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Greetings from Team of "National Journal of Research in Marketing, Finance and HRM"!!!

It is our pleasure and proud to publish the October 2018 issue of "National Journal of Research in Marketing, Finance and HRM" of which is title verified and approved from Registrar of Newspaper of and India and bearing ISSN 2455-5398.

The first and utmost aim of the National Research Journal is to present a scholastic platform to emerging scholars and academicians all over the country to publish their novel, original, empirical and high quality research work in the area of Marketing, Finance and HRM.

I also request on the behalf of editorial team and subscription cell to kindly disseminate this information amongst your Faculty Colleagues, Industry Individuals, Research Scholars and Students who may be interested in research and publication.

This is biannual Research journal and scholars may send their original research papers in the month of Jan-Feb and June-July.

I also appeal to research scholars to go through the guidelines for paper publication so as to submit your research work in correct format and in time.

I shall be thankful, if you could circulate this information among your colleagues and research scholars and motivate them to contribute their research papers.

With warm regards,

Dr.S.G.Walke
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STUDY ON WORKPLACEMOTIVATION FROM THE PERSPECTIVE OF EMPLOYEE ENGAGEMENT BASE

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Abstract
Engaging employee with organization is prime requirement of growth. Motivation has great relevance with employee engagement. In this paper it is viewed as platform or basic tool for designing and implementing successful engagement activities. Workplace motivation factor are very much essential to know because every organization is unique at its own place. The general strategies may not meaningful to every organization regards to engagement activities. Thus understanding various aspects, facet, ground realities, and contemporary motivational factor provides valuable insights to management. Based on results from both secondary and primary research, the author recommended practices for understanding employee motivation and engagement.A qualitative research approach was selected for this paper, as it best supported to its objective. Employee survey was conducted to ascertain the factors of employee motivation and engagement. The findings of this qualitative research suggest that even though there is no single model that best suits the demands of today's workplaces, an integrated approach of towards contemporary and progressive motivational factorsis likely to yield best results.
Keywords: *contemporary and progressive motivational factors, workplace motivation, employee engagement.*

Introduction

In the modern scenario where every organization has suffered from external environmental challenges and changes, employee engagement is become essential practice for competitive organization. In this regard motivation at workplace plays key role in maintaining employee. Engaging employee within organization is quite difficult task in today's rapid changing and challenging environment. It requires lot effort and continuous practices to keep employee with organizational avenues. Most of organization finds various activities and designs programs on continual basis for this purpose. Various theories of motivation has proven the importance and its requirement in sustainability and growth of organization. The present paper discusses its importance from the perspective of employee engagement. Motivational factors create a basic platform on which employee engagement activities could perform. In other sense motivation is a basic tool for engaging employees with organization. While making arguments on this perspective the author has considered employees of manufacturing sector from large scale enterprises of Ahmednagar district. It has been observed that it is essential to recognize motivational factors behind all activities of organization which has been designed with the purpose of employee engagement.

Objectives

1. To recognize the role of motivational factors from employee engagement perspective.

2. To study current motivational factors and its relevance to employee engagement.
3. To examine scope of today's workplaces with regard to employee engagement and motivation.

Key Concepts

Employee engagement- Employee engagement shows the degree of how much an employee is involved, empowered, motivated and committed towards his job and organization. An engaged employee is aware of the business context, and works as a team member to improve performance of the job for the benefit of the organization. Engaged employees are concerned about the future of the organization and are willing to invest discretionary efforts for the organization. Thus employee engagement determines the association of person with the organization. Engagement – the extent to which people value, enjoy and believe in what they do to compete today, companies need to win over the minds and hearts of the employee in a way that leads to extra ordinary effort. It is a workplace approach aimed at creating conditions in which employees are committed to their organization's goals and values, are motivated to contribute to organizational success, and offer more of their capability and potential with an enhanced sense of their own well-being (Engage for Success 2015).
Motivation: A term referring to the factors that activate, direct, as well as sustain goaldirected behavior. Though motivation cannot be observed, it can be inferred that it exists based on behavior we can observe (Nevid 2013). To be motivated is to be moved to do something (Deci& Ryan 2000, 54).

Literature review

Chris Burton, wrote in **t**he white paper, 'A study into Motivation and Engagement – Why we really do the things we do…' the relationship between engagement and motivation is a two way street; improve one and you also improve the other. So the key to understanding how to benefit from improved levels of engagement is firstly to understand what motivates us – why do we really do the things we do..? To understand what really motivates us we need to strip away all the factors which might merely influence us; in other words, we need to identify what lies at the very heart of our motivation to do something.' The eminent author wrote that, engagement is linked to three essential forces in the organization - Attrition, Productivity & Profitability. The organizations now days take all reasonable steps to ensure that they have engaged workforce like organizing birthday bashes, talent shows, sports activities and many other things. They want their employees to be committed to their work fully besides all the above activities they also make sure that the employees have role clarity, get all the material and equipment they require to perform their work efficiently etc.
The discussion on motivational factor states that, The basic needs of staff and how to keep your employees motivated and engaged in their work.There are many factors affecting motivation that managers have little or no control over. However, a good manager will do their best to keep their team motivated and engaged – it is better for morale and for productivity!
Waseem and Yower, stated that, work motivation (intrinsic & extrinsic) and employee engagement is the hot issues for today‟s management. They found that studies many studies made indirect link

between work motivation (intrinsic & extrinsic) and employee engagement. Moreover, motivational factors (intrinsic & extrinsic) are often considered a useful tool for employee engagement. But very few studies investigated the direct relationship between work motivation (intrinsic & extrinsic) and employee engagement.

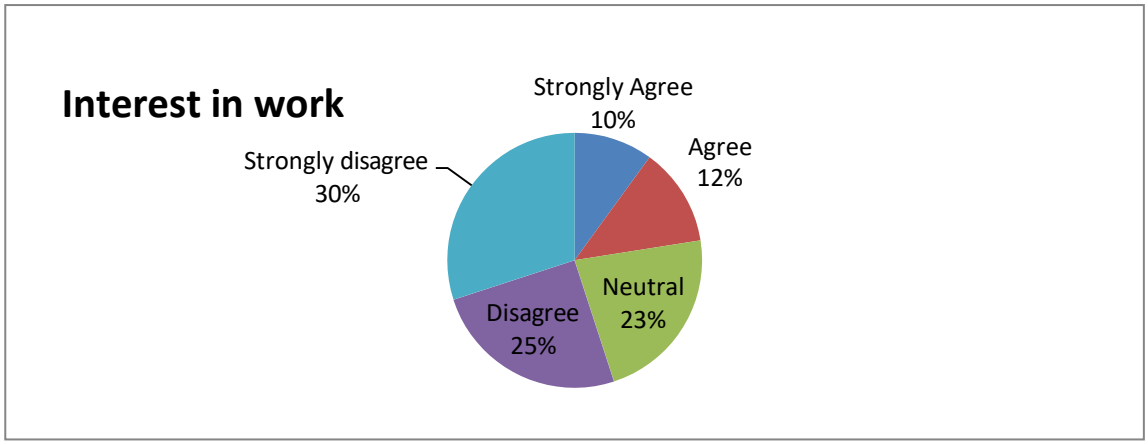
Priyadarshni studied impact of employee engagement on employee productivity and motivational level of employee in Retail sector. Understanding what drives employee engagement illuminates the path leaders can take to enhance employee retention in their organizations. The findings are in favor of motivation linked with engagement.

Research Methodology

The present research paper is outcome of study conducted on employees of large scale enterprise of Ahmednagar. It is exploratory research carried out with qualitative approach. 40 Supervisory grade employees selected from large scale enterprise through random sampling method. Data collected through questionnaire and results were analyzed by use of percentage and pie charts.

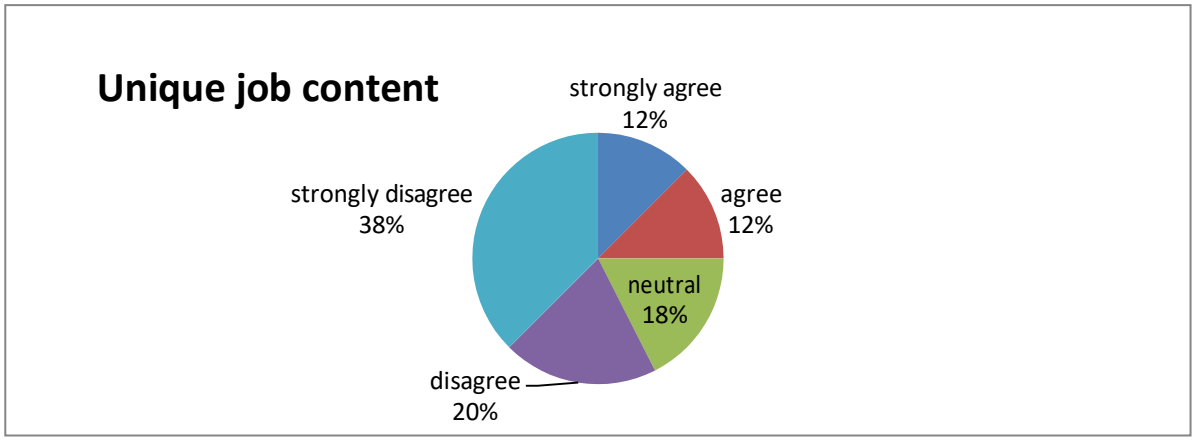
Results and findings

1. Interest of employees in work



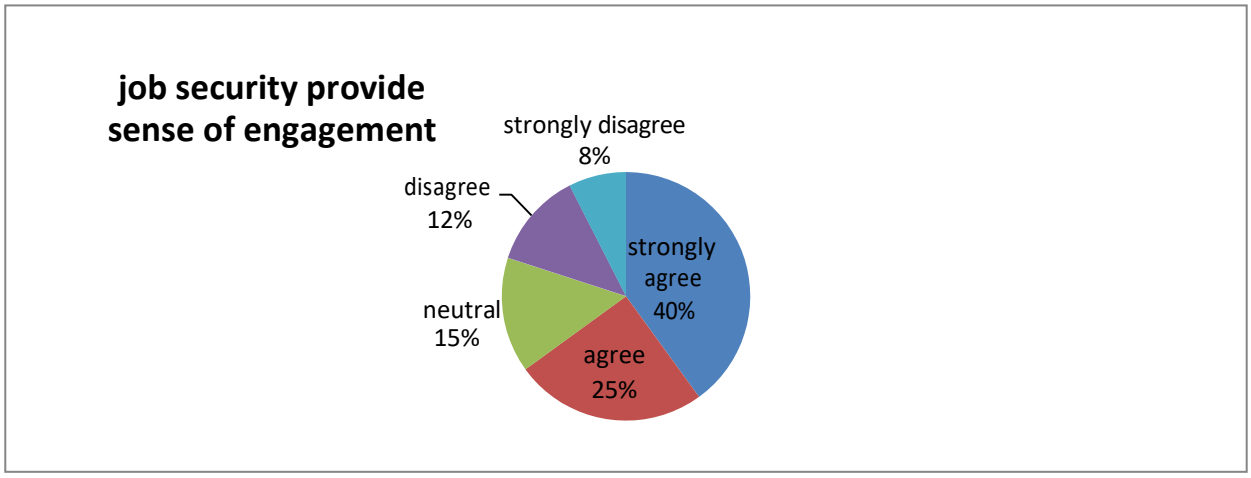
Most of employees found not interested in their current work profile.

2. Management is making the work interesting by introducing unique job contents.



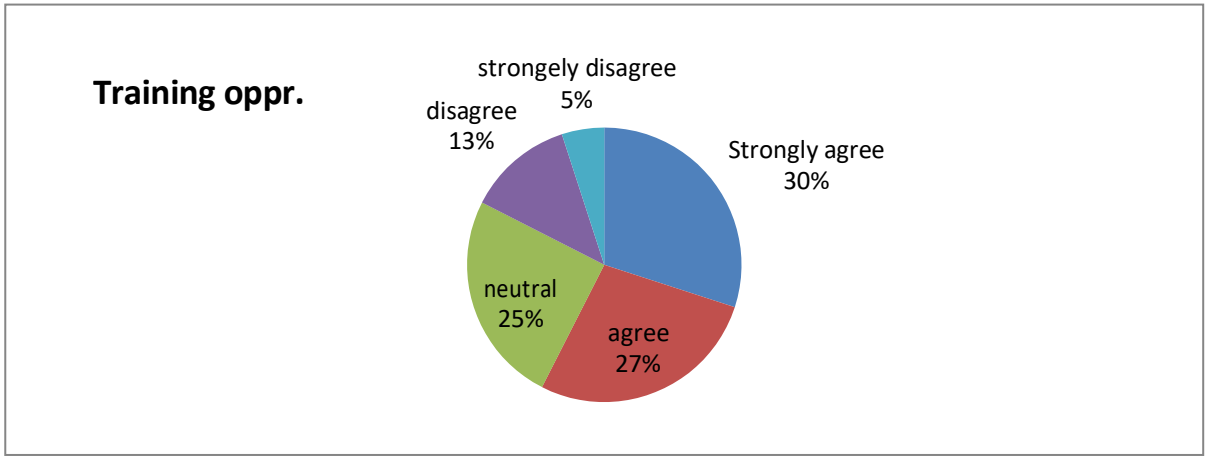
From the above graph we can infer that there is need to provide unique job content to keep interest in job at optimum level.

3.Job security gives a sense of engagement in the job.



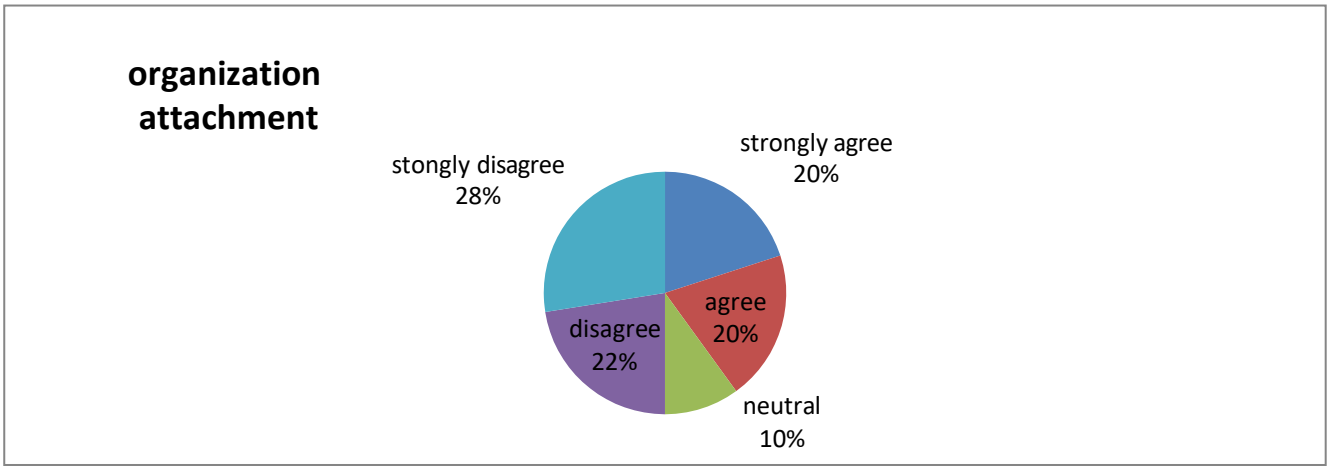
Most of employees feels that job security plays important role in engagement in job.

4.Organization provides training that enable employees to learn new things.



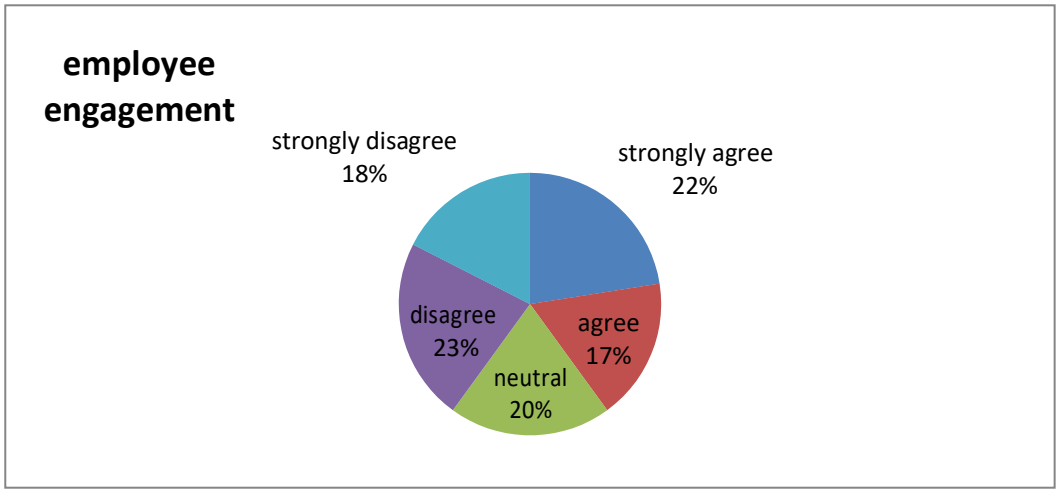
Above graph shows that organization provides sufficient training opportunities to learn new things.

5. Employeesfeel proud to be a part of my organization.



There is strong need to design activities for developing employees' attachment with organization. Most of they are not feeling part of organization.

6. Employees feel engaged while performing my duties.



Employees' engagement with organization is found mediocre.

Conclusion

Understanding motivational factors are very much important to design, develop and implement employee engagement practices. In the current conditions there are change found in conventional motivational factors. Thus organization must have to recognize the changes in motivation in contemporary manner and engagement activities need to design accordingly.

Recommendations

Profoundly special areas have to look forward in motivation and engagement practices. Such as- company policies - Advancement opportunities - Supervision style of management - Recognition - Relations with other employees - Status - Personal growth opportunities - Security and job security - Responsibility - Physical working conditions - The meaningfulness of my work - Salary - Sense of

achievement. The contemporary and progressive approach is required for understanding motivational factors. Such as- New Age surviving needs – Information, communication and Transportation, Current conditioning needs – Education, electricity, entertainment, freedom, Health & cleanliness, Socio centric needs – Systems Economic, Political, Socio-cultural, Technical, Legal, Social health, Natural etc. Self-centric needs- Advantage, Preference Separation, specification, Self Revive& Rejuvenation needs.Moreover organization must have to consider workplace i.e. type, sector, conditions, culture, environment and differentiating factors while practicing employee engagement activities. It is also recommended that organization should appoint someone specifically responsible with employee engagement, to track and measure changes and improvements made.

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QUALITATIVE RESEARCH IMPLICATIONS FOR LUXURY HOTELS: SERVICE QUALITY AND CUSTOMER SATISFACTION

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Abstract
The purpose of this paper was to determine whether luxury hotel managers and customers have the same understanding of service quality and satisfaction and whether there is a disparity between services offered by luxury hotels and the way customers actually experience them.

Design/methodology/approach:
This paper used interviews with managers and guests of 5-Star hotels in India and qualitative analysis to understand definitions and perceptions of luxury, service quality and satisfaction.

Findings:
The major findings of the study were that: there were no fundamental disconnects in the respective understandings of managers and guests; however, the two groups used different language to describe luxury, service quality and satisfaction; the managers evaluated satisfaction in terms of services provided, but the guests conceptualized satisfaction in terms of value received for the price of lodging; and luxury, service quality and satisfaction were closely related in the minds of the managers and guests and were not independent constructs.

Research limitations/implications:
Recommendations are made based on marketing communications theory, that is all factors identified in this study can be considered to be part of the brand identity of the hotel; local culture can introduce variables that may be outside the scope of international standards; and information on local expectations and preferences can inform advertising and public relations efforts of the hotel.

Originality/value:
This study is significant because little research into luxury hotel customer satisfaction has been done using qualitative methodology, which provides a richer understanding of the experiences of the participants than can quantitative design.

Keywords:*Custosatisfaction, Brand, ServiceQuality, Expectations, Satisfaction, Hospitality, Lux ury, 5-Star hotels, Integrated marketing*

Introduction

Understand identonce the consumer is crucial to success in the hospitality industry. Consumer motivation has often been scrutinized in terms of customer decision making, satisfaction, experiences, environment and interactions with others, and hotel management staff are taught that all decisions about management of the hotel should begin with understanding of the guest and determination of which option "favors success for the hotel as the policy most likely to produce a high measure of guest satisfaction" . Satisfaction is understood to be predicted by service quality, and Nasution and Mavondo (2005) concluded that the hotel sector should focus especially on providing quality service with respect to the factors of perceived quality that are the most important to customers.

While service quality and satisfaction are important throughout the hotel industry, they are nowhere more important than in luxury properties, where guest expect high quality. Dubois and Laurent (**199**4) showed that consumers associate luxury with words such as "upscale", "quality" and "class". Given that the twenty-first century is an era of globalization, luxury and luxury goods now travel through all cultures; however, Wong and Ahuvia (1998) suggested that in East Asian societies, luxuries play a predominantly social symbolic role, minimizing their private meanings and hedonic value, which are emphasized in the West.

When it comes to luxury, service quality and satisfaction, positive customer experiences are vitally important, because a positive experience will cause the customer to wish to return or stay longer and to recommend the establishment to others (Nasution and Mavondo, 2008). In addition, the Internet and social media make it easier than ever for customers to describe and share their satisfaction or dissatisfaction, thus influencing others (Ekiz *et al.*, 2012). As a result, hotel operators must concentrate on the quality of every detail of service encountered by their guests (Su, 2004), and the customers' emotional judgments about their hotel stays become the basis for the companies' efforts to differentiate themselves from competitors and achieve competitive advantages (Chang and Horng, 2010).

Homburg *et al.* (2005) found significant cultural differences in the impact of the factors on customer beliefs about service quality and therefore satisfaction. In addition, Walls *et al.*(2011) performed a meta-analysis of hospitality management studies and concluded that customer experiences are multidimensional and unique to each situation and consumer, suggesting that in this domain, quantitative methodology may not be universally generalizable.

Most research on luxury hotels has used quantitative methodology, such as the well-known SERVQUAL survey instrument developed by Parasuraman *et al.* (1988), which has been the basis of many studies (Al Khattab and Aldehayyat, 2011; Amenumey and Lockwood, 2008; Min *et al.*, 2009; Wu and Liang, 2009). Nevertheless, there has been little qualitative research about customer definitions of luxury, service quality and satisfaction.

The goal of this paper was to determine whether luxury hotel managers and luxury hotel customers have the same understanding of service quality and satisfaction and whether there is a disparity between services offered by luxury hotels – and, indirectly, by managers – and the way customers actually experience them. This study is significant because it addresses this goal using qualitative methodology to provide insights into the experiences of customers and managers in their evaluation of luxury, quality and satisfaction, thus expanding the scanty qualitative -based literature on this subject. The study is also significant because there has been even less qualitative exploration of this subject in Asia, and Taiwan was the site of the study.

Research questions

To address this purpose, the following research questions were developed:

RQ1. What are the determinants of luxury and how do managers and customers define it?

RQ2. What are the different service quality requirements from the managers' and customers' points of views?

RQ3. What factors influence satisfaction of customers during their stays in luxury hotels?

Conceptual framework

The authors adopted a conceptual framework based on the meta-analysis of Walls *et al.*, including luxury, service quality and satisfaction as the primary dimensions for exploration. The authors adapted the framework to include qualitative data collection from both hotel guests and hotel general managers. The following section will explore these three foundational concepts in more detail.

Literature review

Luxury

The value attached to luxury is crucial in any society, but feelings about luxury differ from person to person. The way each person experiences luxury is contingent on a "luxury state of mind" **(Berstein, 1999, p. 50).** Consumers often focused on "luxury" but sometimes also on abstract concepts such as "space", "time" or "freedom" to describe their perceptions (Dubois and Laurent, 1994). Hansen and Wänke (2011) found that consumers and advertisers describe luxury products in more abstract language than they describe ordinary products. Truong and McColl (2011) confirmed that intrinsically motivated consumers of luxury goods tend to look at the actual quality of the product and its ability to provide self-directed pleasure, suggesting that purchasing luxury goods may be a powerful way to satisfy self-esteem.

Pricing is an indicator of luxury (Al Khattab and Aldehayyat, 2011), with high prices separating luxury hotels from non-luxury hotels. Griffin *et al.* (1996) found that for business travelers, price was more important than luxury, but also found that for people staying at luxury hotels, price was less important than luxury. High prices lead to the expectation of good service, a good location, pleasant atmosphere, large rooms and comfort in general, as well as the availability of the Internet (Dolnicar, 2002). Therefore, higher classified hotels are able to charge higher prices for what is essentially the same product in such categories as overnight rates, liquor and food (Nasution and Mavondo, 2008).

Service quality

Service quality is the degree of difference between the customers' expectations for service and their actual perceptions of performance (Parasuraman *et al.*, 1985). Expanding this definition, service quality is the overall evaluation of a specific service, comparing that performance with the customer's general expectations of what performance should be like (Parasuraman *et al.*, 1988).

In the current competitive environment, where most hotels have similar facilities, the survival of hotels depends on delivery of service quality resulting in customer contentment (Mohsin and Lockyer, 2010). Wilkins *et al.* (2007) argued that there are three main types of service quality in hotels – physical product, service experience and quality of food and beverage. On the other hand, Kimpakorn and Tocquer (2007) stressed the increasing role of service quality in the light of the employee motivation required to support the brand image/promise of the hotel. Chang (2006) demonstrated personality traits of the front-line employees of hotels correlated significantly to the guests' perception that the of service quality. Ineson *et al.* (2011)pointed out that key indicators for excellent service include employees with a passion for service and for their work, as well as employee honesty, trustworthiness and ability to deal with emergencies. Because of this, Vijayadurai (2008) concluded that hotel managers should train their personnel to ensure delivery of polite, respectful and friendly service.

Al Khattab and Aldehayyat (2011) concluded that customers gave the lowest ranking of quality compared to expectations in the "tangible" dimension, meaning that hotel managers should pay more attention to the physical aspects of the service quality. These areas include equipment and facilities, appearance of employees, materials associated with the service and operating hours in the hotels.

Customer satisfaction

Service quality is an important driver of customer satisfaction and behavioral intention. Numerous quantitative studies have shown that service quality is a predictor of customer satisfaction (Bitner *et al.*, 1990; Cronin and Taylor, 1992; Ramseook-Munhurrun and Naidoo, 2011; Sudin, 2011). Satisfaction means providing goods and services that create specific levels of perceived value for the customer so that the customer remains engaged positively with the organization (Wicks and Roethlein, 2009).

A number of studies have theoretically and empirically investigated the relationship between service quality and satisfaction in many industries, such as Internet banking (Ramseook-Munhurrun and Naidoo, 2011), the US airline industry (Grewal *et al.*, 2010), retailing (Voss *et al.*, 2010) and service factories (Olorunniwo *et al.*, 2006). Bitner *et al.* (1990) collected 700 incidents from customers of airlines, hotels and restaurant and emphasized the importance of contacts between employees and guests and concluded that the employees' level of knowledge was a key factor in satisfying the needs of the customer.

Oliver (1980, p. 460) defined satisfaction as "a function of an initial standard and some perceived discrepancy from the initial reference point", and he used the expectation-disconfirmation model to suggest the point at which consumers develop expectations about a product, before purchasing. After using a product, customers will compare its quality and performance against their expectations. William (2002) also pointed out that satisfaction, a customer's positive attitude toward a product or service, increased the likelihood of repeat purchases. On the other hand, dissatisfaction, which is when customers leave with negative attitudes, was linked with less likelihood of repeated purchases. According to Oliver (1980)and William (2002), highly satisfied customers means that the actual performance is greater than their expectations, which causes the customer to purchase the same product again. When the actual performance is worse than expected and customers are dissatisfied, a negative response occurs, (Hirschman, 1970).

Customers perceive that luxury hotels provide superior value compared to standard hotels in the areas of reputation and quality (Nasution and Mavondo, 2008). Therefore, customers expect higher classified hotels to provide superior satisfaction through better quality of service and facilities. Wu and Liang (2009) acknowledged that a high quality of service, a pleasant atmosphere and an entertaining experience are all essential for customer satisfaction. Cadotte and Turgeon's (1988) study indicated that the atmospheres of hotel lobbies and quality of food are key factors in guest satisfaction. In addition, cleanliness of hotel rooms, quality of service and employees' knowledge and service were important factors determining the satisfaction of hotel guests. Also, front-line service providers in hotels need to provide a standardized, structured and simplified delivery process to satisfy their guests fully (Vijayadurai, 2008). Min *et al.* (2002) indicated that frequent guests are knowledgeable about a hotel's service quality, and that guests are likely to patronize the same hotel on their next trip if they are moderately or very satisfied with the courtesy of employees.

Marketing communications and branding

Customer interaction in tourism and hospitality management is often viewed based on the model known as *Integrated Marketing Communication* and its practical application *Brand Communication*. In this approach to communicating between business and customers, the company identifies a *brand image* and makes a *brand promise* that are both based on organizational goals and values (Johansson and Carlson, 2015). All communication between the business and the public is coordinated to reflect this promise, and the focus is on building two-way interactive relationships with customers. The company cannot directly control what the public thinks, but works to influence public perceptions

through repeated positive contacts. It does this through comprehensive understanding of current and potential customers, made possible by modern database technology; dividing the constituents into logical segments possessing common interests; and communicating with them interactively in ways that are highly relevant to their interests (Duncan, 2004).

All verbal and non-verbal aspects of communication are included in this communication model, including paid advertising, non-paid public relations, company publications, customer service, event sponsorship and other direct and indirect interaction between the company and customer (O'Guinn *et al.*, 2015). In hospitality management, many subtle elements communicate non-verbal messages, such as room cleanliness, employee attitudes and other functions which may or may not be visible to the customer, but affect the customer's experience (Goeldner *et al.*, 2000).

Research methods

The interview protocols used in this study were based on meta-analysis findings of Walls *et al.* (2011). The authors developed a protocol for in-depth, semi-structured interviews with luxury hotel guests, and a parallel questionnaire for hotel general managers, so that the perspectives of the two groups could be compared and contrasted (Table I).

The data collection used guided and semi-structured interviews. In semi-structured interviews, the researcher is free to ask follow-up questions and explore, even though the interviewer comes prepared with a list of topics or questions. An initial protocol of questions was developed, based on a review of pertinent literature, and divided into categories of service quality, Luxury and Satisfaction.

To ensure the validity of the study methodology, the question protocols, raw data, research process and findings were reviewed by experts in the hospitality industry who were not directly associated with the study.

Data collection

Selection of participants.

Participants in this story were the general managers and guests of luxury hotels matching the international classification of five stars. Based on the "Hotel Star Rating" Web site developed by the Taiwan Tourism Bureau (2012), the researchers identified 31 5-Star luxury hotels. As a first contact, an email, written both in English and in Chinese, was sent to each of the identified hotels, addressed to the general manager. Of the original 31 luxury hotels, four managers of 5-Star hotels ultimately agreed to be interviewed, three from Northern Taiwan and one from Central Taiwan.

With the general managers' approval, the researchers also approached current guests and explained the study to them. In addition, the researcher asked through social networks for people who had stayed at 5-Star hotels to expand group of participants.

For a phenomenological study, Creswell (1998, p. 64) recommended 5 to 25 subjects. In addition to the four hotel general managers, the researcher collected a total of 12 guest interviews from six men and six women who had stayed or were staying in 5-Star hotels in different areas of Taiwan. Two of the male guests were American and one was French. The remaining guests were from Taiwan. Of the four hotel managers, two were natives of Taiwan and two were German. With the agreement of each interviewee, the researcher audio taped the complete interview, which was transcribed for analysis.

The interviews were conducted in the native language of the interviewee. The Mandarin and French interviews were translated into English by the researchers. Each guest interviewee received a

pseudonym used in data analysis, to preserve the anonymity of the participants. Each manager was assigned a number for analysis, i.e. GM 1, GM 2, GM 3 and GM 4. In addition to the actual interview transcriptions, the researcher who made the advance contacts about interviews and who actually conducted the interviews, kept an observation journal, recording the researcher's observations and experiences during the interactions.

Data analysis

The recorded interviews were transcribed for analysis. The authors followed the methodology of Poland (2002) closely to manage the quality of the audiotape, directions provided to transcribers and the validity of the transcription based on a review of the transcript.

The researchers read the transcribed interviews several times to obtain a sense of the overall data. At the same time, the researchers wrote memos, such as short phrases, ideas or keys words, in the margins to facilitate later analysis. Then, they identified and elaborated concepts based on the literature review, the interviews, the analysis and the interviewees' idioms. By this analysis, the content meaning was reduced to core concepts (Kvale, 2007).

Once the person-by-person analysis was complete, the researchers ranked the interpreted data by concept, compared to the entire body of data, to examine the nuances and the different points of view. Then, the researchers established the comparisons between 5-Stars hotels managers and customers and selected quotations to illustrate the various points.

Findings

This section presents the findings resulting from analysis of the interviews with 5-Star hotel managers and guests. The analysis synthesized the comments of the hotel managers and guests based on the conceptual framework consisting of three dimensions or themes – luxury, service quality and satisfaction. These themes allowed careful analysis of the perspectives of the participating general managers and guests, even though they were closely related and overlapping in practical terms.

Luxury

The managers generally agreed that feelings about luxury are the result of experiences, and how they match or differ from expectations and from the everyday lives of the guests. GM 1 said that his hotel pays a lot of attention to providing clients a feeling of luxury and to how the guests experience it in the hotel environment. GM 2 talked about himself saying that "if you stay with us for two days, you will find that is very luxurious […] For me, it is not [as luxurious] because I see it every day." He stressed that different perceptions can apply to luxury, saying "Jumping in a river can be luxurious to someone living in the city while for others, having dinner at a famous French restaurant means luxury". GM 3 was concerned about the way customers understand the culture and history of his hotel. He says: "Luxury represents culture and our goal is to help our customers understand the culture of our hotel. Every hotel has its own culture and you have to pick professional designers to express this culture via the architecture and decorations. Otherwise, people won't look at your hotel the way you want them look at it".

The managers concluded that luxury would not always have the same characteristics at different hotels. "In today's hospitality, you cannot say, anymore, what service is going to look like because the service you want to provide depends on which customer you want to attract", said GM 2. The managers agreed that clearly defining the *brand image* they want to project is a key to providing the corresponding service.

In describing ways in which their hotels were luxurious, all managers highlighted 24-hour room service. In GM 1's hotel, luxury is emphasized through tangible elements – the hotel is decorated with original paintings and real flowers, the doorman opens the door for the customer and the customer can ask for anything. In the guest rooms, according to GM 1, luxury includes having the best linens, a pillow made of pure cotton and carefully chosen bathroom amenities. The same applies for the restaurants inside the hotel where the best and the freshest ingredients are selected for the cuisine. In this case, luxury means providing the best available in any setting, GM1 said.

GM 2 had different criteria to describe luxury. "Taipei is a business destination", he observed. "Our customers want to have the business convenience in our hotel. They don't look so much for luxury. For them, luxury is getting a late check-out, having a cigar in the evening in the cigar lounge, or enjoying a real healthy breakfast with fresh juice in the restaurant". His hotel's goal is to "make them leave in better shape than when they arrived."

Guests defined luxury in both concrete and subjective terms. Rachel found luxury in "imposing style"; Christine said that luxury is when "[…] you don't have to worry about any costs"; and Maggie said that luxury is "what I can see, it is not a feeling". Other guests also used visual elements to characterize the desired physical environment of 5-Star hotels, such as "well-designed", "good looking" and "new". Maggie stated: "The appearance of the hotel is the first impression people get. If the hotel is charming, beautiful and fancy, the first impression will be great". All participants also accentuated their preference for new properties. "Who likes old?" asked Suzanne, a 57-year old pleasure traveler.

All guests said that the cleanness of the room was very important. The next most important feature was a room that was well-designed with good quality furniture and natural lighting. Some interviewees were sensitive to the outside view that the room offered. Christine, who traveled for both pleasure and business, affirmed that "when I am choosing a room, I first look for the kind of view it offers. The view must be extremely beautiful and substantial". Franck noted that "a good hotel room has a huge window for a good lighting and from where we can enjoy a very nice view". The business travelers among those interviewed also required excellent Internet access throughout the hotel.

Guests thought that the physical environment of the hotel, such as the size of the lobby and rooms was important to feelings of luxury. "Because of the number of customers going to 5-Star hotels, space is fundamental", said Ben. Brenda, who travels only for pleasure and does not like to feel crowded, said, "The space allowed to the entire hotel has to make me think this is abundant".

The managers evaluated questions of space in more detail, believing that in today's society, customers appreciate new and distinctive structures. GM 3 and GM 4 accentuated the importance of the exterior architecture of the hotel, including characteristic and distinguishing features. GM 4 said "it is important to keep your hotel looking new. It is how you can attract customers". The managers agreed that guest rooms need to be of ample size, adding that specific features are required in the rooms. Common examples were TVs, scales, reading lights and a separate shower and bathtub. GM 3 noted that "every customer thinks their homes or their beds are the most comfortable. When they are traveling, the environment is changing, but if their hotel rooms are arranged with style and make them feel good, they can really enjoy it". GM 3 also emphasized the importance of hygiene and the cleanness of rooms. Managers felt that sleeping is important to their guests. GM 2 was proud to present his hotel's registered beds, which he said were the most comfortable beds in 5-Star hotels, on which "you wake up in the morning the same way you fell asleep in the evening". In addition, managers observed that they pay particular attention to the bed sheet and pillow quality, requiring that

they be hypoallergenic to avoid triggering customer allergies. All managers said that they selected the best brand names for bathroom amenities to provide the highest quality. They also mentioned facilities such as swimming pools, equipped gymnasiums, spas and restaurants, which are part of the baseline criteria to receive a 5-Star designation.

Managers also gave their attention to details that guests did not mention. For example, they preferred real to artificial flowers as distinctive decorations in the lobby and the tables. GM 2 said that people also respond to what they hear and what they smell, saying "we call it *the pampering of people*". Because the goal of managers is to help their customers relax, the sound system in GM 2's hotel plays a music mix selected with that goal in mind. The scent of white tea, added to the ventilation system every 15 minutes, also gives customers a feeling of well-being.

Service quality

The second major theme in the conceptual framework and findings of this study was service quality, usually described in terms of employee service. Employees responsible for providing service quality can be identified as those who were "on stage" or dealing directly with the guests, such as desk clerks and restaurant wait staff, and those who were "off stage" and working behind the scenes, such as kitchen and cleaning staff (Duncan, 2004).

The female and male guests had different perspectives on service quality. Women mostly described service quality in terms of feelings and emotions, combining service quality with ideas of "feeling well" or "comfortable". Men were more likely to associate service quality with cleanness and convenience. Maggie, a 22-year old single Taiwanese woman, said, "A good quality of service is when I feel like I am home. It's where I am free". Franck, a 29-year old male pleasure traveler, stressed the degree of cleanness as did Ben, a 57-year old cultural pleasure traveler. Tom and Robert, two business travelers, were more precise and fastidious about what they expected to be a good quality of service. For instance, Robert, 55, who has been traveling around the world for 30 years, pointed out the consistency of the hotel. "After several bad experiences", he said, "I decided to go to a certain kind of hotel belonging to the same hotel group and I look for consistency. When I go to the hotel in Taipei or in India, I have the same service so I don't have any surprises". Tom, a 54-year old businessman, liked convenience. "I would rather pay 30 Euros a day more and have small details taken care of – water is free, an umbrella is not a problem", he said. "I don't want somebody always charging me, telling me 'that is extra' every few minutes".

Guests often focused on the importance of hotel staff interactions to describe their feelings and expectations about the quality of service. George affirmed the importance of service quality, saying "Staff members display and affect the quality of service and the quality of the hotel". The guests often used words such as "recognition", "friendliness", "consideration", "proactive" and "attentive" to describe desired employee interactions. Suzanne said, "The most important is the smile". Christine liked when "employees are cordial and polite". Overall, the majority of guests said that it was important that they feel that they are well-served so that the money spent was worth it. Both businessmen questioned for this study desired recognition from staff, including being "called by name". They appreciated not having to "reeducate employees with your name or room number".

The general managers had more specific definitions of service quality. They divided their employees' interactions into two dimensions – attitude and appearance. The managers wanted their employees to appear "beautiful", "clean" and "classy" and their attitude to be "friendly". GM 2 also used the word "personal", meaning to make customers feel that they are recognized and the focus of attention, such as welcoming them by name. The managers often had detailed criteria for service quality, such as that

during a phone conversation, the receptionist should address the guest by name three times and repeat the guest's request to ensure accurate understanding, and that in a restaurant, guests need to be greeted by the waiter within 30 seconds, at least with eye contact.

Effective use of technology also signaled service quality to the managers. In every hotel where the interviews were conducted, an electronic system was used to record information and preferences of every client. "When customer X is staying with us, we know he likes to have three pillows on his bed or drink green tea", said GM 3. "According to our records, he gets what he likes and he is happy". GM 2 also used the word "instinctive" to describe the kind of employees he wanted, meaning having natural human reactions and being reasonable when it comes to customer interactions. Instinctive also refers to the efficiency of the employees and their level of initiative, with managers pushing them to be proactive and spontaneous.

Satisfaction

The third theme in the conceptual framework and the data analyzed for this study was satisfaction. Managers had clear ideas about specific indicators of satisfaction. Guests most often thought in terms of value received for their payments to the hotel. It was common for ideas of satisfaction to be intertwined with service quality and luxury.

General managers defined the attributes of a satisfied customer as one who returns to the hotel for another stay. GM 1 was very specific, saying "a satisfied customer is somebody who says *thank you*, who is willing to generate revenue for your outlet, who shares comments and communicates with the management, who leaves a tip […]". GM 3 added that "a very good hotel gets loyal customers because after their first stay, it means they loved it so they will always come back to your hotel". Furthermore, general managers agreed that customers are satisfied when they get what they want and when the hotel offers all the services they need and matches their expectations.

Guests often described "being satisfied" as when they feel that the *value of service* received is equal to or greater than the price they paid. Suzanne explained, "If I paid one dollar for a service, I cannot expect receive a service which was worth 1,000 dollars. If I paid 1,000 dollars for a service, I must receive a service which is worth those 1,000 dollars. Otherwise, I am dissatisfied". Franck made a similar comment, saying "I am satisfied when the quality of service is matching what I need or goes over it, when the service exceeds the money I spent". Moreover, interviewees affirmed that people experience satisfaction when the services meet their expectations. For instance, Tom and Maggie both said "I am satisfied when I get what I want". Ben responded in the same fashion, saying "I am satisfied when the hotel services met all my expectations or when my dissatisfactions were minor".

According to the comments of the managers, the offering of a maximum level of service is a strategy to achieve the goal of high customer satisfaction. They cited many services that are expected in 5-Star hotels, including health clubs, business centers, concierge services and rooms of different configurations, such as one or two beds. In addition, multiple restaurants are expected to offer a variety of cuisine, including both Asian and European foods.

The managers felt that Taiwan as a business destination was even more important to them than Taiwan as a tourist destination, making it crucial to have good Internet access throughout the hotel for traveling business executives. The managers noted that international business people are not tourists and often do not have time to enjoy the life outside the hotel, so serving local cuisine, including breakfast, helps them appreciate Taiwan and feel that they have had authentic local experiences.

Most of the guests were satisfied with the physical environment of the hotel where they had stayed in Taiwan, but several regretted that there was no outdoor garden or green space to take a walk, sit and read a book or relax, which they viewed as a luxurious experience in a city like Taipei. Ben explained, "That is the reason why indoor facilities, such as swimming pools or great decorations, like a fountain in the middle of the restaurant, are well-appreciated". The number of facilities provided by the hotel, however, surprised Franck, an occasional 5-Star hotel guest. "Unfortunately, they required extra charges so we did not have the chance to enjoy them", he said. Maggie affirmed that she appreciated the physical environment of the 5-Star hotel where she stayed because it had its own characteristics which set it apart from other hotels. In general, guests were satisfied with the physical environment but believed that some improvements could be made, such as more outdoor places or gardens, to completely fulfill the guest' needs.

Regarding guest rooms, the interviewees had mixed levels of satisfaction. For instance, "my room was not as luxurious as I expected so I considered the price a bit expensive", claimed Christine. Franck thought his room was too small compared to what he had imagined. Furthermore, some guests regretted that their room was too old, not fresh enough, humid or that it was missing some essential furniture, such as a hairdryer or toothbrush. On the other hand, some of interviewees fully appreciated their room for the reason that it was simple, comfortable or clean. It was clear that satisfaction with respect to guest rooms was highly dependent on the expectations of each individual guest.

All managers mentioned employees as a crucial part of customer satisfaction, with comments similar to those cited in their definitions of service quality. GM 1 believed that being the most efficient and satisfying to the customer meant applying the "3 steps of service" established by Ritz-Carlton, which he cited as:

1. a warm welcome by using the guest's name;
2. anticipation and fulfillment of the guest's needs; and
3. a fond farewell.

GM 1 did not spare his words when he said, "I don't believe in the efficiency of hardware, physical environment, or guest rooms to satisfy my clients. The most important is the staff".
By efficiency, managers meant the speed of service and, above all, the anticipation of demand. The four general managers emphasized the importance of being spontaneous and of taking the initiative to anticipate the needs of customers. "Our employees should not wait until the customer asks for a need. We have to be very proactive", said GM 3, indicating that taking care of customers must be the only concern of employees while doing their jobs.

The general managers also addressed recognition at length, saying that the customer must feel recognized by the hotel staff and that the employees must remember the customer. "Recognition can be anything", according to GM 2. Going the extra mile, extra attentiveness and going beyond the standard operating procedures were expressions used by the managers to describe recognition. The interaction between customer and employees is the crucial moment in the recognition process. "In Taiwan, talking is an extra thing because in Asia, it is not considered to be polite to talk with the guests", explained GM 2. "We are trying to get our people to talk with the guests. For that, every employee has a name tag […] It helps to connect people, it becomes suddenly like the common life. People remember people they talked to". He also acknowledged that the longer an employee works at the hotel, the more the customer is satisfied. When the customer returns for another stay, the customer already knows the long-term employees, making the experience more comfortable. Therefore, long-term retention of employees is beneficial for the satisfaction of guests. On average, hotel operators have a return business ratio of about 45 per cent. GM 1 revealed that his hotel has 65 per cent return

business, saying "Every hotel has rooms, every hotel has beds and at every corner there is a new hotel coming. We are not new and so it is the staff that makes the difference".

The guests in this study also often described their level of satisfaction in terms of staff interactions. For example, Tom affirmed that the personnel of the hotel where he was staying were flexible, available, "treat me like a loyal customer" and "accommodate my needs". Robert was contented because "they fixed my problem right away". Franck was totally satisfied because he thought he received extra service from the personnel. Some customers also told of their dissatisfaction with certain experiences, such as Christine's comments that "they made me wait too long before check-in" and "I don't remember what their uniform was like, which means it was not so attractive". Ben also lamented, "No one could speak my language". Brenda stressed that "the attitude of employees impacted my stay experience and my degree of satisfaction a lot. I am spending my money in your company so I should feel well-served". George agreed, saying that "staff is a hotel's most noticeable service".

GM 2 highlighted the importance of resolving problems perceived by guests when he suggested, humorously, that a hotel might deliberately make mistakes to be able to resolve them to the satisfaction of the guests. "We should mess up our service with the customer", he said, smiling. "Statistics show that if a customer stays with us and is happy, we have 50 per cent chance of returning booking. If the customer stayed and didn't like it, we have 20 per cent chance of him of returning and he will tell other people what was bad. If he was unhappy about something and someone worked with him on the issues and fixed the issues, we have a 70 per cent chance of the customer coming back".

Answers to research questions

Based on the findings, it is possible to answer the specific research questions and sub-questions of this study.

Question 1: What are the determinants of luxury and how do managers and customers define it?

Hotels managers considered luxury as a type of feeling or experience delivered to the customers. Guests were more concrete about this concept, as "luxury" represents to them a "beautiful" or "exclusive thing" that can be seen, used or consumed. The study findings show that people had different conceptions about luxury, depending on factors such as social position, income or specific needs of each, aligning with Berstein (1999).

Question 2: What are the different service quality requirements from the managers' and customers' points of views?

Both groups said that the attitude of employees was vitally important. Managers defined delivering high-quality services as access to a number of facilities inside the hotel, new facilities, distinctive decorations and a well-designed hotel. The customers' definition aligned well with the managers, feeling that receiving good service quality meant a new hotel that is well-designed with many facilities. The customers, however, cited much more specific and detailed examples than did managers.

Question 3: What factors influence satisfaction of customers during their stays in luxury hotels?

Managers and customers had the same understanding of satisfaction, one from the perspective of delivering services and the other in receiving service. The managers consider a satisfied customer as the one who received all needed services, showing contentment by a return booking. In most of the cases, customers were satisfied when their perception of service quality matched their expectations. They were also contented when they felt that the value of the service they received matched the price they paid. However, the data revealed that given the price and the 5-Star classification, guests

anticipated the kind of room or service they would receive, and sometimes the reality did not match their expectations. For instance, Taiwanese guests mentioned the window panorama that was offered in guest rooms as a crucial factor to complete satisfaction but none of the interviewed managers mentioned this point. As in the answer to research Question 3, the attitude of hotel employees played a very important role in customer satisfaction in the opinions of general managers and guests in this study.

Discussion

The overarching goal of this paper was to explore concepts of luxury, service quality and satisfaction and to identify differences in the criteria used by managers and guests of 5 -Star hotels to define these concepts, using qualitative methodology, to provide a rich understanding. Although the conceptual framework of the current study, based on the meta-analysis findings of Walls *et al.* (2011), treated luxury, service quality and satisfaction as separate dimensions to be explored, the data found considerable overlap in these concepts, as conceptualized by the general managers and guests.

The major findings of the study were that:

- There were no fundamental disconnects in the respective understandings of managers and guests were found; however, the two groups had different ways of describing luxury, service quality and satisfaction.
- The managers evaluated satisfaction in terms of services provided, but the guests conceptualized it in terms of value received for the price of lodging.
- Luxury, service quality and satisfaction were closely related in the interview data collected from the general managers and customers and not concepts distinct from each other.

The main findings fit well with the definition of Wicks and Roethlein (2009) that satisfaction means providing goods and services that create specific levels of value for the customer so that the customers remain engaged positively with the organization. It is not surprising, therefore, that the general managers thought about all three dimensions in terms of the environment and services provided to the guest, whereas the guests viewed the dimensions in terms of experiences and value received. The findings agree with Wilkins *et al.* (2007) who found that hotel managers see service quality as a whole, because they are always concerned with the big picture of the overall operation of the hotel. Although some studies (Nasution and Mavondo, 2008) have found that what managers thought they delivered did not match what customers actually experienced, in this study, managers appeared to understand the experiences and needs of their guests. The differences in how these experiences and needs were described were the result of different vantage points, as opposed to different core understandings.

Cultural perspectives

The Individualist versus Collectivist cultural context of the current study set it apart from other studies. Dubois and Laurent (1994), for example, found that consumers in the Individualistic French culture depended on abstract concepts such as “space”, “time” or “freedom” to define their perceptions of luxury. Guests in the current study, most of whom were from the Collectivist Chinese culture in Taiwan, focused on concrete characteristics. The guests were captivated by the collective luxury of the hotel as a whole – exclusive and gorgeous decoration, perfect quality of service and a green space. On the contrary, managers, half of whom were European, were more sensitive to the individual details – a 24-hour room service or famous brand amenities.

Similarly, the guest's perceptions of their interactions with the staff were more collective, based on the overall experience, and did not depend on individual characteristics considered in isolation, like employee clothing or grooming. Both groups emphasized the role of the hotel employees in the determination of luxury, service quality and satisfaction, listing attitude and recognition of the guests by the staff as most important elements. This is consistent with Wu and Liang (2009) who noted that the interactions between the employees and guests play a vital role in a customer's perception of the hotel stay. Managers also emphasized that the employees' appearance is a key point in good quality of service, but only one or two clients noticed this characteristic, concentrating on the attitude of the employees rather than their physical appearance, showing their collectivist cultural orientation.

Perspectives based on roles

Although they fundamentally agreed, the perceptions by the managers and guests of factors that define customer satisfaction were often the result of their role and their resulting experience at the hotel. Hotel guests had only the limited scope of their visit to use as the basis for complaints versus satisfaction. Hotel managers operate in a long-term environment of positive and negative feedback from thousands of guests over many months or years. Therefore, it is not surprising that a guest's perception of satisfaction varies greatly from person to person, whereas the more general conceptualization of the managers can be seen as the product of long-term encounters with positive and negative feedback from many guests, similar to the way a trend line on a graph averages out individual data points.

Implications for marketing communication

When viewed through the lens of Integrated Marketing Communications (Duncan, 2004), the findings and discussion of this study led to the following conclusions and recommendations:

- Virtually all of the factors and specific indicators of luxury, service quality and satisfaction identified by participants in this study can be considered part of the *brand image* of the hotel. This includes elements as large as architecture and as small as soaps and shampoos, all of which must be managed holistically to provide a consistent message to customers, reinforcing the image of luxury, quality service and satisfaction.

- Even though most hotel chains have detailed standards, the local culture can introduce variables that may be outside the scope of international standards. Managers should seek respectful ways understand these local aspects of luxury, service quality and satisfaction, and to conform to them, in order to provide the most positive experience possible to guests. Qualitative data collection, going beyond basic comment cards, can provide valuable understanding of the experiences of guests.

- The same information on local expectations and preferences can also inform the *brand promise* made in conventional advertising and public relations initiatives, to make them as relevant as possible to the typical guest. For example, if guests often highlight the need for green spaces associated with the hotel, such spaces should be featured prominently in local advertising, publications and social media.

Conclusion

Although the findings of this study show that managers and guests in this Collectivist Asian culture often have different bases for their determinations of luxury, service and satisfaction, the authors have shown that there are logical reasons for the differences, given the different backgrounds and orientations of the managers and guests.

It is particularly important, however, for management to understand the perceptions and motivations of the guests in detail, beyond what is possible as the result of quantitative customer satisfaction surveys, or brief comment cards, so that the overall physical and service environment of the hotel can be crafted to minimize negative incidents and maximize positive experiences. The benefits of this understanding can manifest themselves both in the planning and execution of the physical and service features, and in the way the hotel communicates about itself in advertising and public relations materials.

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IMPACT OF SELF HELP GROUPS ON WOMEN EMPOWERMENT OF PUNE MUNICIPAL CORPORATION AREA

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1. Introduction:-

This programme is launched as the useful and powerful tool to facilitate promotion of self-employment, poverty alleviation and acceleration of social development. This chapter gives an idea about introductory aspects of programme.

The basic objectives of all the five year plans had been i) Growth ii) Modernization iii) Self-Reliance and iv) Social Justice. However, the progress of our country has not been uniform in achievement of all the four objectives. Admittedly the fruits of growth have not reached to the poor strata of society as expected. This situation did not changed significantly even though there had been emergence of number of programmes for implementing Mahatma Gandhi's ideas about rural development. Thus, eradication of poverty has been a major challenge before the nation ever since its independence. Notwithstanding the impressive progress made by the country on different fronts, poverty continues to be a matter of serious concern. Though various reports and publications indicate that poverty in India is on the decline since independence, the growth in population has kept total number of poor people almost constant in the country. In the long run poverty can be reduced only through the accelerated economic growth of the poor, which is employment intensive.

Number of Research studies have pointed out that the progress of development in rural as well as urban areas had benefited richer section of the rural/urban society. And further revealed, not only a large section of population in urban areas had continued to suffer from the phenomenon of object poverty, worst still, their ranks have been swelling despite overall satisfactory growth of the economy. Such situations forced our planners to have a look at the entire philosophy of development efforts and realized that the available scarce resources must be fed to the poorest among the urban poor. In order to achieve the objective of eradicating poverty and creating sustainable employment in the urban areas by promotion of self-managed micro enterprises for income generation. The SHG programme encompasses all aspects of self-employment viz. an Individual in isolation and organization of the urban poor in the Self Help Groups (SHGs) and

their capacity building. This is a holistic programme covering all aspects of self-employment such as organization of the urban poor in to self-help groups, planning of activity clusters, training, credit needs, technology, infrastructural support, marketing etc.

The formation and establishment of SHG through Bachat Gat is a Socio-economical engineering movement run and managed by women folk for fulfilling their daily needs and creating awareness about their social living standard, health and wellbeing in a better way. The group of women performing such self-reliance and self-dependency activity is termed as Self Help Group (SHG). This may also be termed as a movement of "*Of The Women By The Women And For The Women".*

A housewife, especially in slum areas, generally and many times passes through a phase of financial crunches to meet their own as well as family's daily needs. At times she is helpless and try to borrow money from friends, relatives or from neighbours to fulfill their emergency needs. SHG helps them to survive in such critical condition. The member women of SHG may start depositing their small savings as per their capacity on regular basis in SHG and become eligible to get a sizeable amount as a loan from the group at very low interest rate. The world at large has appreciated this concept and shown their support for this type of movement.

With the direction and suggestions from Government, Pune Municipal Corporation has decided to support such Self Help Groups. By 74th amendment in the law, the PMC has been provided with some additional responsibilities. Earlier the members were getting partial social and economic facility on temporary basis. However, as of now, the groups can also plan for the programme of poverty removal, financial upliftment of poor people on permanent basis. Under this project, the Nagar Vasti Department (presently known as 'SamajVikas Department') formed various SHGs and issued guidelines, rules and regulations for their smooth working. After launching the programme, the PMC has formed 10996 SHGs as of 31st March 2014 through its 'SamajVikas Department'.

As per the PMC rules, women living in the PMC area and having 'Ration Card' are made members of SHGs. These women are divided into two grades according to their socio economic conditions, one is SHGs and another is Neighbours group (ShejarSamooh Gat).

The basic motive behind formation of SHGs is the capacity building of women power and unite them to change their social and economic status with systematic support. About 10 to 15 local

women from PMC area, having age between 18 and 55 can come together and form the SHGs. After forming the SHGs, they are to inform the PMC. It is necessary to register the group making it as formal SHGs. The SHGs members elect their *President (Sanghatika)*, Vice President (Saha*Sanghatika)* and *Accounts writer (*HishebTapasanis) independently but unanimously and forward the details of the group to Pune Municipal Corporation for further compliance. Thereafter, PMC gives them proper training and issue certificates to that effect. To keep record of proceedings PMC gives specific register and passbook to such trainee after imparting necessary training to SHGs.

The SHGs may start the work by opening its bank account in any suitable nationalized bank of their choice. It is expected to operate the Bank account by three trained members. All members collect their pre decided suitable contribution on specific due date and the amount is deposited in the bank by account writer.

As per procedure it is compulsory to maintain the register given by the PMC. The register entries must match with the entries of bank pass book. Minutes of meeting along with the signatures of the members present is to be maintained. Along with the Cash deposit, withdrawal, loan distribution and its repayment is to be kept on record updated daily.

The trainees are expected to maintain the records of all the proceedings. All these records must contain the signatures of the three trained members. It is compulsory to submit the record to the PMC periodically at regular interval.

The trained members of the SHGs are expected to discharge the following functions.

1. Look after all the operational work of SHGs.
2. Fix the agenda of monthly meetings, conduct the meetings, write minutes of the meeting and submit the report to PMC office.
3. Take decision regarding received loan proposals from members for small amount to meet their daily needs and monitoring & follow-up towards repayment of such disbursed loans along with interest.
4. Deposit the collection and interest on loan in the bank account.
5. Participative discussions in the meeting on different issues, new government plans, investment of collection, promoting suitable small scale business as per their ability and with the consent of all to enhance financial status of members.

Most of the Self Help Groups are self-employed. They may also go for one or more business groups. PMC provides loan at concessional rate of interest and infuse infrastructural facilities including suitable training to these groups. To start suitable small scale business by the group, PMC provides maximum Rs. 5,000/- to open category and Rs. 10,000/- to backward category as financial aid. Similarly PMC give preference to group business also.

2. Key Ward: -SHG- Self Help Group, NGO- Non Government Organization,PMC-Pune Municipal Corporation

3. Relevance and Importance of the Study:-

The relevance of the study is to find out whether the SHGs are formed properly to achieve the predefined objectives and to ascertain its impetus in overall socio-economic upliftment of the members of SHGs.

4. Objectives of the Study:-

The objectives of present study is to assess and ascertain improvement of socio-economic status as well as impact of micro enterprises on the economic conditions of assisted families groups (Self-Help Groups) and whether it has really helped in increase income of every assisted family.

The major objectives of the study taken are to determine following objectives:

a. To ascertain whether the guidelines of the scheme are followed with reference to the selection of beneficiaries and utilization of funds allocated.

b. To estimate the nature and extent of socio-economic benefits accrued to the assisted families under this scheme.

c. To examine, as to what extent, the assumptions made at the time of formulation of programme regarding economics of the activities/micro enterprises were valid.

d. To assess the impact of institutional credit assistance on income generation and living conditions of identified SHG on a durable basis.

e. To find out actual performance of the respondents against the estimated and planned repayment.

f. To study the effectiveness of the organizational and operational aspects involved in implementation of the programme.

g. To identify constraints / problems and shortcomings if any faced by the groups, banks and other concerned agencies while implementing the programme.

h. To develop and suggest suitable measures and checklist for improvement and better implementation of this programme.

i. To assess the impact of institutional credit on the social development of the member households in association with SHGs.

5. Scope of the Study:-

Nagar Vasti Department (presently known as 'SamajVikas Department') of Pune Municipal Corporation aimed at establishing large number of micro enterprises in the urban areas and building upon the potential of the urban poor. It is rooted in the belief that urban poor in Pune have competencies and may be successful producers of valuable goods/services if given the right support.

The present research contemplates to undertake critical evaluation and comprehensive study of financial implications on poverty alleviation of assisted families covered under SHGs in general with special reference to Pune City. All 15 Wards in Pune City have been selected for the research study. The study encompasses observations of the scheme at various stages of implementation and evaluation of its success.

6. Research Methodology :-

This chapter consists of research definition, research design, statement of hypothesis, classes of respondents to be contracted, sample size and sampling methods, justification of sampling methods and sampling procedure, sources of data collection, methods of data collection, tools of data analysis, techniques of data analysis, note on statistical tools to be used, limitation of the study and research gap. In short the primary and secondary data collection and its type and methodology adopted for study along with techniques of sampling and its analysis. The hypothesis and statistics used in research describe the approaches that are used in this study.

a) Research Design:-

The research will include Objectives, Hypothesis, Sampling, Data Collection. Besides, it will also comprise study details pertaining to -

1. Primary and Secondary data collection
2. Expert opinion survey
3. Group discussion with respondents
4. Personal Interviews with -
   (a) Associated authorities from Pune Municipal Corporation
   (b) Members of the Self Help Groups
   (c) Officials of the Banks
5. The research work will be designed by using Questionnaire method.
6. Analyzing and exploring the data with help of various tools and techniques
7. Testing of Hypothesis

b) Statement of Hypothesis:-

1. H_0 - The assets are not created and there is no continuous income generation and employment creation for members of SHGs.
H_1 - There is assets creation, continuous income generation and also adequate employmentgeneration for members of SHGs.
2. H_0 - There is no Improvement in Socio-economic status & Living Standard of SHG members.
H_1 - There is an upgradation in Socio-economic status & Living Standard of SHG members.
3. H_0 - Non awareness of adopting banking transactions techniques amongst SHG members.
H_1 - Aware of banking transactions techniques amongst SHG members.
4. H_0 - Non sensitive for timely loan repayment availed from the financial institutions.
H_1 - Responsiveness for on time repayment of loan availed from financial institutions.

c) Sample Size and Sampling Methods:-

(a) Sample Size:-

The researcher has applied following criteria to select the samples.

1. **Selection of Ward** - All the 15 Ward Office of Pune Municipal Corporation are selected for the study.

2. **Selection of SHGs** - Under the programme, total 10996 SHGs are formed till 31st March 2014. Out of these 1122 SHGs are carrying business activities. The researcher will select 280 SHGs conducting business activities for the study.

3. **Selection of Banks/branches** - The sample bank branches that have disbursed credit facilities to SHGs for undertaking financial activities are selected from the Ward Office.

(b) Sampling Methods:-

The researcher has applied following Sampling Methods.

1. Probability Sampling Method – Area Sampling Method
   a. Simple Random Sampling
2. Non Probability Sampling Method.
   a. Convenience Sampling Method.

d) Sources of Data Collection:-

In conformity with the nature, significance and objective of the study, the researcher has adopted following sources for collecting data.

(1) Primary data collection

(a) Questionnaires(b) Observation(c) Focused Group Discussion(d) Personal Interview Method with -(i) Related authorities from Pune Municipal Corporation

(ii) Members of Self Help Groups. (iii) Bank Officials

(2) Secondary Data Collection:

(a) Annual report of self-help group.(b) Information booklets on Bachat Gat

(c) Planner of Bachat gat (Published by PMC)(d) Articles(e) Thesis(f) Published books(g) Online data base(h) Savitri Bachat Gat Mahasangh publications etc

(i) Information Booklets published by SamajVikasVibhag (j) Information Booklets on working of Bachat Gat (k) Information regarding the various programmes conducted by Bachat Gats.

7. Limitations of the study

1. The study of SHGs is limited to the geographical area of Pune Municipal Corporation.

2. It is restricted to SHGs covered, implemented and monitored by SamajVikasVibhag
3. Only PMC registered SHG groups and business groups study will be conducted.
4. For the purpose of study minimum age of SHGs is 5 years and above are considered.

8. Conclusions and Suggestions :-

Most of the Self Help Groups are self-employed. They may also go for one or more business groups. PMC provides loan at concessional rate of interest and infuse infrastructural facilities including suitable training to these groups. To start suitable small scale business by the group, PMC provides maximum Rs. 5,000/- to open category and Rs. 10,000/- to backward category as financial aid. Similarly PMC give preference to group business also.

As per procedure it is compulsory to maintain the register given by the PMC. The register entries must match with the entries of bank pass book. Minutes of meeting along with the signatures of the members present is to be maintained. Along with the Cash deposit, withdrawal, loan distribution and its repayment is to be kept on record updated daily.

The trainees are expected to maintain the records of all the proceedings. All these records must contain the signatures of the three trained members. It is compulsory to submit the record to the PMC periodically at regular interval.

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LEVERAGING ORGANIZATION EFFECTIVENESS THROUGH TRANSFORMATION LEADERSHIP: A CASE STUDY OF PUNE MAHANAGARPARIVAHANMAHAMANDAL LIMITED (PMPML)

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Abstract
In this stringent competitive era, leaders play an important role. The charismatic personality of the leader as well their leadership style influences the team members and acts as catalyst to achieve the goal of the organization. This case study focuses how Dr. ShrikarPardeshirevamped the overall health of PMPML.

Introduction

PMPML is the urban passenger transport rendering service to the public of Pune metropolitan region and adjoining PimpriChinchwad Corporation.On19thOctober 2007, Pune Municipal Transport (PMT) and Pimpri-Chichwad Municipal Transport (PCMT) merged together resulted in the formation of PMPML. As on 31st March 2017, PMPML has 2045 [1] fleets and 1,132,016 [2] passengers are commuting through this utility. Pune is the city of rich heritage, educational hub as well auto and IT clusters provide a lot of employment opportunities and attracts people from all over India. Hence Pune has become the center of excellence for education, employment or entrepreneurship endeavours. An efficient transport system is necessary for increasing productivity as well as movement of people and goods. Of all the types of transport, Passenger transportation has been commended most important. Passenger Road transport is a public utility service and it is the duty of a state welfare to provide economical and comfortable service to Public.

PMPML provides access to transport for educational, cultural, markets, economic activities etc. plays pivotal role in sustainable development of the city. As a public transport service provider, PMPML connects every nook and corner of the city in the most ecologically sustainable manner, by deploying the best in technology to render safe and economic travelling for our commuters.

Present Chairman and Managing director, ShriTukaramMundhe, IAS says, :PMPML is committed to provide access through transport in a manner that is safe, secure, affordable, accessible, efficient reliable and resilient, which will reduce carbon footprint & promote sustainable development."

[1] http://www.pmpml.org/en/about-us/statistics browsed on 15/01/2018 at 10:59 pm IST
[2] http://www.pmpml.org/

The Wheels of History

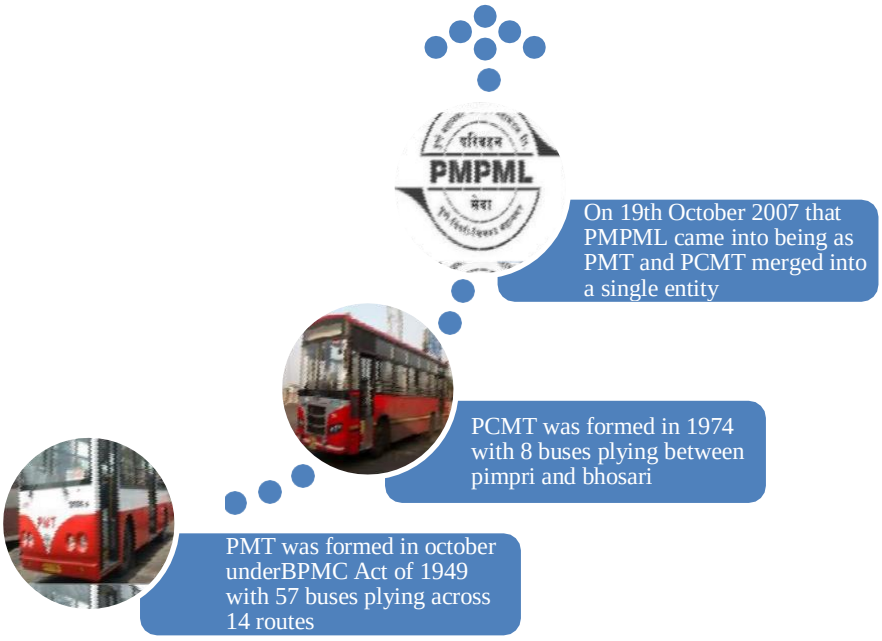


Fig 1 : Wheels of History of PMPML

NEED OF THE STUDY

PMPML utility was undergoing depression stage and losses were accumulating due to inefficient administration and lack of coordination. Dr. ShrikarPardeshi was entrusted the additional charge of Chairman cum Managing director of PMPML to improvise the position of PMPML.

OBJECTIVES OF THE STUDY

- To know the components of transformational leadership
- To study the transformational strategies adopted by Dr. ShrikarPardeshi to revamp the condition of the PMPML

RESEARCH METHODOLOGY

Type of Research : Qualitative research.
Data : Secondary data

LITERATURE REVIEW

Four pillars of Transformation Leadership

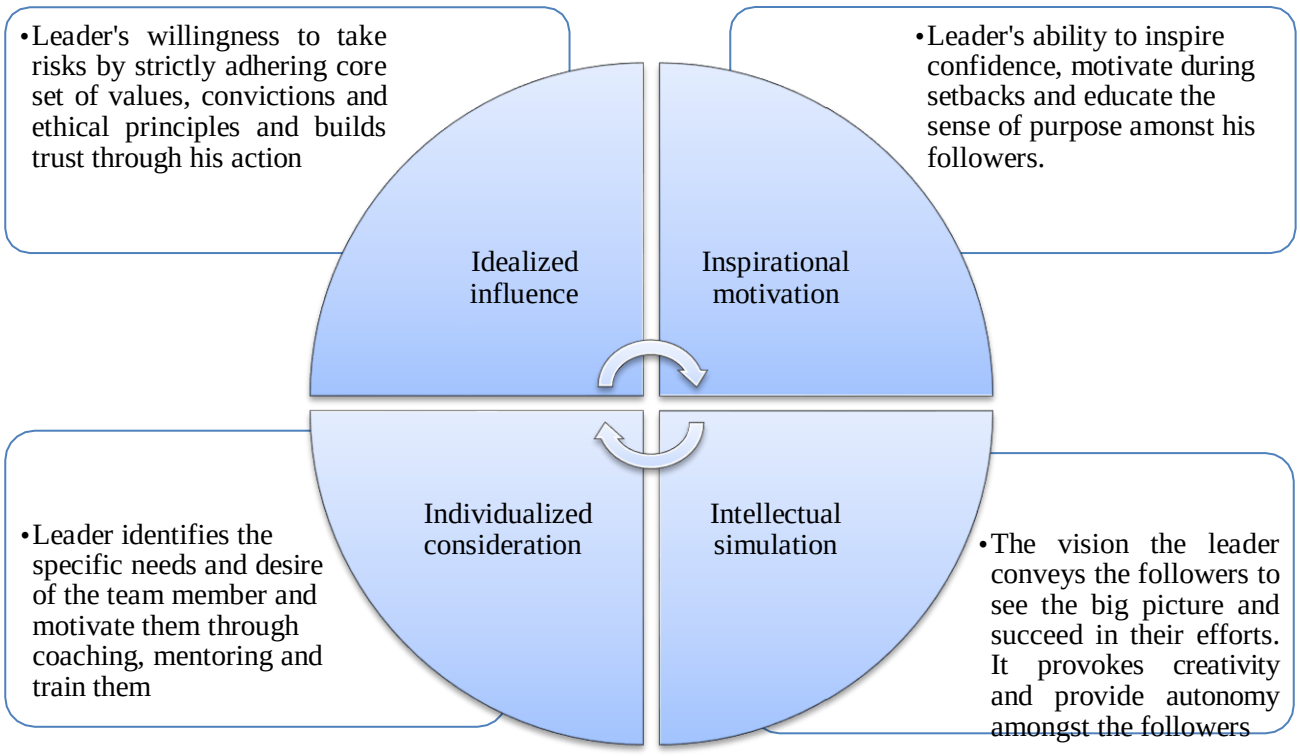


Fig 2: Four pillars of Transformation Leadership

Data Analysis

As per the urban standard norms, for the population of 68 Lakhs, Pune needs 3100 buses but PMPML was having 2100 buses. Out of these 1268 buses were own and they have hired 800 buses. Dr. ShrikarPardeshi has taken additional charge of Managing Director of PMPML on 14th December 2014. The condition of PMPML when he took charge was approximately 44% buses were on Road.

Idealized influence

Dr.ShrikarPardeshi had delivered various roles and held key position like PCMC Commissioner, Revene Department etc and brought turbulent changes during his tenure. He has taken risk and strictly adheres to core set of values, highly ethical and built trust through his action and impressed every one.

Inspirational Motivation

"For the first time ever, each PMPML employee — right from workers to heads of department — started to work as part of a team. By making every PMPML employee accountable for his/ her work, Pardeshi sought to bring about revolutionary changes"[3].

[3]SukirtGumaste, "Pardeshi Heading To The PMO, Blow For PMPML", Pune Mirror Apr 2, 2015, 02.30 Am IST

Intellectual simulation

"Within a week of taking charge, and Pardeshi had reshuffled three important heads of department (HoD) posts brought 70 buses back on the road without spending a single rupee". Depot ranking system, Drivers and conductors were motivated to increase off board collection so that onboard collection may be increased. . Several corporates started investing money in PMPML under their Corporate Social Responsibility (CSR) initiatives. In another first, both PMC and PCMC agreed to make budgetary provisions for PMPML."

Individualized consideration

Employees of PMPML were given freedom and they can know his door steps and share their views for the development of PMPML.

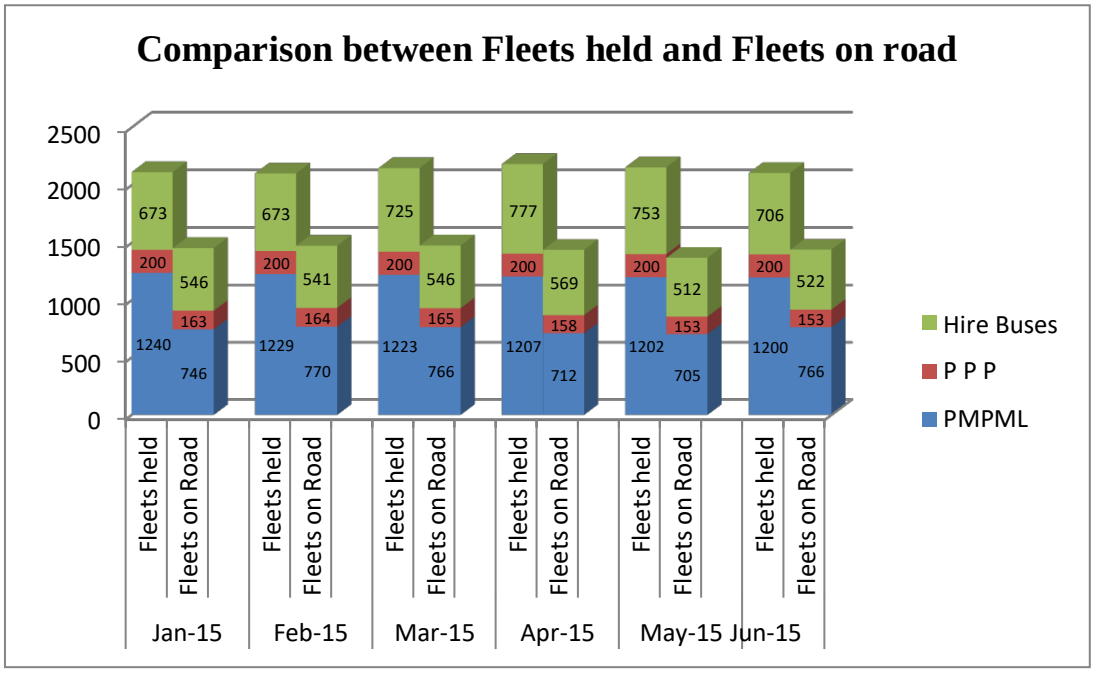
First day collection

First day collection was 1.80 crore[4]. Dr. ShrikarPardeshi has made revolutionary changes during his tenure as PCMC Commissioner as well as heading revenue department through the crucial period of Telgi Scam. Handled situation wisely and formulated best strategies as per the situation. Hence public supported him to achieve the highest target collection of 1.80 crore.

Table 1 : Comparison between Fleets held and Fleets on road for the period Jan'15 to June'15

	Jan-15		Feb-15		Mar-15		Apr-15		May-15		Jun-15	
	Fleets Held	Fleets On Road	Fleets Held	Fleets On Road	Fleets Held	Fleets On Road	Fleets Held	Fleets On Road	Fleets Held	Fleets On Road	Fleets Held	Fleets On Road
PMPML	1240	746	1229	770	1223	766	1207	712	1202	705	1200	766
P PP	200	163	200	164	200	165	200	158	200	153	200	153
Hire Buses	673	546	673	541	725	546	777	569	753	512	706	522
Total	2113	1455	2102	1475	2148	1477	2184	1439	2155	1370	2106	1441

[4]http://punemirror.indiatimes.com/pune/civic//articleshow/46776315.cms



Graph 1: Comparison between Fleets held and Fleets on road for the period Jan'15 to June'15

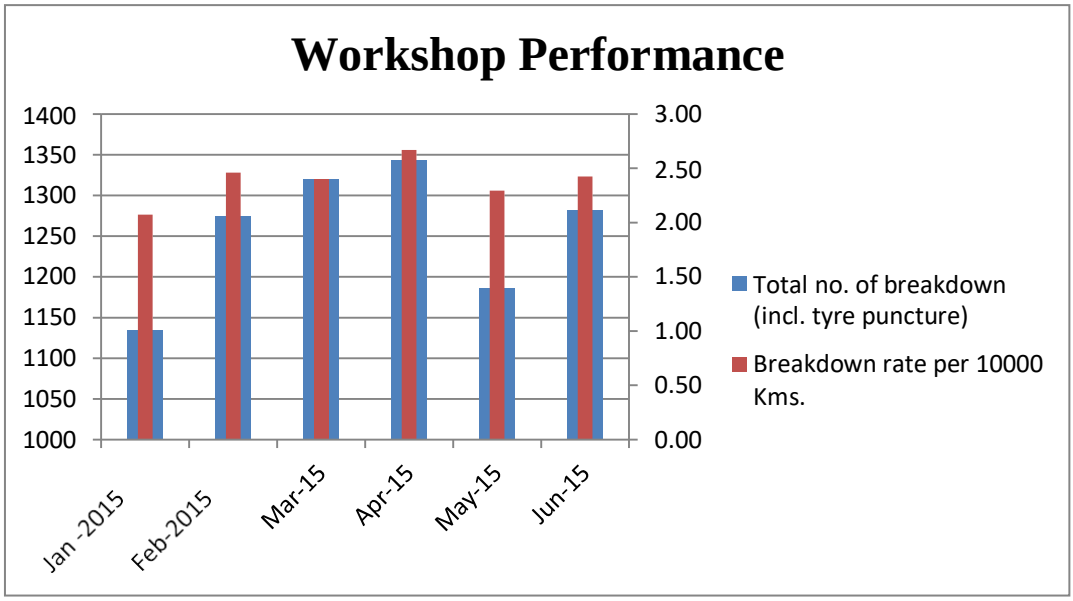
Interpretation

As per the commitment he gave, he brought approximately 70% on road without spending a single rupee[5]. Dr. ShrikarPardeshi resigned by the mid of April 15 and joined PMO, New Delhi. In spite of his absence the strategy set by continued and the number buses held by PMPML started continuously increasing.

Table 2 : Workshop Performance for the period Jan 15 – Jun-15

WORKSHOP PERFORMANCE	Jan -15	Feb-15	Mar-15	Apr-15	May-15	Jun-15
Total no. of breakdown (incl. tyre puncture)	1134	1274	1320	1343	1186	1282
Breakdown rate per 10000 Kms.	2.07	2.46	2.40	2.67	2.30	2.43

[5]http://punemirror.indiatimes.com/pune/civic//articleshow/46776315.cms



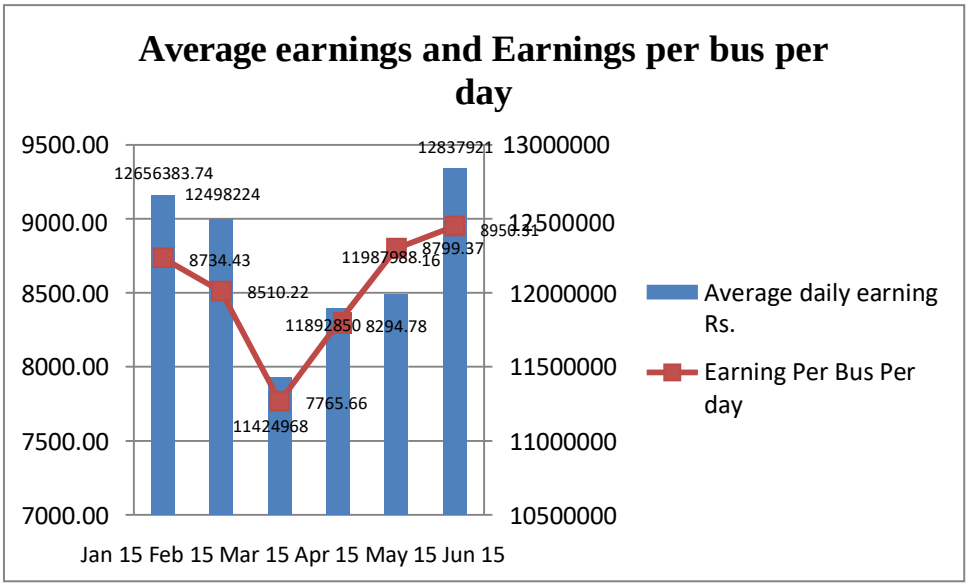
Graph 2: Workshop Performance for the period Jan'15 – Jun'15

Interpretation

Breakdown rate got controlled to the range between 2.07 to 2.46 due to the performance of depot.

Table 3 .Comparison of revenue for the period Jan 15 – Jun-15

	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15
Passenger earning (Sale of Ticket) Rs.	392347896	349950274	354174008	356785496	371627633	385137613
B.R.T.	1618356	1521980	1392070	1299940	2081740	1784361
Passenger earning (Sale of Ticket) Rs.	393966252	351472254	355566078	358085436	373709373	386921974
Average daily earning Rs.	12656383.74	12498224	11424968	11892850	11987988.16	12837921
B.R.T.	52205.03226	54356.42857	44905.4839	43331.33333	67152.90323	59478.7
PMPML + BRT	12708588.77	12552580.43	11469873.5	11936181.33	12055141.06	12897399.7
Earning per passenger per day	13.37	13.94	13.99	14.12	14.32	14.12
Earning Per Bus Per day	8734.43	8510.22	7765.66	8294.78	8799.37	8950.31



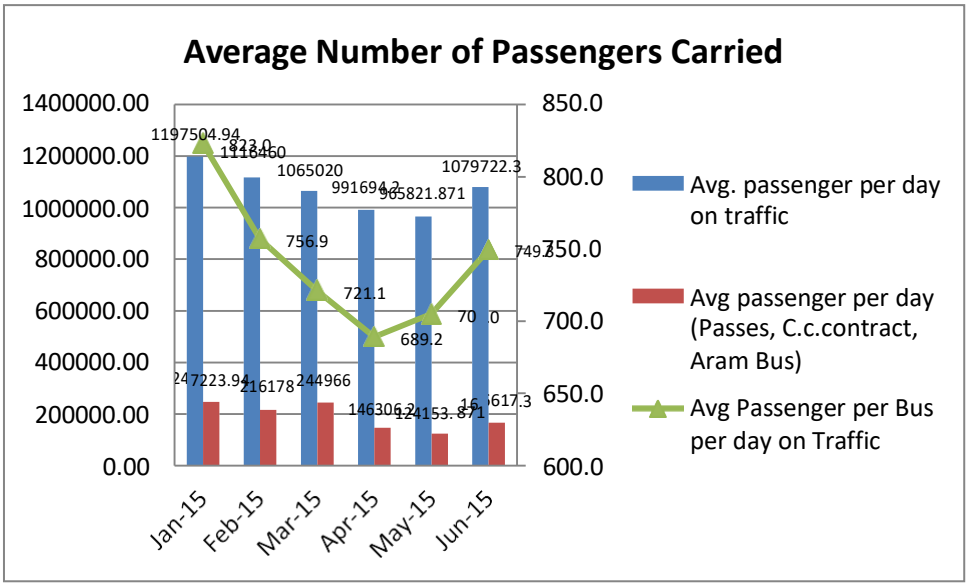
Graph 3: Comparison of revenue for the period Jan 15 – Jun-15

Interpretation

Earnings per passenger per day are continuously on increasing trend except for the month of March 15. The range was between Rs. 13.37 to Rs. 14.12. Even though earning per bus per day is increasing, earning per bus per day is decreasing during the month of February 15

Table4 : No Average No of passengers carried

	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15
Avg. passenger per day on traffic	1197504.94	1116460	1065020	991694.2	965821.87	1079722.3
Avg passenger per day (Passes, C.c.contract, Aram Bus)	247223.94	216178	244966	146306.2	124153.87	166617.3
%of Avg passenger per day (Passes,C.cont, Aram Bus)	20.64	19.36	23.00	14.75316	12.854738	15.4
Avg Passenger per Bus per day on Traffic	823.03	756.92	721.07	689.1551	704.97947	749.3



Graph 4: Average Number of Passengers Carriedfor the period Jan 15 – Jun-15

Interpretation

Average number of passes , luxury bus was increasing trend by diminishing trend from Apr 15. It depicts the commuters trust on the CMD Dr. ShikarPardeshi.

Conclusion

The ability to leader is an important element in effective decision making. Dr. ShrikarPardeshi has designed various strategies and could revamp the performance of the PMPML with immediate effect. But usually it takes for any person to study the corporate and to improve. But the magnanimous leader Dr. ShrikarPardeshi focused on all the areas and devised strategies to be followed upon by his successor. Pardeshidevised strategies for route rationalization, better scheduling of drivers and buses. He initiated IT systems to improve the performance of PMPML. Moreover he initiated to design more informative website to furnish the requisite information to the passengers. Overall, it was interesting to note the cooperation he was able to obtain from various NGOs/Citizens Groups in jointly tackling some of the tough problems regarding PMPML. There were disagreements on some issues (e.g. pricing of tickets)..but he was able to keep disagreement issues aside and focus on the ones where there was consensus. Even in his short span hefocused on drivers' health, and other safety issues and launched multiple health checkups, treatment plans, etc. Thus a transformation leader can enhance the efficiency and effectiveness and convert and Non performing into performing organization and leave imprints in the minds of the people which can carried out continuously which will lead to the development and growth of the organization.

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THE JEOPARDY OF EDUCATED UNEMPLOYABLE YOUTHS AND THE NEED OF SKILL DEVELOPMENT

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Abstract
The youths of India face problem in seeking job in the globalised era, the competition has intensified like never before between industries requiring them to improve efficiency of their product and services. That leads in recruiting the fewer multitasking skilled workers than ordinary workers. The entry and existence of youths into companies have become tougher and challenging. New trends of automation, restructuring have already minimised the job sector. The technology driven industrial sector demands more profoundly skilful workers as their tasks have become more complex and cognitive than ever. This need is identified and Government of India initiated the Skill India mission to overcome the problem of unemployment. The quality and the quantity gap in terms of skilled labour force in India looks like a fantasy than reality. According to the estimations, India will need the demand of 500 million of skilled workers by 2022. Skill Development in India has become a crucial factors for some specific reasons. Being the most populous country after China, India also has highest percentage of youth population in the world. Unlike China where the aging population is turning to be unproductive, India enjoys its 'demographic dividend' with energetic and productive youths. Secondly labour market in India has highly hierarchical and diversified in nature. Vocational training has remained as the neglected area for various reasons. Education and curriculum based on theoretical methodologies have increased the degree holders without any skills to find suitable jobs in the market whereas companies claim that the students who come to them seeking jobs doesn't possess required sets of skills. The jeopardy has highlighted the need of Skill education at present than never before. The new policy of Skill India by PM Narendra Modi has given boost to skill education in India and Government's claim shows its success in their declarations.

Keywords: *Skill, Educational system, Youths of India, Employability, Skilled workers, Vocation training.*

Introduction

Skill Development in India has become a crucial factors for some specific reasons. Being the most populous country after China, India also has highest percentage of youth population in the world. Unlike China where the aging population is turning to be unproductive, India enjoys its 'demographic dividend' with energetic and productive youths. Secondly labour market in India has highly hierarchical and diversified in nature. As per the World Bank report in 2012, 14% employment in India is only from organized sector and remaining 86% is completely segregated into numerous informal sectors including self-employment. Thirdly India's fast economic growth comes from

service sector. The growth particularly in private sector that surged between 1991 to 2000 post economic globalization was 'job less' growth. This resulted in serious implications for young unemployed generations to work forcefully in informal sectors on low wages or be self-employed with no future and economical security. Fourthly though formal education is made as one of the fundamental right by Government and it was supplied with tremendous opportunities in primary and secondary education, the training opportunities remained unattended. The vocational training data shows that only 2.4 % population had vocational training in 2004-2005 and the share declined to 2% in the year 2009-2010 between the age group of 15 to 29. The Indian government has recently uniformed a policy to promote skill development at large scale to change the face of economic growth with generation of massive employment opportunities for youths of India.

Need for Skill Development

The youths face problem in seeking job in the globalised era, the competition has intensified like never before between industries requiring them to improve efficiency of their product and services. That leads in recruiting the fewer multitasking skilled workers than ordinary workers. The entry and existence of youths into companies have become tougher and challenging. New trends of automation, restructuring have already minimised the job sector. The technology driven industrial sector demands more profoundly skilful workers as their tasks have become more complex and cognitive than ever.

"Here is a pointer why industry groans about the lack of skilled manpower. Just 2% of India's youth and only about 7% of the whole working age population have received, a recently released survey report reveals. As in the past, hereditary learning or learning on the job continue to generate more skills than the whole formal vocational training set up of the country which includes 8,800 ITI's and 450 polytechnics. Hereditary learning – carrying on the family's trade like farming or pottery making – is the source of needed skills for 1.8% while learning on the job teaches 1.7% of the people between 15 and 59 years of age. In this age group, only 1.6% persons had got formal vocational training." Reported at Times of India's portal.

Additionally, the global economy is increasingly becoming "knowledge & technology driven" demanding a higher intensity of knowledge and skills to perform job. Global as well as local labour markets are becoming increasingly casual and flexible. Companies are experimenting more flexible employment practices. An increased proportion of workers, especially new to the labour market, must now work as casual labour, without job security and stable career prospects. Finally, because more people are migrating across national borders seeking work, youth from developing countries are

increasingly exposed to global labour markets, competing even with workers outside their own countries who offer more knowledge, skills, qualifications, or competencies, or for lower wages. Without proper skills set one cannot imagine to cope up with dynamically driven industrial sector. Hence the need for skills education is the most urgent issue Government has taken up on priority basis.

The Need of skills Development in India

Ms. Swati Shantaram Mujumdar, March 2003, "A Study of Significance of Vocationalisation of Education and Skill Development in India with special reference to the State of Maharashtra" has analysed the present problems and possible recommendations for vocational training, skill and development sector in the state of Maharashtra. It was found that the Central government has realized the direct relation between skills based education and its importance in gaining employment for the youth of our country. The present scenario around this sector is quite unwelcoming and there is scope for significant reforms in the area. The researcher in the course of over 2-3 years of its in-depth research, identified problems in the governance, regulation ,administration, planning, policy, standards and other aspects related to the Vocational Education, Training and Skill Development sector. It was found that vocational education is being provided without considering the present problems. (Mathew, 2017)

The quality and the quantity gap in terms of skilled labour force in India looks like a fantasy than reality. According to the estimations, India will need the demand of 500 million of skilled workers by 2022. The skill capacity has been assessed in the form of general education and vocational training level of the Indian workforce in the age group of 15-59 and which was found to extremely low i.e. around 38% of the workforce are not even literate, 25% are having below primary or up-to primary level of education and remaining 36% has an education level of middle and higher level whereas only 10% of the workforce is vocationally trained (with 2% formal and 8% informal training) thereby implying that very few new entrants to the work force have any marketable skills as compared to developed economies such as Korea (96%), Germany (75%), Japan (80%) and United Kingdom (68%). There are about 1.5 million schools in India and 250 million students from primary to higher & secondary levels. Higher education comprises 20.7 million students and out of that 24% students opt for open universities and diploma courses. Vocational trainings are imparted in government Industrial Training Institutes (ITI) nearly 10,000 ITI catering the need for 1.3 million students. There remains the gap of 20% between the training capacity i.e.4.3 million against the requirement of 22 million skilled workers a year.

"Vocational Education is the weakest link in our educational system. Even after 60 years of planning, our skill development both quantitatively and qualitatively is amongst the lowest in the world and it has not contributed in our economic growth but created unemployment / under employment and colossal wastage of our Human capital." (Verma, 2014)

Governments Initiative

Vocational Education ,Training and Skill Development (VETSD) means all forms and levels of the educational process involving, in addition to general knowledge and academic skills, the study of technologies and related sciences, the acquisition of practical skills, know-how, attitudes and understanding relating to occupations in the various sectors of economic and social life. Vocational Education, Training and Skill Development (VETSD) are further understood to be:-

(a) A means of preparing for occupational fields and for effective participation in the world of work.

(b) An aspect of lifelong learning and a preparation for responsible Citizenship.

(c) An instrument for promoting environmentally sound sustainable development.

Skill India 'the most discussed and debated word in these days, started as a campaign hurled by Prime Minister of India Narendra Modi on 15 July 2015 which aim to train over 40 crore people in India in different skills by 2022. It includes various initiatives of the government like "National Skill Development Mission", "National Policy for Skill Development and Entrepreneurship, 2015", "Pradhan Mantri Kaushal VikasYojana (PMKVY)" and the "Skill Loan scheme".

The National Skill Development Corporation India

(NSDC) was setup as a one of its kind, Public Private Partnership Company with the primary mandate of catalysing the skills landscape in India. It is based on the following pillars:

1. Create large and good quality vocational institute.
2. Reduce risk by providing patient capital. Including grants and equity.
3. To enable the creation and sustainability of support systems required for skill development. This includes the Industry led Sector Skill Councils.

"The Ministry is responsible for co-ordination of all skill development efforts across the country, removal of disconnect between demand and supply of skilled manpower, building the vocational and technical training framework, skill up-gradation, building of new skills, and innovative thinking not only for existing jobs but also jobs that are to be created."(msde.gov.in)

The website of Ministry of Skill Development and Entrepreneurship claims the achievement as follows:-

- Over 5.2 million students trained
- 235 private sector partnerships for training and capacity building, each to train at least 50,000 persons over a 10-year period.
- 38 Sector Skill Councils (SSC) approved in services, manufacturing, agriculture & allied services, and informal sectors. Sectors include 19 of 20 high priority sectors identified by the Government and 25 of the sectors under Make in India initiative.
- 1386 Qualification Packs with 6,744 unique National Occupational Standards (NOS). These have been validated by over 1000 companies.
- Vocational training introduced in 10 States, covering 2400+ schools, 2 Boards, benefitting over 2.5 lakh students. Curriculum based on National Occupational Standards (NOS) and SSC certification. NSDC is working with 21 universities, Community Colleges under UGC/AICTE for alignment of education and training to NSQF.
- Designated implementation agency for the largest voucher-based skill development program, Pradhan Mantri Kaushal VikasYojana.
- Skill Development Management System (SDMS) with 1400 training partners, 28179 training centres, 16479 trainers, 20 Job portals, 77 assessment agencies and 4983 empanelled assessors. Hosting infrastructure certified by ISO 20000/27000 supported by dedicated personnel. (msed.gov.in)

Conclusion

The paper discussed about the role of Skill Development in removing the most urgently attention demanding issue of un-employability. The conventional education system has not given optimum results in producing more job oriented skills professional. It is the need of the hour to create awareness regarding the skill education and skill developments.

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THE ERA OF DIGITAL MARKETING

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Abstract

Digital marketing is used by marketers for the purpose of promotion of products and services into the market with the use of electronic media. This is a digital era and to cope up with the dynamic changes of the market, marketers need to adapt to this marketing tool. Digital marketing is used to access the involvement of customers and allowing them to interact with the firm through digital media. This study focuses on the importance of digital marketing, its various elements and its effectiveness as compared to other traditional marketing tools. This study focuses on extensive study of Secondary data collected from various books, National & international Journals, publications from various websites which focused on digital marketing its various elements and its advantages during this digital age.

Keywords: *Digital Marketing, Promotion, Effectiveness, content, social media marketing*

Introduction

Digital marketing is the type of marketing used to promote products and services to reach consumers using digital channels. It is not only restricted to the use of internet, it includes the use of mobile phones, social media marketing, search engine marketing, display advertising etc. Digital media enables its consumers to get an easy access on the information from any place at any time they want. Through digital media the consumers can know about the point of view of other consumers. They can follow what the media, friends, associations; peers have to say about a particular product or brand. There are many brands that have used digital marketing to promote their products. Canon iMage Gateway enables its consumers to share their digital photos with friends and relatives online. To strengthen customer brand loyalty, L'Oreal's brand Lancôme uses email newsletters so as to keep in touch with customers. (Merisavo et al., 2004).

In a techno savvy world like today, social networking sites have become an avenue where sellers can extend their marketing campaigns to a wider range of consumers. (Chi, Hsu-Hsien. 2011) defines social media marketing as a connection that exists between brands and consumers which also offers a personal channel and currency for user centered networking and social interaction. With the emergence of social media the marketing tools and approaches for communication with customers have changed immensely and thus business must learn how to use social media that gels along with their business plan. The companies that strive hard to gain a competitive edge must adhere to this change.

1 Study Objectives

1. To know the concept of digital marketing
2. To know the elements of digital marketing
3. To know the various advantages of digital marketing

4. To study the basic comparison between traditional and digital marketing

3 Methodology of Study

The study focuses on extensive study of Secondary data collected from various books, National & international Journals, publications from various websites which focused on digital marketing its various elements and its advantages for the marketers and consumers.

4 Review of literature

Marketer's sole purpose is to bring the brands closer to consumer's daily life. As the role of customers is also as co producers of value, it's increasingly important to do so. (Prahalad and Ramaswamy, 2004). Khan and Mahapatra (2009) have established that to improve the quality of services provided by the business units, technology have contributed largely. Hoge (1993) states that, when a buyer uses one or more electronic methods to transfer goods or services to the seller it is termed as electronic marketing.
The emergence of E- marketing was during the nineteenth century that began with the use of telegraphs. This invention was followed by the acceptance of telephone, radio, television and then cable television. Electronic media then proved to be the dominant marketing force. Another example of using online channel to communicate the brand messages and build customer relationship is that of McDonald's. They use interactive websites like happy meal and educative and entertaining games to keep customers always close to themselves. (Rowley 2004).

Reinartz and Kumar (2003) state that company's profitability over time is linked positively with the number of mailing efforts by the company. The two main advantages of digital media or social media platform are reducing costs and enhancing the reach. Cost of social media platform is comparatively lower than other marketing tools like personal selling or with the help of middlemen like distributors and resellers. Also adding to this social media marketing enables the firms to reach its potential customers with no geographical restraints. Social media can enable companies to increase reach and reduce costs and this is one of its main advantages. (Watson et al. 2002; Sheth & Sharma 2005). Marketing online whether via websites, online ads, opt-in emails, interactive kiosks, interactive TV or mobiles are also termed as Digital marketing, electronic marketing, e-marketing and Internet marketing (Chaffey & Smith, 2008). As of 30th June 2018 there are 4,208,571,287 internet users in the world according to https://www.internetworldstats.com/stats.htm. Internet is considered as an important channel for marketing and distribution of products and services. That is mainly because due to its cost effectiveness as well as the convenience for consumers when it comes to ordering and browsing. Even a company can reach out to a large consumer base at a low cost.

Neil Patel the co- founder of Neil Patel digital and the top influencer on the web according to wall street journal is also one of the top 10 marketers according to Forbes. He has created one of the 100 most brilliant companies according to Entrepreneur Magazine. He is also awarded as New York Times bestselling author and is also recognized as a top 100 entrepreneur under the age of 30 by President Obama and a top 100 entrepreneur under the age of 35 by the United Nations. He defines digital marketing as "Digital marketing is any form of marketing products or services that involves electronic devices."

The elements of online marketing are:

1. Search engine optimization (SEO)
   Search engine optimization (SEO) is the process of optimization of your online content which enables a search engine to show it as a top result for searches of a certain keyword.

2. Search engine marketing (SEM)
   Search marketing can be used to obtain traffic and visibility from search engines through both paid and unpaid efforts. Search Marketing encompasses:

- SEO: here we can earn traffic through unpaid or free listings
- SEM: here we can buy traffic through paid search listings

3. Content Marketing
   A strategic marketing approach focused on creating and distributing valuable, relevant and consistent content to attract and retain a clearly-defined audience and, ultimately, to drive profitable customer action. (The Content Marketing Institute definition). It means that a long-term strategy that focuses on building a strong relationship with your target audience by giving them high-quality content that is very relevant to them on a consistent basis is referred as content marketing. When customers make a purchase decision, their loyalty lies with you. They will purchase your product and prefer it over other competitor products available in the market.

4. Social Media Marketing (SMM)

   The use of social media platforms and websites to promote a product or service is called as Social Media Marketing. Social media platforms have built-in data analytics tools, which helps the companies to track the progress, success, and engagement of ad campaigns. Companies contact current and potential customers, current and potential employees, journalists, bloggers, and the general public through social media marketing. Social media marketing means the management of a marketing campaign, governance, setting the scope and the establishment of a firm's desired social media tone on a strategic level.

5. Pay-per-click advertising (PPC)

   PPC stands for pay-per-click; it is a module of internet marketing in which advertisers pay a fee each time one of their ads is clicked. It enables the user to buy visits on their site, instead of earning them organically. Search engine advertising is one of the most popular and in demand form of PPC. The advertisers bid for ad placement in a search engine's sponsored links when someone searches on a keyword that is related to their business offering.

6. Affiliate marketing

   Affiliate marketing is a type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts.

7. Email marketing
   Effective email marketing campaigns need to be cleverly written to attract attention in busy inboxes. Marketing emails need to be personalized to the reader and filled with interesting graphics.

The advantages of Digital Marketing are:

1. We can stay updated with products or services

   The consumers can stay updated with the information needed with the help of digital marketing technology provided by the companies. In this digital age, consumers can access internet from any place at their convenience and time.

2. Increase in engagement

   Digital marketing helps the consumers to engage with the company's activities. Now a consumer may visit one company's website to read the information about products or services and can even purchase online and give instant feedback/ reviews on the purchase service and post purchase service.

3. Clear and valid information about the products or services

   The consumers are provided with clear and valid information about the various products and services, thus leaving no or little chance of misinterpretation of the information provided by the seller. The seller can also update this information and keep its consumer well aware of the latest updates in the market. Thus a seller can maintain a product portfolio online.

4. Ease in comparison with the competitors

   Almost all companies are trying to use digital platforms to promote their products/ services; hence it is becoming a great advantage for the consumers to compare the available products from different suppliers in a very cost effective and time friendly manner. This saves the customer's time of physically visiting different retail outlets to check the variety and get knowledge about the available products/ services.

5. 24/7 Shopping

   As internet is available all day long, there is no time restriction for when customer wants to buy a product online.

6. A chance to share the contents of the products

   Before making a purchase decision, a buyer can share the content of the product/ service to others. Digital media enables the buyer to easily transfer and obtain information about the characteristics of the products.

7. Pricing

There is transparency in the pricing of the products/services through digital marketing and it is very beneficial for the consumer before making any purchase decision. The company can also change the prices or give special offers and discounts on their products/services and the customers are always benefited by getting informed in a matter of few seconds.

8. Chance of instant purchase

Digital marketing has enabled its customers to instantly buy any product/services from the ease of their doorstep. It saves lots of efforts and valuable time of the customer.

Traditional Marketing versus Digital Marketing

Traditional Marketing	Digital Marketing
Print, direct mail, broadcasting, hoardings, bills, banners.	Pay per click, online marketing, SEO, SMO, social media marketing, affiliate marketing, email marketing.
There is very little or negligent interaction with the audience.	There is remarkable interaction with the audience.
The traditional marketing campaign results are easy to measure.	The digital marketing campaign results are easy to measure to a remarkable extent.
A long time period is needed to plan the advertising campaigns.	A short time period is needed to plan the Advertising campaigns.
Traditional marketing is a expensive and time-consuming process	Digital marketing is a reasonably cheap and rapid way to promote the products or services
One campaign prevails for a very long time.	Here campaigns can be changed easily and innovations can be added.
The customer reach is limited.	The customer reach is wider.
Exposure isn't throughout 24/7	Exposure is possible throughout 24/7
The marketing campaigns can't go viral.	The marketing campaigns can go viral.
There is a one way conversation.	There is a two way conversation.
Customers can give feedback only during working hours.	Customers can give feedback anytime they want.

Digital marketing can be called as a sub branch of traditional marketing and it utilizes modern digital channels for the placement of products e.g. downloadable music, for communicating with stakeholders.

5 Conclusion

Many companies now include digital channel in marketing as one of prime and essential part of the strategy. There are efficient ways to market products and services using internet as the mode of advertising and marketing which can prove to be very beneficial for small business owners and start ups. Various devices like smart phones, laptops, tablets, television sets, gaming consoles, social media, digital billboards, SEO, content, videos, email, etc can be used by a company to promote their products and services. Digital marketing is void of any restrictions and limits. A marketer must consider digital marketing as a top priority to gain maximum benefits out of it. Like any other marketing tool, digital marketing results won't be seen without attempt and without trials. A marketer has to test learn and evolve to adapt to this digital era. Companies should study which marketing plan is most suitable to its budget and

need and should create innovative customer experiences to identify the best way to boost up the digital marketing performance.

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A STUDY OF MEDIA HABITS OF MANAGEMENT STUDENTS IN SELECTED INSTITUTES IN PUNE

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Abstract

As todays youth is more and more engaged in various social networking mediums,the study is based on the Media habits of management students of Pune and to study their daily consumption of print paper and T.V media In the study the researcher has collected the data of various management student of Pune area to know about their daily consumption, and preference toward media option and also the media habits they are having toward social media and print media.The study has helped the researcher to get an insight into the understanding of the media habits of management students toward internet consumption and daily use of their media pattern. and it also further help to understand the total time student spend on various media sources and their preference towards the media further study shows their monthly spending and other media habits.

Introduction

In the era of globalization, changing media technologies have dramatically transformed the media and health culture of adolescents. Digital technologies are not only the daily tools of communication, information and entertainment for adolescents but they have become an integral part of their lives. Adolescents of today have twenty four hours media access, they wake up with an alarm on cell phone, use varioustechnologies during the day and ultimately go to sleep searching on internet with laptops in their laps or iPhones plugged in their ears. Adolescents who lived two decades before might have spent as much as several hours a week or a month accessing any one medium as compared to

adolescents of today, who have 24/7 media access. Strasburg et al. (2010) stated that today's adolescents had unlimited access to new media technologies and uses them in a desired and undesired manner. Adolescents being the early adopters are more creative than adults. This creativity and frequent use of new communication technologies among adolescents have lead to angst among parents, teachers and health care experts. Adolescents in a day on an average spend more than seven hours using media. Large number of adolescents has access to different media technologies to a bedroom like television, computer, internet, and a cell phone. In today's digital world, media is omnipresent and it is not possible to live without media.

Television which was considered the most dominant medium has now been coupled with various other new media and adolescents are spending good amount of time using media. Jones and Fox (2009) mentioned that 93% of children in the age group of 12- 17 years are found to be searching different sites on internet, 71% have a mobile phone, 57% watch 2 videos on computer, 65% visit social networking sites, 38% make on-line purchases and 28% get health information.

Literature Review

Trends in media usage by students can affect the way they learn. Students demand the use of technology, thus institutions and instructors should meet students' requests. This paper describes the results of a survey where drivers in the use of media show continuously increasing or decreasing values from the first to the fourth year of study experience at the Western University, Canada, highlighting trends in the usage of new and traditional media in higher education by students. The survey was used to gather data on students' media usage habits and user satisfaction from first to fourth year of study and found that media usage increases over the years from first to fourth.(Ankit Pant).The manner in which we consume news and entertainment has transformed radically over the past decade, creating both challenges and opportunities for traditional broadcasters. Thinking about it, Millennials spend more time streaming content than watching it on television, and more than 20 percent of them are viewing shows on their mobile devices. Streaming services are growing rapidly, with around 60 percent of consumers using them monthly.

With consumers in the driver's seat, traditional business models are hitting some speed bumps. Foreseeing this impending revolution, the media & entertainment industry continues to evolve rapidly, with video-on-demand redefining the way people consume content. This year, distributors will look to innovate the way they create, bundle, and disseminate that content, while exploring new

revenue models. Many content providers and advertisers are also finding newer ways to reachcustomers and make content available to them, on their desired platform. Given the existing scenario, three routes have the potential to unlock media consumption, and imply true opportunity pools that serious media players would need to follow in an intensive manner. These focus areas have higher probability of driving break-out growth for the industry as a whole.(AlokJha)

Objectives

The major objectives of the study included were

- To find out the time spent by Management students on various media.
- To determine student's preference towards print television and social media.
- To identify the purpose behind the usage of social networking sites.
- To investigate use of radio listener-ship by college students.
- To track Media habits of management students. Internet through mobiles tablets and other devices.

Limitations

The major limitations of the study were that the data was analyzed on the basis of the respnses of the respondents and the opinions can change as new mediums are introduced into the market.

Research Methodology

"The systematic gathering, recording and analysis of data about problems relating to the marketing of goods and services" -The American Marketing Association. The objective of this section is to describe the research procedure and methods that have been adopted for the achievement of the project objectives. To accomplish the objectives a questionnaire method was adopted. The questionnaire was especially designed to take feedback of various management students..

The population of this research consist of all those students from pune which the users and non-users of Media services and products,where the Each unit belonging to number of Media user management students treated as sample unit.Simple random sampling was used for the purpose of research by researcher. Management students were selected randomly data was collected through questionnaire using survey method.

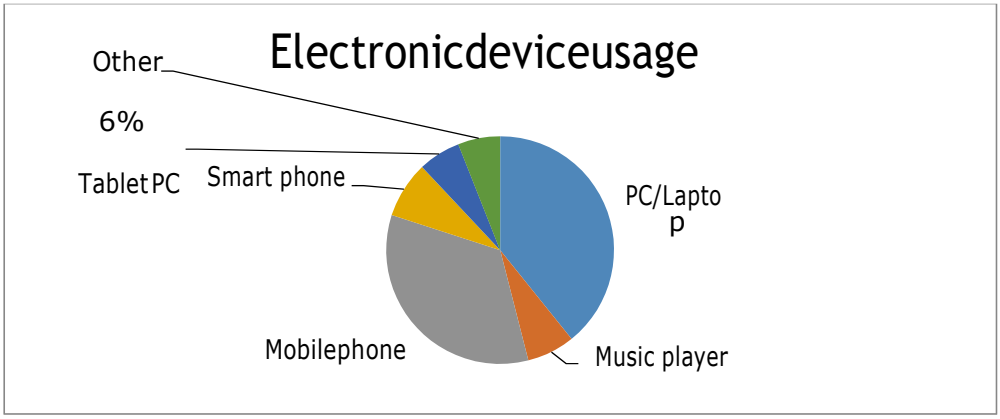
Sampling size of number of respondents which responded to the questionnaire and gave opinions regarding the media habits was. 300 students across various management Institutes in Pune,where a questionnaire were distributed and the number of collected responses are 272. The questionnaire used for data collection was a structured one. It was a mixture of open ended, close ended and multiple-choice questions. The words were simple and helped in avoiding confusing and misunderstanding among the respondents.The tools majorly used for data Analysis and interepretation were percentage analysis,graphical Analysis in the form of Pie charts and bar diagrams and tabuar Analysis.

Data Analysis

Electronic devices used Everyday by Management students

Table 1.1 Which electronic devices do you use nearly every day.

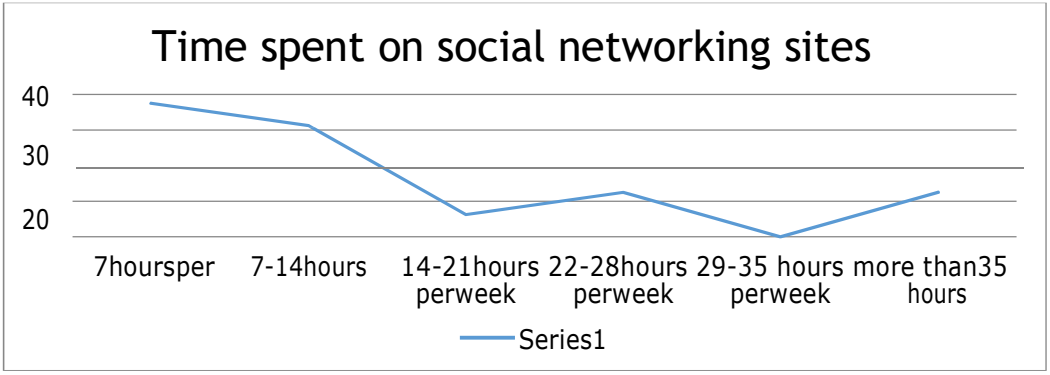
Sr. No.	Options	Responses	Percentage
1	PC/Laptop	98	39%
2	Music player	17	7%
3	Mobile phone	85	34%
4	Smart phone	20	8%
5	Tablet PC	15	6%
6	Other	15	6%



Interpretation: From the above pie chart it can be inferred the difference between pc laptop and mobile user and also the tablet and other device user moreover the students are most likely to have laptop with their work.

: Time spent per week on social networking-sites

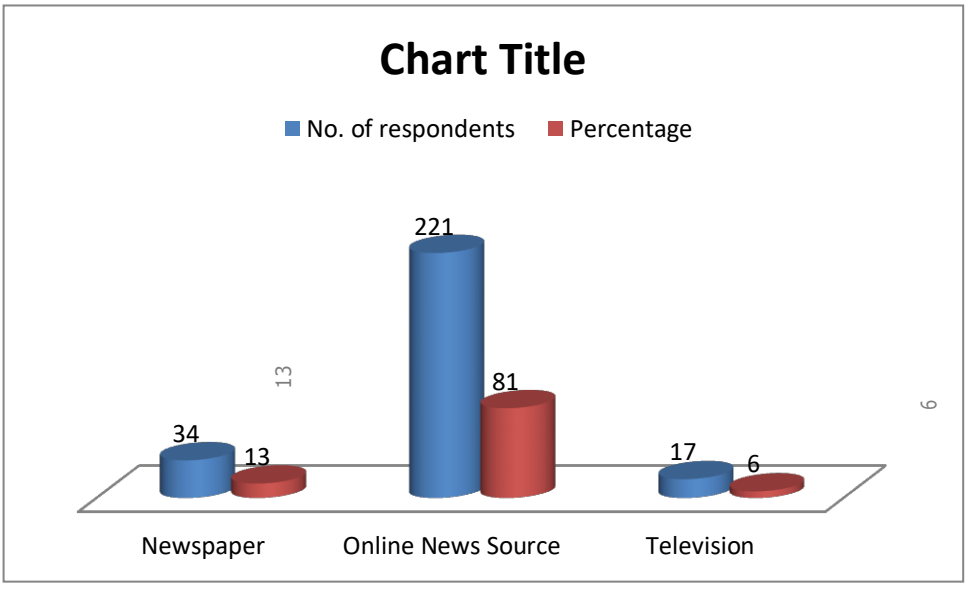
Time per week do you spend on social networking-sites			
Sr. no	Particulars	No. of respondents	Percentage
1	7 hours per week	102	38
2	7-14 hours per week	85	31
3	14-21 hours per week	17	6
4	22-28 hours per week	34	13
5	29-35 hours per week	0	0
6	more than 35 hours	34	13



Interpretation: As shown in above graph more than 60% students daily uses their social networking sites at least for more than one hour on daily basis. Rest are using it more than 2 hours approx

: Sources of daily News

Table 1.3 you get the daily news from			
Sr. no	Particulars	No. of respondents	Percentage
1	Newspaper	34	13
2	Online News Source	221	81
3	Television	17	6

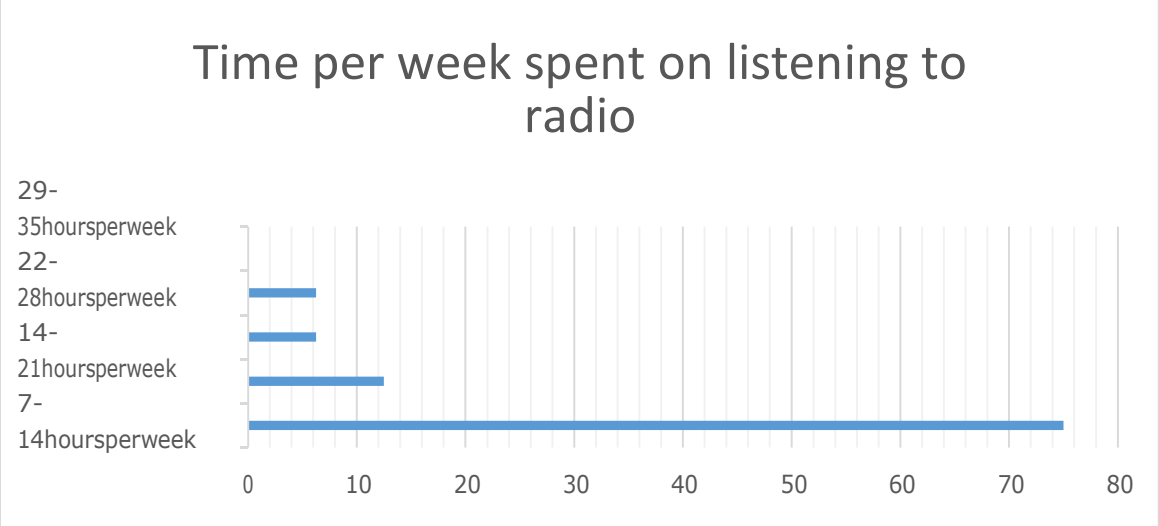


Interpretation: Students who are in Management studies are using various news sources application and other types of media from which they get the News, Graph shows 81% students surf their news online from online news sources.

Time per week spent on listening to the radio?

Table 1.4 time per week do you spend on listening to radio			
Sr. no	Particulars	No. of respondents	Percentage
1	7 hours per week	204	75
2	7-14 hours per week	34	13

3	14-21 hours per week	17	6
4	22-28 hours per week	17	6
5	29-35 hours per week	0	0

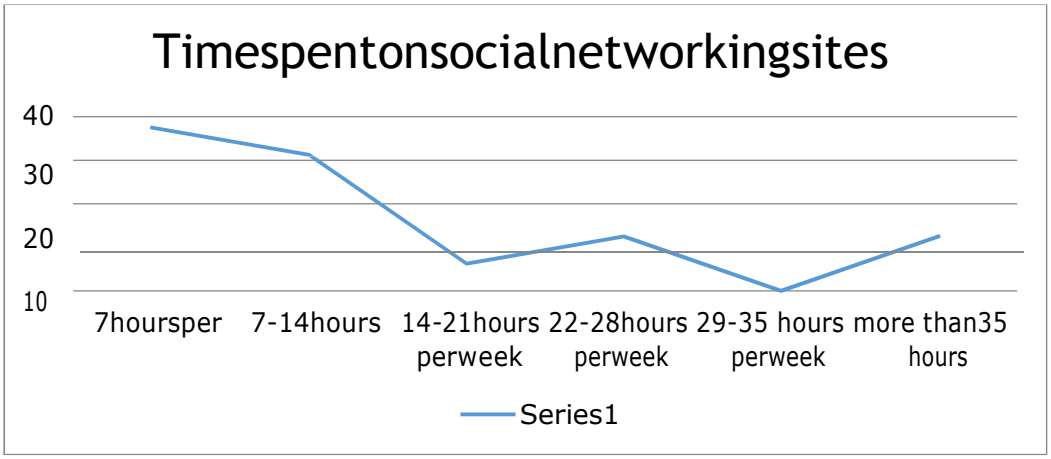


6	more than 35 hours	0	0

Interpretation: The study shows the management students do not prefer their time listening to radio, as 50% of student rarely listens to radio once a day. And not more than 9% students prefer to listen radio more than 3 hours a day.

Time spent per week on blogging, posting to blogs and sending private messages on socialnetworking?

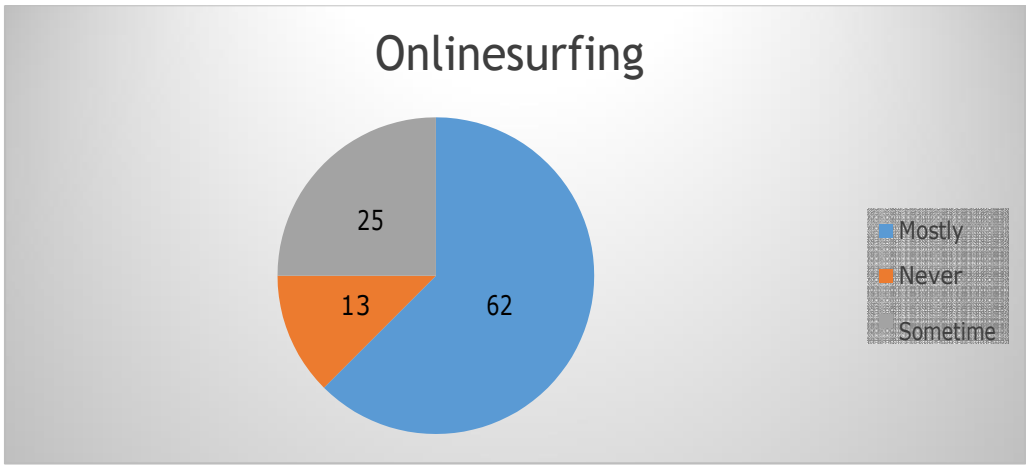
Table 1.5 time per week do you spend on social networking-sites			
Sr. no	Particulars	No. of respondents	Percentage
1	7 hours per week	102	38
2	7-14 hours per week	85	31
3	14-21 hours per week	17	6
4	22-28 hours per week	34	13
5	29-35 hours per week	0	0
6	more than 35 hours	34	13



Interpretation: As shown in above graph more than 60% students daily uses their social networking sites at least for more than one hour on daily basis. Rest are using it more than 2 hours approx.

1. 6Are you online even when watching television or listening tomusic?

Table 1.6 Are you online even when watching television or listening to music			
Sr. no	Particulars	No. of respondents	Percentage
1	Mostly	170	62.5
2	Never	34	12.5
3	Sometime	68	25



Interpretation: Above pie diagram shows the no. of students who suffer online while doing another media activity. 62% students mostly uses Other media surfing action.

While 25% students only does activities sometimes also the students never uses such activity are 13% only.

Findings:

- 41% students are using their pc laptop and mobiles for daily mediasurfing.
- More than 220 students use their daily two hours of time on internet surfing doing work or watching socialsites.
- 40% students watch T.V frequently to get news or otherupdate
- Not more than 120 students use radio because of no visual service they preferother devices.
- Above 50% students are using their social networking sites only more than 2 hours a day.
- 200 students are positive about a revolutionizing modern media as they think it media can revolutionize the education as well as political participation ofstudents
- Above 150 students are using Facebook social networking site out of 272respondent.
- Students more than 50% use internet as their daily news and latest newssource..

Conclusion:

From the above research researcher conclude that Media habits among the management students is higher than normal person. Daily internet surfing is increasing day by day and also more in hours a day.50% of students are using their own pc laptops and mobile phone to suffer the internet. More than 250 students are on different social networking sites for their daily updates and upload. Students prefer their smartphones and other sources which are available via internet rather than Paper media and news, students prefer to watch movies and videos over their phones than television and pc/laptop rather than Radio. More than 50% students are spending more than 500 on monthly basis.

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A STUDY ON PERCEPTION OF CUSTOMERS TOWARD MULTI - NATIONAL BRANDS

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Abstract
Customer is that the King of market and selling activities of all the business and industrial enterprises of these days go round the habits, tastes, preferences, perception and attitudes of consumers. All efforts are being created to supply most satisfaction to the customers.Goods and Facilities are createdconferring to the specifications of such needs and wants. These goods and services are dispersed to the customers at the right time and place through most suitable channels of distribution. Marketers have come to realize that no marketing determinations can be successful if the choices, tastes and attitudes of customers are not appropriatelymeasured.
The article empirically scrutinizes the inspiration of Multi - National brands on customer insight. The article also explores that how Multi - National products have emotional impacton the relationship between brand names and customer insight which is measured by brand attitude, purchase intention, feeling, and advertisement. The findings counsel that the product attribute information moderates the link between complete names and clientinsight. The results are vital and relevant to disapproval ways marketers use to counteract competitive brands. the current is that the era of client is additional knowledgeable than ever before and since the clientis additional knowledgeable, corporations should be quicker, additional agile and additional inventive than few years past. thus corporations ought to attempt to reinforce client perception through knowing their expectation relating to Multi - National product.
Keywords: *Perception, Multi - National Brand, Demographic Factors, and Ranking Factors*

Introduction: Perception is actually more important than reality in many cases. In the realm of business, especially promoting and publicizing, observation is reality. Advertisers spend extraordinary wholes of cash to modify client's impression of their item.

Their objective is for clients to trust their publicizing to be genuine and eventually allure clients to buy their item, seeing that it is ideal for them. In the dynamic zone of conveying predominant client benefit, view of an issue by the client is frequently an altogether different issue than the real conditions may depict. The expert client benefit master should effectively tune in keeping in

mind the end goal to insightfully observe what the client is really saying, paying little respect to need the actualities of the issue are. Regularly, a strained circumstance can be diffused by just being touchy to the clients' perspective and view of the issues, and after that recommending arrangements in light of those observations. Obtuseness and lack of interest will stoke the fire of client outrage and conceivably prompt a lost client.

Discernment isn't great or terrible, set in stone, it is only the way somebody judges an affair in light of their esteem arrangement of what they accept ought to happen. Since individuals are exceptional, every one of their discernments are special. On the other hand every circumstance is a "state of contact" with a representative that will tell the client a "truth" about the organization's concept of client benefit. Every circumstance will make desires for what the following knowledge will presumably resemble. Along these lines, they lay worry after promoting examination and study client conduct. Further, a purchaser buys an item in light of certain physical, social and prudent powers making a longing or a need for the item.

A choice to purchase an item is taken in the wake of going through various stages. Need acknowledgment is the main thing in the purchasing stages, which is trailed by item mindfulness, intrigue, assessment and goal, wellspring of data, buy and post buy conduct. A choice to purchase a result of day by day utilize might be taken in a couple of moments seconds while the choice to purchase a strong item is taken after basic investigation of numerous components. As indicated by late review by FICCI, India's quick financial development has set the phase for principal change among the nation's clients. There is perceivable move in client inclination for higher-end and mechanically unrivaled marked items.

The request is being impelled by expanding client mindfulness and inclination for new models. The changing flow of client conduct mirrors that extravagance merchandise is presently being seen as necessities with higher dispensable livelihoods being spent on way of life items. An extensive number of household and multinational organizations are as of now contending in the market and the difficulties would compel organizations to be more unique to adjust the quickly changing necessities and salaries of the clients. As of late, clients have indicated tendency for Multi - National products and Indian merchandise are additionally at standard worldwide standard.

Literature Review : Evaluating brand value has gotten critical consideration in advertising scholastic and exchange writing. Brand value has been characterized as an arrangement of advantages, for example, name mindfulness, faithful clients, saw quality, and affiliations that are " … connected to a brand, its name and image, that add to or subtract from the esteem gave by an item or administration" (Aaker, 1991). Farquhar (1989) alludes to mark value as the esteem added to an item by temperance of its name. Brand quality has been utilized to rank client items by Financial World and Landor Associates (Owen, 1993). Notwithstanding the definition, clients make mark value in their psyches. In this manner, to reveal the value of a brand, an advertiser must comprehend client recognition.

Brand advancement and administration are the fundamental focal point of showcasing offices that would like to build up a solid position in their separate market and accomplishing upper hand (Keller, 2003). Their definitive objective is to separate their item from others, include esteem (by expanding mindfulness levels, positive considerations, and emotions toward the brand), and make solid client faithfulness (Aaker, 1991). Brand information has two measurements: mark mindfulness and brand picture (Keller, 1993).

Brand mindfulness alludes to mark review and brand acknowledgment; mark picture is the recognition. Brand picture can be depicted as a system of brand relationship in client memory. Along these lines, a brand supervisor can legitimize a brand name in view of two measurements. To begin with, to what degree does the name support or improve the vital situating of the item? Second, how effortlessly can the client encode, hold, and recover the name from memory (Park, Jaworski, and Maclnnis, 1986) Brand supervisors may turn to Multi - National marking—the technique of spelling or articulating a brand name in a Multi - National dialect—to impact the brand picture in the brains of clients. Brand names, for example, Giorgio St.

Angelo and Klarbrunn may sound or show up moderately peculiar to American clients. They may likewise be less significant and be more hard to articulate than English sounding names; in any case, they make positive affiliations that impact how client see and evaluate the items. For example, Giorgio St.

Angelo oozes pictures of excellent Italian form, and Klarbrunn has the kind of the high immaculateness principles that German items. Writing in brain research recommends that the presence of generalizations and the impacts of Multi - National brands on the recognition and assessment influence singular practices (Eagly, Ashmore, Makhijani, and Longo, 1991; Eagly, Makhijani, and Klonsky, 1992).

National and social generalizations are expansive judgments and consensually shared convictions identified with a nation, its populace, and its way of life (Taylor and Moghaddam, 1994). One might say that Multi - National brands work like different generalizations in that they should affect the judgment and view of any question, including client items that are related with a specific nation. However at times, worldwide brands create past their nation of source.

For instance, Mercedes Benz and Toyota have created past their nation of cause, so the advertisers center their advancements and promoting efforts without partner the brand with the nation of starting point.

Research Methodology: This exploration examine is illustrative in nature, related Perception of Customers toward Multi - National Brand.

100 clients were studied with the assistance of organized poll through eye to eye contact. Helpful Sample technique was utilized to gather essential information. The optional information was gathered from different magazines, Journals, distributed and unpublished reports, records and sites. Diverse factual instruments can be utilized to translate the information.

Hypothesis H0: There is no association between Perception of Customers towards Multi -

National Brand and demographical factors.

H1: There is association between Perception of Customers towards Multi - National Brand and demographical factors.

Objectives of Research

1. To analyze the impact of various demographical factors (Age, Gender, Education, Occupation, income) on Perception of Customers towards Multi - National Brand.
2. To study and rank the factor having implications on Perception of Customers towards Multi - National Brand.

Data Analysis and Interpretation

Table: 1 Association between Gender and Perception of Customers

Gender	High	Medium	Low	Total
Male	29	26	3	58
Female	19	16	7	42
Total	**48**	**42**	**10**	**100**

Interpretation: At 5% level of significance tabulated value is 5.99; calculated X2 value is 3.4905055. Calculated Value > Tabulated Value so Hypothesis is rejected. So, it is concluded that there is association between Gender and Perception of Customers. It is analyzed that there is a positive relation between gender and perception. 50% male and 45.238% females are highly associated towards Multi - National Brand.

Table: 2 Associations between Education and Perception of Customers

Education	High	Medium	Low	Total
Metric	1	1	1	3
10+2	13	6	2	21
Graduation	15	14	1	30
post Graduation	14	4	3	20
Technical Qualification	22	3	2	26
Total	**65**	**27**	**8**	**100**

Interpretation: At 5% level of significance tabulated value is 15.5073; calculated X2 value is 18.73917. Calculated Value > Tabulated Value so Hypothesis is rejected.

So, it is concluded that there is association between Education and Customers Perception. This study reveals that out of 100 respondents surveyed the education of respondents and their perception towards Multi - National Brand are significantly linked. 33.3333% of respondents of

below secondary education, 61.904 % of respondents who have completed higher secondary, 50% of graduates and 84.615% of respondents who have taken technical education have encouraging perception towards Multi - National Brand.

Table: 3 Associations between Occupation and Customers Perception

Occupation	**High**	**Medium**	**Low**	**Total**
Agriculture	13	8	0	21
Self employed	19	13	19	51
Private Employee	6	10	0	16
Govt. Employee	6	8	0	14
Total	**42**	**39**	**19**	**100**

Interpretation: At 5% level of significance tabulated value is 12.5916; calculated X2 value is 29.80717. Calculated Value > Tabulated Value so Hypothesis is rejected. So, it is concluded that there is association between Occupation and Customers Perception.

Table: 4 Associations between Income and Customers Perception

Income	**High**	**Medium**	**Low**	**Total**
Less than 20,000	16	19	10	55
20,000-40,000	26	10	0	36
40,000-60,000	6	0	10	16
More than 60,000	3	0	10	3
Total	**51**	**29**	**20**	**100**

Interpretation: At 5% level of significance tabulated value is 12.5916; calculated X2 value is 24.348119. Calculated Value > Tabulated Value so Hypothesis is rejected.

So, it is concluded that there is association between Income and Customers Perception. Income level of the respondents and their perception towards Multi - National brand are significantly linked. 29.090% of respondents of below Rs 20000 income group, 72.2222% of respondents of Rs 20000- 40000 income group, 37.5% of respondents of Rs 40000 income group. This study reveals that out of 100 respondents surveyed the saving level of the respondents and their perception towards Multi - National Brand are independent of each other.

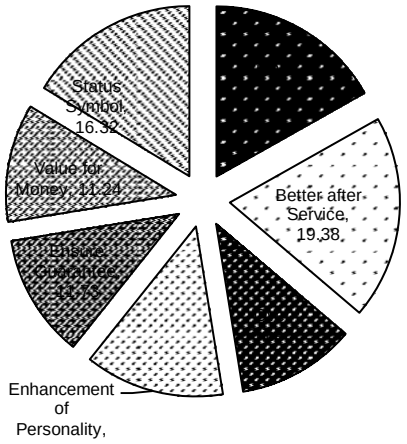
Table: 5 Factors Affecting on Customers Perception toward Multi - National Brand

Factors	**Very High (Rank I)**	**High (Rank II)**	**Average (Rank III)**	**Low (Rank IV)**	**Total**	**Respondents' Weighted Scores**

Superior in Quality	50	40	0	10	100	330
Better after Service	90	0	10	0	100	380
Over Priced	10	30	30	30	100	220
Enhancement of Personality	30	20	30	20	100	260
Ensure Guarantee	20	10	50	20	100	230
Value for Money	10	30	30	30	100	220
Status Symbol	50	30	10	10	100	320

[Weights are given to rank are as:

Rank I- Weights 4; Rank II- Weights 3; Rank III- Weights 2; Rank IV- Weights 1]



Conclusion: The success of Multi - National Brand is depending upon the knowledge of Customers and Market.

The present is the time of client is more educated than any time in recent memory and on the grounds that the client is more proficient, organizations must be speedier, more dexterous and more innovative than couple of years back. So organizations should endeavor to improve client discernment through knowing their assumption about Multi - National item. This examination found that clients have positive observation towards Multi - National Brand.

The study has helped the researcher gain real time knowledge and will help users to analyze the

perception of the customer towards Multi - National Brand.

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A STUDY ON FACTORS AFFECTING THE PERCEPTION OF THE CONSUMERS TOWARDS WINE WITH SPECIAL REFERENCE TO WINERIES OF NASHIK

Sonam Rashtresh Bachhao

Abstract

This paper is a study to understand the factors affecting the perception of wine consumers in Nashik towards wine. It helps to study the factors that are responsible for the overall growth of wine market in Nashik and also to create awareness among wine consumers. In this research it is found that wine culture in Nashik is still at its development stage. There is positive inclination of consumers towards wine consumption, however, more efforts are needed to create awareness about the wine.

Keywords*: Wine Culture, Wineries, Consumer perception.*

1. **Introduction:** The Indian Wine Market had a prolonged and prosperous history. The Wine Market in India faced many highs and lows but at present situation it is growing steadily. Cities like Delhi, Mumbai, Chandigarh, Bangalore, Chennai etc. account for majority of wine consumption in India. Favourable government policies, suitable tax structures, rising disposable income, growth in tourism sector etc. are certain reasons for burgeoning Indian wine market. 65 per cent of the total volume of wine consumed in India is produced locally in states like Maharashtra, Karnataka, Andhra Pradesh, Tamil Nadu, Punjab. India has become a strong contender in the global wine business as wine made in India is vying with the best quality wine producers and consumers. The Wine Industry of India is at its introduction stage of its life cycle and a small winery can be started in India with an investment of about 40 Lakhs. Chateau Indage Ltd. was India's largest and oldest wine company, established in 1982. With vineyards spread over 2500 hectors, chateau Indage has its facilities in Nasik and Narayangaon, with 20 varieties under cultivation and over 137 varietals under plantation. It had its presence across the globe with 10 offices. They have 43% market share in India. This is followed by Sula Wines, Sula has rapidly established itself as India's leading premium wine brand. Sula has expanded from the original 30 acre family estate to about 1500 acres (owned and

contracted) under plantation, both in Nashik as well as in nearby Dindori, India's upcoming wine region. In addition to having a wide national distribution network within India, Sula also exports its wine internationally, as well as importing and distributing wine from leading producers worldwide. It has 33% market share.

2. Need for Study: This paper is a study to understand the factors affecting the perception of wine consumers in Nashik towards wine. This will help to study the factors that are responsible for the overall growth of wine market in Nashik and also to create awareness among wine consumers.

3. Literature Review: R.K.Srivastava (2013) in his paper tries to find out the consumer perception towards wine in emerging market like India. Design/methodology/approach: This study is based on questionnaire administered to respondents in the city on Nashik, which is the largest producers of wine in India and SARC countries, and Mumbai-the financial capital and mini India due to its population mix in the second phase. Total 280 respondents from both the cities of different age groups participated in this study. 150 are from Mumbai. It was a descriptive study. Findings: There is no wine culture in India. Age groups of 25 to 35 consume wines more compared to others. There is lack of awareness about the various types of wines and their consumption pattern. The most preferred brands are from Australia, Chile followed by France in India. Managerial Implications: This research helps to develop a framework for consumer- centered planning. Small wineries mangers can evolve strategic marketing management based on contemporary developed consumer behavior and country-of-origin effects. Originality/Value: This is the first study to address on consumer perception towards wine in India. Since wine industry is in infancy stage in India, the present study represents an important contribution to understanding the interface between commercial interests and consumer's perception towards wine.

According to **Marathe et. al. (2016)** The wine industry in Maharashtra is rapidly developing since last 10 years in terms of the area, production & marketing of wines. Cities restrained major

wine consumption. Yet, there is an increasing awareness about wine as a product in the domestic market. Result increase of wine consumption, & the number of wineries in international and domestic brands in state scene 2007. The disposable income in hand & ease of travelling has led to adopting global cultures and lifestyles; appreciating good wine and its consumption is one of them.

4. Research Methodology:

Sampling Frame:

For this study the researcher would be collecting the information from wine consumers. He would also gather the data from various wine outlets.

Objectives:

The major and the most important objective of this research are:

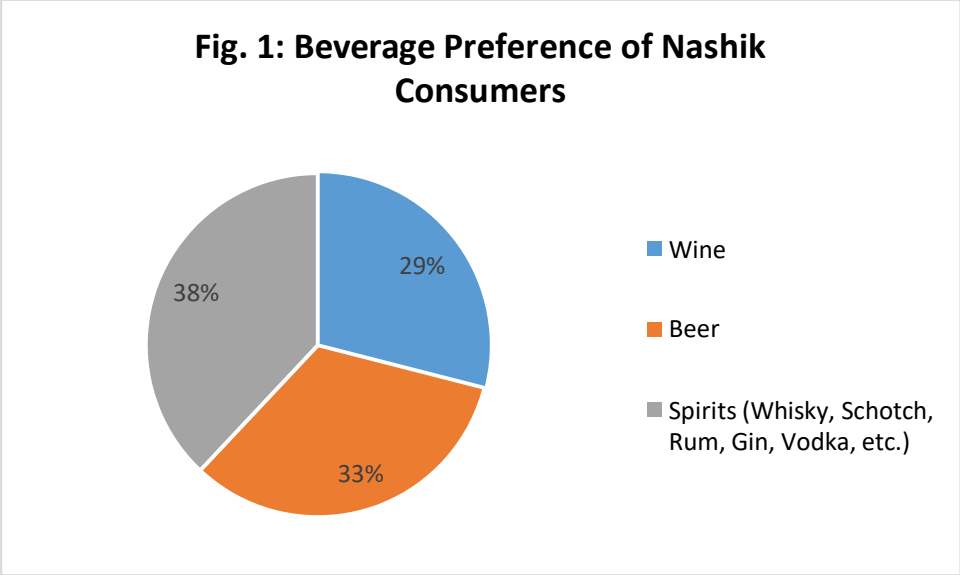
1. To evaluate the perception of Consumers towards the wine as compared to other Drinks.
2. To analyse various factors affecting the perception of the consumers while selecting the wine.

Sources of Data:

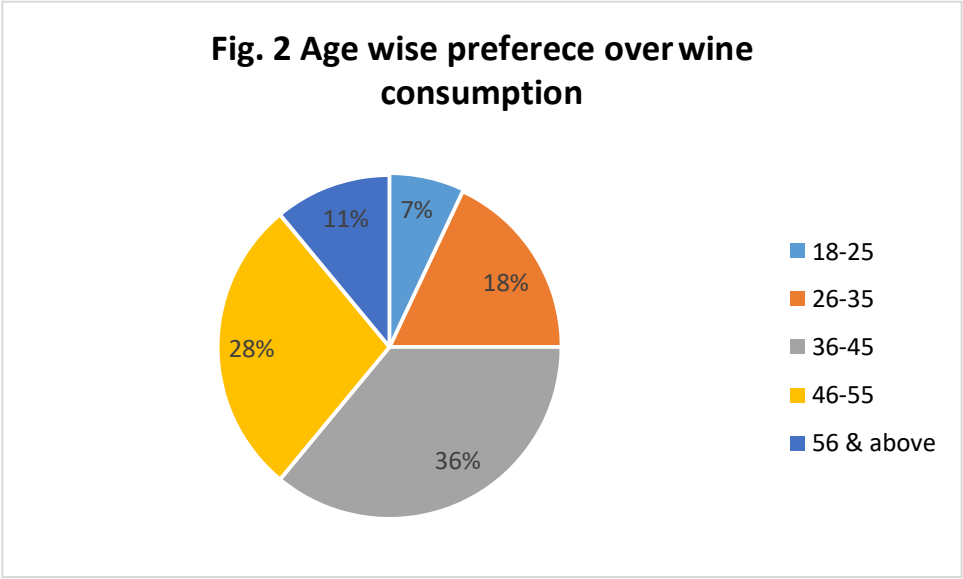
- For the purpose of interviews samples representing the wine consumers of Maharashtra. Wine outlets are the nerve part wine industry. Maximum Primary data shall be collected from the people who frequently visit the wine outlets.
- Secondary data shall be collected from published/unpublished literature on wine, latest references available from the journals, newspapers, research publications and magazines, and other relevant sources like internet.

Sampling Techniques: In the proposed study random sampling technique will be used for collecting the data from wine consumers in Maharashtra region tapped at various wine outlets. Questionnaires were used as the primary data collection method.

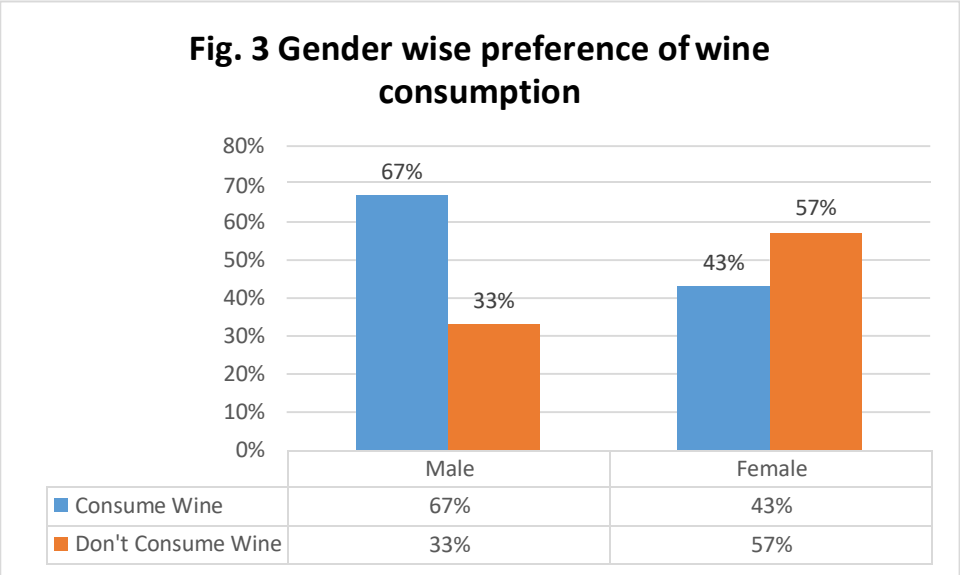
5. **Data Analysis:** During the research, an attempt is made to find the beverage preference of Nashik Consumers where following results were obtained:



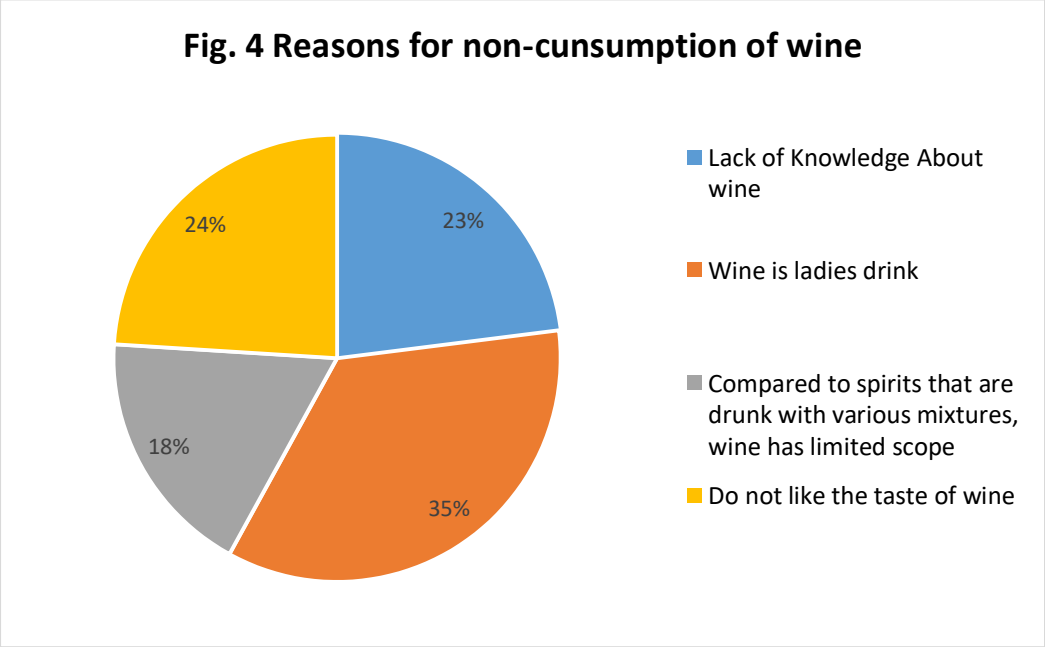
As shown in figure 1, out of the total sample of 150 consumers from 5 difference wineries of Nashik, only 29% of the consumers prefer Wine consumption over other beverages. Majority of the respondents have multiple preferences of alcohol over wine. Nashik market is dominated by spirits consumption.



As shown in figure 2, respondents belonging to age group of 36-45 years have high preference of wine consumption as compared to other age groups. The much matured age group i.e. above 36 years taken together show high level of wine preference. This cumulates to 75% of the respondents.



Above figure 3 shows that out of the total respondents, 67% males and 43% females consume wine. Wine preference is found to be more in males as compared to females in Nashik.



An attempt is made to find the reasons for non-preference of wine over other beverages, it is found from figure 4 that majority of the respondents do not like to consume wine because they feel that that wine is a lady's drink., also most of the respondents do not like the palate of Wine.

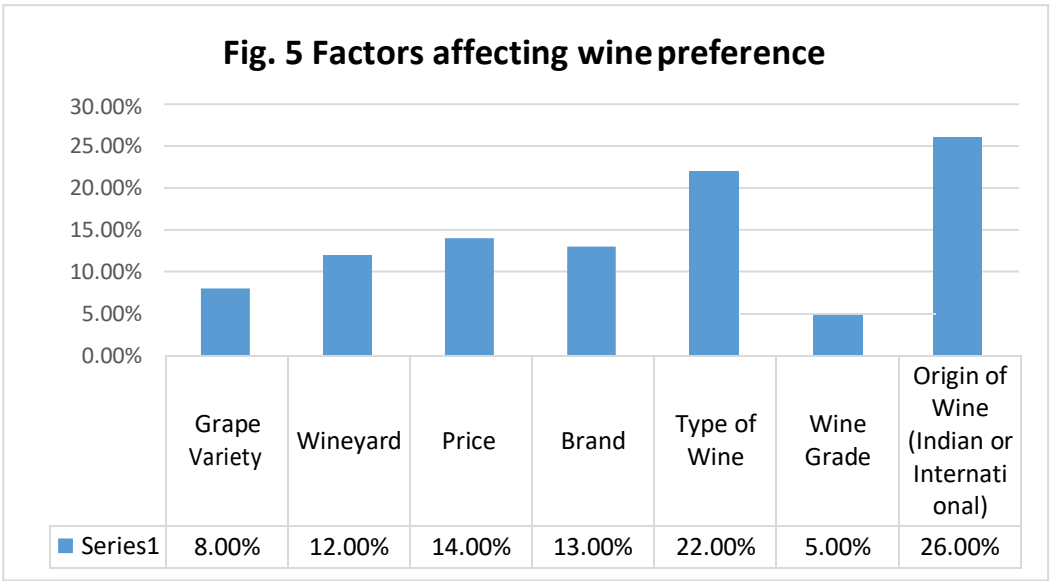


Figure 5 shows the factors that affects the wine preference of consumer's overs various other beverages, it is found that consumers prefer imported wines over Indian wines. Also the data shows that preference of consumers is affected by type of wine as well as price of wine.

6. Findings and conclusion: During the research it is found that wine consumption in Nashik is still at its growth state. The preference and liking towards wine is growing and the reason behind this is palate of beer consumption is high in this part of the country. Wine is mostly preferred by consumers of the age group of 35-55 years. Another reason is found to be lack of awareness about various wine products among consumers. Among the various wines, red wines are mostly preferred followed by fruit wines.

Overall it is concluded from the research that wine culture in Nashik is still at its development stage. There is positive inclination of consumers towards wine consumption, however, more efforts are needed to create awareness about the wine.

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