

# PROBLEMS FACED BY RURAL HANDLOOM WEAVERS

## *- With Specific Reference to Pollachi Taluk*

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### INTRODUCTION

The fundamental requirement of human being is clothing. This needs fulfilled by the handloom industry. The handloom is one of the ancient and decentralized sectors in India. This sector rightly termed as the art and craft sector. 15 per cent of the handloom cloth is produced in the country. This sector is providing huge employment opportunities directly and indirectly to more than 43 lakh weavers and allied workers next to the agriculture. The millions of people source of livelihood is handloom industry.

This sector came by the Indus valley civilization and the Indian people are weaving traditional sarees. 95 per cent of the world's hand woven fabrics come from India. The total cloth production in the year of 2016-2017 is 63480, in this handloom sector produced 8007 (in million square meter) and its share is 12.61, the ratio of handloom and power loom is 1:4.45. (**Annual report 2017-18, Ministry of Textiles**). So, this competition from the power loom sector is created many problems to the handloom industry. Especially, the weavers are affected by power loom intervention, for this purpose an attempt is made to study the problems faced by the handloom weavers in rural areas.

### REVIEW OF RELATED LITERATURE

**Srinivasa Rao .D & Sreedhar. N(2017)** in their study, "Problems of Handloom Weavers in Andhra Pradesh: A study of Krishna District". The objectives of the study is to find out the

problems of handloom weavers in Krishna District and make a focus on the welfare programme conducted by state and central Government.

**Venkateswaean.A (2014)** in his study entitled, “A socio Economic Conditions of handloom Weaving: A field study in Kallidaikurichi of Tirunelveli District”. Studied on the Socio Economic conditions and problems faced by the handloom weavers.

**Kumugha.A & Rizwana.M (2013)** in her study, “Problems faced by handloom weavers cooperative societies in Erode District”. The findings of the study reflect on the weavers related problems a deficiency in active members as major problem followed by aged people. The competition from mill and power loom sectors is considered as marketing problem followed by lack of attractive promotion.

### **STATEMENT OF THE PROBLEM**

The handloom sector plays an important role in the rural economy because most of them depend on this field for their livelihood because it is a household sector. Now-a-days this sector is facing a drawback with emerge of power loom sector. Therefore, the study made an attempt to find the problem of handloom weavers and to give the suitable suggestions to this problem.

### **OBJECTIVES OF THE STUDY**

- To study the socio economic profile of the handloom weavers and information seeking behaviour of the weavers
- To identify the problems faced by handloom weavers in rural area
- To offer suggestions to withstand the field of handloom weaving

### **RESEARCH METHODOLOGY**

#### **Sampling Procedure**

The Pollachi Taluk in Coimbatore city is the study area. Total of 36 respondents are taken as sample for this study. Questionnaire was distributed and required data have been collected on random basis.

## Tools and Techniques

The collected data has been coded and consolidated into master table. Simple percentage, Garrett Ranking, Rank Correlation are used to analyze the data.

## Analysis and Interpretation

It deals with the analysis and interpretation of data collected from the respondents who are weavers in the handloom.

**Table 1 Socio Economic Profile**

<b>Factors</b>	<b>No. of Weavers (N=36)</b>	<b>Factors</b>	<b>No. of Weavers (N=36)</b>
<b>Gender</b>		<b>Laking loan</b>	
Male	32(88.89)	Yes	19(52.78)
Female	4(11.11)	No	17(47.22)
<b>Age</b>		<b>Payment of Loan Amount per Month</b>	
20-40 years	12(33.33)	below Rs 5000	10(27.78)5 8.82
40-60 years	24(66.67)	Rs 5000-Rs 7000	2(5.56)11.7 6
<b>Marital Status</b>		above Rs 7000	5(13.89)
Unmarried	2(5.56)	nothing	19(52.78)2 9.41
Married	34(94.44)	<b>No of Helping Members</b>	
<b>Educational Level</b>		One	11(30.56)
Illiterate	2(5.56)	Two	25(69.44)
Below 5 <sup>th</sup>	7(19.44)	<b>Type of sarees</b>	
5 <sup>th</sup> -10 <sup>th</sup>	26(72.22)	Cotton	9(25.00)
Diploma	1(2.78)	Kora	9 (25.00)
<b>Size of the Family</b>		Patu	18(50.00)
below 3 members	5(13.89)	<b>Wage per Saree</b>	
3-5 members	30(83.33)	Rs 800-Rs 1000	16(44.44)
above 5 members	1(2.78)	Rs1001-Rs 1500	17(47.22)
<b>Type of Family</b>		above Rs 1500	3(8.33)
Nuclear	24(66.67)	<b>Member of Co -Operative Society</b>	
Joint	12(33.33)	Yes	18(50.00)

<b>Income of the Family</b>		No	18(50.00)
below Rs 5000	1(2.78)	<b>Member of handloom weaver welfare scheme</b>	
Rs 5000- Rs 10000	6(16.67)	Yes	24(66.67)
above Rs 10000	29(80.56)	No	12(33.33)
<b>Savings per year</b>		<b>Beneficiary of Welfare Scheme</b>	
below Rs 10000	5(13.89)	Weavers family pension scheme	1(2.78)
Rs 10000-Rs 20000	4(11.11)	Weavers health insurance scheme	4(11.11)
Above Rs 10000	14(38.89)	Self employment scheme	3(8.33)
Nothing	13(36.11)	Educational assistance from M.G.R handloom weavers welfare trust	3(8.33)
<b>Expenditure per Month</b>		Nothing	25(69.44)
below Rs 8000	4(11.11)	<b>Health Problems</b>	
above Rs 8000	32 (88.89)	Eye sight problem	1(2.78)
		Joint pain	8(22.22)
		Back pain	7(19.44)
		Knee pain	13(36.11)
		Skin problem	7(19.44)

It is clear from the table that, out of 36 respondents, (88.89%) are male, (66.67%) belongs the age range between 40 years and 60 years, (94.44%) are married, (72.22%) studied between 5<sup>th</sup> and 10<sup>th</sup>, (83.33%) are in three to five members in their family, (66.67%) are nuclear family, (80.56%) have save above Rs 10000 per year, (88.89%) weavers spend above Rs 8000 per month. (47.22%) weavers have not took any loan, (58.82%) are paying minimum loan amount of Rs 5000, (69.44%) have two members doing this work, (50.00%) weaving patu saree,(47.22%) were earn per saree is Rs 1001 to Rs 1500, (50.00%) are member of cooperative society, (66.67%) weavers have a membership in handloom weavers welfare scheme and majority of them not benefited, (36.11%) are facing knee problem.

**Table- 2 Preference Towards Chosen this Field-Garrett Rank**

STATEMENT	1	2	3	4	5	6	7	8	9	10	Total	Total Score	Mean Score	Rank
	81	70	63	57	52	47	42	36	29	18				
Heredity	32	1	1	2	0	0	0	0	0	0	36	2839	78.86	1
Easy to start	0	3	19	2	8	4	0	0	0	0	36	2125	59.02	3
	0	210	1197	114	416	188	0	0	0	0				

Practical knowledge	1	28	2	4	1	0	0	0	0	0	36	2447	67.97	2
	81	1960	126	228	52	0	0	0	0	0				
Regular income	0	1	12	13	6	4	0	0	0	0	36	2067	57.41	4
	0	70	756	741	312	188	0	0	0	0				
Self employment	3	2	0	12	18	1	0	0	0	0	36	2050	56.94	5
	243	140	0	684	936	47	0	0	0	0				
Own interest	0	1	2	2	2	20	8	1	0	0	36	1726	47.94	6
	0	70	126	114	104	940	336	36	0	0				
Less working capital	0	0	0	1	1	6	22	5	1	0	36	1524	42.33	7
	0	0	0	57	52	282	924	180	29	0				
Less maintenance expenses	0	0	0	0	0	1	5	28	2	0	36	1323	36.75	8
	0	0	0	0	0	47	210	1008	58	0				
Govt loan and subsidy	0	0	0	0	0	0	1	2	33	0	36	1071	29.75	9
	0	0	0	0	0	0	42	72	957	0				
No other option	0	0	0	0	0	0	0	0	0	36	36	648	18.00	10
	0	0	0	0	0	0	0	0	0	648				

It is clear from Table that majority of the employees are of opinion that they choose this field due to heredity followed by job practical knowledge, easy to start, regular income etc.,

**Table 3 – Problems Faced by Handloom Weavers in Rural Area- Rank Correlation**

Problems	VG	G	NGNP	P	VP	Total score	Average score	Rank
Wage	5	13	5	6	7			
	25	52	15	12	7	111	22.2	6
Regulatory of job	4	16	13	3	0			
	20	64	39	6	0	129	25.8	4
Electricity	2	25	8	1	0			
	10	100	24	2	0	136	27.2	3
Climate	0	2	28	6	0			

	0	8	84	12	0	104	20.8	7
Loom Maintenance Expenditure	1	28	6	1	0			
	5	112	18	2	0	137	27.4	2
Quality of Raw Material	0	5	30	1	0			
	0	20	90	2	0	112	22.4	5
Innovative Design	5	27	1	3	0			
	25	108	3	6	0	142	28.4	1
Modernization of Loom	3	4	5	19	5			
	15	16	15	38	5	89	17.8	9
Credit Facility	1	4	17	8	6			
	5	16	51	16	6	94	18.8	8

It is clear from the Table, majority of the respondents are said that innovative design in the saree is good followed by loom maintenance expenditure, electricity, regulatory of job, quality of raw material, wage, climate, credit facility and modernization of loom.

## SUGGESTIONS

- ✓ The master weaver and co-operative society may raise wages based on their weaving methods
- ✓ Banks providing loan under muthuraj scheme but their procedure is high. So, this may reduce the process of giving loan
- ✓ The Government of India announcing many welfare schemes to handloom weavers but, the benefits are not reached to appropriate person steps to be taken for attractive benefits
- ✓ The power loom interventions the handloom weavers and back process of weaving labour are also affected. So, the Government should take necessary steps to differentiate the power loom and handloom.
- ✓ Steps to be taken to conduct a awareness programme about the quality of handloom sarees and sudithar in schools and colleges

- ✓ Master weavers fixing high profit per saree so it will reduce the number of customers. Government should concentrate on these aspects

## CONCLUSION

Handloom weavers doing this job on heredity basis even though they are facing lot of problems like high cost of production to increase quality of product. In the present scenario, the handloom cotton sarees are traditional but its production is down due to its high cost so that people are not preferring this cotton saree at this cost. But, the quality of the cotton saree is better than power loom saree. For example, in kerala state people are preferring and buying their own onam sarees for their festivals. This habit should follow in our State as well then only the tradition of wearing cotton and handloom saree will increase and sales more. And also the handloom industry will provide huge employment to the people and enrich the nation.

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## **COMPUS TO CORPORATE TRANSITION**

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### **ABSTRACT**

In this modern and technologically advanced world, students are very well scoped and talented. In this competitive society student are bound to prove them self as well stuffed person to work in a corporate companies. An Educated students is the sign of developed and awakened society. Students must train himself in knowledge, attitude, self actualization etc., positive attitudes design their life successfully.

Keywords: technologically, competitive, attitude, success....

### **INTRODUCTION**

**“EXCELLENCE IS A CONTINUOUS PROCESS AND NOT AN ACCIDENT”**

**- Dr. APJ. ABDUL KALAM**

The students must gain his ability to learn new skills faster. He must have interpersonal and communication skills and ability to take initiative, ownership and accountability for one's work. Most importantly he should have the attitude of “Never

say Never” he must have the eagerness to take responsibility over and above any one’s job profile.

Campus placements: Required qualities for the student to select in placement.

I would like to answer this question differently. I wish to share about my campus selection experience during my U.G and P.G classes.

I have been through this rough phase of not being placed where lots of placement program conducted in my college none of these got me placed for eleven long months. Literally 26 + on campus rejections, you have to understand my Phycological situation at that circumstance. People with High I.Q and not must talented also got good packages.

Later I realized that there is an lack of personal ability and skills, our perspective and guts might not be in the right direction always, but we thing that we are in right path.

## **SOFT SKILLS FOR CAMPUS SELECTION**

People those who prefer to go for soft skill classes are not the dumbs or immatures. Who do not have communication skills, aptitude or technical skills, literally they are the persons who has the thrust of knowledge seeking mindset which helps them to develop their individual personality.

I fortunately found a website called “Byju’s” “Brainly”, “EDUCBA”, these are all the learning applications which helps an individual to develop his mental skills.

Soft skills are the combination of people skills, social skills, communication skills, character of personality traits, social intelligence, attitudes, emotional intelligences, career attributes. Individual should have the adjustable mentality to cope up with the co-workers.

Soft skills are otherwise called as desirable qualities of an individual that he is suitable employee for an corporate companies. Most importantly he or she must have the presence of mind to solve the problem instantly...

### **SOME SOFT SKILLS WE NEED FOR SUCCESS**

- ❖ Leadership skills.
- ❖ Interpersonal skills.
- ❖ Problem solving ability.
- ❖ Team work.
- ❖ Communication skills.
- ❖ Work or professional ethics.
- ❖ Flexibility.
- ❖ Adaptability.

## **HARD SKILLS FOR CAMPUS SELECTION**

Hard skills are the teachable technique skills or abilities which are denoted as reading, writing, typing, math and the ability to use and operate software programs.

In corporate business the hard skills are most often referred as operating system. Accounting and financial modeling.

Now a days hard skills are very very important for an individual student who is willing to attend the campus interviews. He must be well profiled in speaking English, foreign languages and fast programming in system.

## **TUNING FOR TRANSITION**

Take time out before getting into an organization. It will help the students to detach themselves from his college and become habituated to the new culture. The time he spends in a corporate is far lesser than the time he spend at his college. Therefore one must know the value of time and especially he should know how to manage one's time efficiently, and most importantly he must take the efforts to know about his employer's and also the co-workers. As soon as joining in a new concern no one can cope up easily with their co-workers, because they will enter into an new place and new people with different attitude so he or she must train himself to get adopt with that atmosphere because sometimes it will be very conductive and cosy. Sometimes it may be difficulty to tolerate, but if he waits patiently can be an successful corporate employee.

## CONCLUSION

The job hunting processes in India has been improved competitively high in strategy so that students are mandatory in developing their skills and ability. Many universities and institutes having tie-ups with various types of developed famous corporate companies who agree to conduct campus interview in the name of placements to hire deserving students as their employees. Therefore students must be more deserving through developing their individualities in skills and traits that are specific to a profession by aspiring professionals to maximize their chances of success.

## A Study On The Interrelationship Between Television Commercial And Recalling Ability

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### ABSTRACT

In this current era, advertisement creates massive change in the society. How advertising works is the most important issue prized both academically and sectorally. Understanding this process will contribute much to deciphering the codes to effective advertisement. Effective advertisement means the realization of the desired effects of ad communication on consumers. Such effects on consumers created by means of ads include positive feelings toward the ad, brand recall, ad recall, persuasion, and buying. It's objectives are the i) To trace the level of advertisement recalling ability. ii) To identify the various factors which are associated with advertisement recalling ability. Questionnaire method has been used to collect the data. The data collected have been analyzed by using different statistical tools, such as Percentage Analysis and Chi-Square Test, ANOVA, Correlation, Regression and Multiple regressions. The findings of the study reveals that out of the four variables tested, only one variable, namely age is significantly associated with the level of recalling ability.

**Keywords:** Advertisement- Recall-Consumer

### 1. INTRODUCTION

In this current era, advertisement creates massive change in the society. How advertising works is the most important issue prized both academically and sectorally. Understanding this process will contribute much to deciphering the codes to effective advertisement. Effective advertisement means the realization of the desired effects of ad communication on consumers. Such effects on consumers created by means of ads include positive feelings toward the ad,

brand recall, ad recall, persuasion, and buying. Specific research studies designed to determine the variables of these effects will assist greatly in the subject of effective advertisement. Three of the specific factors that make ads effective on consumers, namely brand memory, ad memory and ad likability, are especially important. Recall is physiological factor that play key role in human life related to every things. Recall rather than recalling knowledge from mind has more forward function as human internal process. At the same time, recall described as one of the important physiological factor of learning process. The historical knowledge and experiences have significant impacts on current thinking, senses, and behaviors (Foster, 2008).

## REVIEW OF LITERATURE

**Deborah I.Roedder.,(1981)**Conducted a study entitled ‘Age differences in children’s responses to television advertising: an information-processing approach’. It attempted the age differences in children responses to television advertising are examined from an information – processing perspective. Evidence is reviewed that identifies age differences in learning, and describes the mechanism underlying these differences. On the basis of these data, appropriate strategies to regulate advertising for different age segments are identified.

**Duygu Aydın, (2014)** in the article entitled ‘The relation between positive brand emotions and recall’. It analyzed to investigate the relationship between recall in television commercials and ad likability’. The data were collected from a sample of 1208 respondents. The statistical tools is used in the study were direct measurement test, recall and recognition test normal frequency curve analysis. The sample has been selected with the help of random sampling method. The findings suggest that i) Improving the subject of the relationship between the variables of ad memory and ad likability. ii) Likability is regarded as one of the most important factors that create positive images and feelings for brands.

## 2. OBJECTIVES OF THE STUDY

- ✓ To trace the level of advertisement recalling ability.
- ✓ To identify the various factors which are associated with advertisement recalling ability.

### **3. METHODOLOGY**

The focus of the study about the impact of television advertisements towards male consumer non durable products. The methodology includes that data, sampling and framework analysis.

#### **3.1 DATA**

The study was based on primary data. Questionnaire method has been used to collect the data. The data were collected by distributing questionnaires directly to male consumers. The study was undertaken to consider certain categorized products like Tooth Paste, Talcum Powder, Bath Soap and Shampoo.

#### **3.2 SAMPLING**

A sample is a finite part of a statistical population whose properties are studied to gain information about the whole (Webster, 1985). Convenient Random Sampling method which has been used. The study was conducted in Pollachi. Pollachi is a town and a taluk headquarters in Coimbatore district, Tamil Nadu State, India. A total of 412, male consumers were taken for the study.

#### **3.3 FRAMEWORK ANALYSIS**

The collected data have been analyzed by using different statistical Tools, such as Percentage Analysis and Chi-Square Test. Chi-square test is employed to ascertain the association between the selected variables and advertisement recalling ability.

### **4. SIGNIFICANCE OF THE STUDY**

In this study will be useful to the audiences and business industries particularly for product promotion. These business units will be certain of competitive advantage. Moreover, this study may give the advertising agencies to be aware of the ill effects of advertisement . The study is more significant for the following stakeholders like publics, advertisement agencies, marketing companies, and government.

## 5. LIMITATIONS OF THE STUDY

The study was restricted to the Coimbatore district alone. The findings are applicable only to the Coimbatore District. The male consumers of the study are up to 18 years to 60 years. The data collected is primary data, which is based on the questionnaire and hence the results would bear all the limitations of primary data. The study concentrated mainly on male consumer non-durable products.

Table 1 In order to find out the socio economic profile of the sample consumers they have been classified into various categories.

**Table No: 1**

### Socio-Economic Profile of Consumers of Male Consumers

Parameters	Number of Male consumers (N=412)	Percentage
<b>Age (in years)</b>		
a) Up to 21 years	108	26.21
b) 22 to 35 years	218	52.91
c) Above 35 years	86	20.87
<b>Marital status</b>		
a) Married	247	59.95
b) Unmarried	165	40.05
<b>Area of Residence</b>		
a) Rural	271	65.78
b) Urban	141	34.22
<b>Type of Family</b>		
a) Joint	267	64.81
b) Nuclear	145	35.19
<b>Educational Qualification</b>		
a) No formal education	38	9.22
b) Up to HSC	40	9.71
c) UG	160	38.84
d) PG	112	27.18
e) Professionals	59	14.32
f) Others	3	0.73
<b>Occupation</b>		
a) Permanent	166	40.29
b) Temporary	246	59.71

<b>Family Income</b>		
a) Below 30000	240	58.25
b) 30001 to 45000	76	18.45
c) 45001 to 55000	48	11.65
d) Above 55000	48	11.65

**Source: primary data**

Table No: 1 reveals that the (1) Majority of the male consumers age is 22 to 35 years. (2) Most of male consumers (63%) residing in rural area and (3) 247(59.95%) of the male consumers are married. (4) Most of the male consumers (64.81%) are from joint family. (5) Majorities of the male consumers (38.84%) are under graduates. (6) Most of the male consumers are employees and temporary jobs (54%). (7) Family incomes of (58.25%) of the male consumers are below 30000.

**Table No: 2**

**EXTENT OF RECALLING ABILITY OF MALE CONSUMER**

<b>Parameters</b>	<b>Number male consumers (N=412)</b>		<b>Percentage</b>	
	<b>Yes</b>	<b>No</b>	<b>Yes</b>	<b>No</b>
<b>Remember the advertisement watched on television</b>				
a) To maximum extend	280		67.96	
b) To some extend	132		32.04	
<b>Recall the content of the advertisement of any product</b>				
a) To maximum extend	282		68.45	
b) To some extend	130		31.55	
<b>Feature on recalling an advertisement</b>				
a) Headline	76	336	18.45	81.55
b) Copy	216	196	52.43	47.57
c) Illustration	178	234	43.20	56.80
d) Logo	179	233	43.45	56.55
<b>Recalling ability on rhyming words</b>				
a) High effective	17		4.17	
b) Effective	16		3.88	
c) Neutral	73		17.72	
d) Ineffective	189		45.87	
e) Highly ineffective	117		28.40	

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**Source: primary data**

The Table No: 2 reveals that out of 412 male consumers, majority of 282(68.45%) male consumers remember the television advertisement to the maximum extent, 282(68.45%) male consumers recall the content of the advertisement to maximum extent, 216 (52.43%) of male consumers are recalling an advertisement feature and benefits of the product to recall the advertisement and 355(49%) of the male consumers have been influenced by rhyming words.

**Table No: 3**

**PERCEPTION ON THE RECALLING FACTORS OF MALE CONSUMERS**

STATEMENT	SA	A	N	DA	SDA
<b>1) HUMOUR ADVERTISEMENT</b>					
Most memorable and recallable	5(1.2)	12(2.9)	34(8.3)	138(33.5)	233(54.1)
Humour just creates fun	5(1.2)	17(4.1)	101(24.5)	231(56.1)	58(14.1)
Easily under stable, entertaining	12(2.9)	35(8.5)	104(25.2)	128(31.1)	133(32.3)
Improve brand recognition	28(6.8)	64(15.5)	95(23.1)	133(32.3)	92(22.3)
<b>2) CELEVRITY ADVERTISEMENT</b>					
Motivate the audience to buy the product	10(2.4)	12(2.9)	35(8.5)	125(30.3)	230(55.8)
Memorable and recallable	12(2.9)	27(6.6)	84(20.4)	211(51.2)	78(18.9)
Make ads lively	21(5.1)	45(10.9)	119(28.9)	122(29.6)	105(25.5)
Promote product reliability	27(6.6)	76(18.4)	83(20.1)	128(31.1)	98(23.8)
Make the ads entertaining	58(14.1)	58(14.1)	98(23.8)	102(24.8)	96(23.3)
<b>3) SCIENTIFIC ADVERTISEMENT</b>					
Worth remembering	27(6.6)	21(5.1)	66(16.0)	125(30.3)	173(42.0)
Informative	16(3.9)	36(8.7)	95(23.1)	176(42.7)	89(21.6)

Able to recall	32(7.8)	57(13.8)	110(26.7)	121(29.4)	92(22.3)
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**Source: primary data**

The Table No: 3 reveals that majority of the 233(54.1%) male consumers strongly disagree that humorous advertisement is most memorable and recallable, 230(55.8%) of the male consumers portrays that celebrity in advertisement is not motivate them to buy the product and 173(42%) of the male consumer reveals that scientific advertisement is worth remembering the advertisement.

**LEVEL OF PERCEPTION ON KEY RECALLING FACTOR**

Perception on TV viewers has been measured by giving scores to perception related questions. Thirty seven such questions are included in the questionnaire answer the questions have been rated on Five-Point Scale. Thus the maximum score that the TV viewers would get is 185, which is obtained by each female consumer is divided by 185 and multiplied by 100 to convert into an index.

H<sub>0</sub>: There is no association between personal profile and recalling ability.

Chi square test has been used to find out association between the selected variables and the level of perception of the key recalling ability. A variable namely age, marital status, area of residence and educational qualification has been tested to know their association with recalling ability.

**Table 4**

**PERCEPTION ON KEY RECALLING FACTOR – CHI-SQUARE TEST**

<b>Personal Profile</b>	<b>Calculated Chi-Square value</b>	<b>Significant / Not-Significant</b>	<b>Hypotheses Accepted/ Rejected</b>
Age	82.96	Significant	Rejected
Marital Status	1.330	Not Significant	Accepted
Area of Residence	0.117	Not Significant	Accepted
Educational Qualification	9.423	Not Significant	Accepted

**Source: Primary data**

**\* Significant at 5% level.**

From the table proves is an, out of the four variables tested, only one variable, namely age is significantly associated with the level of perception of the key recalling ability. Marital status area of residence and educational qualification are not associated with the level of perception of the key recalling ability.

### **FINDINGS OF THE STUDY**

- ✓ Majority of the male consumers age is 22 to 35 years.
- ✓ Majorities of the male consumers (38.84%) are under graduates
- ✓ Most of the male consumers are employees and temporary jobs (54%)
- ✓ Family incomes of (58.25%) of the male consumers are below 30000.
- ✓ Majority of 282(68.45%) male consumers remember the television advertisement to the maximum extent
- ✓ 282(68.45%) male consumers recall the content of the advertisement to maximum extent
- ✓ 216 (52.43%) of male consumers are recalling an advertisement feature and benefits of the product to recall the advertisement
- ✓ 355(49%) of the male consumers have been influenced by rhyming words.
- ✓ Majority of the 233(54.1%) male consumers strongly disagree that humorous advertisement is most memorable and recallable
- ✓ 230(55.8%) of the male consumers portrays that celebrity in advertisement is not motivate them to buy the product
- ✓ 173(42%) of the male consumer reveals that scientific advertisement is worth remembering the advertisement

### **SUGGESTIONS**

- To the advertiser give assurance to their product and state some instruction for how to use their product with the explanation details.
- To adapting to new technology, improving the quality and flavors of the product will help in improving the ability of TV ads.

### **CONCLUSION**

The study shows that advertising is very important in any business. Many of the companies for spent money on paid on advertising. There are many ways to advertise and the expensive of them are through TV, newspaper and radio. In the initial phase of a company it is important to put the emphasis on corporate advertising because it helps in brand memory. In the market it is easy to note that these advertisements have had a major impact on the TV audience. Out of the four variables tested, only one variable, namely age is significantly associated with the level of perception of the key recalling ability. In this present scenario advertisement is very essential for marketing the products. Based on this study male consumers have moderate advertisement recalling ability.

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# Harmony in Family Business



**B.Indirapriyadharshini, P.Bruntha, S. Poongodi, P.Jayanthi, R.Ramya**

**Abstract:** *Family business is India's proudest institution, symbolizing courage and common sense, energy and enterprise, aspiration, and adventurousness (Business Today, 1998). In India, with its historic spiritual and cultural value system, they play a hugely important role – it is estimated that up to 90 per cent of Indian Businesses are Family Controlled. With Indians benefiting from a centuries-old innate sense of the enduring worth of the family business sector, a good starting point for this section is to examine some important early sources of Indian trade & commerce. There are many family businesses worldwide but Indian Family Businesses are irreplaceable and have their peculiar governing characteristics. With this notion, an attempt has been made to identify the level of harmony in family business. For this purpose, primary data has been collected through structured questionnaire using snow-ball sampling technique. A sample of 750 family business owners has been selected. The collected data have been analysed by employing simple percentage analysis, Correlation, Regression, Factor analysis. The results of the study indicate that, harmony in family business, prominently influence the level of satisfaction of the owners. Furthermore, there is definitely a relationship between the demographic variables and harmony in family business.*

## I. INTRODUCTION

Family business! We live it, we breath it, and yet we do not understand the significance of the phenomenon in its entirety. Every aspect of our life is affected, directly or indirectly, by family controlled businesses. This is true across the world in varying degrees. In terms of contribution to gross domestic product (GDP), employment generation, number of firms, and innovativeness, family business score remarkably over other forms of ownerships.

In India, Family-owned enterprises control the majority of corporate assets and generate the bulk of revenue in the organised sector despite the massive growth of the public sector during the post-Independence period.

i Family-owned business groups accounted for 84 per cent of all assets of the top 20 business groups in 2016-17 and 79 per cent of their revenue. Coimbatore district is famous for family owned business firms. Some of the notable family business organizations in Coimbatore are Lakshmi Metal Works (LMW), UMS group, Sakthi group and KG Group. All these organizations perform diversified businesses to reach greater heights in family business.

## II. REVIEW OF LITERATURE

**Robert D. Hisrich** and **Gyala Fulop** (1997) suggests that social structures, work, family, and organized social life affect motivations and human capital influences of women owners and family businesses in countries like Hungary. **Poza** and **Alfred** (1997) found that CEOs generally perceived the practices, cultures, and succession processes more favorable than both other family members and non-family managers. **Stavrou Eleni T** (1998) states that the involvement of and the reason for the involvement of offspring in their parents firms can significantly affect the firms further.

**Barbara R. Rowe** and **Gong-Soog Hong** (2000) took a study from the data of 1989 Survey of Consumer Finance to examine wives' economic contributions to family businesses. Wives' contributions to family businesses take several forms: managing the household, working in the business, being employed by others, working in the business and holding outside employment at the same time, and simultaneously holding two jobs. **Littunen Hannu** and **Hyrsky** (2000) found that, the entrepreneurial abilities and resources of the family business owner enable them to operate relatively succession in the nearby market, often with one unique product. **Sunette Pottas** (2009) found that open communication, mutual trust, conflict, personal need alignment, leadership, division of labour and financial performance have medium influence on family harmony. Similarly, family involvement, active and inactive family members do not have a significant influence on family harmony. **Van Heerden** (2009) made an attempt to evaluate the determinants of family harmony of family businesses and found that, there is a correlation between the independent variables measuring the dependent variables were determined and it revealed that based on Cohen's rules, it is evident that the independent variables, Non-family members, Inactive family members, Governance and Financial have a medium effect on the dependent variable, Family harmony. Researchers **Dr.Kavitha** and **Geethalakshmi** (2009) in their article titled 'Women in Family Business'. The study was carried out in Coimbatore city of Tamilnadu.

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## Harmony in Family Business

The primary objective of the study is to outline the motivation and strength of women in family business. Primary data was obtained by interviewing 150 women in family business using structured questionnaire. Result from rank analysis shows that the highest rank (50.7) was given to strong teamwork with family members. AVOVA results show that there is a significant relationship between age and motivational factors of women in family business.

### III. STATEMENT OF THE PROBLEM

A certain degree of balance between the family and the business needs to be maintained, as any misunderstandings in communication or maybe a lack of commitment from any family member might result in family conflict. Conflict might be one of the major determinants influencing family harmony and bearing in mind that family harmony is a fundamental prerequisite for the future continuity of family businesses, it is of utmost importance to prevent any disruption of family harmony. Hence, it rises the question,

*What are the determinants of harmony in family business?*

### OBJECTIVES OF THE STUDY

The following objectives have been framed:

- To study the socio-economic profile of the family business owners
- To study the level of harmony in family business.

### IV. METHODOLOGY

Methodology of the study includes i) data, ii) sampling and iii) framework of analysis

#### (i) Data

The study was based on both primary and secondary data. Primary data have been collected from the family business owners in the Coimbatore district by issuing a well framed questionnaire. The secondary data was collected from books, magazines and from related Web sites.

#### (ii) Sampling

A sample is a small proportion selected for observation and analysis. The sampling procedure can be compared to a mirror which gives a reflection true to the original (Gupta, 2005). Snow-ball sampling method has been adopted in choosing a sample. Coimbatore district has been chosen as the study area. Among 1000 respondents, only 750 responded and the data collected from them were analysed.

#### (iii) Framework of Analysis

The collected data have been analysed by employing simple percentage analysis, Correlation, Regression, Factor analysis.

### V. ANALYSIS AND INTERPRETATION

#### a) Socio – Economic Profile of Family Business Owners

The sample owners have been selected from different parts of the Coimbatore District, which is one of the major commercial cities in the state of Tamil Nadu, India. The description about the social profile of the sample owners is as follows:

**Table 4.1 Socio – Economic Profile of Owners**

Factors	Number of Owners(N = 750)	Percentage
<b>i) Age</b>		
Up to 30	132	17.6
31 – 50	496	66.1
Above 50	122	16.3
<b>ii) Gender</b>		
Male	538	71.7
Female	212	28.3
<b>iii) Marital Status</b>		
Married	661	88.1
Unmarried	89	11.9
<b>iv) Type of Family</b>		
Nuclear	288	38.4
Joint	462	61.6
<b>v) Number of Adults</b>		
Up to Two	291	38.8
3-4	285	38.0
Above 4	174	23.2
<b>vi) Number of Family Members</b>		
Up to 3	138	18.4
4 to 6	427	56.9
Above 6	185	24.7
<b>vii) Educational Qualification</b>		
Up to H.Sc	149	19.9
Under Graduate	203	27.1
Post Graduate	194	25.9
Diploma	61	8.1
Professional	143	19.1
<b>viii) % of Income from Family Business</b>		
Up to 50	126	16.8
51 to 75	491	65.5
Above 75	133	17.7
<b>ix) % of Income from other sources</b>		
Up to 10	135	18.0
10 to 25	491	65.5
Above 25	124	16.5

#### i) Age

The age – wise classification of the owners reveals that 132 (17.6%) of the owners belong to the age group ranging up to 30 years. The number of owners belonging to the younger age group is found to be less. 496 (66.1%) of the owners belong to the age group ranging 31 – 50 years. 122 (16.3%) of the owners belong to the age group above 50. Hence it can be inferred that majority of the owners belong to the age group ranging 31 – 50 years.

#### ii) Gender

Gender-wise classification reveals that majority of the owners are male. The number amounts to 538 accounting for 71.7%. Out of the 750 owners taken for the study, only 212 (28.3%) are women owners.

**iii) Marital Status**

The marital status of the owners discloses that 661 (88.1%) majority of the family business owners are married.

**iv) Type of family**

It is evident from table 4.1 that more than half part of the owners that is 462 (61.6%) belong to joint family, while 288 (38.4%) of the owners belong to nuclear family. This indicates that majority of the owners belong to joint family.

**v) Number of Adults**

In 291 (38.8%) families of the owners, there are up to 2 adults, while in 285 (38%) entrepreneur's families, there are 3 to 4 adults. There are more than 4 adults in 174 (23.2%) of the entrepreneur's families.

**vi) Number of family members**

Out of the 750 owners taken for the study, 138 (18.4%) of the entrepreneur's family comprises up to 3 members. 427(56.9%) of the entrepreneur's family comprises of 4 to 6 members. While 185 (24.7%) of the entrepreneur's family comprises more than 6 members. Hence more than half of the entrepreneur's family comprises of 4 to 6 members.

**vii) Educational Qualification**

It can be interpreted from the table that, 203 (27.1%) most of the owners are under graduates. Followed by 194 (25.9%) are post graduates.149 (19.9%) of the owners are with the educational qualification above higher secondary.143 (19.1%) of the owners are professionals.61 (8.1%) of the owners are diploma holders.

**viii) Income from Family Business**

It is clear from table 5.1 that a majority 491(65.5%) of the entrepreneur's income from family business ranges from 51% to 75% of their total income.133 (17.7%) of the entrepreneur's income from family business ranges above 75%. 126(16.8%) of the entrepreneur's income from family business is up to 50%.

**ix) Income from other sources**

Table 4.1 shows that 135 (18%) of the entrepreneur's income from other sources ranges up to 10%. More than half of the i.e. 491 (65.5%) entrepreneur's income from other sources ranges between 10% to 25%.While 124(16.5%) of the entrepreneur's income from other sources is more than 25%.

**b) Business profile of the family owners**

An attempt was made to collect information on the area of business, activity of the business, generations in the family business, number of family members involved in the family business and number of non-family members in the business.

**Table 4.2**

**Business profile of the Owners**

Factor	Number of Owners(N=750)	Percentage
<b>i)Area of Operation</b>		
Rural	398	53.1
Urban	352	46.9
<b>ii)Type of Business</b>		
Manufacturing	132	17.6
Trading	466	62.1
service	152	20.3
<b>iii) Experience</b>		
Up to 10	128	17.1
10 – 20	443	59.1
Above 20	179	23.9
<b>iv)Business Ownership</b>		
Started the Business	94	12.5
Through Inheritance	522	69.6
Bought the Business	86	11.5
Life time gift	48	6.4
<b>v)Generation</b>		
Second	346	46.1
Third	278	37.1
Fourth	126	16.8
<b>vi)Family Members in Business</b>		
One	143	19.1
Two	203	27.1
Three	404	53.9
<b>vii)Non - Family Members in Business</b>		
One	402	53.6
2-20	276	36.8
Above 20	72	9.6

**i) Area of operation**

It is evident from the table 4.1 that majority 398 (53.1%) of the family business entrepreneur's operates in rural area and rest 352 (46.9%) of the family business entrepreneur's operate in urban area.

**ii) Type of Business**

Family business could be into manufacturing, trading or servicing activity of the business. Data reveals that a majority 466 (62.1%) of the entrepreneur's type of business is trading sector. Some of them were into service sector 152 (20.3%) and while the remaining were into manufacturing 132 (17.6%).

**iii) Business Experience**

Table 5.2 – highlights the experience of the sampled owners. As can be seen from the table, a majority of the owners had 10-20 years of experience in the business. The data also shows that a good number 179(23.9%) of the entrepreneur's business experience is more than 20 years and the rest 128 (17.1%) had below 10 years of business experience.

## Harmony in Family Business

### iv) Business Ownership

As far as the acquisition of family business ownership was concerned, the data indicates that majority (69.6%) of the entrepreneur's acquired ownership through inheritance. 94 (12.5%) of the owners started the business. 86(11.5%) of the entrepreneur's bought the business and rest 48(6.4%) of the owners acquired as a life time gift.

### v) Generation

The data discloses that most (46.1%) of the family business were second generation and 278 (37.1%) of the family business were third generation. Only 126 (16.8%) of the family business were fourth generation respectively.

### vi) Family Members in Business

Family members play an important role in the family business. Most simply stated, a family firm is one that includes two or more members of a family that has control of the company (Ward, Aronoff, 2002). Table 4.2 depicts that more than half (53.9%) of the family business consists of three family members in their business. 203(27.1%) of the family business consist of two family members in the business. Only 143(19.1%) of the family business consist of one family member in their business.

### vii) Non - Family Members in Business

The data showed that majority 402(53.6%) of the family business consist of one non-family members in the business. 276(36.8%) of the family business consist of 2-20 non family members and 72(9.6%) of the family business consist of more than 20 non-family members respectively.

### c) Factor Analysis

To ascertain the importance factors that increase harmony in family business factor analysis is employed. A summary of the factors and variables loaded has been presented in table no. Kaiser-meyer-olkin(kmo)and and Bartlett's test of sphericity has been used as pre-analysis testing for suitability of the entire sample for factor analysis. The result of kmo and bartlett's test is found greater than 0.70. Hence, the collected data is fit for employing factor analysis. Further, the larger values of Bartlett's sphericity test (1.154E4,df:253sig:0.000) and kmo statistics (0.949) indicated the appropriateness of factor analysis i.e. the sample was adequate.

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.949
Bartlett's Test of Sphericity	1.154E4
df	253
Sig.	.000

Statements	1	2	3
I do not mind working long and hard hours	0.408	0.64	-0.031
I feel as if my family business problems are my own	0.624	0.467	0.136
I would be very happy to spend the rest of my career with my family business	0.372	0.624	-0.107
I do not feel 'emotionally' attached to my family business	-0.105	-0.124	<b>0.897</b>
My family business has great personal meaning for me	0.405	0.562	-0.127
It would be very hard for me to leave my family business right now, even I wanted to	0.66	0.207	0.139
One of the few negative consequences of leaving my family business would be the scarcity of available resources	-0.007	<b>0.8</b>	0.164
I support the family business in discussions with friends, employees and other family members	0.671	0.108	-0.218
I find that my values are comparable with those of the family business	0.418	0.609	-0.185
I proud to tell others that I am a part of the family business	<b>0.782</b>	0.209	-0.098
I really care about the fate of the family business	0.439	0.671	0.031
The family business is an important center of activity in the lives of family members	<b>0.729</b>	0.283	-0.08
Most of my friends and associates identify me with my family business	0.547	0.518	-0.139
When someone criticizes the family business I take it as a personal audit	<b>0.725</b>	0.442	-0.024
When I talk about the family business I usually say 'we' not 'they'	0.521	0.506	-0.091
When someone praises the family we take it a personal compliment	0.478	0.63	0.093
Ever since I was a child I aspired to just such a career That I can have in my family's business	0.392	0.274	0.395
My place in the community is defined by my family's business	0.648	0.371	0.061
I have confidence in the integrity of my family members	0.601	0.488	0.001
Family members communicate openly with each other	<b>0.711</b>	0.385	0.012
Family members support each other	<b>0.705</b>	0.404	0.097
I trust the judgement of family members in making business decisions	0.657	0.45	-0.02
Family members involved in the family business understand their specific roles and responsibilities	0.697	0.435	0.165
Eigen Values	11.584	1.237	1.115
% of Variance	50.364	5.378	4.848
Cumulative % of Variance	50.364	55.742	60.590

Three factors are identified by locating Eigen values greater than unity. Factors which have a component loading of 0.7 and above are said to be important factors that increases harmony in family business. From the rotated component matrix, it can be seen that 'I proud to tell others that I am a part of the family business, 'family business is an important center of activity in the lives of family members, 'when someone criticizes the family business I take it as a personal audit'. Family members communicate openly with each other, family members support each other. Have a component loading of 0.7 and above. Hence, these five variables from first factors.

In the second factor, ‘one of the few negative consequences of learning my family business would be the scarcity of available resources’ was found to be significant. In the third factor, ‘I do not feel emotionally attached to my family businesses’, was found to be significant.

Factor one explains to a tune of 50.364 percent towards in family business, second factors explains 5.378 towards harmony and third factor forms 4.848 towards harmony in family business .the total cumulative percentage of harmony explained by these three factor is 60.590 percent.

**d) Nature of Association of Select Variables with harmony**

In order to examine the nature and quantum of association of variables with harmony at business, correlation analysis is used. Variables considered for Chi-square have been considered for correlation test too. Out of nineteen variables selected for correlation analysis, seventeen variables have been found to be significant. Age, Gender, Type of Family, Number of adults in the family, Number of members in the family, Educational Qualification, Percentage of income from family business, Percentage of income from other sources, Area of operation, Business experience, Number of Family Members in the Business, Number of Non-Family Members in the Business, Number of Employees in Business, Perception on Successor Traits, Intensity of Problem and Type of Business are found to be significant at one per cent level. Acquisition of Business Ownership is found to be significant at five per cent level.

**Table8.22**

**Variables associated with Harmony - Correlation Analysis**

Variables	R	r <sup>2</sup>
Age	0.172**	0.029
Gender	-0.167**	0.028
Marital Status	-0.054	0.003
Type of Family	0.205**	0.042
Number of Adults in the Family	0.422**	0.178
Number of Members in the Family	0.416**	0.173
Educational Qualification	0.101**	0.010
Percentage of Income from Family Business	0.270**	0.073
Percentage of Income from other Sources	-0.265**	0.070
Type of Business	0.120**	0.014
Area of Operation	0.165**	0.027
Business Experience	0.450**	0.203
Acquisition of Business Ownership	-0.081*	0.006
Generation	-0.015	0.000
Number of Family Members in the Business	0.156**	0.024
Number of Non-Family Members in the Business	0.208**	0.043
Number of Employees in Business	0.315**	0.099
Perception on Successor Traits	0.516**	0.266

Intensity of Problem	0.287**	0.082
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\* Significant at five per cent level  
\*\* Significant at one per cent level

In order to examine the nature and quantum of association of variables with satisfaction on Business, Correlation analysis is used. Out of sixteen variables selected for Correlation analysis, eleven variables have been found to be significant. Age, Type of family, Number of adults in the family, Percentage of income from Family Business, Perception on Successor Traits, Intensity of Problems and Level of Harmony are found to be positively correlated with level of satisfaction.

**e) Determinants of Harmony in Family Business**

In order to ascertain the variables that determine the level of harmony in family business, the selected nineteen variables have been regressed on harmony index. The result of the regression analysis is shown in table 8.23 .Of the variables taken for the analysis, the variables namely (1) Type of family (2) Number of members in the family (3) Business experience (4) Generation (5) Number of family members in the business (6) Perception on successor traits and (7) Type of business are found to be significant. The other variables do not influence level of harmony in family business. The variable that influences the level of harmony is discussed in the following paragraphs.

**Table8.23**

**Determinants of Harmony -Multiple Regression Analysis**

Variables	Regression coefficient	Standard error	t
Age	0.014	0.055	0.252
Gender	1.271	1.006	1.263
Marital Status	-0.352	1.363	-0.258
Type of Family	-4.422**	1.065	-4.153
No Of Adults in the Family	1.212	0.919	1.319
No of Members in the Family	3.634**	1.029	3.533
Educational Qualification	0.267	0.325	0.820
Percentage of Income from Family Business	10.374	5.596	1.854
Percentage of Income from other Sources	5.100	5.583	0.914
Type of Business	1.896**	0.673	2.818
Area of Operation	1.487	0.874	1.701
Business Experience	4.628**	0.824	5.617
Acquisition of Business Ownership	-0.353	0.625	-0.565
Generation	-1.495*	0.591	-2.531
Number of Family Members in the Business	2.116**	0.588	3.598
Number of Non-Family Members in the Business	0.045	0.952	0.047
Number of Employees in Business	1.313	0.758	1.732
Perception on Successor Traits	0.213**	0.029	7.343
Intensity of Problem	0.044	0.027	1.638

\* Significant at five per cent level \*\* Significant at one per cent level



## Harmony in Family Business

$$\begin{aligned} \text{HAR} &= a + b_1 \text{AGE} + b_2 \text{GEN} + b_3 \text{MS} + b_4 \text{TOF} + b_5 \\ &+ b_6 \text{NAF} + b_7 \text{EQ} + b_8 \text{PIFB} + b_9 \text{PIOS} + b_{10} \text{AO} + b_{11} \\ &+ b_{12} \text{ABO} + b_{13} \text{GN} + b_{14} \text{NFMB} + b_{15} \text{NNFMB} + b_{16} \\ &+ b_{17} \text{NEB} + b_{18} \text{IOP} + b_{19} \text{TOB} + e \end{aligned}$$

where,

HAR	=	Harmony
a	=	Intercept Term
b <sub>1</sub> ...b <sub>19</sub>	=	Regression Coefficients
AGE	=	AGE
GEN	=	Gender
MS	=	Marital Status
TOF	=	Type of Family
NAF	=	No Of Adults in the Family
NMF	=	No of Members in the Family
EQ	=	Educational Qualification
PIFB	=	Percentage of Income from Family Business
PIOS	=	Percentage of Income from other Sources
AO	=	Area of Operation
BE	=	Business Experience
ABO	=	Acquisition of Business Ownership
GN	=	Generation
NFMB	=	No of Family Members in the Business
NNFMB	=	No of Non-Family Members in the Business
NEB	=	No of Employees in Business
PST	=	Perception on Successor Traits
IOP	=	Intensity of Problem
TOB	=	Type of Business
e	=	Error Term
Constant	:	6.700
Std. Error of Estimate	:	23.058
R <sup>2</sup>	:	0.427
R <sup>2</sup>	:	0.441**

Of the variables taken for analysis, the variables namely Gender, Number of members in the family, Educational qualification, Percentage of income from family business, Business Experience, Perception on Successor traits, Intensity of Problem positively influences satisfaction. However, variables such as Number of adults in the family and Area of Operation negatively influence satisfaction.

### f) Variables Prominently Associated with Harmony in Family Business

To find prominent factors that affect harmony in business, step-wise regression test is employed. The following paragraphs discuss about the result of the study.

**Table 8.24**  
**Variables Prominently Associated with Harmony in Family Business - Step-wise Regression Analysis**

Constant	PST	BE	NOM	PIFB	TOF	NEB	TOB	FNIB	Gen	R <sup>2</sup>
51.648	0.388									0.266
45.521	0.299	6.472								0.334
42.002	0.265	5.077	4.466							0.367
36.192	0.233	5.002	4.670	4.028						0.392
37.700	0.266	4.644	5.788	4.372	-3.950					0.405
36.959	0.257	4.257	5.051	4.558	-4.058	2.022				0.417
34.305	0.254	4.252	5.113	4.631	-4.252	1.902	1.551			0.422
31.285	0.249	4.183	4.800	5.005	-4.269	1.849	1.699	1.385		0.427
32.690	0.231	4.734	4.803	5.282	-3.868	1.766	1.761	1.650	-1.653	0.433

- PST : Perception on Successor Traits
- BE : Business Experience
- NOM : Number of Members in the family
- PIFB : Percentage of Income from Family Business
- TOF : Type of Family
- NEB : No of Employees in Business
- TOB : Type of Business
- FNIB : No of Family Members in the Business
- Gen : Generation

The result of step-wise regression test disclose that nine variables are found to be significantly associated with harmony. The total contribution of the variables namely, (1) Perception on Successor Traits, (2) Business Experience, (3) Number of Members in the family, (4) Percentage of Income from Family Business, (5) Type of Family, (6) No of Employees in Business, (7) Type of Business, (8) No of Family Members in the Business and (9) Generation amounts to 43.30 per cent. The R<sup>2</sup> value of the multiple regression amounts to 44.10 per cent. The difference of 0.80 per cent is due to contribution by other variables.

### VI. LIMITATIONS OF THE STUDY

The data collected is primary data, which is based on the questionnaire and hence the results would bear all the limitations of primary data. The data collected from the Family business owners residing in Coimbatore District. The findings are applicable only to the Family business owners of Coimbatore District. Hence care has to be exercised while extending this result to other areas.

### VII. CONCLUSION

Nineteen variables have been selected in order to test whether the level of harmony differ based on those variables. Of the selected variables, seventeen variables found to be significant. The variables such as Age, Gender, Type of family, Total number of family members, Number of adults in the family, Educational Qualification, Percentage of Income from Family Business, Type of Business, Area of Operation, Business Experience,

Acquisition of Business Ownership, Number of family members in the business, Number of non-family members in the business, Number of employees in Business, Intensity of Problems and Perception on Successor traits influence entrepreneur's level of harmony in family business. In this study, attitude and level of harmony in family business has been documented. The results of the study indicate that, harmony in family business, prominently influence the level of satisfaction of the owners. Furthermore, there exists a positive relationship between the demographic variables and harmony in family business..

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## **CUSTOMER SATISFACTION ON OLX - A STUDY WITH REFERENCE TO POLLACHI, TAMILNADU**

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### **ABSTRACT**

*The second hand goods' market has increased substantially in recent years. This research study investigates the customer satisfaction on OLX. Research Design adopted in this study is empirical. The study is based on primary and secondary data. The primary data were collected through questionnaire and secondary data were collected through books, magazine, newspaper, journals etc. The data collected were regrouped and reclassified according to the purpose of the study. The following tools have been used for the study Simple Percentage Analysis, Weighted average and Chi-square test. A sample of 130 respondents residing in around Pollachi was selected using convenient sampling method. Study found that the people have a moderate level of satisfaction towards OLX and Age, marital status and occupation are significantly associated with the level of satisfaction of the customers towards OLX.*

**Keywords:** Online purchase, Second hand goods, Customer satisfaction, Online platform

### **INTRODUCTION**

Online service is a one of the important to build in the world. They customer choose the brought out numerous models of superior technology. A number of websites major share of the consumer's durable market. It category places, man to connect with friends and recommendation system linked to trust. Popular method now combines many of them customer bare web. The study reveals that majority of the customers satisfaction with the use of online exchange services. The both are buyers and sellers to effective their online product and services of the market. It is the process where by consumers directly buy goods (or) services from a seller in real time, without an intermediary services, over the internet. It is a form of electronic commerce. It is reaching out to consumers and establishing a brand is an important part of succeeding in business. Online marketing is a strategy that helps build up a reputation and exposure online by using a variety of internet tools marketing place. The business in today's day and age is dominated by customers and their demands. It is a must to target a wider customer base and expand their business. It is the activity of driving websites traffic through social media sites. OLX is a free online classified site which lets you post ads if you want to buy or sell some things. What more,

it is not only limited to buying or selling. It goes on to trading, discussing, organizing and meeting. It is a successful service which is used in over 105 countries and in 40 languages.

## REVIEW OF LITERATURE

**Yokesh Kumar and Rajkumar Gautham (2015)** in their research article entitled “Advertisement effect of OLX for used product on consumer”. This study aims to find second hand products advertising effect of OLX on consumers. The Results indicate that, will rise in the desire of consumers unfulfilled desires are leading them to satisfying the second hand market.

**Jaya Subramanian, (2015)** in their research paper on entitled that “Customer satisfaction towards online shopping using OLX”. The State rapid development of the internet has strongly impact upon the worldwide marketing environment. Currently it has become one of the popular approaches for business and customer to performed trade over the internet. Generally, the success of online shopping essentially depends on the customer satisfaction during their purchase.

**Ajith Anjitha and Deepika (2018)** in their article entitled “Customer satisfaction towards online purchase of second hand products- a study with reference to OLX”. Aims to find that the people have a moderate level of satisfaction towards OLX and the social-economic variable like, gender, age, occupation have no association with satisfaction level. They found that, most of the customer thinks that shopping through OLX is superior compare to shopping to physical steps.

**Shriram Shimpi (2010)** in his articles entitled that “Customer buying behaviour for used cars in India using OLX”. Investigates and explores the relationship between variables which affect consumer buying behaviours for used cars in India using OLX also attempts to understand used car market in India. Result shows that, many car owners are tempered to replace new variants and models for their old ones by using OLX. This turn into used cars available in the market in large scale.

**Rashmi and Garima Zijhawan (2016)** in their articles entitled that “Consumer to consumer online market for used goods- a case study of OLX in India”. This study uncovered the needs and expectations of current and potential uses of visual market places of used products. Consumers were studied separately for their perspectives as sellers and buyers. Existing service performance of OLX was studied and potential hurdles in creating a free online market for second hand goods was realised.

**Henry Hendrayati, (2015)** in their article entitled that “Demography , motivation and satisfaction of E-commerce customer on OLX”. The purpose of this study was to investigate and analyse how demographics, customer satisfaction in e-commerce sites. This Results show that the highest satisfaction felt by the respondents in an online purchase through OLX is based on perceived usefulness.

**Sathiya Bama and Ragaprabha (2016)** in their articles entitled “Satisfaction on online shopping”. The main objectives of this study were carried out to measure the preferred online websites. The data required for the study have been collected through questionnaire and analysed by using statistical techniques as tools, such as simple percentage, chi-square test and weighted average rand method. The study points out the perception towards online shopping, factors influencing buying behaviour of the individual who shops online. This study also reveals the problems faced while shopping online.

**Vanitha And Prakash (2016)** in their articles entitled “ A study of common problem faced by customers in online shopping in tamilnadu” . The main objective of this study is the consumers various problems face towards online shopping. The tools and techniques used for analysis is simple percentage analysis, chi squares test and weighted average method. The response collected through questionnaire helped a lot in finding the problems and to known about customer openion regarding online shopping. It is found that, products sholud be verified before delivery and the delivery of fake product should be reduced.

**Khedkar (2015)** in his atricle entitled “Analysis of customer satisfaction on using OLX”. This study aims to determine the factors that affect customer satisfaction to establish and validate that the determined factors passively affect satisfaction. The findings of this research provide a bench mark to understand retailers that key factors that derive customer satisfaction. The study also reveals that website design, payment security, ease of shopping, accurate product information, price and delivery service have possitive impact on customer satisfaction.

**Chuleeporn Changchit (2006)** in their articles entitled “Consumers buying related add perception of OLX”. The objectives of study examines which factors are perceived differently between consumers who prefer online shopping and consumers who offline shopping. The T-test method has been used. The findings of this research show that the online shopping understands the perception of risk that may be associated with different products and services may enable online businesses to create more positive experience.

## **STATEMENT OF THE PROBLEM**

The goods has been purchased by or otherwise transferred to a second or later end user. It is a medium through which sellers can sell their used goods & buyers can buy. There is no botheration of brokerage charges in online exchange services. It is time saving & convenient method. A country like India, the demand for second hand goods is high because of over population and poverty. So, this study will reveals the customer satisfaction towards OLX and identify the impact of socio economic factors in purchase of second hand goods through OLX.

## OBJECTIVES OF THE STUDY

- To identify the socio-economic profile of the respondents.
- To find out the level of satisfaction of the respondents.
- To evaluate the factors reasonable for the online purchase of second hand products.

## METHODOLOGY

### *Data*

Research Design adopted in this study is empirical. The study is based on primary and secondary data. The primary data were collected through questionnaire and secondary data were collected through books, magazine, newspaper, journals etc.

### *Framework of Analysis*

The data collected were regrouped and reclassified according to the purpose of the study.

The following tools have been used for the study

- ✓ Simple Percentage Analysis
- ✓ Weighted average
- ✓ Chi-square test.

### *Sampling Technique*

A sample of 130 respondents residing in around Pollachi was selected using convenient sampling method.

## LIMITATIONS OF THE STUDY

- The study is based on primary data, which is collected through questionnaire hence the result will contain the limitations of the primary data.
- The study is restricted to respondents in pollachi alone and the sample size is limited to 130 respondents.

## RESULTS AND DISCUSSION

- 1) Most of the respondents (39%) are age group of 26-35 years.
- 2) Majority of the respondents (54%) are male.
- 3) Most of the respondents (35%) are rural are.

- 4) Most of the respondents (39%) are in PG level.
- 5) Majority of the respondents (61%) are married.
- 6) Most of the respondents (41%) belong to private employees.
- 7) Majority of the respondents (68%) belong to nuclear family .
- 8) Most of the respondents (38%) belong to monthly income Rs20001-Rs30000.
- 9) Most of the respondents (42%) have using in 1-2 hours.
- 10) Most of the respondents (38%) belong to monthly internet package Rs101-Rs200.
- 11) Most of the respondents (39%) belong to internet shopping for sometimes.
- 12) Most of the respondents (39%) have known about the OLX by their friends.
- 13) Most of the respondents (40%) are using OLX in less than one year.
- 14) Majority of the respondents (59%) use prefer OLX shopping for online.

### **LEVEL OF SATISFACTION ON OLX**

#### **❖ Age and level of satisfaction**

The calculated value  $X^2$  is greater than table value at 5% level. So the null hypothesis is rejected. Hence it is inferred that age has influence over the level of satisfaction.

#### **❖ Area and level of satisfaction**

The calculated value  $X^2$  is less than table value at 5% level. So the null hypothesis is accepted. Hence it is inferred that area has no influence over the level of satisfaction.

#### **❖ Gender and level of satisfaction**

The calculated value  $X^2$  is greater than table value at 5% level. So the null hypothesis is accepted. Hence it is inferred that gender has influence over the level of satisfaction.

#### **❖ Marital status and level of satisfaction**

The calculated value  $X^2$  is less than table value at 5% level. So the null hypothesis is rejected. Hence it is inferred that marital status has no influence over the level of satisfaction.

#### **❖ Education qualification and level of satisfaction**

The calculated value  $X^2$  is less than table value at 5% level. So the null hypothesis is accepted. Hence it is inferred that education qualification has no influence over the level of satisfaction.

#### ❖ Occupation and level of satisfaction

The calculated value  $\chi^2$  is less than table value at 5% level. So the null hypothesis is rejected. Hence it is inferred that occupation has no influence over the level of satisfaction.

#### ❖ Monthly income and level of satisfaction

The calculated value  $\chi^2$  is greater than table value at 5% level. So the null hypothesis is accepted. Hence it is inferred that monthly income has no influence over the level of satisfaction.

### SUGGESTION

We are living in information era where modern science and technology are dominating us in the forms of buyers goods and services and use the fastest innovation. We want more qualified products for using the OLX. To be improve the fast online services. Necessary steps should be taken to eliminate or remove the fake profile and fake information from the OLX. In this study suggestion to suitable measures to improve the quality of the OLX. The OLX is mainly to called set a price range and secured chats for avoiding spam callers. These app helps to avoid the waste of products. To utilise the old products to exchange of online buyers satisfaction with among price levels.

### CONCLUSION

Online services depend upon the social media network. The services are one of the important for fastest growing industrial in the world. The study reveals the online exchange services usages the most popular and highly used OLX portal used among the sample respondents. In the present study, an attempt has been made to day information planning through the world to transfer and exchange of goods and services in online marketing.

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## 1. INTRODUCTION

Learning is a process to achieve knowledge, skill and ability to make decisions and performance that ultimately leads to a change in their behaviour (Karimi et al, 2006). In the present era, education as a basic human right has been identified as the cause of change and social progress and at the same time with the rapid changes and the advent of new techniques and skills in information technology and its impact on the ways and means of living, education process, which is one of the fundamental pillars of society, changes, too. In this regard, it should be noted that e learning is an individual training where learners are able to achieve educational goals based on their own talents and, in fact, they learn how to learn, and this is one of the educational goals, because learning continues throughout life. On the other hand, we are moving from the industrial society to an information-driven society. In other words, we pass from the physical world to the virtual world. Entering the information era and effective life in the information age requires an understanding of its characteristics. One of the social institutions that will undergo extensive changes at this age is general and higher education and training institutions (Walker, 2014). With this backdrop, this study is undertaken to identify the college student's perception towards e-learning.

## 2. LITERATURE REVIEW

The following paragraphs discuss the literature review that has been undertaken on e-learning.

Lars Cernerud (2002) concludes that that the strategy of implementing the e-learning system at the university was more important in influencing students' perceptions than the individual background variables. American Society for Training and Development (ASTD) described e-Learning as anything delivered, enabled, or mediated by electronic technology for the explicit purpose of learning. It also refers to the technology and services that help create, deliver, and manage those activities (Piskurich, 2003). Abdullah Mohammad (2006) found that female faculty and students received the greatest benefits of online instruction; and students had a significantly better positive attitude towards online instruction than faculty. Jennifer Gilbert (2007) found that students do not learn in the systematic way that is implicit in the careful design and structuring of a learning package. Kyriaki Anagnostopoulou et. al (2009) opine that need to learn how technologies promoting social interaction are used and incorporate lessons learnt into the design of e-learning experiences.

Internet education is soon to become the dominant form of education in the world. In the study of Mondal *et al* (2014) found that e-learning is independent with regard to gender, residence and area of the study. Deepali Pandeet *al* (2016) reviews literature and gives a scholarly background to the paper by sharing some contributions made by various researchers and institutions on e-learning concept, particularly its usage in teaching and learning in higher educational institutions.

Ishmi Rekha Handique Konwar (2017) made an attempt to examine the attitude of college students towards e-learning. He found that the college students have positive attitude on e-learning

Based on the literature reviewed, the following objectives were framed

- To analyse the socio-economic profile of the students
- To investigate the students perception towards e-learning, and
- To find out the variables associated with the perception towards e-learning

## 3. SIGNIFICANCE OF THE RESEARCH

Over the previous decades the arrangement of higher education institution has changed because of ICT. Colleges as of now grasp the potential of e-learning to convey learning content to students throughout the country. Results from this research study will be an endeavour to the higher education institutions, faculty and students.

## 4. RESEARCH DESIGN

Research design chosen for this research is descriptive. Primary and secondary data were used in this study. Primary data was collected using well-structured questionnaire. The secondary data was collected from the articles, journals, newspapers and various websites. A sample of 100 college students was selected on the basis of Stratified random sampling technique. The study was conducted in Pollachi taluk of Tamil Nadu. The statistical tools used for the study includes Simple Percentage analysis and Correlation.

## 5. RESEARCH HYPOTHESIS

- $H_0$ : There is no significant mean difference among the various groups of students categorised based on their demographic factors and their perception on e-learning

## 6. RESULTS AND DISCUSSION

Findings of the present study are consolidated in the following paragraphs:

### 6.1 SOCIO-ECONOMIC PROFILE

The socio-economic breakdown of the college students depicts that, Majority (64%) of the sample students taken for the study are female followed by (36%) male respondents. Most (60%) of the sample belong to rural area. More than half (60%) of the students are pursuing under graduation belonging to computer science discipline followed by post graduate students (40%). Slightly more than half (54%) of the sample belongs to III year. Most of the student's parents are literates. One third (32%) of the student's family income is between Rs, 10001 and Rs. 25000.

**6.2 INTERNET USAGE**

Table 1 discloses that more than two third (84%) of the

sample students use internet regularly. Most (58%) of the sample students use internet for educational purpose.

**Table 1: Socio – Economic Profile**

Factors	Classification	Frequency N=100	Factors	Classification	Frequency N=100
<i>Gender</i>			<i>Father's education</i>		
	Male	36		Literate	64
	Female	64		Illiterate	36
<i>Area of residence</i>			<i>Mother's education</i>		
	Rural	60		Literate	66
	Urban	40		Illiterate	34
<i>Educational Qualification</i>			<i>Family Income</i>		
	Under Graduation	60		Up to Rs 10,000	26
	Post Graduation	40		Rs.10,001 -Rs.25,000	32
<i>Discipline</i>				Rs.25,001 - Rs50,000	24
	Commerce	46		Above Rs.50,001	18
	History	2	<i>Frequency of using Internet</i>		
	Computer Sci	48		Regular	84
	Business Adm	2		Rarely	16
	English	2	<i>Purpose of using internet</i>		
<i>Year of Study</i>				Education	58
	I year	12		Social networks	32
	II year	34		Entertainment	10
	III year	54			

### 6.3 PERCEPTION TOWARDS E-LEARNING

The sample students selected for the study were asked to rate the nine statements using a rating scale “1” ‘disagree and “2” ‘agree’ to indicate their perception towards e-learning. The descriptive analysis has been discussed below:

**Table 2: Perception towards e-learning**

S.No	Statements	Agree	Disagree
1	Learning at any place	84	16
2	Active learning possible	48	52
3	Subject related multimedia materials can be accessed	56	44
4	Helps in preparing assignments and seminars	80	20
5	Facilitates video and audio conferencing	25	75
6	Provides virtual classroom environment	15	85
7	Online courses can be pursued	75	25
8	Enhances study skills	42	58
9	Complete waste of time	35	65

Table 2 depicts that 84 students agree that learning at any place is possible through e-learning. Fifty two students disagree that e-learning facilitates active learning. Most of the sample agrees that subject related multimedia materials can be accessed. More than two-third of the students agree that e-learning helps in preparing assignment and seminars. Seventy five students disagree that e-learning provides virtual classroom environment. Little more than half of the students agree that online courses can be pursued using e-learning. Most of the sample agrees that e-learning enhances study skills and more than half of the sample disagree that e-learning is complete waste of time. Moreover, there was a difference of choices between the male and female students in the sample. With reference to the relevance of the course materials, assignments and tests; female students highly preferred e-learning resources.

### 6.4 VARIABLES ASSOCIATED WITH STUDENT'S PERCEPTION TOWARDS E-LEARNING

In order to examine the nature and quantum of association of variables with perception of the students towards e-learning, correlation analysis has been employed.

**Table 3: Variables associated with student's perception towards e-learning**

Variables	R
Gender	.017
Area of residence	-.148

Variables	R
Educational Qualification	.274*
Discipline	-.043
Year of Study	-.116
Father's education	-.031
Mother's education	-.354*
Family Income	.332*
Frequency of using Internet	-.037
Purpose of using internet	-.188

*At 5% level of significance*

Out of ten variables selected for Correlation analysis, two variables have been found to be significant. Educational qualification and monthly family income of the college students positively correlated with the level of perception. Mother's education is negatively correlated with the level of perception of the students. From the study conducted, majority of the sample college students found ease of availability of the e-learning portals.

## 7. SUGGESTIONS

Based on the findings of the present study, following suggestions are made,

- Higher education institutions should provide adequate ICT facilities that would enable e-learning
- Higher education institution should provide training for faculty members and the instructors which enable them to handle e-learning as a delivery mode to the students

## 8. LIMITATIONS

The research study is limited to Pollachi taluk, Tamilnadu. Respondents of Pollachi Taluk alone have been included in the sample. Hence, while generalizing the results, caution is to be exercised. The study depends upon the primary data collected from the college students in Pollachi. All sorts of limitation applicable to primary data are applicable to the present study too. Information as reported by respondents might be prejudiced.

## 9. CONCLUSION

The findings of the study deduce that students showed a positive preference towards e-learning. Their preference towards e-learning is positively associated with the

educational qualification and monthly family income. Moreover, the study results indicate that demographic profile does not influence the perception of the college students. There is the perception that prevails among the developing countries that the implementation of e-learning helps in providing better quality of education. The developing countries started to adopt ICT by 1990's with the help of emergence of interest, growth in global economy and digital communication and also helps in digital integration among the developing nations. The Indian education system also focused on some global economy. The emergence of ICT in education system will help the students in developing motivation and confidence of the students. But some challenges are existing in developing countries like lack of awareness and systematic approach towards technology and transforming education system.

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