	104			

INTERPRETATION

It is clear from the above table that the age wise variation of the mean scores are statistically significant at the 5 percent level of significance ($f= 3.158, p = .017 < .05$) .so we reject the null hypothesis at “ There is variation in the mean scores obtained from the variable”.

TABLE - 4.21

AGE AND SAFETY

Age	No. of respondents	Mean	Std.Deviation
18- 25	16	4.63	.500
26 - 35	36	4.00	.828
36 -45	36	4.22	.929
46 -55	13	4.31	.751
Above -55	4	5.00	.000
Total	105	4.25	.830

Source : Primary Data

Hypothesis:

H₀ : There is no variation in the mean scores obtained for the variable “age and safety” are analyzed using one way ANOVA to test the statistical significance of difference in the mean scores.

ESTIMATED MARGINAL MEAN

category	Mean	Std. error	95% confidents level	
			Lower bound	Upper bound
Age	4.431	.107	4.218	4.644

Source	Type III SUM SQUARES	df	Mean square	F	Sig.
Age	6.820	4	1.705	2.643	.037
Error	64.741	100	.647		
Total	71.562	104			

INTERPRETATION

It is clear from the above table that the age wise variation of the mean scores are statistically significant at the 5 percent level of significance ($f= 2.643$, $p = .037 < .05$) .so we reject the null hypothesis at “ There is variation in the mean scores obtained from the variable”.

CONCLUSION

Unit Linked Insurance Policies are widely accepted now a day as best investment proposal. Investors see ULIPs as the safest and best proposal to invest and enjoy the benefits of security market. Form the study it is clear that ULIP shows a

tremendous increase in the recent years when compared to other insurance products. When analyzing the opinion or preference, most of the investors show a favorable attitude towards the ULIP as the best medium and long term investment proposal.

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PERCEPTION OF MICRO ENTREPRENEURS OF PALAKKAD DISTRICT OF KERALA STATE ABOUT EASE 4.0 REFORMS OF GOVERNMENT OF INDIA

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ABSTRACT

Micro entrepreneurs depend money lenders for their short term and medium loan requirements .But Government of India and Reserve Bank of India have formulated many programmes to popularize banking among the masses especially the micro entrepreneurs. EASE 3.0 and EASE 4.0 are the most recent ones. Understanding the perception of the most important sector is very important for the implementation of any banking reforms. Therefore, he researchers try to understand the Perception of Micro entrepreneurs of Palakkad district of Kerala about EASE 4.0 reforms of Government of India.

Key Words: Perception, Palakkad, Micro Entrepreneurs, EASE 4.0, Reforms

INTRODUCTION

Our commercial banks especially the public sector banks are the back bone of our nation and economy. Even though the customers are free to approach any banks including new generation banks still a large chunk of them continue their traditional banking habits and practices .It is a kind of custom and practice. Therefore, Government of India has introduced so many policy reforms including Amendment to Banking

Regulation Act 2017 and Amendment to Banking Regulation Act 2020.After the successful implementation of the EASE 3.0, the commercial banks have to concentrate on EASE 4.0 for a better banking culture to us .Simplified doorstep easy banking is the core of EASE4.0 reforms with respect to public sector banks in India.

SIGNIFICANCE OF THE STUDY

Finance Minister unveiled Ease 4.0 Agenda in a function to congratulate the award winners of Ease 3.0. Many banks including State Bank of India has won the award for their contribution in Ease 3.0 reforms. Under the above circumstances, knowledge about the developments are necessary to use the better options available as per new policy reforms of Government of India. Palakkad district is one of major district of Kerala and MSME entrepreneurs, especially the Micro entrepreneurs is one of the important feature the district. All of them have bank accounts as part of Financial Inclusion programmes of Government of India. Now, knowledge about the current developments is necessary to use it. To give proper training to them, knowing about their perception is very vital in the post Covid-19 Period. Therefore, he researchers try to understand the Perception of Micro entrepreneurs of Palakkad district of Kerala about EASE 4.0 reforms of Government of India.

OBJECTIVES

1. To understand the Perception of Micro entrepreneurs of Palakkad

- district of Kerala State about EASE 4.0 reforms of Government of India
2. To understand about EASE 4.0 reforms of Government of India.
3. To understand about the factors affecting loan requirements of micro entrepreneurs of Palakkad district of Kerala State.

HYPOTHESIS

1. H_0 : There is no significant difference between the age of micro entrepreneurs of Palakkad district of Kerala State and their perception towards EASE 4.0 reforms of Government of India
2. H_0 : There is no significant difference between the gender of micro entrepreneurs of Palakkad district of Kerala State and their perception towards EASE 4.0 reforms of Government of India.
3. H_0 : There is no significant difference in the level of satisfaction towards the customers' services delivered by the public sector banks between the beneficiaries of Public sector banks (Micro entrepreneurs and general public)
4. H_0 : Various financial factors have no effect on the future loan requirements.

REVIEW OF LITERATURE.

1. Berger, A. N., & Undell, G. F (2002) conducted a study on “Small Business Credit Availability and Relationship Lending: The importance of Bank Organizational Structure”. Here the researchers found that there was a drastic reduction in the credit availabilities to the micro, small and medium enterprises.
2. Vijayakumar T & Naresh B (2013) had published a paper on “Women Entrepreneurship in India- Role of women in Small and Medium Enterprises” in the journal of Trans Asian Journal of Marketing and Management Research. According to them the problems of finance were inadequate finance, difficulties in getting credit from bank, low risk bearing capacity, lack of collateral security, unaware of source of finance etc. Entrepreneurs and woman entrepreneurs suffered due to lack of credit facilities.
3. Umar P & Kumar D (2014) made a study on “Women Entrepreneurship and MSMEs in North India”. Small and Women entrepreneurs also faced the

problems financial resources and working capital. They don't have access to the external funds due to lack of collateral and credit in the market because women have no properties in their name. They were unable to understand the difficult and complicated formalities of securing loan and not able to bear the huge transaction cost.

4. Siddiqui M. A (2018) conducted a study on “Problems & Challenges of Indian MSMEs in The Post Demonetization Era” deals with various financial problems and inadequate and non-timely credit, limited knowledge, not sufficient working capital etc.

SAMPLE SIZE OF THE STUDY

Researchers have used both the primary data and secondary data as part of this research. As the population is very large, Sample Size of 385 is enough as per Z score analysis. Stratified Random Sampling method is adopted to collect data from 385 micro entrepreneurs and 385 common people.

METHODOLOGY OF THE STUDY

Primary Data were analyzed using statistical tools and testing of hypothesis like One-Way Analysis of Variance, independent sample t-test and multivariate data analysis techniques like multiple regression analysis .Secondary data is collected from the website of Ministry of Finance. SPSS Software is used to analyze the data and for testing hypotheses.

DATA ANALYSIS.

Secondary data in respect is collected from the website of Ministry of Finance.

Following are the important features of Ease 4.0

1. Through Ease 4.0, RBI wants to bring changes in the banking sector
2. Through Ease 4.0, Reserve Bank of India wants to bring changes in the commercial banking sector. After the implementation of Ease 4.0, our nationalized will have facilities like private sector banks. This is the desired change.
3. Enhanced Access & Service Excellence 4.0 (Ease 4.0) is a policy change.
4. Following are the objectives of Ease 4.0
 - i. To use technologies like business analytics. Service at the doorstep is the new policy. Banks will approach the

customers at his/her doorsteps to attract deposits and sell products like mutual funds. Banks will use facilities like social media.

ii. To speed up the digital transformation process to give better services to the customers.

iii. To provide 24*7 banking services to the customers. To use cloud based banking system in the banking sector.

iv. To popularize the Mobile app facility .Employees of the banks have to give all possible helps to the customers to download mobile app.

v. To digitalize loan applications and speedy response to the applications of the Agricultural loans, Retail loans and MSME loans.

vi. Uninterrupted banking services to the customers using modern cyber security measures.

vii. Better co-operation between public sector banks and NBFCs

viii. To evaluate the performance of banking staff through IT based facilities.

ix. To increase the speed of financial inclusion measures through the popularization of Atal Pension Yojana and sukanya samriddhi yojana etc.

x. To give personal training to the scale V,
scale VI officers of the bank

H₀: There is no significant difference between the age of Micro entrepreneurs of Palakkad district of Kerala State and their perception towards EASE 4.0 reforms of Government of India

TESTING OF HYPOTHESIS

ANOVA for Age and Perception of micro entrepreneurs of Palakkad district of Kerala State towards Significance of EASE 4.0

Table No. 1.

(Source: computed from Primary Data).

Table -2.

Perception

	N	Mean	Std. Deviation	Std. Error
20-40	184	4.0870	.99344	.07324
40-60	168	4.5357	.96584	.07452
60-70	33	3.9697	1.26206	.21970
Total	385	4.2727	1.03124	.05256

ANOVA Table

	S.S	Df	M.S	F	Sig.
Between Groups	21.000	2	10.500	10.354	.000
Within Groups	387.364	382	1.014		
Total	408.364	384			

(Source: computed from Primary Data).

Table 2 revealed that One way ANOVA was applied to find whether the mean scores vary accordingly to the age of micro entrepreneurs of Palakkad district of Kerala State towards their perception about Significance of EASE 4.0 The p-value is less than 0.05 in the above case .Therefore, the result is significant and hence the null hypothesis is rejected. Therefore, it is inferred that there is

significant difference between the Age and Perception of micro entrepreneurs of Palakkad district of Kerala State towards Significance of EASE 4.0.

H₀: There is no significant difference between the gender of micro entrepreneurs of Palakkad district of Kerala State and their perception towards EASE 4.0 reforms of Government of India.

ANOVA for Gender and Perception of micro entrepreneurs of Palakkad district of Kerala State towards Significance of EASE 4.0.

Table No. 3

Descriptive statistics				
Perception				
	N	Mean	Std. Deviation	Std. Error
Male	181	4.1050	.99165	.07371
Female	204	4.4216	1.04515	.07318
Total	385	4.2727	1.03124	.05256

(Source: computed from Primary Data).

Table No. 4.

ANOVA Table

	S.S	Df	M.S	F	Sig.
Between Groups	9.613	1	9.613	9.233	.003
Within Groups	398.751	383	1.041		
Total	408.364	384			

(Source: computed from Primary Data).

Table 4 revealed that One way ANOVA was applied to find whether the mean scores vary accordingly to the gender of micro entrepreneurs of Palakkad district of Kerala State towards their perception about Significance of EASE 4.0. The p-value is less than 0.05 in the above case. Therefore, the result is significant and hence the null hypothesis is rejected. Therefore, it is inferred that there is significant difference between the gender and their Perception of micro entrepreneurs of Palakkad district of

Kerala State towards Significance of EASE 4.0.

H₀: There is no significant difference in the level of satisfaction towards the customers 'services delivered by the public sector banks between the beneficiaries of Public sector banks (micro entrepreneurs and general public).

Independent Sample t-test is applied to test the null hypothesis. Following are the details

Table No. 5.

Group Statistics

type	N	Mean	Std. Deviation	Std. Error Mean
perception micro	385	4.2727	1.03124	.05256
public	385	3.5870	1.64518	.08385

(Source: computed from Primary Data). *5% level of significance

Table No. 6.						
Independent Samples Test						
Test for Equality of Variances		t-test for Equality of Means				
F	Sig.	t	df	Sig. (2-tailed)		
Perception	Equal variances assumed	117.401	.000	6.929	768	0.000
	Equal variances not assumed			6.929	645.400	0.000

(Source: computed from Primary Data).

*5% level of significance

The table 6 reveals the result of independent t test applied to test the significant difference in the level of level of satisfaction towards the customers ‘ services delivered by the public sector banks between the beneficiaries of Public sector banks(micro entrepreneurs and general public).The calculated **p** value is 0.000 and the **t** value is 6.929.Since the p value is less than 0.05,the null hypothesis is rejected.it is found that there is no significant difference in the level of satisfaction towards the customers ‘ services delivered by the public sector banks between the beneficiaries of Public

sector banks(micro entrepreneurs and general public).it is found from the mean value that micro entrepreneurs have more satisfaction towards the customers ‘ services delivered by the public sector banks.

H0: Various financial factors have no effect on the future loan requirements.

Multiple regression coefficient measures the relationship between various financial factors and the future loan requirements.

Here the multiple regression analysis for future loan requirements (Y) was

performed with 7 independent variables affecting the future loan requirements such as Annual Income, Existing loan amount, current sales, income tax, current total cost

of production, current GST and amount involved in the expansion.

$$Y = a_0 + b_1X_1 + b_2X_2 + b_3X_3 + \dots + b_7X_7$$

Table : 7.
Descriptive Statistics

	Mean	Std. Deviation	N
Loan required in the next yer	5.7806E5	2.67576E5	385
Annual Income	2.0109E6	8.51024E5	385
Existing Loan	1.2362E6	2.18317E6	385
Current Sales	3.6769E6	1.29122E6	385
Income Tax	1.2784E6	1.31306E6	385
Current total Cost of Production	1.6660E6	5.87188E5	385
Current GST	4.0818E5	4.43887E5	385
Expansion amount	7.1013E5	1.71015E5	385

(Source: computed from Primary Data).

Table : 8.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.582 ^a	.339	.328	2.19266E5

(Source: computed from Primary Data).

***5% level of significance**

a. Predictors: (Constant), Expansion amount, Current total Cost of Production, Existing Loan, Income Tax, Current GST, Annual Income

b. Dependent Variable: Loan required in the next year

The model summary table shows the overall predictability of the regression model. Adjusted

loan requirements exercise 32.8 percent influence on the dependent variable the future loan requirements.

R² value 0.328 states that all the 7 independent variables affecting the future

Table 9

ANOVA^b

Model		S.S	df	M.S	F	Sig.
1	Regression	9.320E12	6	1.553E12	32.309	.000 ^a
	Residual	1.817E13	378	4.808E10		
	Total	2.749E13	384			

(Source: computed from Primary Data).

a. Predictors: (Constant), Expansion amount, Current total Cost of Production, Existing Loan, Income Tax, Current GST, Annual Income

b. Dependent Variable: Loan required in the next year

ANOVA results reveals p-value as 0.000 (F Value=32.309) which is less than 0.05 and it indicates that regression model is statistically significant. So the null hypothesis is rejected. Hence there is significant relationship exists between the variables tested in the hypothesis.

Table 10
Coefficients of Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.160E6	92680.966		12.511	.000
	Annual Income	-.003	.019	-.011	-.184	.854
	Existing Loan	.002	.006	.020	.405	.686
	Income Tax	.023	.010	.113	2.319	.021
	Current total Cost of Production	.043	.027	.094	1.589	.113
	Current GST	-.339	.035	-.563	-9.653	.000
	Expansion amount	-.760	.087	-.486	-8.705	.000

(Source: computed from Primary Data).

a. Dependent Variable: Loan required in the next year

It is identified from the coefficient table that current sales, income tax, current total cost of production, current GST and

amount involved in the expansion have effect on the future loan requirements.

FINDINGS.

1. It is found there is significant difference between the Age and Perception of micro entrepreneurs of Palakkad district of

Kerala State towards Significance of EASE 4.0

2. It is found that there is significant difference between the gender and their Perception of micro entrepreneurs of

Palakkad district of Kerala State towards
Significance of EASE 4.0

3. it is found that there is no significant difference in the level of satisfaction towards the customers ' services delivered by the public sector banks between the beneficiaries of Public sector banks(micro entrepreneurs and general public).it is found from the mean value that micro entrepreneurs have more satisfaction towards the customers ' services delivered by the public sector banks

4 .It is found that Adjusted R^2 value 0.328 states that all the 7independent variables affecting the future loan requirements exercise 32.8 percent influence on the dependent variable the future loan requirements.

5. It is found that that current sales, income tax, current total cost of production, current GST and amount involved in the expansion have effect on the future loan requirements.

CONCLUSION.

Like Ease 3.0, Ease 4.0 is a great effort by the Government of India to induce confidence in the banker .It helps the customers to get loan at his door steps.

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A STUDY ON CONSUMER AWARENESS AND PERCEPTIONS ON CONSUMER PROTECTION LAWS WITH SPECIAL REFERENCE TO ERODE DISTRICT

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ABSTRACT

Goods are produced or services provided with the ultimate object of satisfying Consumer wants. In a free economy, it is the consumers who determine what goods are to be produced, they who influence the prices and determine where, when and how goods and services are to be marketed. Therefore the consumers not only determine the income of the business but also directly influence its success and survival. The goodwill of the consumers is often a critical factor in the success and survival. As corollary consumer satisfaction is the need to protect him against monopoly and restrictive trade practices. In this, circumstances a study has been made to assess the awareness and satisfaction of consumers on consumer legislations of our country. The findings of the study reveals that consumers have less awareness on consumer laws and they have not attained full satisfaction on the implementation of the legislations.

Key Words: Consumer Awareness, Consumer Satisfaction, Protection Law, Consumer Council, Right to Safety.

INTRODUCTION

Consumers are generally ignorant, ill-informed, unorganized and isolated. When they awake and unite irrespective of caste, creed, or status as human beings, they can protect effectively their own interest against unfair practices. The consumers expect

correct weights and measures, reasonable prices for the product, unadulterated goods and after-sale services. Finally every consumer expects from sellers that they should not resort to anti-social activities such as hoarding, profiteering, black marketing and deceitful practices. The cardinal objective of any production

activity is consumption. "Consumption is the sole end purpose of all production". As such, consumers serve as the basis for many activities performed by businessman. Every one is a consumer wherever they live and whatever activities they pursue irrespective of their age, gender, colour and creed.

Consumers form the main part of the economic cycle of the country because other development activities have around them. In a competitive economy,

"A consumer is the most important visitor in our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is not an outsider in our business. He is a part of it. We are not doing him a favour by serving him. He is doing a favour by giving us an opportunity to do so".

But in reality the consumer is not recognized as the king. He is exploited by the producers, wholesalers, retailers and others. The main reason behind this exploitation of the consumers is their heterogeneous character. It is very difficult to organize them. At the same time the sellers are well organized and their objectives coincide. Naturally the consumers become the victim in the

competitive world and they are subject to all kinds of exploitations.

OBJECTIVES OF THE STUDY

The specific objectives of the study are

- To describe the various consumer legislation in India.
- To know the extent of consumer awareness on different consumer protection laws of our country.
- To assess the problems of consumers in securing their rights under consumer protection laws.
- To assess the level of satisfaction on the implementation of consumer legislations.
- To give suggestions to the enforcing authorities for the improved implementation of the consumer legislations.

STATEMENT OF PROBLEM

In developing countries like India the manufacturers and sellers are highly organized, physically as well as financially sound enough to dominate the interest of their customers. The consumers have to depend the sellers to avail the benefit of the products or services which they want to make use of them. Because of their dominate character, mostly the suppliers of the product exploit the interest of their

consumers in several forms. In some cases the details related to products are falsely representing that the goods or services are of a particular standard, quality, quantity, grade, composition, style or model which do not comply as specified. Similarly false representation of any re-built, secondhand, renovated, reconditioned or old goods as new goods; falsely represents sponsored of the product and such goods or services not have approval, performance, characteristics, accessories, uses or benefits; In some other cases , it represents that the seller or the supplier do not have a sponsorship or approval or affiliation which such seller or supplier; similarly makes a false or misleading representation concerning the need for or the usefulness of any goods or services; gives to the public any warranty or guarantee of the performance, efficacy or length of life of a product or of any goods that is not based on an adequate efficiency. In all the cases the burden of proof shall lie on the person raising such defence in case if it is required to be proved.

Several legislations like Consumer Protection Act, Standards of weights And Measures Act, Agricultural Produce (Grading & Marketing) Act,

Drugs & Cosmetics Act, Prevention of Food Adulteration Act., have been initiated to protect the interest of consumers. But in practice none of them provide complete remedy to the entire group of people exploited by the sellers of the products. Still now there is a gap between what the legislators intended to provide and what the affected consumers actually acquired out of the legislative support. There are plenty of reasons held responsible for the poor implementation of the consumer legislations. This can be of either from the part of negligence of implementing authorities or from the part of Ignorance of consumer rights of the affected consumers. In this study an attempt has been done by the researcher to elicit the causes for the slow progress in the development of the implementation and enforcement of consumer protection laws in India.

IMPORTANCE OF THE STUDY

There is no doubt consumers have the basic right to be protected from the loss or injury caused on account of defective goods and deficiency of services. However, consumers are unable to make use of their rights due to lack of awareness and ignorance. Under certain circumstances, the consumers are

exploited due to the inability to verify the quality of products. The clever shopkeeper can deceive them by their persuasive words. If the date of expiry on a strip of medicinal tablets is not legible, consumer may be in a hurry and depending on what the seller tells him.

In such kind of consumer researches are conducted and their perceptions on consumer laws are find out, that will increase the expectations of consumers from their suppliers and give scope to the improvement in the standard of product or services besides that it also offers added value to them. Similarly these studies can also amounts to reduce the dishonest, unfair and unethical trade practices of the manufacturers and traders and enable to enhance the socio-economic development of our country. So this topic is chosen for this research work.

RESEARCH METHODOLOGY

The present study is an empirical research based on survey method. Data collected for this study includes both primary and secondary data.

Method of Data Collection

The data was collected from both primary and secondary sources. The Primary data was collected through

structured questionnaire using convenient sampling technique. The secondary data was collected through magazines, periodicals and websites, apart from this the researcher also conducted personal discussions with respondents and officials like advocates, social workers, etc. that helps to enhance the required information.

Primary Data

The structured questionnaire was used to collect the data from the respondents. In few cases to collect data from the illiterate respondents the personal interview was made. These data collected were used for analysis after proper scrutiny.

Secondary Data

The researcher referred several magazines, journals, periodicals about consumer laws and obtained the necessary secondary data.

Sampling Design

Sampling Technique

Convenient sampling technique was followed to collect data of this study. It is a non- probability sampling method, which is used in this study since the population is indefinite.

Sample Size

There are 300 respondents from different parts of Erode District which consists of urban and semi-urban centers were taken as samples. The researcher conveniently selected these 300 respondents and the opinions on the various aspects of consumer laws were collected.

Tools for Data Analysis

The collected data was carefully coded, with the tabulation was made in scientific and systematic way. Further, the collected data was classified, tabulated and analyzed using simple statistical tools like percentage Analysis, Chi Square Test and Weighted Average Ranking.

PERIOD OF THE STUDY

The sample respondents are initially informed about the objects of the present study and are met at various intervals for the purpose of collecting primary data.

LIMITATIONS OF THE STUDY

- The Study is limited to Erode only.
- Due to time constraint, the sample size is limited to 300 consumers only.
- The study being a primary one, the accuracy and reliability of data

depends on the information provided by the respondents.

- The findings of the study depend on the responses given by sample respondents.

FINDINGS

- Majority (32.66 per cent) of the respondents belong to the age group between 40 to 50 years.
- Most (65 per cent) of the respondents are male.
- Majority (62 per cent) of the respondents are married.
- Majority (35.67 per cent) of the respondents are residing at rural areas.
- Majority (34.0 per cent) of the respondents are qualified school level education.
- Majority (32 per cent) of the respondents are professional.
- Majority (31.33 per cent) of the respondents are earn below Rs.10000 as monthly income.
- Majority (66 per cent)of the respondents are not aware about Consumer Protection Laws.
- Majority (28.43 per cent) of the respondents are got the source of awareness about consumer

protection law by Electronic Media.

- Majority (80 per cent) of the respondents understood the right to safety that need of consumer legislations.
- It is found that majority (31.37 per cent) of the respondents are know about Standards of weights and measures Act.
- Most (68 per cent) of the respondents are not member of consumer council.
- Majority (71.33 per cent) of the respondents have indicated correctly the duration taken by the consumer court to dispose the cases.
- Majority (67.33 per cent) of the respondents noted three of Consumer Court.
- Majority (58 per cent) of the respondents had face problems regarding consumer implementation Protection Laws.
- Majority of the respondents have awareness about consumer protection law in ISI which as ranked first with the weighted score of 566.

CHI-SQUARE ANALYSIS

- There is no significant relationship between Age Group and Overall Satisfaction Consumer Protection Law.
- There is significant relationship between Gender and Overall Satisfaction about Consumer Protection Law.
- There is significant relationship between Marital Status and Overall Satisfaction Consumer Protection Law.
- There is significant relationship between Residential Area and Overall Satisfaction Consumer Protection Law.
- There is significant relationship between Educational Qualification and Overall Satisfaction Consumer Protection Law.
- There is no significant relationship between Occupation and Overall Satisfaction Consumer Protection Law.
- There is significant relationship between Monthly Income and Overall Satisfaction Consumer Protection Law.

SUGGESTIONS

- Consumer organizations, voluntary public service organizations like

Lions Club, Rotary Club, and National Service scheme functioning in schools and colleges can be used to update the consumer rights in the mind of ignorant consumers.

- Consumerism as a subject of study may be included in education system at high school and college level.
- Public awareness can be created through the Mass medias like Television and Radio to enable the rural and illiterate consumers to understand the consumer laws.
- Majority of the respondents have face problems regarding consumer implementation Protection Laws, it should be clarify and give the details about consumer protection law.
- Public programs such as essay, quiz competition and games can be organized very often to create awareness among the people.

CONCLUSION

Consumers are core element of any economic system. The other sectors of the economy like industry and commerce depends on their consumption. After, economic liberalization every

developing nations expected to compete with the developed countries in order to promote their products and services. The standard of product and services of a country in turn is based on the awareness and capacity of users. Hence, every country has taken keen steps to enhance the standard of buyers by creating public awareness and legislative measures. In our country also there are several legislations formulated to protect the interest of consumers, but its effectiveness is not up to the requirements. From the analysis of the study, it is concluded that the success of consumer movement is possible not by the mere legislations alone, there is an immense additional need of public support and non-government organizations is required to make the successful implementation of the consumer legislations in India.

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Table 1
Demographic Profile

		Number of Respondents	Percentage
Age	Below 30 Years	68	22.67%
	31 to 40 Years	80	26.67%
	41 – 50 Years	98	32.66%
	Above 50 Years	54	18.00%
Gender	Male	183	61%
	Female	117	39%
Marital Status	Married	186	62%
	Un-married	114	38%
Residential Area	Rural	107	35.67%
	Semi-urban	101	33.67%
	Urban	92	30.66%
Education Level	Illiterate	43	14.34%
	School Level	102	34.00%
	College Level	85	28.33%
	Professional	70	23.33%
Occupation	Govt. Employee	43	14.33%
	Professional	96	32.00%
	Self-Employed	48	16.00%
	Businessmen	86	28.67%
	Other	27	9.00%
Monthly Income	Below Rs.10000	94	31.33%
	Rs.10001-Rs.20000	86	28.67%
	Rs.20001-Rs.30000	66	22.00%
	Above Rs.30000 and above	54	18.00%

Awareness	Yes	102	34.00%
	No	198	66.00%
Source	Electronic Media	29	28.43%
	Press Media	20	19.61%
	Voluntary consumer organization	26	25.49%
	Advocates	15	14.70%
	Others	12	13.77%
Choice	Right to Safely	240	80.00%
	Political Rights	25	8.33%
	Salesman Ship Rights	35	11.67%
	None of these	0	0%

Table 2

RANKING METHOD – AWARENESS OF KNOWLEDGE ABOUT CONSUMER PROTECTION LAW

S. No	Source	Weighted Score	Rank
1	Trade Mark	518	II
2	ISI	566	I
3	ISO	456	V
4	SILK MARK	424	VI
5	AGMARK	487	III
6	BIS	484	IV

Table 3
Chi-Square Test

Factor	Calculated Value	Table Value	Degree of Freedom	Hypothesis Accept / Reject	Significant Level
Age Group	12.107	12.592	6	Accepted	NS
Gender	10.418	5.991	2	Rejected	Significant
Marital Status	8.382	5.991	2	Rejected	Significant
Residential Area	20.044	9.488	4	Rejected	Significant
Educational Qualification	29.731	12.591	6	Rejected	Significant
Occupation	4.465	15.507	8	Accepted	Not Significant
Monthly Income	28.649	12.591	6	Rejected	Significant

GOING THE EXTRA MILE: INNOVATIONS IN TEACHING TECHNIQUES IN COMMERCE EDUCATION

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ABSTRACT:

The teaching strategy must affect students' objective reasoning, knowledge, and independence. The enormous change and progress in the universe drives the need for continual modifications in the emerging field of advanced education. These intense components have been aided as a big reason for the enormous advancement of advanced education in present situations, and gains important growth of demonstrating learning procedure. Innovative teaching tactics can benefit both the student and the tutor. This research investigates the inventive tactics for demonstrating that can be systematised in advanced education, as well as the challenges in implementing these techniques. This paper highlights the importance and necessity of innovative strategies in Commerce Education. This also shows how innovative teaching methods can be useful in business subjects to make them more interesting.

Keywords: Education, Commerce, Teaching, Learning, Business.

INTRODUCTION

Commerce Education refers to education that is specifically designed to prepare a person to take on the duties and

obligations of the business sector,

including industry, trade, and linked tasks.

In general, Commerce Education refers to the formal education of the topic provided

in schools, particularly in upper secondary institutions. When considered in the context of teacher education, the term "Commerce Education" takes on a new meaning and scope. In the case of Commerce Education in schools, it is delivered utilizing psychological tactics and instructional methodologies based on a prescribed curriculum. As a result, Commerce Education gives understandings and abilities for teachers and prospective teachers to effectively transact the curriculum. It also assists teachers in thoroughly and methodologically analyzing the curriculum (pedagogic analysis) for the aim of effective transaction. Hence, Commerce Education would have varied meanings for different people, aims, and settings.

The Teaching of Commerce

Commerce, as a branch of knowledge, gives experience of the commercial world in all of its manifestations. It prepares students for individual rewarding and socially desirable professions in business. Commerce

Education in our country has evolved to meet the expanding labour requirements of business enterprises. The education provided to commerce students was designed to provide them with specific skills helpful in many functional areas of trade, commerce, and industry. The continuous availability of qualified labour is critical for the industry sector's success. This demanded the availability of competent labour to handle the process of industrial restoration as well as the quickly expanding trade and commerce.

Indeed, there has been a fundamental movement in the methodology of commerce education throughout the years, from a professional to a theoretical education. With a massive leap in the business landscape, there is a need to reframe and reinforce commerce education in the shifting scenario. In today's fast-paced corporate environment, a Commerce Education is critical. Organizations are finding it challenging to remain in a competitive environment due to the rapid trend of globalisation and

technological advances. As a result, the value of commerce education has multiplied many times over. Due to abrupt changes in the external environment, business executives must upgrade their abilities. Due to the increasingly complicated nature of organisations and enterprises, business schools must provide students with relevant, current, and cutting-edge knowledge.

Objectives of Commerce Education

1. Understands the concepts, principles, etc. related to commercial dealings.
2. Develops the ability to apply principles, processes etc. related to commercial tasks in new situations.
3. Analyses complex situations related to Commerce into the meaningful aspects involved.
4. Synthesizes components to form meaningful wholes in the form of principles Processes, systems, etc. related to Commerce.
5. Evaluates procedures. Strategies, conclusions, predictions, etc.

related to commercial dealings on the basis of accepted norms, theories, principles and processes.

6. Develops desirable interests in ideas and tasks related to commercial activities.
7. Develops healthy attitude towards desirable trends, practices and ideas in Commerce.
8. Appreciates systematic, fair and socially oriented commercial dealings.
9. Internalizes values and value system associated with commercial dealings.
10. Establishes healthy linkages with commercially relevant organisations and Institutions.
11. Develops skills for performing intellectual and physical activities related to commercial tasks.

Innovative Techniques in Commerce Education

- **Teaching with comical inclination**

Everyone adores a teacher with an enticing comical bent. Taking a look at the lighter side of life not only cultivates genuine relationships between professors and students, but it also provides valuable assistance while attempting to follow a difficult talk on a perplexing subject. When there is the possibility to adapt, there is hope for advancement in any field. Teaching is a test. Learning is a game. It is a challenge to successfully combine both. Being amusing is a test. Silliness strengthens the bond between student and educator, reduces stress, makes a course more interesting, and, if relevant to the subject, may even increase review of the material.

➤ **Business Game**

A business diversion is also known as a business recreation amusement. It references to role-playing games that are used as an instructional tool for teaching business. Business diversions may be done for various companies' preparation, for example, general administration,

generation administration, back administration, hierarchical conduct, Human Resource Management, and so on. Business diversions are used as a teaching method in colleges, particularly business colleges, but also for formal education. Recreations are regarded to be a creative learning tool and are frequently Computer.

➤ **Personalised and Adaptive Learning**

Learning platforms, software, and digital devices are all working together to create a plethora of new methods to change education. Every student's academic potential, skills, limitations, aptitude, and learning pace is thus catered to. To instruct students, help them practise their learning, take assignments, and manage their schedules, precise, mobile, and dependable applications are being developed. Schools are now offering kids with digital devices such as desktop computers, laptop computers, and tablets. These technologies help them with teaching while also assisting them in

understanding how pupils learn and how to improve their learning process. Adaptive, personalised learning pedagogies are supplementing the "one size fits all" education concept.

➤ **Two – way conversation in E-Learning**

Due to time constraints, students in traditional classroom seating are unable to receive the Individual attention they require. The two-way communication model between students and experts will be maintained in the upcoming Learning Management System. It will allow students to track their coursework progress, highlight areas for improvement, and offer suggestions on how to make the most of them. Using "Big Data," professionals will be able to record student input within the scope of the content supplied. They will be able to improve and extend their offerings in innovative ways to help students just by doing so.

➤ **Open Digital Education:**

Open digital education resources are frequently employed. They are made up of publicly available media for learning, teaching, and research. These are free to be changed and distributed among students by professors. This enables the latter to obtain access to a vast array of study materials that would otherwise be unavailable locally. Open educational resources also make it easier for teachers to create a flexible environment in which they can alter educational content for individual sessions or classroom sittings.

➤ **Learning with Virtual Reality (VR) and Augmented Reality (AR)**

VR enables students to interact directly with study material when using e-learning platforms on mobile devices. This maintains their interest and drives them to learn more and better. AR, on the other hand, assists teachers and trainers in accomplishing things that they previously did not or could not do in a safe atmosphere. Together, they are engaging

students in ways never seen before, and they are primed to become much more prevalent in their use and influence in the future.

➤ **Cloud Computing**

Cloud computing is the process of relocating services outside of an organization's firewall. The web is used to access applications, storage, and other services. For example, when you go by rail, you purchase a ticket for your destination. Similarly, other people purchase tickets and travel in the same train as you, and it makes little difference where they go. As your stop arrives, you exit the train and thank the driver. Cloud computing, like that train, transports data and information for various customers and lets them to access its services at a low cost.

➤ **Artificial Intelligence**

The father of artificial intelligence is John McCarthy. He defines artificial intelligence as "The science and engineering of constructing intelligent devices, especially intelligent computer programmes". It is a method of teaching a computer, a computer-controlled robot, or software to think intelligently in the same way that intelligent humans do. It is performed by understanding how the human brain thinks, as well as how humans learn, decide, and operate when attempting to solve a problem, and then applying the findings to the development of intelligent software and systems.

➤ **Competitive Intelligence**

It is a logical procedure of acquiring useful knowledge about your company's competitive environment. Competitive intelligence entails knowing and learning about what is going on in

the world outside your organisation in order to be as competitive as feasible. It gives one the ability to anticipate and meet obstacles head on. It is a legal and ethical practise that aids in the firm's competitiveness and capacity. Competitive intelligence is defined in business as the process of finding, gathering, assessing, and disseminating information about a competitor's strengths and weaknesses, products, and customers that a firm needs for strategic decision making.

➤ **Teaching through 3D printing technology**

Teachers looking for innovative methods of teaching can also look at 3D printing as a means of teaching. This method is fast gaining global acceptance, especially in higher educational institutes where 3D printers are used to create prototypes and make

complex concepts easy to understand. In the lower level classrooms, teachers can use the 3D printers to teach content that was previously taught via textbooks, thus helping students gain a better understanding of the concept- especially STEM subjects.

The Need of Innovations in Teaching Techniques in Commerce Education

Education in Commerce has undergone tremendous qualitative changes with the rise, spread and practices of Globalization over the past two decades, especially in India which happens to be a one of the leading developing countries. Commerce Education has also witnessed significant paradigm shift in terms of its nature and function along with its content, teaching methodology and resultant outcome. Like other branches of education, Commerce, too, has

now become interdisciplinary in the sense that it has embraced areas of technology, humanities and social sciences in order to cater to the growing varied needs of its stakeholders.

Addressing to the learning needs of students of 21st century, Commerce Education has evolved from the traditional means, modes and methods to the technology and market driven approaches. On account of such factors as technology and international markets, Education in Commerce has now combined advent of educational technologies to incorporate innovative teaching and learning practices. Innovations in teaching and learning include use of computers, internet, software and hardware para-phernalia, programmes and applications, digital e-learning resources, web and ICT-enabled teaching, virtual study tours, simulation

programmes, digital educational gaming, online learning and testing, cyber academic communities and much more.

CONCLUSION

The changing role is inevitable in education with the preamble of innovative technology in teaching. The use of innovative methods in teaching has not only enlightening the prospective technique to improve education, but also to make authoritative individuals, make stronger supremacy and stimulate the effort to attain the aspiration for the country. Teachers and educational institutes need to monitor the content used by students as an integral part of educational innovations; otherwise quality of learning will suffer miserably. It is of equal importance that teachers should select qualitative resources and innovative techniques should be devised accordingly so as to

provide students with the best at minimum efforts. Digital database of learning is a must for any modern educational institute. E-monitoring of learning is also a part of educational innovations in Commerce. E-submission of tests, assignments and research papers by

students should therefore be encouraged. Besides, adequate competent professional training should be given to teachers and students from time to time so as to keep them equipped with technological advancements in the field of Commerce Education.

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ASSESSMENTS OF CONTINUOUS SAMPLING PLAN INDEXED THROUGH MAXIMUM ALLOWABLE AVERAGE OUTGOING QUALITY

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ABSTRACT

This paper introduces a result oriented designing and selection procedure for Continuous Sampling Plan type of CSP-M indexed through Maximum Allowable Average Outgoing Quality (MAAOQ) for final products. Expressions for performance measures such as Operating Characteristic function and MAAOQ function are derived. It is a preferred quality index for engineers and quality controllers.

Keywords: Acceptable Quality Level, Average Outgoing Quality Level, Maximum Allowable Average Outgoing Quality, Maximum Allowable Percent Defective.

INTRODUCTION

Continuous sampling plans (CSPs) are used in continuous production processes where no separate lots are formed for inspection. They are generally used on some type of conveyor but are applicable to any continuous type operation where it is not desirable to accumulate the product into lots for purposes of inspection. Dodge (1943) has introduced the concept of CSP and provided mathematical rationale and rules of operation for CSP-1. Extensions of CSP-1 which have received considerable attention

and use are devised by Dodge and Torrey (1951) and labeled as CSP-2 and CSP-3. As indicated in their paper, both plans grew out of suggestions given by inspection personnel engaged in applying continuous sampling.

CSPs have an acceptance number 'c', which is greater than zero, while inspection. CSP-1 has two parameters 'i' and 'f'. 'i' is a clearance number and 'f' is a sampling frequency. In CSP-2 an additional parameter 'k' is introduced which is a minimum number of consecutive sampled units. That is, it allows for sampling to continue with

the occurrence of an occasional defect provided that a defect does not occur too frequently. CSP-3 introduces a simple and effective refinement of CSP-2 designed to provide extra protection against the case of spotty quality, i.e., the clustering of excessive defectiveness. The additional four consecutive units are inspected upon finding a defect in sampling on the CSP-2 basis. If the given conditions are not up to the satisfactory level, the 100% inspection phase is invoked immediately. Evaluation of CSP-2 and CSP-3 is similar to that of CSP-1. Only slight variations in some symbols and definitions are presented. The other conditions are the same as for CSP-1. Chung-Ho Chen (2004) developed the AOQL for lot by lot CSPs, which is one of the indices to measure the performance of the CSP-1.

Suresh and Ramkumar (1996) have proposed a new procedure for the selection of a Single Sampling Plan (SSP) in terms of the AOQL and MAAOQ. The AOQL is defined as the poorest average quality that the consumer will receive in the long run, when defective items are replaced by non-defective items. Mandelson (1962) has explained the desirability of developing a system of sampling plans indexed through

the MAPD and shown that $p^* = c/n$. Suresh and Nirmala (2015) have presented construction and selection of various CSPs indexed through quality decision regions and studied comparison of certain type of CSPs and their operating procedures. Many works on designing of continuous sampling plans are available in the literature, which are proposed by various authors.

GLOSSARY OF SYMBOLS:

p = probability of a unit produced by the process being non-conforming

q = $1 - p$

i = clearance number

f = sampling frequency

F = Average Fraction

Inspected

P_* = MAPD = Maximum Allowable Percent Defective

p_m = AOQL = Average Outgoing Quality Level

$AOQ(p)$ = Average Outgoing Quality when the process non-conformance Probability is p

P_{MAOQ} = MAAOQ = Maximum Allowable Average Outgoing Quality

$Pa(p)$ = probability of acceptance during sampling phase when the

process non-conformance probability is p . Technical terms are defined as in ANSI (1987) standards.

MAXIMUM ALLOWABLE PERCENT DEFECTIVE (MAPD)

The point on the OC curve at which the descent is steepest is called point of inflection. The proportion nonconforming corresponding to the point of inflection of OC curve is interpreted as the maximum allowable percent defective.

MAXIMUM ALLOWABLE AVERAGE OUTGOING QUALITY (MAAOQ)

The MAAOQ of a sampling plan is designated as the Average Outgoing Quality (AOQ) at the MAPD.

$$AOQ = p P_a(p)$$

Then $MAAOQ = AOQ$ at $p = p_*$ which can be rewritten as,

$$MAAOQ = p_* * P_a(p_*)$$

One of the desirable properties of an OC curve is that the decrease of $P_a(p)$ should be lower for smaller values of p and steeper for higher values of p , which provides better overall discrimination. Since p corresponds to the inflection point of an OC curve, it implies that

$$\frac{d^2 P_a(p)}{dp^2} < 0, \quad \text{for } p < p_*$$

$$\frac{d^2 P_a(p)}{dp^2} > 0, \quad \text{for } p > p_*$$

$$\frac{d^2 P_a(p)}{dp^2} = 0, \quad \text{for } p = p_*$$

CONNECTIVITY OF AOQL, MAPD AND MAAOQ IN CSPS PLAN

The collection of average outgoing quality limit (AOQL), Maximum allowable present defective (MAPD) and maximum allowable average outgoing quality (MAAOQ) for all CSPs plans are consider. It is found that MAAOQ is more precious than AOQL. For example, Table are presented for designing of all types of CSPs plans, for given consideration. Here MAAOQ value is very less compared to AOQL value. It implies that through MAAOQ designing, additional strengthening is ensured to the producer from the risk of rejecting the good quality items measure up to AOQL designing, which is perceptible through figure 1.

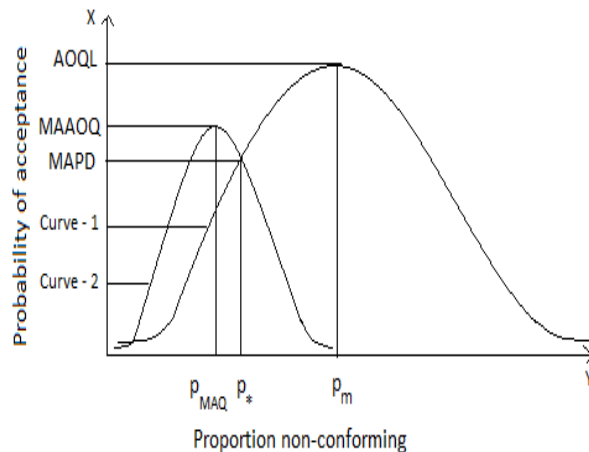


Figure: 1: The AOQL and MAAOQ curves for CSP plan

Figure 1 in attendance the Average Outgoing Quality (AOQ) curves along with AOQL curve and MAAOQ curve. It can be observed that two curves are in desirable shape with a engorge at higher value of AOQL in curve-1 and a sudden drop at higher value of MAAOQ in curve-2. It point towards that the MAAOQ practice doubly protects the security of the consumer in terms of incoming and outgoing quality and protects the producer's interest against acceptable quality and safeguards the consumer against poor quality.

Thus, the addition of prior information about the process the past benefits the producer with minimising the risk for discarded items of good quality. However, the CSP satisfies the interests of the consumer by accepting poor quality

items with probabilities not exceeding the assigned risk of non-conformities. On the other hand, the nature of the AOQ curve-2 of the CSP provides relatively more protection to the consumer against the items of poor quality.

The procedure for designing a CSP with quality standards p^* and MAAOQ, where p^* is the quality standard to the Y-axis from the inflection point of the AOQ curve-2. The MAAOQ of a CSP is defined as the AOQ at the MAPD. Using MAPD as a standard, and the MAAOQ as an average outgoing quality, the parameters for CSP are determined. The AQLs for the plans are also provided for a fixed producer risk ($\alpha = 0.05$). The Technical terms are defined as in ANSI (1987) standards.

DESIGNING PLANS FOR GIVEN MAPD

The proportion nonconforming corresponding to the inflection point of the OC curve, denoted by p^* and interpreted as the Maximum Allowable Percent Defective (MAPD) by Mayer (1967) is also used as the quality standard along with some other conditions for the selection of the sampling

plans. The relative slope of the OC curve at this point, denoted as h^* is also used to fix the discrimination of the OC curve of any sampling plan. The desirability of developing a set of sampling plans indexed by p^* has been explained by Mandelson (1962) and Soundararajan (1971). While choosing a plan for given p^* , one has to specify the measure of discrimination $K = pT / p^*$, where pT is the point at which the tangent line at the inflection point of the OC curve cuts the p -axis or h^* , the relative slope of the OC curve at p^* . Suresh and Srivenkataramana (1996) have designed procedure for the selection of single sampling plan using producer and consumer quality levels. Suresh (1993) has studied various sampling plans with the quality levels along with their relative slopes.

According to Suresh and Ramkumar (1996) the Maximum Allowable Average Outgoing Quality is the outgoing quality defined with p which is a favoured quality index for engineers and it protects the interests of the consumer. Considering the simplicity, practicability and consumer protection offered, the MAAOQ has major practical advantages in acceptance sampling compared with AOQL, which can be considered as a measure for selection of plan

parameters. Dodge and Romig (1959) have proposed procedure for the selection of Single Sampling Plan indexed through AOQL by minimizing the Average Total Inspection. Soundararajan (1981) has suggested procedure for the selection of Single Sampling Plan in terms of AQL and AOQL.

FOR SPECIFIED MAAOQ AND MAPD

Table 1 is used to construct the plans when MAPD and MAAOQ are specified. For any given values of MAPD (p_*) and MAAOQ (p_{MAOQ}), find the value in Table 1 under the column R_1 which is approximately equal to the calculated value. Then the corresponding value of c and f are noted. From this one can determine the parameters c and f for the continuous sampling plan-M.

FOR SPECIFIED AOQL AND MAPD

Table 1 is used to construct continuous sampling plan-M for given MAPD and MAAOQ quality levels. For any given values of the i and f one can find the performance measure MAAOQ and various ratios $R_1 = MAAOQ / MAPD$, $R_2 = AOQL / MAPD$ and $R_3 = AQL / MAPD$.

NUMERICAL EXAMPLES

1. Given $MAPD = 0.65241$, and $MAAOQ = 0.00272$ compute the ratio R_1 which is $R_1 = MAAOQ / MAPD = 0.00272 / 0.65241 = 0.00417$, $R_2 = AOQL / MAPD = 0.46387 / 0.65241 = 0.71101$ and $R_3 = AQL / MAPD = 0.05096 / 0.65241 = 0.07812$ which is associated with $c = 2$, $f = 1/2$. Thus $c = 2$, $f = 1/2$ are the parameters selected for continuous sampling plan CSP – M for a given MAPD of 0.65241 and MAAOQ of 0.00272 defective.

CONVERSION OF PARAMETERS

Table 1 may be used to convert continuous sampling plan-M from one set of parameters to other familiar sets, which will provide related information on the derived plan. For example, given $AOQL = 0.73932$ and $MAAOQ = 0.08286$. The value corresponding to this ratios in $MAAOQ / MAPD = 0.08286 / 0.73612 = 0.11256$, $AOQL / MAPD = 0.73932 / 0.73612 = 1.00435$ and $AQL / MAPD = 0.65639 / 0.73612 = 0.8917$.

CONSTRUCTION OF TABLES

The expression for the OC function of continuous sampling plan-M is given by,

$$P_a(p) = \frac{q^i (f^k + fk)}{f^{k+1} + q^i (f^k + fk - f^{k+1})}$$

$$R_1 = MAAOQ / MAPD, R_2 = AOQL / MAPD \& R_3 = AQL / MAPD$$

The incoming quality MAPD column of Table 1 is constructed by equation 1 is equating the second order derivative of operating characteristic function. The values of AQL, AOQL, MAAOQ, MAPD, R1, R2 and R3 are given.

CONCLUSION

The present work mainly emphasizes that the selection of sampling system with this procedure is more advantageous to the producer and consumer than conventional methods. This method facilitates user friendly attitude for engineers who are working on the floor and the system that

adopt readymade tables, which are provided for selecting plans based on specific input/output parameters. This design of sampling system is constructed for application towards industrial shop-floor situations for manufacturing of product/process, which are tailor made to the industrial situations. The main advantages of this technique are less handling of units

during inspection, more Economical owing to fewer inspections thereby simplifying recruiting, training and supervising.

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TABLE 1: VALUES OF QDR, PQR, IQR AND LQR FOR SPECIFIED VALUES OF ‘T’ AND ‘F’ FOR CONTINUOUS SAMPLING PLAN (CSP-M)

i	f	nd ₁	nd ₂	nd ₀	nd ₃	T	T ₁	T ₂
2	1/2	0.52957	0.6779	0.4832	0.1483	0.7811	3.569	1.09597
			3	0	6	6	6	
2	1/3	0.53798	0.6798	0.4764	0.1418	0.7913	3.791	1.12917
			6	4	8	1	9	
2	1/4	0.63037	0.7621	0.5362	0.1317	0.8271	4.785	1.17563
			1	1	4	4	1	
3	1/5	0.39972	0.5585	0.3970	0.1588	0.7156	2.517	1.00671
			3	6	1	7	0	
3	1/6	0.41829	0.5783	0.4173	0.1600	0.7233	2.614	1.00233
			1	2	2	0	1	
3	1/7	0.41375	0.5680	0.3985	0.1542	0.7284	2.682	1.03828
			1	1	6	3	2	
3	1/8	0.43465	0.5896	0.4205	0.1550	0.7370	2.803	1.03361
			9	2	4	9	5	

3	1/9	0.44128	0.5820	0.3877	0.1407	0.7581	3.135	1.13806
			4	5	6	7	1	
3	2/3	0.46497	0.6062	0.4120	0.1412	0.7669	3.291	1.12855
			3	1	6	9	7	
4	2/4	0.30612	0.4634	0.3110	0.1573	0.6605	1.945	0.98419
			4	4	2	5	9	
4	2/5	0.31877	0.4774	0.3255	0.1586	0.6677	2.009	0.97912
			0	7	3	3	6	
4	2/6	0.32687	0.4863	0.3347	0.1595	0.6720	2.049	0.97638
			7	8	0	7	4	
4	2/7	0.32165	0.4760	0.3172	0.1543	0.6757	2.084	1.01394
			1	3	5	4	0	
4	2/8	0.33562	0.4909	0.3326	0.1553	0.6836	2.160	1.00909
			6	0	4	1	6	
4	2/9	0.34569	0.5010	0.3428	0.1553	0.6899	2.225	1.00829
			2	5	3	8	6	
4	3/4	0.30527	0.5018	0.3247	0.1965	0.6083	1.553	0.93997
			3	7	6	2	1	
4	3/5	0.37364	0.5185	0.3416	0.1449	0.7205	2.578	1.09367
			5	4	1	5	5	
4	3/6	0.38656	0.5313	0.3545	0.1447	0.7275	2.670	1.09045
			4	0	8	2	1	
5	3/7	0.23797	0.3905	0.2370	0.1525	0.6093	1.559	1.00385
			4	6	7	4	8	
5	3/8	0.24685	0.4006	0.2476	0.1537	0.6161	1.605	0.99662
			1	9	6	9	5	
5	3/9	0.25321	0.4078	0.2551	0.1546	0.6208	1.637	0.99233
			1	6	1	8	7	
5	4/5	0.25880	0.4129	0.2604	0.1541	0.6267	1.679	0.99368
			2	5	2	6	3	

5	4/6	0.25329	0.4039 0	0.2455 0	0.1506 1	0.6271 2	1.681 8	1.03174
5	4/7	0.26301	0.4146 2	0.2566 4	0.1516 1	0.6343 5	1.734 8	1.02483
5	4/8	0.27038	0.4225 1	0.2647 3	0.1521 2	0.6399 6	1.777 5	1.02135
5	4/9	0.27651	0.4283 3	0.2706 8	0.1518 2	0.6455 6	1.821 4	1.02155
5	5/6	0.29253	0.4360 1	0.2630 3	0.1434 7	0.6709 5	2.039 0	1.11217
5	5/7	0.30341	0.4471 2	0.2743 3	0.1437 1	0.6785 9	2.111 3	1.10601
5	5/8	0.31264	0.4564 8	0.2837 5	0.1438 4	0.6849 0	2.173 6	1.10183
5	5/9	0.32039	0.4643 2	0.2916 3	0.1439 3	0.6900 3	2.226 1	1.09863

Table 2: Certain Characteristic values for R_1 and R_2 (QDR /PQR and LQL/AQL)

Continuous Sampling Plan (CSP-M)

i	f	p*	p₀	p₁	p₂	R₁	R₂
2	1/2	0.58548	0.53911	0.05591	0.73384	0.92081	13.1254
2	1/3	0.60862	0.54708	0.07064	0.75050	0.89888	10.6243
2	1/4	0.66030	0.56613	0.02993	0.79204	0.85738	26.4631
3	1/5	0.44178	0.43912	0.04206	0.60059	0.99397	14.2794
3	1/6	0.44005	0.43908	0.02176	0.60007	0.99779	27.5767
3	1/7	0.46681	0.45156	0.05306	0.62107	0.96733	11.7051
3	1/8	0.46566	0.45153	0.03101	0.62071	0.96965	20.0161
3	1/9	0.53584	0.48231	0.09456	0.67660	0.90010	7.15525

3	2/3	0.53522	0.48226	0.07025	0.67648	0.90104	9.62961
4	2/4	0.33809	0.34301	0.03197	0.49541	1.01454	15.4961
4	2/5	0.33613	0.34293	0.01736	0.49476	1.02022	28.5001
4	2/6	0.33499	0.34291	0.00812	0.49449	1.02360	60.8978
4	2/7	0.36216	0.35774	0.04051	0.51651	0.98779	12.7502
4	2/8	0.36070	0.35768	0.02508	0.51604	0.99162	20.5758
4	2/9	0.36053	0.35769	0.01484	0.51586	0.99211	34.7615
4	3/4	0.37902	0.39852	0.07375	0.57558	1.05144	7.80447
4	3/5	0.43049	0.39849	0.05685	0.57541	0.92566	10.1214
4	3/6	0.43056	0.39850	0.04401	0.57534	0.92553	13.0759
5	3/7	0.26236	0.26145	0.02439	0.41493	0.99652	17.0123
5	3/8	0.26051	0.26135	0.01366	0.41427	1.00321	30.3272
5	3/9	0.25934	0.26131	0.00614	0.41395	1.00755	67.4186
5	4/5	0.25972	0.26137	0.00092	0.41384	1.00634	449.826
5	4/6	0.28471	0.27691	0.03141	0.43531	0.97263	13.8590
5	4/7	0.28320	0.27683	0.02019	0.43481	0.97750	21.5359
5	4/8	0.28246	0.27681	0.01208	0.43458	0.97999	35.9752
5	4/9	0.28268	0.27685	0.00617	0.43450	0.97937	70.4214
5	5/6	0.35024	0.32074	0.05771	0.49371	0.91576	8.55502
5	5/7	0.34981	0.32072	0.04639	0.49351	0.91686	10.6383
5	5/8	0.34960	0.32071	0.03696	0.49344	0.91735	13.3506
5	5/9	0.34947	0.32071	0.02908	0.49340	0.91770	16.9670

ORGANIZATIONAL WORK ENVIRONMENT AND EMPLOYEES CREATIVITY TOWARDS EMPLOYEES PERFORMANCE OF SELECTED COMPANIES AT INFO PARK , KERALA.

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ABSTRACT

This study helps to find out how much the organizational work environment and employees creativity influencing the employees performance in industries at info park and we can formulate strategies very efficiently. The scopes of most of the existing studies are limited to either a single category of employees creativity and organizational climate. The major objective of the study are to study the relationship between employee creativity and it's impact on performance of selected companies at info park, Kerala and to investigate if there any exist relation between workplace conditions and employee creativity. Convenient random sampling was adopted for collecting the data from the respondents and the sample size is 772. The primary data is collected through questionnaire. The secondary data is collected through websites, journals, magazines, references, etc which then analyzed by using SPSS. The hypothesis of this study were There is no significant relationship between Individual Creativity and Each Demographic Variable of the Selected IT companies employees at Info Park in Kerala and There is no significant relationship between Performance and Each Demographic Variable of the selected IT companies employees at Info Park in Kerala

Key Words : Info Park, Work Environment, Employees Creativity, Employees Performance

I. INTRODUCTION

1.1 IT Companies at Info Park, Kerala

Info park located at Kochi, is the new IT Park being developed by the Government of Kerala. To set up this project, Government has transferred 100 acres of land which is now

under the ownership and possession of Info parks Kerala, which is an independent Society fully owned by the Government. Info park has ambitious plans to become one of the major IT Parks in the country. With this vision, it has been growing fast ever since its

inception in 2004, and within a short period of time, has attracted investments from IT majors like Tata Consultancy Services, Wipro, Affiliated Computer Services, OPI Global, IBS Software Services and US Technology.

1.2 OVERALL FRAMEWORK OF THE STUDY

1.2.1 Work Environment

Working environment plays an important role towards the employees' performance. Working environment is argued to impact immensely on employees' performance either towards negative or the positive outcomes (Chandrasekar2011). In the world, there are international organizations who debate the rights of employee. Most people spend fifty percent of their lives within indoor environments, which greatly influence their mental status, actions, abilities and performance (Dorgan, 1994). Four factors of the work environment under which it has impact on employee productivity that are: lighting, noise, color, and air quality. All of these factors cannot be treated separately, as they connect with each other.

1.2.2 Creativity

Creativity has been a topic of interest to both scholars and practitioners for more than 35 years. Grounded in the discipline of organizational psychology, creativity is consistently defined as the employees' production of novel and useful products in any domain. The emphasis on creativity as an outcome, instead of the mental process through which creative ideas ultimately emerge, allows creativity to be quantified with relative ease and consensus. Creativity can be observed at the individual, team, and organizational levels. Thus, to be creative, team or individual ideas should be both novel and useful and have potential value for organizational development.

1.2.3 Employee Performance

Performance comes from the word job performance or actual performance which means work performance or actual achievement achieved by someone. Definition of performance (work performance) is the work quality and quantity achieved by an employee in carrying out his function in accordance with the responsibilities given to him. Work discipline has the greatest influence on employee performance

II. REVIEW OF LITERATURE

Fatima Isa Aldoseri and **Qais Ahmed Almaamari (2020)**, The purpose of this paper is to explore the factors influencing employee performance, namely: leadership style, job satisfaction, motivation, employee engagement and work environment lead to good employee performance towards service organizations. The finding revealed that leadership style, job satisfaction, motivation, employee engagement, work environment, that have the more significant positive influence on employee performance. **Wenjing Cai** , **Svetlana Khapova** , **Bart Bossink** , **Evgenia Lysova** and **Jing Yuan (2020)**, An increasing digitalization in all aspects of life and work reshapes traditional assumptions about human creativity. Both scholars and practitioners raise many questions with regards to how to stimulate employee creativity in the digital work context. While there are many studies that examine predictors of employee creativity, little effort has been made thus far to synthesize these findings in way that would provide meaningful guidance to organizations and to provide bases for future research. With this paper we aim to contribute to filling this gap. **Sinha (2001)**, stated that employees' performance is

depending on the willingness and also the openness of the employees itself on doing their job. He also stated that by having this willingness and openness of the employees in doing their job, it could increase the employees' productivity which also leads to the performance.

III. RESEARCH METHODOLOGY

This chapter explains various methodologies that were used in gathering data and analysis which are relevant to the research. The methodologies will include areas such as the location of the study, research design, sampling and sample size, type of data; data collection method and its management are discussed. Research methodology is a process of gathering, recording, analyzing and finally interpreting the data. This is a process used in collecting and information for the purpose of making business decisions.

3.1 OBJECTIVES OF THE STUDY

1. To study the relationship between employee creativity and it's impact on performance of selected companies at info park, Kerala.
2. To investigate if there exists any

relation between workplace conditions and employee creativity.

3.2 RESEARCH HYPOTHESIS

1. There is no significant difference between performance of the employees and organizational creativity.
2. There is no significant difference between perception of a good organizational climate and individual creativity.

3.3 RESEARCH DESIGN

This study is based on survey method. The research design that is used in this study is analytical research design and descriptive research design. Analytical research design is used to describe the cause and effect relationship among the variables. Descriptive research design is used to describe the characteristics of relevant group. In this study relevant data collection tools are used to collect the data and finally a report is prepared after the analysis.

3.4 SAMPLING DESIGN

The research will target 772 respondents from various departments using non probability sampling technique. The convenience sampling technique has been adopted. The target group companies of different department in the Info Park where

the respondents are the various industries in Info Park at Kerala.

3.5 RESEARCH GAP

Review of literature suggests that a number of studies the influence of the organizations overall organizational climate on employee performance. It is a detailed study on the employee's creativity and performance to compete and reach its future goal in stability of business environment. Organizational work environment refers to the perception of employees about their business environment or internal work setting of their organization. A good climate is a prerequisite for the success of every organization. It is important to ensure a good organizational work environment for job performance of employees.

3.6 TOOLS FOR ANALYSIS

- One way ANOVA
- SEM (structural equation model)

3.7 LIMITATIONS OF THE STUDY

- I.** This study focused only on selected IT companies at Info Park, Kerala.
- II.** This study covers private companies only.
- III.** The total number of workers in each company has average of 1500 and due

to the time restriction all the employee's response was not included.

IV. DATA ANALYSIS AND INTERPRETATION OF THE STUDY

4.1 One Way Analysis of Variance – ANOVA

One-way ANOVA between Organizational Encouragement and each Demographic Variables

Null Hypothesis: There is no significant relationship between Organizational Encouragement and Demographic Variables.

Alternative Hypothesis: There is a significant relationship between Organizational Encouragement and Demographic Variables.

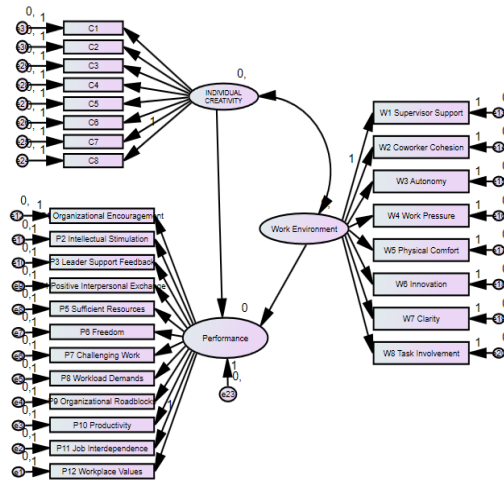
ANOVA TABLE							
Demographic Variables VS Performance-Organizational Encouragement		Sum of Squares	DF	Mean Square	F	Sig.	Result
Age	Between Groups	5.082	4	1.271	.8328	.5044	Accepted
	Within Groups	1170.140	767	1.526			
	Total	1175.223	771				
Educational Qualification	Between Groups	1.328	4	.332	.3659	.8330	Accepted
	Within Groups	695.921	767	.907			
	Total	697.249	771				
Type of Employment	Between Groups	1.005	4	.251	.4726	.7559	Accepted
	Within Groups	407.735	767	.532			
	Total	408.740	771				
No of Years Working for the Current Organization	Between Groups	10.344	4	2.586	2.1676	.0710	Accepted
	Within Groups	915.049	767	1.193			
	Total	925.392	771				

Total Number of Years of Working Experience	Between Groups	5.896	4	1.474	1.1460	.3336	Accepted
	Within Groups	986.481	767	1.286			
	Total	992.377	771				
Monthly Salary	Between Groups	.586	4	.147	.1394	.9676	Accepted
	Within Groups	806.507	767	1.052			
	Total	807.093	771				
Department	Between Groups	15.230	4	3.808	1.5691	.1806	Accepted
	Within Groups	1861.188	767	2.427			
	Total	1876.418	771				
Job Position	Between Groups	23.708	4	5.927	3.2216	.0123	Rejected
	Within Groups	1411.125	767	1.840			
	Total	1434.833	771				

Inference

From the one-way ANOVA table, the influence towards the age between Organizational Encouragement the p – value is calculated. The hypothesis is accepted at 5% level of the significance with the p – value 0.504.

4.2 Structural Equation Model



Fit statistic	Recommended	Obtained
Chi Square significance	$p < 0.05$	0.000
Chi Square Value/df	< 5.0	25.324
GFI	> 0.90	0.92
AGFI	> 0.90	0.91
NFI	> 0.90	0.95
RFI	> 0.90	0.94
CFI	> 0.90	0.98
TLI	> 0.90	0.98
RMSEA	< 0.05	0.02
RMR	< 0.02	0.006

SUMMARY

Goodness of Fit index (GFI) obtained is 0.92 as against the recommended value of above 0.90, The Adjusted Goodness of Fit Index (AGFI) is 0.91 as against the recommended value of above 0.90 as well. The Normed fit Index (NFI), Relative Fit index (RFI), Comparative Fit index (CFI), Tucker Lewis Index (TLI) are 0.95, 0.94, 0.98, 0.98 respectively as against the recommended level of above 0.90.

RMSEA is 0.02 and is well below the recommended limit of 0.05, and Root Mean Square Residual (RMR) is also well below the recommended limit of 0.02 at 0.006. This can be interpreted as meaning that the model explains the correlation to within an average error of 0.006 (Huand Bentler, 1990). Hence the model shows an overall acceptable fit. The model is an over identified model. The confirmatory factor analysis showed an acceptable overall model fit and hence, the theorized model fit well with the observed data. It can be concluded that the hypothesized factors CFA model fits the sample data very well.

DISCUSSIONS

Periodic meetings can be conducted to understand the grievances of the employees

which can stay as a motivating factor; managers can be counseled based on their relationships with their subordinates. The organization could prefer a good program to balance the work life of the employees which serves as a great factor to motivate and retain them. Management should focus on building a work environment which attracts the employees to stay in their job that would also increase the organization productivity. As far as the study is concerned the job position was frequently denied because of low p-value, so measures can be taken to prevent that by providing them the position of job they deserve which can also be judged based on their quality and performance.

CONCLUSIONS

Generally, the individual creativity, individual performance and individual work environment must hold the support as well as the responsibilities of the factors of the demographic variables and these factors are significantly influencing on the dependent variable of individual creativity, individual performance and individual work environment. Periodic meetings can be conducted to understand the grievances of the employees which can stay as a motivating factor; managers can be counseled based on

their relationships with their subordinates. The organization could prefer a good program to balance the work life of the employees which serves as a great factor to motivate and retain them. Management should focus on building a work environment which attracts the employees to stay in their job that would also increase the organization productivity.

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