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**A Study on the Impact of Customer Expectations on Servqual model for service quality in Banking Sector with respect to IDBI Capital Market and Securities Limited**

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**ABSTRACT**

This study examines the influence of customer expectations on the Servqual model for service quality within the banking sector, with a specific focus on IDBI Capital Market and Securities Limited. The Servqual model is widely used to assess and measure service quality by identifying the gaps between customers' expectations and their perceived service performance. The objective of this research is to understand the relationship between customer expectations and the dimensions of service quality, namely reliability, responsiveness, assurance, empathy, and tangibles, as outlined in the Servqual model.

**Keywords:** Servqual Model, Customer Expectations, Dimensions of Service Quality , Correlation Analysis, Regression Model.

**Findings:** This table displays the frequency count and percentage of replies to a question with response options of 1, 2, or 3 about how far consumers feel the company's service quality. According to the table, 75 customers (67.6%) chose option 1, while 13 customers (11.7%) chose answer option 2, and 23 customers (20.7%) chose response option 3. A correlation analysis, which examines the relationship between the customer expectations and service quality dimension it is represented as that there is a high relationship between customer expectation and the service quality dimension where H0 is rejected and H1 is accepted .

**SCOPE FOR FUTURE WORK:**

Conducting longitudinal studies that span over an extended period would provide insights into how customer expectations change over time and their impact on service quality in the banking sector. This would enable a deeper understanding of evolving customer needs and preferences.

Exploring the impact of customer expectations on service quality in the banking sector across different cultural contexts would be valuable. Comparing data from various countries or regions would highlight any variations in expectations and service quality perceptions, allowing for customized strategies for different markets. Exploring and integrating emerging service quality models, beyond SERVQUAL, would expand the understanding of customer expectations and their impact on service quality. Models like the Service-Dominant Logic (SDL) and the Technology Acceptance Model (TAM) could be incorporated to provide a more comprehensive framework.

**Keywords :** Servqual Model , Customer Expectations , Dimensions of Service Quality , Correlation Analysis, Regression Model.

**INTRODUCTION:**

When a consumer interacts with a service provider, they should feel excellent or satisfied, which is called service quality. It includes many elements that jointly influence how the clients view the service, including responsiveness, dependability, certainty, empathy, and tangibles. Organizations from all sectors of the economy are aware of how important it is to offer high-quality services to draw in and keep clients in today's cutthroat business environment. Customer happiness, brand advocacy, and loyalty are all directly affected by service quality, which has an impact on a company's long-term performance and profitability. Meeting or exceeding customer expectations is a crucial part of high-quality service. It is the duty of service providers to understand and live up to the expectations of their customers, who have certain preconceived conceptions about the kind of service they expect. A service provider's level of excellence in supporting its clients is referred to as service quality. Any service-oriented business must have it since it affects customer happiness, brand loyalty, and overall performance.

Many characteristics, including dependability, responsiveness, certainty, empathy, and tangibles, characterize the quality of a service. A service provider's reliability is decided by their ability to deliver their services consistently and accurately.

The availability and performance of the services must meet customer expectations. Since it serves as the foundation for trust between the consumer and the service provider, this part of the level of service excellence is crucial. The service provider's ability to serve clients promptly is called responsiveness.

The SERVQUAL model is a technique for evaluating customer feelings and expectations for service performance. It was created in the 1980s by Parasuraman, Zeithaml, and Berry and has since grown to be a popular model for deciding the quality of services. The five factors that make up service quality are tangibles, dependability, responsiveness, assurance, and empathy. The capability of service provider to offer the service consistently and accurately is called the reliability dimension. This covers details like supplying the service on schedule and following what was promised. The service provider's ability to provide clients with efficient and helpful service is called the responsiveness dimension. This covers features like the quickness of service and the staff's readiness to answer questions from customers. The assurance dimension refers to the service provider's ability and experience in supplying the service. This covers elements like personnel training and certifications as well as the validity of the service provider. A service provider's ability to understand and relate to their clients' needs and feelings is called empathy. This covers characteristics like the degree of attentiveness given to clients on an individual basis and the level of worry displayed by employees. Surveys that gauge consumers' expectations and feelings of service quality is frequently employed as a gauge for inform the SERVQUAL model.

### **STATEMENT OF THE PROBLEM**

Supplying a premium service that meets or exceeds client expectations is crucial for the achievement any service-oriented firm in today's cutthroat service sector. Understanding and exceeding client expectations, however, might be a challenging undertaking. Though there are many added factors, including culture, prior experiences, and personal needs, that can affect customer expectations, it is crucial to match those expectations to supply a pleasant customer experience and foster long-term customer loyalty. By addressing consumer feelings and expectations of service delivery, the customer service model is a commonly employed method of evaluation service quality. Despite the SERVQUAL model's widespread adoption, a dearth of studies examining how customer expectations affect service quality when using the SERVQUAL model.

### **OBJECTIVE OF THE STUDY**

- The Primary aim of my research is to analyze various variable affecting customer expectation and its dependency on service quality.
- To evaluate the perceived service excellence and to find various dimensions of service excellence in bank.
- To inspect the the effect of E-Banking on Customer Satisfaction.
- To decide several factors which have a positive influence on Customer Satisfaction.

### **SCOPE OF THE STUDY**

The extent of the connection between service quality dimension and customer expectations examine how consumer expectations and service level in the banking industry are related. The SERVQUAL model, a prevalent framework for assessing service quality, would probably be utilized in the study.

## **REVIEW OF LITERATURE**

**Chingang Nde Daniel Lukong Paul Berinyuy (2010)** studied on Using the Servqual Model to assess Service Quality and Customer Satisfaction These findings show that that the SERVQUAL model is a poor tool for assessing the level of service in grocery stores. According to the gap score analysis that was done, the overall service quality is low as judged by grocery shop patrons, resulting in minimal customer satisfaction.

**Sanjaya S. Gaur , Richa Agrawal (2006)** researched on Service Quality Measurement in Retail Store Context: A Review of Advances Made Using SERVQUAL and RSQS As was made clear from the debate above, neither RSQS nor SERVQUAL offer a viable and reliable way to gauge retail service quality.

**Xiande Zhao, Changhong Bai & Y. V. Hui (2002)** studied on An empirical assessment and application of SERVQUAL in a Mainland Chinese department store. According to the study, when analyzing although the data gathered do not support the factor structure as provided by Parasuraman e, the dimensions are nevertheless valuable as a starting point for debate and the identification of areas for development in an organization's service quality.

**Stefano, N.M, Casarotto Filho,N. , Barichello, R. , Sohn, A.P(2015)** studied a A fuzzy SERVQUAL based method for evaluated of service quality in the hotel industry The findings indicated that expectations are higher than perceptions in terms of the quality of services supplied across a variety of things (negative gaps - gap 5).

**Sigit Sugiarto, Vivi Octaviana (2021)** Service Quality (SERVQUAL) Dimensions on Customer Satisfaction: Empirical Evidence from Bank Study this study analyzed a crucial component of keeping consumers happy and earning their loyalty so they keep buying from you in the future is service quality. Long-term income and profitability are absolutely dependent on high-quality items.

## **RESEARCH METHODOLOGY:**

**RESEARCH DESIGN:** The research method employed for the study is descriptive research. A type of study called descriptive research outlines the features of a population. Inquiries about a particular community or group are answered by gathering data that is utilised to address a variety of what, when, and how questions.

**Source of Data:** For this study both primary and secondary data are collected. The questionnaire will ask questions on the relevant variables, such as brand perception, customer service, and other elements that may have an impact on Customer Expectations. Secondary Data were collected from the reports provided by the company, to assess the study's hypotheses, the survey data will be analyzed using statistical tools. The data will be summarized using statistics like correlation analysis and regression analysis.

**Sample size:** The number of individuals or observations included in a study is referred to as the sample size. The sample size for analyzing the data is 112 respondents which help to develop the skills.

**Sampling technique used for the research:** The sampling technique used for the research is convenience sampling.

**Statistical tool used for the research:** Correlation and Regression are the tools used for the research.

## **HYPOTHESIS**

### **Hypothesis1**

HO: There is no impact of customer expectation on services quality dimension.

H1: There is impact of customer expectation on services quality Dimension.

### **Hypothesis.**

HO: There is no significant relationship between service quality dimensions on customer satisfaction

H1: There is a significant relationship between service quality dimensions on customer satisfaction



**DATA ANALYSIS FRAMEWORK Regression Analysis:**

**Hypothesis1**

HO: There is no impact of customer expectation on services quality dimension.

SUMMARY OUTPUT								
<i>Regression Statistics</i>								
Multiple R	0.3359944							
R Square	0.1128923							
Adjusted R Squ	0.1047537							
Standard Error	0.5959578							
Observations	111							
<i>ANOVA</i>								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	1	4.926578	4.926578	13.87121	0.000312			
Residual	109	38.71306	0.355166					
Total	110	43.63964						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	2.2448821	0.26214	8.563667	7.88E-14	1.725329	2.764436	1.725329	2.764436
5) Do you feel	0.2466622	0.066229	3.724407	0.000312	0.115399	0.377925	0.115399	0.377925

H1: There is impact of customer expectation on services quality Dimension.

**Interpretation:**

The above table indicates that R-square value is 0.1128923 that is 11.28%.which indicates that the customer expectation explains 11.28% variation on Service quality. This implies Customer Expectation is impacting the Service quality to an extent of 11.28 % and remaining 88.72 % of the impact is explained by other service quality dimensions some of which are considered in this study.

**Findings of the study:**

- ❖ It is determine that the Male responses made up 59 of the 112 total, or 52.7%.Female responders made up 52 out of 112 total, or 46.4%.
- ❖ Based on the available information, it appears that, with the exception of level 5, which has the fewest respondents, the respondents' ages are distributed rather evenly across the various age categories.
- ❖ The distribution of respondents reveals that Level 1, which reflects incomes below \$25,000, is where the majority of respondents fell. Additionally, a sizeable portion of respondents fall into Level 6, indicating that a sizable portion of respondents earn more than \$45,000.
- ❖ The results indicate that most respondents thought the branch staff's answer was helpful, with the majority giving it a rating of good and a considerable portion of respondents giving it an excellent rating. This demonstrates that the branch's employees acted in a very cordial manner and gave consumers satisfactory service.

**Conclusions**

The statistics in the block allow us to draw conclusions about the association between service quality and customer happiness. Across all pairs of variables, positive linking customer content to service quality. The correlation's potency varies. The connection is characterized as low in the prime instance while being characterized as positive without mentioning its strength in the second. The third instance shows a slight association. The p-values connected to the Pearson's rho and Spearman's rho coefficients are used to evaluate statistical significance.

The p-values in the prime and second situations are statistically significant, showing an elevated level of confidence in rejecting the null hypothesis and accepting the alternative hypothesis. The implication is that client pleasure and service quality are related.

### **SUGGESTIONS**

The goals of the research should be made noticeably clear. Start by saying the study's goals in explicit terms. Before beginning your study, undertake a thorough literature review to understand the body of knowledge about customer expectations, service quality, and the SERVQUAL model in the banking industry. By doing so, you will be able to fill in any study gaps and advance the body of knowledge. Create a research framework: Based on the literature study, create a strong research framework outlining the variables, structures, and relationships you will examine. To direct your research, precisely say your hypotheses or research questions.

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**A STUDY ON OPTION PRICES USING THE BLACK SCHOLES MODEL WITH REFERENCE TO BANK NIFTY**

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**ABSTRACT**

This research examines option pricing in the context of Bank Nifty, using the Black-Scholes model. The study aims to understand the variables impacting option pricing and their effects on traders and investors in Bank Nifty options. Key assumptions such as constant volatility, no transaction costs, and a constant risk-free interest rate are emphasized, along with a comprehensive description of the Black-Scholes model. By evaluating historical data, the reliability and efficiency of the model in pricing Bank Nifty options are assessed, including the variation of option prices with changes in input parameters. Furthermore, the study explores how market developments and macroeconomic variables influence option pricing, providing insights into market mood, volatility expectations, and risk perceptions. The findings have practical implications for investors and traders, enabling informed decisions on option trading tactics, risk management strategies, and hedging approaches.

**Key words:** Option pricing, Bank Nifty, Black-Scholes model, Variables, Traders and investors, Assumptions, Volatility, Risk-free interest rate, Historical data, Market indicators.

**I. INTRODUCTION**

Options are financial instruments that allow investors the choice, but not the obligation, to buy or sell an underlying asset at a predetermined price within a specified timeframe. The option market is a specialized area within the financial market where options are bought and sold. It is a complex market offering various types of options, including call options that grant the right to buy the asset and put options that grant the right to sell it.

Participants in the option market include individual and institutional investors, options traders, market makers, and speculators. Options serve multiple purposes such as portfolio diversification, income generation, and risk management. They also contribute to price discovery and market efficiency by reflecting market sentiment and expectations about the future direction of underlying assets.

Option prices are essential as they indicate the value of options. Several factors affect option pricing, including the strike price, time to expiration, market volatility, current market value of the underlying asset, and market conditions. Option prices are quoted per contract or per share, with each contract representing a specific number of shares. Understanding the mechanics of options, including strike price, expiration date, and implied volatility, is crucial for investors before participating in the option market. Proper risk management techniques, such as diversification and awareness of market conditions, are essential when trading options.

**II. REVIEW OF LITERATURE**

Sl. No	Particulars
1	Keming Li (2021) "The effect of option trading", This research investigates the impact of option trading on business investment and finance policies. This research discovers that option trading volume enhances business investment and financing while decreasing cash holdings and corporate dividends. These findings are robust to the addition of an industry or company fixed effect, a control for endogenous options trading, and the use of various measures of option trading and corporate policy. Option trading has a greater impact on organisations that have larger levels of information.
2	Atheetha S, Simran Mondal, Dhanusha N, Raghunandan H J (2019) "Options Trading Strategy: A quantitative study from an Investor's POV", This study aims to uncover hidden characteristics of option trading and optimize strategies for maximizing profits. It analyzes seven equities, including three in FMCG, three in

	banking, and one in indexes on the NSE. The introduction of options in the Indian stock market has created opportunities for traders, but their complexities require unbiased methods for evaluating underlying values to avoid conflicts of interest.
3	Heejin Yang, Ali M. Kutan, Doojin Ryu (2019) “Volatility information trading in the index options market: An intraday analysis”, Based on the net demand for volatility, investors are divided into four categories in the study after analysing intraday volatility data from the KOSPI200 options market. Findings reveal that while local traders' trades on near-the-money options and foreign investment companies' vega-weighted net demand do provide some insight into future volatility dynamics, they do not anticipate market volatility.
4	Konan Chana, Li Geb and Tse-Chun Lin (2015) “Informational Content of Options Trading on Acquirer Announcement Return”, According to the study, pre-event informed options trading measures may forecast M&A acquirer announcement returns, with the predictive power focusing on the dates of the actual announcements and being influenced by pre-event stock returns and option liquidity. The findings are consistent for a smaller sample of target companies, where IV spread and IV skew both demonstrate predictability on target announcement return.
5	Prof. Shalini H S, Dr. R. Duraipandian (2014) “Analysis of Option Trading Strategies as an Effective Financial Engineering Tool”, This study examines financial engineering, including its forms, importance, aims, and benefits in option trading methods. It reviews experiences to identify key laws and policies for success in developing nations like India and discusses market failures in price risk gauging. It also discusses different financial engineering instruments and how they can be used as public policy tools for regional development.
6	P. Prakash, DR. S. Sundararajan (2014) “A study on option trading strategies with reference to indian blue chip companies”, The study suggests that buying call options is often advantageous, while selling call options is considered risky. Long put strategies are less beneficial in bullish markets but can still yield positive payoffs, while short put strategies are risky but can be aided by current prices, except for rising share prices, which may result in losses. Synthetic long call methods are generally favorable in both bullish and bearish trends, with minimal losses and typically good payoffs.
7	Robert Engle, Breno Neri (2010) “The Impact of hedging costs on the bid and ask spread in the options market”, The study does an empirical analysis on options data after removing outliers and leaving behind a well-behaved data set. The estimation coefficients for the OLS regression used in the study are very statistically significant. According to the results, which are in line with other studies, the percentage bid and ask spread in the options market is declining and convex on both moneyness and time to maturity.
8	Rob Bauer, Mathijs Cosemans, Piet Eichholtz (2009) “Option trading and individual investor performance”, This research reveals that individual investors often suffer substantial losses in option trading, surpassing losses in equities trading, due to poor market timing stemming from overreaction to historical market performances. High trading expenses exacerbate the negative impact on returns. Gambling and enjoyment motivations outweigh hedging as primary reasons for trading options.
9	Sol Kim (2009) “The Performance of Traders’ Rules in Options Market”, In the study, traders' methods for forecasting future implied volatilities in the KOSPI 200 Index options market are examined, and their effectiveness is contrasted with that of the Black-Scholes model and the stochastic volatility model. The findings imply that for both pricing and hedging options, the traders' rules outperform these models. In line with earlier studies, the study also reveals that simpler models exhibit greater out-of-sample pricing performance.

10	Andrea Buraschi and Alexei Jiltsov (2006) “Model Uncertainty and Option Markets with Heterogeneous Beliefs”, The influence of differing views on option pricing and volume is examined in this research, and empirical support for their relevance is found. To investigate the consequences of intertemporal risk-sharing, the study utilises a Difference in Beliefs Index based on survey data. The study contributes to the body of knowledge already available on commonality, information asymmetry, and the function of beliefs in the dynamics of the option market.
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**III. DATA AND METHODOLOGY**

**Objectives:**

- To examine the components of Black and Scholes model in calculating the option premium.
- To evaluate the premium value for the selected banks with high trading volumes.
- To identify and compare the theoretical premium calculated using Black & Scholes with market premium.

**Hypothesis:**

H<sub>0</sub>: There is no significant difference between the option prices as observed in the Bank Nifty and those predicted by the Black Scholes model.

H<sub>1</sub>: There is a significant difference between the option prices as observed in the Bank Nifty and those predicted by the Black Scholes model.

**Type of Research:**

This article uses Descriptive research to examine option prices.

**IV. DATA ANALYSIS AND FINDINGS**

**Table 5.1: Kotak Mahindra Bank Limited Call Option Prices**

Date of Observation	Date of Expiry	Strike Price	Model Premium	Market Premium
01-Apr-20	30-Apr-20	1120	64.9110	354.15
04-May-20	28-May-20	1200	80.5034	118.35
01-Jun-20	25-Jun-20	1200	51.0797	83.55
01-Jul-20	30-Jul-20	1280	80.2031	104.25
03-Aug-20	27-Aug-20	1260	51.4133	85.2
01-Sep-20	24-Sep-20	1380	53.6815	83.7
01-Oct-20	29-Oct-20	1260	48.3224	71.85
02-Nov-20	26-Nov-20	1540	43.9874	84.2
01-Dec-20	31-Dec-20	1800	80.8141	108.85
01-Jan-21	28-Jan-21	1900	99.0189	118.25
01-Feb-21	25-Feb-21	1760	45.4998	88.35
01-Mar-21	25-Mar-21	1780	69.4567	107.2
01-Apr-21	29-Apr-21	1740	69.1889	105.6
03-May-21	27-May-21	1660	69.3857	101.9
01-Jun-21	24-Jun-21	1720	81.0055	106

01-Jul-21	29-Jul-21	1660	60.5891	80.7
02-Aug-21	26-Aug-21	1600	68.7255	80.35
01-Sep-21	30-Sep-21	1700	51.4651	72.25
01-Oct-21	28-Oct-21	1940	59.0242	95.5
01-Nov-21	25-Nov-21	2000	81.5566	107.15
01-Dec-21	30-Dec-21	1880	79.2558	165
03-Jan-22	27-Jan-22	1780	49.3706	77.75
01-Feb-22	24-Feb-22	1820	67.1447	95.6
02-Mar-22	31-Mar-22	1740	71.8656	100.25
01-Apr-22	28-Apr-22	1700	82.1742	106.8
02-May-22	26-May-22	1700	80.4312	102.75
01-Jun-22	30-Jun-22	1800	73.3045	103.65
01-Jul-22	28-Jul-22	1600	74.7767	100.15
01-Aug-22	25-Aug-22	1800	62.8374	86.6
01-Sep-22	29-Sep-22	1840	71.9739	102.75
03-Oct-22	27-Oct-22	1720	71.5058	99.65
01-Nov-22	24-Nov-22	1840	76.9866	91.95
01-Dec-22	29-Dec-22	1880	64.0096	86
02-Jan-23	25-Jan-23	1760	72.6637	88
01-Feb-23	23-Feb-23	1680	72.0153	112.3
01-Mar-23	29-Mar-23	1680	74.0766	83

**Interpretation:**

We may learn more about market dynamics, participant mood, and possible possibilities for risk management or trading techniques by examining the differences between the model premium and the market premium for each observation.

For e.g., on 01-Oct-20, the market premium was 71.85, but the model premium for the call option with a strike price of 1260 was 48.3224. The fact that the market premium was larger than the model premium showed that market participants were ready to pay more for the option, whether as a result of increased demand or a perception of a greater possibility for the price movement of the underlying asset.

**Table 5.2: Kotak Mahindra Bank Limited Put Option Prices**

Date of Observation	Date of Expiry	Strike Price	Model Premium	Market Premium
01-Apr-20	30-Apr-20	1240	54.7398	136.85
04-May-20	28-May-20	1320	39.2263	103
01-Jun-20	25-Jun-20	1300	48.6969	92
01-Jul-20	30-Jul-20	1400	39.4732	86.35

03-Aug-20	27-Aug-20	1360	48.3594	78.25
01-Sep-20	24-Sep-20	1480	46.0988	78.85
01-Oct-20	29-Oct-20	1360	51.4179	76
02-Nov-20	26-Nov-20	1620	35.8418	81
01-Dec-20	31-Dec-20	1920	38.8550	104
01-Jan-21	28-Jan-21	2040	40.6155	91
01-Feb-21	25-Feb-21	1840	34.3291	81.8
01-Mar-21	25-Mar-21	1880	30.3155	89.75
01-Apr-21	29-Apr-21	1840	30.5487	68.15
03-May-21	27-May-21	1760	30.3773	78.15
01-Jun-21	24-Jun-21	1840	38.7150	74.2
01-Jul-21	29-Jul-21	1740	19.1950	56.65
02-Aug-21	26-Aug-21	1700	31.0479	55.6
01-Sep-21	30-Sep-21	1780	28.3088	54.85
01-Oct-21	28-Oct-21	2020	20.9364	81.2
01-Nov-21	25-Nov-21	2120	38.1404	75.6
01-Dec-21	30-Dec-21	2000	40.3673	82.55
03-Jan-22	27-Jan-22	1860	30.4084	70
01-Feb-22	24-Feb-22	1920	32.5975	67.65
02-Mar-22	31-Mar-22	1840	27.8021	86.2
01-Apr-22	28-Apr-22	1820	37.4359	94
02-May-22	26-May-22	1820	39.1396	88
01-Jun-22	30-Jun-22	1900	26.2402	74.7
01-Jul-22	28-Jul-22	1700	24.7852	63.5
01-Aug-22	25-Aug-22	1880	16.9228	57.75
01-Sep-22	29-Sep-22	1940	27.5303	71.05
03-Oct-22	27-Oct-22	1820	28.0520	67.7
01-Nov-22	24-Nov-22	1940	22.5902	56
01-Dec-22	29-Dec-22	1980	35.4739	60.4

02-Jan-23	25-Jan-23	1860	26.9037	49.2
01-Feb-23	23-Feb-23	1780	27.5493	53.1
01-Mar-23	29-Mar-23	1780	25.3771	48.65

**Interpretation:**

The market premium is more than the model premium, as can be shown from the research above comparing the two premiums.

For e.g., for the put option with a strike price of 1240 on 01-Apr-20, the model premium was 54.7398, while the market premium was 136.85. The market premium indicated a pricey choice in the market since it was much more than the model premium. This could be the result of elements like elevated volatility or market players' expectations for the price movement of the underlying asset.

**Findings:**

- The statistics show that, in terms of the premium for the black-Scholes model premium and the market premium for the stocks of the Bank Nifty, there is a significant difference between call and put options for In the Money (ITM) strike prices of all businesses.
- Overall, the model premium price is lower than the stock market premium price, which is larger, as a percentage of the total price.
- The average difference between the market premium and the model premium for all call option contracts for Kotak Bank option pricing is 30.97%.
- However, the difference in premium between the two types for put options is greater, at 55.04%.

**V. CONCLUSION**

This research analyzes option prices in the Bank Nifty market using the Black-Scholes model. It considers variables such as market dynamics, pricing behavior, risk management, and trading techniques. The study examines the impact of market-specific factors, including regulatory environment, investor sentiment, and macroeconomic conditions, on option pricing behavior. Results show the model's accuracy in forecasting option prices for liquid Bank Nifty stocks, but caution is advised due to model limitations and departures from assumptions. The research highlights the significance of volatility, liquidity, interest rates, and dividend yields in option pricing and emphasizes the need to consider these factors. Market-specific elements such as the macroeconomic climate, investor attitude, and regulatory environment are found to affect option pricing. The study explores trading tactics and risk management using the Black-Scholes model, and it highlights the importance of market efficiency and the need for further analysis and improvements in pricing accuracy.

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**A study on brand value and customer perception towards Toyota with special reference to viva Toyota**

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**ABSTRACT**

The value of a company's brand is a crucial component of success. A strong brand can help an organization stand out from competitors, increase market share, and promote customer loyalty. Understanding the factors that affect brand value is therefore essential for companies that want to build and maintain a strong brand reputation. A brand value study is an investigation whose objective is to learn how potential customers view a brand. Such studies can provide insightful data on how consumers perceive a brand, including their awareness of it, their opinions of its products or services, and their propensity to use it again. Researchers can use a variety of methods to learn about consumers' perceptions of a brand. A company's brand value is a major contributor to success. A powerful brand may differentiate a company from competitors, increase market share, and promote customer loyalty. Therefore, it is essential for organizations that want to build and maintain a strong brand reputation to understand the factors that influence brand value. A brand value study is a research project with the objective of learning how a brand is valued by the target market. These surveys can reveal valuable details on how consumers feel about a brand, including how familiar they are with it, what they think of its products or services, and whether they plan to use it again.

**Keywords:** brand value, customer perception.

**INTRODUCTION:** Toyota organizations are the first to build the Toyota Production Systems (TPS) and implemented the lean manufacturing in their systems. Lean manufacturing was included in the TPS to eliminate waste, prevent the most optimum flow and assembly of material, from raw material to finished goods (Perrin, 2006). There were 7 principles that have been installed in Toyota's production system which are reduced setup time, small-lot production, employee involvement and empowerment (Kaizen), quality at source (Jidoka), equipment maintenance, pull production (Just-in-Time Production) and suppliers production (Toyota Motor Corporation 2003). After the Toyota recalled accident in early 2010, the company was worried about the future sales of the company (Booth & Teather, 2010). But they already taking the precaution steps on overcome the issues and now to gaining back the customer trusts worldwide. Therefore, Toyota wants to identify any feedbacks on customer's perception when they are purchasing Toyota car so that Toyota are able to understands and focus more in this information and fulfil their customers' needs and wants.

**MAIN COMPONENTS OF COMPENSATION MANAGEMENT**

**Brand Value:** The distinct set of qualities, traits, and advantages that a brand guarantees to provide for its clients are referred to as the brand value. It encompasses the brand's goals, underlying principles, and benefits to its target market. Brand positioning, messaging, and overall brand identity are frequently used to communicate brand value.

**OBJECTIVES OF THE STUDY**

- 1: To know the brand value of Toyota and customer perception
- 2: To identify factors that influence customer perception of viva Toyota vehicles
- 3: To evaluate the effectiveness of viva Toyota's marketing strategies and to build brand value
- 4: To recommend strategies for improving brand value and customer perception towards Toyota and viva Toyota.

## **LITERATURE REVIEW**

1. Suraksha Gupta, David Gallear, John Rudd (2020) The role of brand value in driving brand competitiveness has recently attracted attention from marketing scholars like Winzar, Baumann. From the perspectives of marketing and strategic orientation, we propose and test a framework that depicts the effects of these variables on brand competitiveness.
2. Raouf Ahmad Rather (2019) this research integrates the congruity and the social identity theories to better understand the consumer brand relationships. A structural equation modelling approach was used to explore the drivers of brand loyalty in the context of upscale hotels. The findings suggest that the customers are increasingly engaging with the brands that reflect their identity and personal values.
3. Junnan He, Bobby J Calder (2020) Investments in intangibles, as opposed to things such as plant and equipment, have become more and more critical to the financial performance and growth of organizations. Brands represent an important source of intangible investment. Unfortunately, expenditures for branding are still commonly treated in financial accounting as expenses rather than as investments.
4. Selvy Priskila, Gede Sri Darma (2020) this study aims to discuss the brand value proposed by Hardy and as jewelry retail, it can be seen from each of these brand values. This study uses a qualitative method with the interview technique or open questionnaire for gaining all employees in the sales department of John Hardy, Indonesia. The data were collected and analyzed by first reducing and presenting the data and finally concluding.
5. Xuequn Wang, Mina Tajvidi, Xiaolin Lin (2020) Firms have been increasingly using social commerce platforms to engage with customers and support their brand value co-creation. While social commerce is now bringing a variety of benefits to businesses, it has also challenged marketing ethics surrounding online consumer privacy.

## **RESEARCH METHODOLOGY**

### **4.1 Research Design**

Research method is descriptive design. Descriptive research is a research method that outlines the unique features of variables under study. The survey method is utilized to collect data in the present study.

### **4.2 Sampling Framework**

4.2.1 Population A population is a group of people about whom information must be obtained. The company consists of 98 permanent employees and 200 outsource employees. 4.2.2 Sample Design there are two types of sampling designs: Probability sampling and non probability sampling. The current study employs non-probability sampling. This is often used in exploratory or quantitative or qualitative research to get insights into a small or minority community.

#### **4.2.3 Sampling Method**

In this study, convenience sampling is used. Convenience sampling technique is used by researchers to acquire study from an easily accessible pool of respondents. Instead of selecting people at random from a certain demographic, convenience sampling includes selecting people from whom the research can obtain the most information. 4.2.4 Sample size 150 responses were collected.

### **4.3 Sources of data**

#### **4.3.1: Primary**

Data: Data and information's were collected from people in Bangalore through a questionnaire.

#### **4.3.2: Secondary**

Data: 15 Secondary data are information study already collected by others for certain other purposes. Internal: Data from organization, employees.

### **4.4 Method of data collection:-**

The information is collected using questionnaires. The first section of the form included demographics questions such as gender, age, qualification, experience. The second segment included questions related to the company's current welfare and safety facilities.

**4.5 conceptual frame work**

Brand trust product quality quality of customer brand service perception loyalty customer brand preception variable definition brand Value: Brand values are the key principles guiding how a company operates including where it sources its products, how items are delivered to customers, and the way employees are treated. 16 Customer Perception: Customer perception is the opinions, feelings, and beliefs customers have about your brand.

It plays an important role in building customer loyalty and retention as well as brand reputation and awareness.

**4.6 HYPOTHESIS**

**H0:** There is no significant impact on brand value and customer perception.

**H1:** There is significant impact on brand value and customer perception.

**4.7 LIMITATION OF THE STUDY**

- > The time given to complete the research was very less.
- > Few responses may be biased.
- > this research is only limited to particular company.
- > Limited features and technologies

**DATA ANALYSIS AND FINDINGS**

**Table: 5.22**  
Co relation

<b>Co relation</b>	
<i>On a scale of 1-5, how important is brand reputation when you make purchasing decisions?</i>	<i>How satisfied are you with the level of customer service you have received from Toyota company?</i>
1	1
0.081968146	1

**INTERPRETATION**

A brand's reputation can either attract or repel potential customers. A positive brand reputation can inspire confidence and trust in a company's goods or services. Depending on the person and the particular product or service under consideration, the significance of brand reputation might change. Correlation coefficient of 0.081968146, there is a weak positive correlation between the importance of brand reputation (on a scale of 1-5) and the satisfaction level with the customer service received from Toyota. However, it's important to note that the correlation coefficient is very close to zero, indicating a minimal linear relationship between the two variables.

## **CONCLUSION**

This study intends to provide helpful information for enhancing Toyota's brand image and elevating consumer satisfaction. It focuses primarily on Viva Toyota, brand value, and customer impressions of Toyota. By putting the suggested ideas into action, Viva Toyota may strengthen customer bonds, increase brand adherence, and foster long-term success for the dealership and the Toyota brand as a whole.

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**A STUDY ON EFFECT OF WORKING CAPITAL ON THE FINANCIAL PERFORMANCE WITH  
SPECIAL REFERENCE TO VRL LOGISTICS LIMITED**

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**ABSTRACT**

This study aims to investigate how working capital impacts VRL Logistics Private Limited's financial performance. Any company's daily operations depend heavily on working capital, and effective working capital management can have a big impact on a company's performance and financial health. This study focuses on VRL Logistics Private Limited, a well-known logistics firm. The study uses a quantitative research methodology and financial data and performance indicators gathered from the annual reports, financial statements, and other trustworthy sources of VRL Logistics Private Limited. The study primarily focuses on four essential working capital items: stock, cash, debtors, and creditors. Working capital management significantly affects VRL Logistics Private Limited's financial performance, according to an analysis of the financial data. The liquidity position, profitability, and overall financial stability of the company are all positively impacted by effective working capital management. Additionally, research shows that efficient management of accounts receivable, such as lowering the average collection period, improves liquidity and lowers the risk of bad debt. Similar to this, effective inventory management techniques, such as reducing holding times and managing stock levels, boost profitability and lower the danger of inventory obsolescence. Liquidity and cash flow are positively impacted by effective account payable management, which includes negotiating credit terms with suppliers.

**Key words:** working capital components, financial performance, VRL logistics,

**INTRODUCTION**

The amount of cash on hand to pay ongoing expenses is referred to as a company's working capital. The difference between a company's current liabilities, such as accounts payable and short-term debt, and its current assets, such as cash, accounts receivable, and inventory, is what is referred to as the current ratio. It needs enough working capital to cover debt payments, inventory purchases, and timely employee payments in order to operate smoothly. Without sufficient working capital, a business may struggle to meet its obligations, which could result in late fees, missed payments, and even bankruptcy. The needs of a customer must be met while maintaining a balance between the cash on hand and the operational needs of the business, such as inventory management, accounts receivable, and accounts payable.

Working capital can have a significant impact on a company's financial performance. Ineffective working capital management can increase a company's liquidity, profitability, and cash flow, whereas ineffective management can lead to decreased profitability and liquidity. Working capital could have a significant impact on financial performance in many different ways. The cash on hand that a company can use to settle its short-term debts is known as working capital. In contrast, if a business has more working capital. Then it needs to be able to invest in new projects, expand its business, or pay off debt so that it can become more financially stable and long-term viable.

**REVIEW LITERATURE**

Anhui (2021) researched on how Working capital management's affect the company's profitability. Over a nine-year period, from 2010 to 2018, the research sample consists of 119 non-financial listed companies on the Vietnam stock market. Two statistical techniques are used to address econometric issues and enhance the precision of the regression coefficients ordinary least squares and fixed effects model The Empirical findings demonstrate the negative and significant effects of working capital management on the firm's profitability as measured by return on assets.

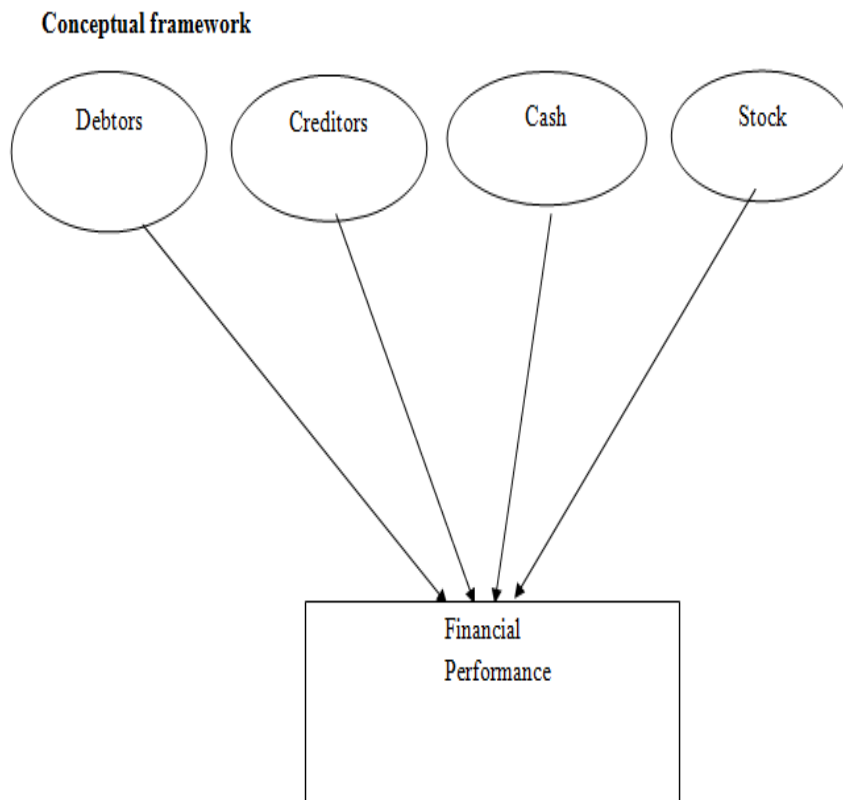
Haralayya (2020) author states that the issues that come up when trying to manage current assets, current liabilities, and their relationships are addressed by working capital management.

Working capital management aims to manage the company's current assets and current liabilities in a way that improves the financial performance of the company as a whole.

Moussa (2019) this research defines that the study's goal was to investigate how working capital management affected the productivity and value of a sample of Egyptian businesses. Goncalves & Gaio (2019) both the authors examines that Profitability and liquidity are impacted by working capital management Relationships may be strained by the economy, particularly during Kasozi (2017) the researcher states that Working capital management is essential for improving businesses' overall operational effectiveness and profitability recession.

Paul & Mitra (2017) the purpose of the current article is to investigate how working capital management affects the profitability of Indian steel industry firms. Four independent variables—current ratio, quick ratio, debtor turnover ratio, and finished goods turnover ratio—that serve as indicators of the use of working capital in the industry were taken into consideration for the study.

**Conceptual framework**



**Research Model**

The model is framed by the following

$$Y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4$$

Financial performance =

$$\beta_0 + \beta_1(Debtor) + \beta_2(Creditor) + \beta_3(Cash) + \beta_4(Stock)$$

**DATA ANALYSIS AND FINDINGS**

**Table showing trend analysis of four working capital components**

<b>Fiscal year</b>	<b>Debtors</b>	<b>Creditors</b>	<b>Cash</b>	<b>Stock</b>
<b>2013</b>	<b>54.09</b>	<b>-71.81</b>	<b>158.66</b>	<b>61.77</b>
<b>2014</b>	<b>55.75</b>	<b>-66.78</b>	<b>143.22</b>	<b>56.94</b>
<b>2015</b>	<b>57.41</b>	<b>-57.88</b>	<b>128.13</b>	<b>52.26</b>
<b>2016</b>	<b>59.06</b>	<b>-53.18</b>	<b>111.52</b>	<b>44.06</b>
<b>2017</b>	<b>60.72</b>	<b>-47.28</b>	<b>91.93</b>	<b>35.86</b>
<b>2018</b>	<b>62.37</b>	<b>-43.28</b>	<b>79.68</b>	<b>29.20</b>
<b>2019</b>	<b>64.03</b>	<b>-36.48</b>	<b>60.33</b>	<b>21.89</b>
<b>2020</b>	<b>65.68</b>	<b>-30.38</b>	<b>47.19</b>	<b>15.26</b>
<b>2021</b>	<b>67.34</b>	<b>-26.88</b>	<b>33.78</b>	<b>10.26</b>
<b>2022</b>	<b>69.00</b>	<b>-13.38</b>	<b>15.33</b>	<b>6.66</b>

**Interpretation**

To identify the underlying pattern or direction of variation in the data, the trend value is calculated using statistical techniques. There results to be a general decline in the trend value, which points to a downward trend over time.

Over time, the values for debtors have fluctuated somewhat. Debtors show a downward trend from 2013 to 2015, with values falling from 85.39 to 90.18. However, it is in general upward trend from 2015 to 2022, with the values rising from 90.18 to 67.26. The trend analysis reveals a consistent decline in creditor value from 2013 to 2022. . The trend analysis shows that the value of cash increased steadily from 2013 to 2022. . The trend shows a consistent upward trend in stock value from 2013 to 2022.

**Table showing exponential smoothing**

<b>Forecast for the year</b>	<b>Debtors</b>	<b>Creditors</b>	<b>Cash</b>	<b>Stock</b>
<b>2023</b>	<b>67.26</b>	<b>-20.06</b>	<b>45.86</b>	<b>14.49</b>
<b>2024</b>	<b>69.36</b>	<b>-15.50</b>	<b>42.68</b>	<b>16.47</b>
<b>2025</b>	<b>79.42</b>	<b>-7.07</b>	<b>35.97</b>	<b>14.94</b>
<b>2026</b>	<b>80.37</b>	<b>-6.39</b>	<b>32.88</b>	<b>14.04</b>
<b>2027</b>	<b>76.90</b>	<b>-6.70</b>	<b>28.50</b>	<b>16.69</b>
<b>2028</b>	<b>74.18</b>	<b>-5.11</b>	<b>23.41</b>	<b>14.47</b>
<b>2029</b>	<b>85.38</b>	<b>-5.23</b>	<b>20.97</b>	<b>17.03</b>
<b>2030</b>	<b>81.58</b>	<b>-4.69</b>	<b>17.93</b>	<b>16.82</b>



**Interpretation**

Using a technique for predicting time series, exponential smoothing weights historical data points based on their recentness. It is commonly used to forecast future values by taking into account both trend and seasonality. We can see the following based on the forecasted values.

Forecasted values for Debtors rise gradually over time, indicating a possible upward trend in the debtors.

Forecasted values show a relatively steady growth pattern with minor fluctuations. A consistent downward trend in the forecasted values for Creditors points to a drop in the total amount owed to creditors.

The decreasing trend shows that over the anticipated years, Stock's predicted values show a declining trend over the predicted years. The declining trend indicates that it is anticipated that the company's stock levels will decrease over time. The forecasted values show some minor variations, but overall, they indicate that the company's cash levels will either remain largely stable or experience minor fluctuations in the future.

**Regression analysis of four working capital components**

<b>Particulars</b>	<b>Debtors</b>	<b>Creditors</b>	<b>Cash</b>	<b>Stock</b>
<b>R value</b>	<b>0.727</b>	<b>0.881</b>	<b>0.808</b>	<b>0.590</b>
<b>Rsquare value</b>	<b>0.076</b>	<b>0.016</b>	<b>0.065</b>	<b>0.0842</b>
<b>T value</b>	<b>5.344</b>	<b>0.35</b>	<b>-1.70</b>	<b>3.62</b>
<b>Significance p value</b>	<b>0.001**</b>	<b>0.03**</b>	<b>0.004**</b>	<b>0.008**</b>

**Source: Authors calculation at \*\*\*0.001, \*\*0.005, \*0.1 level of significance**

**Interpretation**

**Debtors R value:** 0.727 the R value, also known as the correlation coefficient, indicates a strong positive correlation between Debtors and some other variable(s) in the analysis. 0.076 the rsquare value, also known as the coefficient of determination, suggests that approximately 7.6% of the variation in Debtors can be explained by the other variable(s) in the analysis. 5.344 the T value indicates the significance of the relationship between Debtors and the other variable(s). In this case, a T value of 5.344 suggests a statistically significant relationship. Significance p value 0.001\*\*. The p value associated with the T value indicates the probability of obtaining such a result by chance. A p value of 0.001\*\* indicates a high level of statistical significance, suggesting a strong relationship between Debtors and the other variable(s) in the analysis.

**Creditors R value:** 0.881 the R value indicates a strong positive correlation between Creditors and some other variable(s) in the analysis. Rsquare value 0.016 the Rsquare value suggests that only approximately 1.6% of the variation in Creditors can be explained by the other variable(s) in the analysis. T value 0.35 The T value suggests a weak or insignificant relationship between Creditors and the other variable(s) in the analysis. Significance p value: 0.03\*\* the p value suggests a moderate level of statistical significance, indicating a potential relationship between Creditors and the other variable(s) in the analysis.

**Cash R value:** 0.808 the R value indicates a strong positive correlation between Cash and some other variable(s) in the analysis. Rsquare value 0.065 the Rsquare value suggests that approximately 6.5% of the variation in Cash can be explained by the other variable(s) in the analysis. T value 1.70 the T value suggests a weak or insignificant relationship between Cash and the other variable(s) in the analysis. Significance p value 0.004\*\*. The p value suggests a moderate level of statistical significance, indicating a potential relationship between Cash and the other variable(s) in the analysis.

**Stock R value:** 0.590 the R value indicates a moderate positive correlation between Stock and some other variable(s) in the analysis. Rsquare value 0.0842 The Rsquare value suggests that approximately 8.42% of the variation in Stock can be explained by the other variable(s) in the analysis. T value: 3.62 the T value suggests a statistically significant relationship between Stock and the other variable(s) in the analysis.

Significance p value 0.008\*\*the p value suggests a moderate level of statistical significance, indicating a potential relationship between Stock and the other variable(s) in the analysis

**Table showing Multiple Regressions of working capital components**

<b>Particulars</b>	<b>Debtors</b>	<b>Creditors</b>	<b>Cash</b>	<b>Stock</b>
<b>R value</b>	<b>0.876</b>			
<b>Rsquare value</b>	<b>0.767</b>			
<b>T value</b>	<b>-0.473</b>	<b>-1.46</b>	<b>-2.62</b>	<b>2.11</b>
<b>Significance p value</b>	<b>0.007**</b>	<b>0.01**</b>	<b>0.02**</b>	<b>0.04**</b>

**Source: Authors calculation at \*\*\*0.001, \*\*0.005, \*0.1 level of significance**

**Debtors** There is a strong positive relationship between Debtors and other variables. Approximately 77% of the variation in Debtors can be explained by the other variables. The relationship between Debtors and other variables is not very strong based on the T value. The relationship between Debtors and other variables is statistically significant.

**Creditors** There is a negative relationship between Creditors and other variables. Only around 1% of the variation in Creditors can be explained by the other variables. The relationship between Creditors and other variables is not very strong based on the T value. The relationship between Creditors and other variables is statistically significant.

**Cash** There is a negative relationship between Cash and other variables. Only about 2% of the variation in Cash can be explained by the other variables. The relationship between Cash and other variables is statistically significant.

**Stock** There is a positive relationship between Stock and other variables. Approximately 4% of the variation in Stock can be explained by the other variables. The relationship between Stock and other variables is statistically significant.

## **FINDINGS**

- Debtors' impact on net profits is estimated by the regression analysis of debtors to be 7.6%, or  $r$  squared 0.076.
- The regression analysis of creditors shows an  $r$  square value of 0.016, or 1.6%, indicating that creditors have an effect on net profits of about 1.6%.
- The stock's regression analysis yields an  $r$  square value of 0.065, or 6.5%, indicating that it has an effect on net profits of about 6.5%.
- The regression analysis of cash shows an  $r$  square value of 0.084, or 8.4%, indicating that cash has an impact on net profits of about 8.4%.
- The overall multiple linear regression results in a  $r$  square of 0.765, or 76.75 impact on the dependent variable, and a significance  $p$  value of 0.021, or less than 0.05, indicating that the variables are statistically significant.
- Trend analysis of debtors reveal that the value of debtors is said to decreased over a period of time for a forecast till 2032
- The trend of creditors is also diminishing for the next ten years till 2032 resulting that company should owe lesser amount to the creditors
- The trend analysis of cash component shows a significant increase for the next 10 years forecast indicating a significant cash management.
- The trend analysis conducted for stock component shows a significant improvement for the upcoming years indicating an improved market performance.

## **CONCLUSION**

The amount of working capital a company has can have a significant impact on its profitability. Lack of working capital could prevent a company from taking advantage of lucrative opportunities or force it to use expensive financing options. However, a company with excess working capital may be skipping out on investment opportunities that could generate greater returns.

As a result, it is critical to maintain a working capital position that balances the company's need for profitability with its liquidity needs. By efficiently managing working capital and ensuring that it has the resources required to take advantage of profitable opportunities, a business can increase its profitability. Finally, let us consider how working capital impacts risk. The working capital a business has can also have an effect on its risk profile. Lack of working capital could force a company to use expensive financing options, increasing its financial risk.

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**A Study on Impact of Employee Engagement, Job Satisfaction on Employee Retention at MSI Services Pvt Ltd, Bengaluru**

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**Abstract:**

**Purpose:** To study the relationship among employee engagement, job satisfaction and employee retention at MSI Services Pvt Ltd, Bengaluru.

Design/Research methodology: percentage analysis study surveyed 170 respondents through convenience sampling technique and descriptive and inferential analysis (correlation analysis and regression analysis) were deployed.

**Findings:** Employee retention is a critical concern for organizations in today's competitive business landscape. The results of the regression analysis indicate that both Employee Engagement and Job Satisfaction are significant predictors of Employee Retention, as indicated by their respective p-values of .000. This suggests that both variables have a strong and significant relationship with Employee Retention. Furthermore, the correlation analysis also supports these findings, showing strong and significant positive relationships between Employee Engagement and both Job Satisfaction and Employee Retention, as well as a strong and significant positive relationship between Job Satisfaction and Employee Retention. Overall, these results suggest that both Employee Engagement and Job Satisfaction play crucial roles in predicting and influencing Employee Retention.

**Managerial implications:** Managers should prioritize understanding employees' values, addressing underlying causes of departures, encouraging active engagement, implementing regular feedback and performance evaluations, recognizing achievements, and communicating the organization's mission and values for a sense of purpose or the overall purpose, among employees, leading to improved retention.

Scope for the future work/Limitations:

**Scope:** Understanding the interplay between job satisfaction, employee engagement, and employee retention is crucial for organizations to create positive work environments, improve employee well-being, and enhance overall organizational performance.

**Limitations:** The study's reliance on the employee's data makes it crucial to consider the constraints and limitations associated with the company. Further this contribution surveyed 170 respondents in MSI services Pvt Ltd; hence the result may or may not be applicable to the other companies.

**Keywords:** Employee Engagement, Job satisfaction and Employee retention.

**1. Introduction:**

Employee engagement refers to the emotional commitment an employee has to their organization and its goals. It is the extent to which employees feel passionate about their jobs, are committed to the organization's mission, and are willing to put in discretionary effort to achieve organizational success.

Job satisfaction, on the other hand, refers to an employee's overall level of happiness with their job, including factors such as job security, compensation, benefits, work-life balance, and workplace culture.

Employee retention refers to an organization's ability to keep its employees over time. It is a critical aspect of organizational success as it reduces costs associated with hiring and training new employees while ensuring continuity and stability in the workplace.

Many organizations are struggling to retain their employees and maintain high levels of job satisfaction among their workforces. Even MSI has 20% attrition rate. This problem can lead to increased turnover rates, decreased productivity, and decreased profitability. Research on “Impact of employee engagement, job satisfaction leading to Employee retention” has consistently shown that there is a strong link between employee engagement, job satisfaction, and employee retention. Engaged employees tend to be more satisfied with their jobs, which, in turn, leads to greater levels of employee retention.

## **2. Review literature**

### **2.1 Review on Employee engagement:**

This research emphasizes the importance of regular contact between top management and employees, as well as the implementation of virtual training programs. It highlights the need for a comprehensive understanding of employee motivations and the adoption of a values-based and ethical approach in the post-pandemic organizational model. Additionally, the study emphasizes the significance of maximizing employees' ability to perceive the positive impact of their jobs, particularly when performance contingent rewards or recognition are limited. It stresses the need for consistent evaluation and attention to policies in manufacturing companies, ensuring employee satisfaction and well-being to maintain job performance. The research also identifies the underutilization of empathic language in leader-follower discourse. Lastly, the study highlights various drivers of employee engagement, such as empowerment, information transparency, support from top management, and strategic alignment, emphasizing their importance in effective employee engagement strategies.

### **2.2 Review on Job Satisfaction:**

In their study on the leadership behavior of bank managers in NCR, India, Abhinanda Gautam, and Ms. Reeta Malla (2022) discovered a non-significant negative association between leader effectiveness and subordinates' job satisfaction in terms of personal adjustment and social relations. On the other hand, Eko Nur Pratama, Emi Suwarni, and Maidiana Astuti Handayani (2022) examined the impact of job satisfaction and organizational commitment on turnover intention, with person-organization fit as a moderator variable. Their findings revealed that both job satisfaction and organizational commitment had a significant negative influence on turnover intention. These studies contribute to our understanding of leadership behavior and its relationship with job satisfaction and turnover intention, emphasizing the importance of considering numerous factors and variables in organizational settings.

### **2.3 Review on Employee Retention:**

Melissa Ford-Colin's study (2022) examined the relationship between employee retention and profitability in nonfarm businesses, specifically focusing on small and medium-sized enterprise (SME) leaders on LinkedIn. While the study provided valuable insights, the findings may have limited generalizability due to the specific participant pool. The study also encountered several limitations, including age requirements that excluded certain potential participants, a reduced sample size due to disinterest and brief responses, and the reliance on questionnaire responses for interviews. On the other hand, Nethravathi et al. (2021) conducted a study at Dinesh Foods, Kannur, titled "Employee Retention as a Tool for Improving Organizational Effectiveness." Their research utilized a questionnaire to investigate the relationship between employee retention and organizational effectiveness. The findings demonstrated a significant association between employee retention and enhanced organizational effectiveness. However, it is worth noting that this study solely focused on Dinesh Foods, Kannur, without explicitly mentioning any limitations. Overall, these studies provide valuable insights into the link between employee retention and organizational outcomes, albeit with some limitations that should be taken into consideration when interpreting the findings.

### **2.4 Review on Employee Engagement and Job Satisfaction.**

Zhang et al. (2022) investigated the influence of workplace social capital on turnover intention among committed social workers. Using confirmatory factor analysis, the study found support for the hypotheses that job burnout mediates the relationship between workplace social capital and both turnover intention and job satisfaction.

The study's limitations include its cross-sectional design, which hinders causal inferences, and the focus on turnover intention rather than actual turnover behaviour.

The findings indicate a U-shaped relationship between age, tenure, and turnover intention in Chinese social workers, and suggest that social workers with higher professional competence may have increased turnover intentions due to greater job opportunities.

### **2.5 Review on Employee Engagement and Employee Retention.**

Balakrishnan et al. (2015) conducted a study at an Indian international airport to explore the relationship between employee engagement and retention. With 185 employee responses collected through questionnaires and random sampling, the study tested two hypotheses related to the impact of action plans for non-financial drivers on employee engagement and the improvement in employee retention through increased engagement. The study highlights the importance of retaining highly skilled employees without imposing a significant financial burden. While one limitation is the lack of individual driver analysis, the findings suggest that employee engagement and retention can be enhanced without substantial financial investment, conveying a positive message.

### **2.6 Review of Review on Employee Engagement, Job Satisfaction and Employee Retention.**

Arokiasamy, Rizaldy, and Qiu (2022) conducted a study exploring the impact of authentic leadership and work engagement on turnover intention, with job satisfaction as a moderator. Using confirmatory factor analysis, the researchers found that authentic leadership positively influences work engagement, and that higher work engagement is associated with lower turnover intention. They also discovered that job satisfaction moderates the relationship between authentic leadership and employees' desire for job transition. While the study acknowledges limitations in sampling methods, these findings provide valuable insights into the importance of authentic leadership and work engagement in reducing turnover intention, with job satisfaction playing a significant role in this relationship.

### **3. Research Gaps:**

Research on employee retention has several limitations, including narrow scope, reliance on perceptions rather than actual behaviour, small sample sizes, overlooking demographic factors, limited analysis of combined effects, context-specific findings, and lack of comprehensive evaluation of non-financial drivers. Overcoming these gaps would contribute to a more comprehensive understanding of effective retention strategies and their impact on turnover.

### **4. Objectives**

- To study the employee engagement level among employees of MSI.
- To analyze the job satisfaction of employees in MSI
- To examine the various employee retention strategies of MSI
- To study the relationship between employee engagement, job satisfaction and employee retention.

### **5. Hypothesis:**

H0 = There is no significant relationship between employee engagement, job satisfaction and employee retention.

### **6. Research Methodology:**

- **Research design:** Descriptive Research design helps us to gain a comprehensive understanding of the subject matter by describing the variables, relationships, and patterns associated with the phenomenon under investigation.

**Sampling Technique:** The sample design used in the study is convenient sampling. Convenience sampling is a non-probability sampling technique where participants are selected based on their convenient availability and accessibility to us. In this case, we have selected individuals who were easily accessible and willing to participate in the study.

**The sampling method** employed in the study was conducting a survey through questionnaires. The researchers distributed questionnaires to the selected participants to collect data. The questionnaires were designed to gather information related to the research objectives, such as job satisfaction, employee engagement, or employee retention.

**Sample size:** MSI Services Pvt Ltd, which has a workforce of over 350 employees, this research was conducted using a sample size of 170 employees.

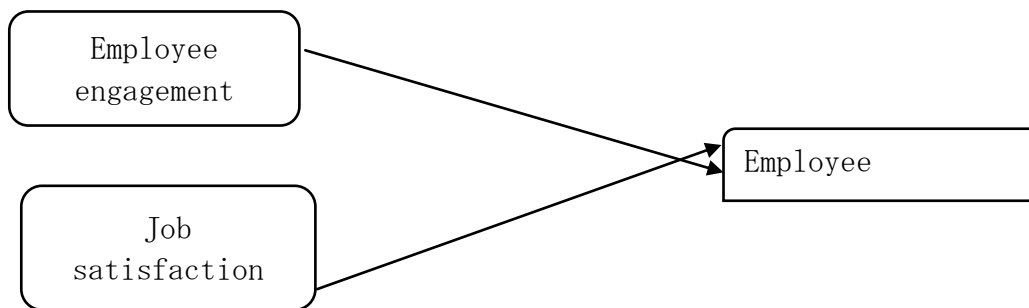
**Research questions:**

1. How employee engagement level is influencing employee retention strategies.
2. What is the role of job satisfaction level on employee retention strategies?

**Questionnaire Design:**

- Variable 1: Employee engagement (Chaudhary, V., Mohanty, S., Malik, P., Mary, A. A. S., Maroor, J. P., & Nomani, M. Z. M. (2022). Factors affecting virtual employee engagement in India during Covid-19. *Materials Today: Proceedings*, 51, 571-575).
- Variable 2: Job Satisfaction (Issa Gazi, M. A., Islam, M. A., Sobhani, F. A., & Dhar, B. K. (2022). Does Job Satisfaction Differ at Different Levels of Employees? *Measurement of Job Satisfaction among the Levels of Sugar Industrial Employees. Sustainability*, 14(6), 3564)
- Variable 3: Employee Retention (Skerhakova, V., Korba, P., Harnicaorova, M., & Taha, V. A. (2022). Talent Retention: Analysis of the Antecedents of Talented Employees' Intention to Stay in the Organizations. *European Journal of Interdisciplinary Studies*, 14(1), 56-67).

**6. Model framework:** The variables used for this study are independent variable: Employee engagement, Job satisfaction dependent variable: Employee retention.



**7. Data Analysis and Interpretation:**

In this research we have used collected responses from the questionnaires as the primary source of data. Secondary data from this survey are already available on the company's internal records, annual reports, brochures, and company websites.

**Table: 7.1 Percentage analysis**

		Frequency	%
Gender	Male	86	50.6
	Female	84	49.4
Marital Status	Single	114	67.1
	Married	54	31.8
	Not specified	2	1.2
Age	20-30 years	136	80.0
	31-40 years	32	18.8
	41-50 years	2	1.2
Work Experience	Less than a year	40	23.5
	1-5 years	84	49.5
	6-10 years	36	21.2
	10-15 years	7	4.1
	15 years and above	3	1.8

Annual Salary	Less than 5 lakhs	83	48.8
	5-10 lakhs	64	37.6
	10-15 lakhs	18	10.6
	Above 15 lakhs	5	2.9

**Descriptive statistics:**

The table presents the descriptive statistics of employee engagement, including the frequency of responses for each statement (EE1-EE10), the mean, and the standard deviation (S.D.). The response options range from "Strongly Disagree" to "Strongly Agree." Looking at the mean values, the overall level of employee engagement appears to be relatively high, ranging from 3.34 to 3.72 on a scale of 1 to 5. This suggests that, on average, employees tend to show agreement or strong agreement with the statements related to employee engagement.

The standard deviation values indicate the degree of variability or dispersion in the responses. In this case, the standard deviation values range from 1.015 to 1.100, suggesting that there is some variation in the responses for each statement. By examining the frequencies, it can be observed how many respondents selected each response option for each statement. This information can help identify any patterns or areas of concern within the organization.

Overall, based on the descriptive statistics provided, the employees in this sample seem to have a positive level of engagement. However, a more comprehensive analysis and interpretation would require further examination of the specific statements and their implications for employee engagement in the given context.

**Table: 7.2 Descriptive Statistics of Employee engagement**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	S.D.
EE1	10	27	46	65	22	3.36	1.081
EE2	11	17	70	48	24	3.34	1.049
EE3	8	23	48	61	30	3.48	1.078
EE4	12	20	49	70	19	3.38	1.060
EE5	11	13	44	68	34	3.59	1.091
EE6	8	12	43	69	38	3.69	1.045
EE7	10	14	31	74	41	3.72	1.100
EE8	9	20	44	68	29	3.52	1.073
EE9	6	16	42	72	34	3.66	1.015
EE10	10	16	50	73	21	3.46	1.021

The mean job satisfaction scores range from 2.98 to 3.61, indicating a moderate level of satisfaction across the dimensions. The standard deviations range from 0.95 to 1.16, suggesting that the responses are dispersed around the mean.

Specifically, JS5 has the highest mean score of 3.56, indicating higher satisfaction, while JS8 has the lowest mean score of 2.98, suggesting lower satisfaction. JS1, JS2, JS4, JS7, and JS9 also have mean scores below 3.41, indicating a lower level of satisfaction. On the other hand, JS3, JS6, and JS10 have mean scores around or slightly above the overall mean, indicating a moderate level of satisfaction.

In terms of variability, JS8 has the highest standard deviation of 1.16, suggesting a wide range of responses and greater uncertainty. JS3 and JS7 also have high standard deviations, indicating more variability in the responses. Conversely, JS2, JS9, and JS10 have lower standard deviations, indicating less variability in the responses. Overall, these descriptive statistics provide a snapshot of the job satisfaction levels across the different dimensions, highlighting variations in the agreement levels and indicating areas where satisfaction may be higher or lower.



**Table: 7.3 Descriptive Statistics of Job Satisfaction.**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	S.D.
JS1	4	23	55	68	20	3.41	1.02
JS2	14	29	55	51	21	3.45	0.95
JS3	8	26	54	59	23	3.21	1.12
JS4	10	16	45	66	33	3.37	1.05
JS5	12	34	48	60	16	3.56	1.09
JS6	10	27	46	65	22	3.20	1.09
JS7	9	35	44	57	25	3.32	1.12
JS8	17	48	44	44	17	2.98	1.16
JS9	4	17	47	75	27	3.61	0.95
JS10	5	19	44	73	29	3.60	0.99

The mean scores for employee retention range from 3.31 to 3.61, indicating a moderate to slightly high level of agreement across the dimensions. The standard deviations range from 1.03 to 1.17, suggesting some variability in the responses.

In terms of mean scores, ER9 and ER8 have the highest scores of 3.61 and 3.60, respectively, indicating a higher agreement level regarding employee retention. ER5 also has a high mean score of 3.59. On the other hand, ER4 and ER11 have lower mean scores below 3.40, indicating a lower agreement level. Regarding variability, ER7 has the highest standard deviation of 1.17, indicating greater dispersion in the responses and more uncertainty. ER4 and ER11 also have high standard deviations, suggesting more variability.

Conversely, ER1, ER2, and ER9 have lower standard deviations, indicating less variability in the responses.

Overall, these descriptive statistics provide insights into the employee retention levels across the different dimensions, showing variations in the agreement levels and highlighting areas where retention may be higher or lower. The moderate to slightly high mean scores suggest a positive sentiment towards employee retention, although some dimensions exhibit lower agreement levels. The standard deviations indicate the degree of variability in the responses for each dimension.

**Table: 7.4 Descriptive Statistics of Employee Retention**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	S.D.
ER1	9	23	46	73	19	3.41	1.03
ER2	9	24	45	63	29	3.46	1.09
ER3	9	22	37	71	31	3.55	1.09

ER4	14	27	46	59	24	3.31	1.15
ER5	8	19	38	75	30	3.59	1.05
ER6	10	21	45	68	26	3.46	1.08
ER7	16	20	36	72	26	3.42	1.17
ER8	9	16	45	64	36	3.60	1.08
ER9	6	23	36	72	33	3.61	1.06
ER10	10	17	53	66	24	3.45	1.04
ER11	12	26	44	61	27	3.38	1.14
ER12	12	18	43	75	22	3.45	1.07
ER13	11	17	40	69	33	3.56	1.11

**Objective:** To study the relationship among employee engagement, job satisfaction and employee retention.

H0 = There is no significant relationship between employee engagement, job satisfaction and employee retention.

H1= There is a significant relationship between employee engagement, job satisfaction and employee retention.

In this research, three types of analyses were employed: descriptive analysis, regression analysis, and correlation analysis.

Descriptive analysis involved examining the data and summarizing key characteristics using measures such as mean, standard deviation, and frequency distributions. This analysis provided an overview of the data, allowing researchers to understand the central tendency, variability, and distribution of the variables under investigation.

Regression analysis was used to explore the relationships between independent variables and a dependent variable. It aimed to understand how changes in the independent variables are associated with changes in the dependent variable.

Correlation analysis focused on measuring the strength and direction of the linear relationship between two variables. Correlation analysis provided insights into the degree of association between variables, indicating whether they were strongly or weakly related. This information helped in understanding potential connections or dependencies between different aspects of the research topic.

By employing these three types of analyses, researchers were able to describe the data, explore relationships between variables, and gain a comprehensive understanding of job satisfaction and employee retention in their study. Each analysis technique served a distinct purpose and provided valuable insights to support the research objectives.

**Correlations**

		Employee Engagement	Job Satisfaction	Employee Retention
Employee Engagement	Pearson Correlation	1	.707**	.759**
	Sig. (2-tailed)		.000	.000
	N	170	170	170
Job Satisfaction	Pearson Correlation	.707**	1	.700**
	Sig. (2-tailed)	.000		.000

	N	170	170	170
Employee Retention	Pearson Correlation	.759**	.700**	1
	Sig. (2-tailed)	.000	.000	
	N	170	170	170

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The correlations highlight strong and significant positive relationships between Employee Engagement and both Job Satisfaction and Employee Retention. Additionally, there is a strong and significant positive relationship between Job Satisfaction and Employee Retention.

This indicates that the correlations are significant at the 0.01 level (two-tailed), meaning the probability of observing such strong correlations by chance is very low.

**Regression**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.794 <sup>a</sup>	.630	.626	.46576	.630	142.228	2	167	.000

a. Predictors: (Constant): Job Satisfaction, Employee Engagement

b. Dependent Variable: Employee Retention

**ANOVA<sup>a</sup>**

Model		Sum Squares	df	Mean Square	F	Sig.
1	Regression	61.708	2	30.854	142.228	.000 <sup>b</sup>
	Residual	36.228	167	.217		
	Total	97.935	169			

a. Dependent Variable: Employee Retention

b. Predictors: (Constant), Job Satisfaction, Employee Engagement

The value R square = 0.630, which means that the independent variables/predictors Job Satisfaction, Employee Engagement account for 63% of variance in Employee Retention.

$$F(2, 167) = 142.228 \quad p = 0.000 < 0.05$$

It is inferred that H1 is accepted as:

H1= There is a significant relationship between employee engagement, job satisfaction and employee retention.

The regression model suggests that both Job Satisfaction and Employee Engagement significantly contribute to predicting Employee Retention.

**Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.122	.204		.599	.550
	Employee Engagement	.580	.073	.528	7.936	.000
	Job Satisfaction	.391	.079	.327	4.924	.000

a. Dependent Variable: ER

**INTERPRETATION**

The t-statistic of 0.599 demonstrates that there is a strong correlation between these variables. A considerable positive link between employee engagement, job satisfaction, and emotional retention is shown by the t-statistic value.

- It is clear from the significance value (sig.) of 0.000 that there is a statistically significant relationship between job satisfaction and employee engagement. The extremely low likelihood of discovering such a correlation by chance is shown by the p-value being less than 0.05 (p<0.05).

**8. Findings:**

- In regression analysis, for the predictor variable "Employee Engagement," the p-value is .000 (significant at  $p < .001$ ) hence, H1 is accepted employee engagement predict employee retention significantly.
- In regression analysis, for the predictor variable "Job Satisfaction," the p-value is .000 (significant at  $p < .001$ ) hence, H1 is accepted job satisfaction predict employee retention significantly.
- In regression analysis,  $P = 0.000 < 0.05$  Hence, H1 is accepted since both Job Satisfaction and Employee Engagement significantly contribute to predicting Employee Retention.
- The correlation is statistically significant at the 0.01 level (2-tailed), with a p-value of 0.000. This suggests that there is a strong and significant relationship between Employee Engagement and Job Satisfaction.
- The correlation is statistically significant at the 0.01 level (2-tailed), with a p-value of 0.000. This indicates a strong and significant relationship between Employee Engagement and Employee Retention.
- The correlation is statistically significant at the 0.01 level (2-tailed), with a p-value of 0.000. This implies a strong and significant relationship between Job Satisfaction and Employee Retention.
- The correlations highlight strong and significant positive relationships between Employee Engagement and both Job Satisfaction and Employee Retention. Additionally, there is a strong and significant positive relationship between Job Satisfaction and Employee Retention.

**9. Limitations:**

1. The study is confined to MSI Services Pvt Ltd only.
2. Because of time constraints, it was not feasible to extensively investigate this study.
3. Since the study relies on data provided by the company, the constraints and limitations of the company are equally relevant.

## **10. Conclusion:**

As MSI is facing 20% of attrition rate. This study on the impact of employee engagement and job satisfaction on employee retention in MSI provides valuable insights into the relationships between these factors. The findings reveal a strong positive correlation between employee engagement and retention, indicating that higher engagement levels contribute to greater retention rates. Similarly, job satisfaction shows a moderate positive correlation with retention, suggesting its role in improved retention.

Addressing the reasons for employee departures is crucial, and organizations can achieve this by implementing strategies like exit interviews, hike, regular feedback, engaging the employees in various activities, annual meet etc these enhance engagement and job satisfaction. This promotes loyalty, commitment, and a sense of belonging among employees, leading to a more stable and productive workforce. Understanding and actively managing employee engagement and job satisfaction are vital for promoting higher retention rates and organizational effectiveness.

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**STUDY ON CREDIT POLICY OF BHAGYALAKSHMI ENTERPRISE AND IT'SIMPACT ON PROFITABILITY**

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**Abstract:** The credit policy of any business plays a crucial role in determining its profitability and overall financial health. This study focuses on examining the credit policy of Bhagyalakshmi Enterprise, a fictional company, and evaluating its impact on the organization's profitability. By analysing the credit policy, including credit terms, credit limits, collection procedures, and credit risk assessment methods, this study aims to provide valuable insights into the company's financial performance.

**Keywords:** credit policy, profitability, financial performance, credit risk assessment, accounts receivable turnover, cash flow management.

**Introduction**

**Credit Policy:** A credit policy refers to a set of regulations and norms that advises how organizations can offer credit to customers and the collection procedure. It also specifies who in the company is in charge of credit allocation. This policy's main objective is to lay forth standards for handling credit risk. This policy is an important part of business strategy and financial management. As a result, the policy is administered by a separate credit department. They are in charge of selecting the appropriate policy variables to maintain uncertain risks. Once developed, it can be approved by senior management. This policy's primary goals are to reduce outstanding debt and manage risk control factors. They also consider additional elements such firm size, financial flow, industry type, and consumer base.

**Need and Significance of the Study**

To optimize their credit practices, manage risk, make informed decisions, and achieve long-term financial sustainability. It helps organizations understand the relationship between credit policy and profitability, enabling them to develop effective strategies that align with their overall business objectives.

**Statement of the problem**

The task of developing norms and procedures that allow a corporation to extend its consumers access to credit while limiting the risk of default and assuring timely payments is referred to as the credit policy problem. The goal is to strike a balance between the requirement to generate revenue through sales and the need to maintain a healthy cash flow and avoid bad debt losses. Setting credit limits, creating payment conditions, verifying ability to repay, overseeing customer accounts, and handling collections are all aspects of credit policy. To make informed judgements that protect the company's financial health, it is necessary to analyze market conditions, customer behaviors, and financial data.

**Objective of the study**

1. To understand and analyze the credit policy of the Bhagyalakshmi Enterprises.
2. To identify the impact of credit policy on profitability of the Bhagyalakshmi Enterprises.

**Scope of the study**

The standards and procedures that a corporation creates to determine how it will offer credit to its clients are referred to as credit policies. A credit policy's scope includes determining credit conditions, establishing credit limits, assessing repayment capacity, and managing credit risk.

Credit policy can have a considerable impact on profitability. A well-crafted credit policy can assist a business in increasing sales by attracting new clients and maintaining current ones.

Yet, extending credit too indiscriminately or without proper risk management can lead to higher bad debt and losses, reducing profitability.

**Literature Review**

Author Name	Journal Name	Brief
Divya Jindal, Simran Jain, Vartika	IIARD International Journal of Banking and Finance Research	In the study they have analyzed through debtor's turnover ratio an profitability of companies in commercial vehicle industry. Financial position, as assessed by the Return on Capital Employed (ROCE), is the dependent variable in the current study, while the efficiency of receivables management, as evaluated by the debtors' turnover ratio, is the independent variable. Control factors include firm growth, financial leverage, company size, short-term liquidity, proportion of fixed asset investment, and efficiency of fixed asset usage.
Nitin Kumar, Arvind Shrivastava, Purnendu Kumar and Ishaq Bhatti	South Asia Economic Journal	The article explains about the trade credit study for a rising country, especially the Indian corporate sector, has employed a rich information dataset covering diverse segments like manufacturing, services, construction, and others, containing both firm as well as macroeconomic characteristics. While input materials inventory drives trade payable, enterprises with a fair supply of raw or completed products and supplies are less likely to give trade credit.
IfeanyiNwanna	IIARD International Journal of Banking and Finance Research	The study looked at the relationship between credit management and Deposit Money Banks' (DMBs) profitability (ROA) in Nigeria from 2006 to 2015. The Central Bank of Nigeria's Statistical Bulletins and the Annual Reports of every DMB currently in existence were used as secondary data sources. In order to analyze the data collected for the study, multiple regression was used. The analysis was carried out using the E-View 9 Econometric tool and ordinary leastsquare.

Kumaraswamy S, George S	Polish Journal of Management Studies	This study intends to investigate the connection between trade credit management and business success. The Tadawul Stock Exchange in Saudi Arabia's energy, materials, and capital goods indices are utilized as a sample of 41 manufacturing companies from 2009 to 2017. The operational profit margin, daily sales outstanding, and accounts receivable turnover are the independent variables, and the fixed effect regression approach is used to
		evaluate the data collected in the panel.
Bijoy Rakshit, Samaresh Bardhan	Journal of Economics and Business	Indian commercial banks' profitability from 1996 to 2016. This study considers a wide range of bank-specific, macroeconomic, and institutional factors that explain the variances in bank profitability when examining the determinants of profitability. Results calculated using the two-step system GMM suggest that increased bank rivalry in Indian banking negatively affects bank profitability. Regarding taking risks, the findings show that the rising prevalence of credit risk hinders bank profitability across ownerships and for the entire banking industry.

**Research Type**

Empirical research: Empirical research is research that is based on direct evaluation and measurement of mechanisms by the researcher. The collected data can be compared to a hypothesis or idea, but the outcomes are still based on real-world experience.

**Sample Size**

The data was collected from the company; 5 years financial data was considered for the research.

**Data collection:** Secondary data collected from company.

**Statistical Method**

- Descriptive Statistics
- Multiple linear regression
- ANOVA

**Ratios Considered**

Financial statistics that are calculated to evaluate a company's financial performance and efficiency include ROA (Return on Assets), ROE (Return on Equity), leverage, NPP (Net Profit Percentage), and NCP (Net Capital Percentage).

**Hypothesis**

H0: there is no significant impact of credit policy on profitability of the company. H1: there is a significant impact of credit policy on profitability of the company.



**Regression**

Regression Statistics	
Multiple R	0.994456
R Square	0.988942
Adjusted R Square	0.95577
Standard Error	4.628532
Observations	5

**Interpretation**

- The correlation coefficient, often known as multiple R, assesses the degree and direction of the linear relationship between the independent variables and the dependent variable. The multiple R in this situation is 0.994456, showing a very strong positive correlation.
- R Square: Also referred to as the coefficient of determination, R-squared shows how much of the variance in the dependent variable can be accounted for by the independent variables. A result of 0.988942 indicates that the independent variables in the model explain for about 98.89% of the variation in the dependent variable.
- Adjusted R Square: This statistic modifies the R-squared value to take the sample size and the number of independent variables into account. It penalizes adding extraneous variables to the model. Given the complexity of the model and the size of the sample, the adjusted R- square of 0.95577 indicates that the independent variables account for about 95.58% of the variation in the dependent variable.

**Anova**

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	7580408	6	1263401	1.655	0.169	2.445
Within Groups	21365283	28	763045.8			
Total	28945691	34				

**Interpretation**

- F (F-statistic): The ratio of the within-group mean square to the between-group mean square is the F-statistic. The F-value in this situation is 1.655735 for the "Between Groups" variation.
- The amount of independent pieces of information that are available for estimation is represented by the term "degrees of freedom," or df. The number of independent variables in the model is shown by the "Between Groups" df, which is six. The number of observations in total less the number of independent variables is 28, which is represented by the "Within Groups" df.

➤ P-value: The F-statistic's p-value gauges the statistical importance of the change between groups. If there is no significant difference between the groups, the null hypothesis is true, and this number indicates the likelihood of detecting an F-value as severe as the one obtained. The p-value in this situation is 0.169087, indicating that the difference between the groups is not statistically significant at the usual significance threshold of 0.05.

### **Conclusions**

Understanding the elements influencing trade credit in the Bhagyalakshmi Enterprise is the main goal of the study. It explores the link between trade credit and micro-level determinants as well as economic cycles, taking into consideration both firm-level features and macroeconomic influences. A supplementary dataset including financial data for 5 years is used for the analysis.

The study's findings offer a number of significant insights. First, trade credit and firm-level variables have a protracted connection. It has been noted that the raw material inventory has a significant impact on trade payables. Less likely to issue trade credit are businesses with sizable inventories of completed items or raw materials.

The report also reveals that bigger businesses both offer and accept trade credit. Additionally, it has been noted that formal finance can be used in place of trade credit. In spite of the fact that it could be more expensive for them, this shows that businesses with little access to specialist finance institutions turn to buying raw materials on trade credit.

Additionally, the data shows that the company's credit policy has no effect on the revenue generated by the Bhagyalakshmi Enterprise. They still adhere to an outdated credit policy that has virtually little effect on suppliers and customers.

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**A STUDY ON EFFECT OF EMPLOYEE ABSENTEEISM ON ORGANIZATION PERFORMANCE**

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**ABSTRACT**

Employee absenteeism has become a significant concern for organizations worldwide, as it has the potential to impact various aspects of organizational performance. This study aims to explore the effect of employee absenteeism on organizational performance and identify the underlying factors contributing to absenteeism.

The research methodology involves a comprehensive literature review, quantitative data analysis, and surveys conducted among employees and management personnel. The study examines the relationship between employee absenteeism and key performance indicators such as productivity, profitability, customer satisfaction, and employee morale.

The findings suggest that employee absenteeism has a detrimental impact on organizational performance. Increased absenteeism leads to decreased productivity, higher operational costs, lower customer satisfaction, and decreased employee morale. The study also highlights several factors influencing absenteeism, including personal factors (such as health issues and work-life balance), organizational factors (such as work environment and leadership), and job-related factors (such as job satisfaction and workload).

Understanding the implications of employee absenteeism on organizational performance is crucial for managers and HR professionals. This study provides valuable insights into the dynamics of absenteeism and its repercussions, enabling organizations to implement proactive measures to improve overall performance and create a conducive work environment.

**Keywords:** employee absenteeism, organizational performance, productivity, profitability, customer satisfaction, employee morale, factors, strategies.

**INTRODUCTION:**

An internship is a formal program offered by businesses to assist students and recent graduates with training and job experience. Internship projects are tasks or activities completed by interns while they are employed by a firm or organization. Individuals can apply for internships to get real world experience and new skills that will aid them in future roles. The project study was conducted for six weeks from 20.03.2022 to 13.04.2022 at Saphire Motors pvt ltd.

**STATEMENT OF THE PROBLEM:**

Employee absence at work affects not only the person or employee who is absent, but also the rest of the employees and their departments. Absenteeism results in a loss of potential output from an economic standpoint. The goal of this study was to look into the effects of worker absenteeism using BLUE HYUNDAI as a case study, and the results will help to develop measures to reduce absenteeism in the workplace.

**OBJECTIVES OF THE STUDY:**

- To identify various factors that leads to absenteeism
- To identify effect of absenteeism on employee performance
- To examine the relationship between employee absenteeism and employee performance
- To examine analyse the relationship between employee performance and employee performance

**SCOPE OF THE STUDY:**

- Organizations: The study will focus on various types of organizations, including small, medium, and large enterprises across different industries and sectors.
- Absenteeism Factors: The study will investigate different factors contributing to absenteeism, such as personal illness, family emergencies, job dissatisfaction, work-life balance issues, workplace stress, and low employee engagement.
- Organizational Culture: The study will explore the influence of organizational culture on absenteeism and its impact on performance. It will consider factors such as leadership style, communication practices, support systems, and employee well-being initiatives
- Strategies and Interventions: The study will examine strategies and interventions implemented by organizations to address absenteeism and improve performance.

**LITERATURE REVIEW:**

**1. Tamara Singh, Nishika Chetty, Anis Mahomed Karodia (2016)**

In order for the organisation (and other organisations of a similar nature) to benefit from the submissions made, the important results from the literature studied and primary research served as a basis for the conclusions drawn and recommendations suggested. By achieving the specified objectives and responding to the research questions, this study's goal was accomplished, and it made a contribution to the field of management studies.

**2. Tung-Chun Huang (2015)**

The goal of this study is to find out how participative management affects employee behaviour and the company's financial performance. The survey of 308 Taiwanese businesses served as the basis for the analytical data. The results of multiple regressions demonstrate that the labor-management committee and the suggestion system both have a favourable effect on employee behaviour in terms of turnover and absence rates. Profit and revenue growth rates demonstrate that the quality control circle (QCC) and profit sharing have a favourable effect on organisational effectiveness. However, both employee conduct and organisational effectiveness are negatively impacted by employee stock ownership schemes and grievance procedures. There is also discussion of the practical ramifications.

**3. Onikoyi, Idris Adegboyega (Ph.D.), Awolusi, Olawumi Dele (Ph.D.), Boyede Michael Ayodeji (M.Ed., B.A.Ed., Dip) (2015)**

According to the results of the data analysis and the test of the hypothesis, the following are the main conclusions from this study: Corporate performance is severely impacted by absenteeism. This conclusion was supported by the findings of the study of the determinant variables, which revealed that absenteeism lowers organisational productivity; profitability, the provision of high-quality services, and the promptness with which customers' demands are met at Cadbury Nigeria Plc, Ikeja. Employee satisfaction with their work has greatly increased as a result of organisational culture. Based on the results of the analysis of the determinant variables, it was determined that employee satisfaction with their work was significantly increased by organisational cultures that support open communication among team members, recognise and reward exceptional performance, foster employee innovation and motivation, and pay commensurate

**4. Federica Cucchiella, Massimo Gastaldi, Luigi Ranieri (2014)**

This study analyses absenteeism as a strategic feature of human resources with the goal of defining strategies that can increase employee productivity and business performance. This study is in line with HRM's growing interest in strategic concerns and the future emphasis on connecting absenteeism control to organisational performance and business competitiveness. As a conclusion, the analysis presented here is helpful in providing an assessment of the direct costs associated with the absenteeism phenomenon, or the cost associated with services not provided, as well as the indirect costs associated with the company's procedures slowing down, the lower quality of the services provided, and the ensuing lower competitiveness. We calculated that the sole workforce cost incurred by the Hera Group in 2011 was roughly 15% of the total workforce cost.

**5. Biron, M., & De Reuver, R. (2013)**

Although it is widely accepted that employee absenteeism is significantly influenced by perceptions of equity at work, our knowledge of the equity-absence relationship is constrained for two reasons: (1) little is known about equity concepts outside of procedural and distributive justice; and (2) for the most part, research has neglected factors likely to mediate and moderate the impact of equity on absenteeism.

Our study advances prior research by examining the relationship between status inconsistency (a situation in which there is a mismatch between, for example, a person's education and his or her income) and absenteeism, as well as the variables likely to account for this relationship, using the effort-reward imbalance model (ERI; Siegrist, 1996) as a foundation.

**6. Harish K. Padmanabhan(2019)**

The contribution of the employee towards the goal determines the performance of the organisation in terms of profitability, efficiency, and growth. With the cooperation and dedication of both the company and the employee, the absence rate can be lowered. The management will need to invest a significant amount of money to prevent absenteeism by providing various welfare amenities, fostering a collaborative workplace culture, providing training and implementing HR policies. Therefore, absenteeism is detrimental to the industry since it is invisible and unpredictable

**7. Seamonds, B. C.(2019)**

In a sample of 500 corporate employees, this study examined the impact of health evaluation interviews on absence due to sickness. The purpose of the 20-minute interview, which was conducted along with the routine physical exam, was to evaluate stress-related symptoms and coping mechanisms particularly connected to work stress. Employees who displayed signs of stress were provided referrals and educational tools. Six months before and six months after the interview, absenteeism due to illness was tracked. The experimental group that had the health evaluation interview was contrasted with control groups of employees that were matched by sex, job classification, and job stress score. As a result of the health evaluation interview and referral, there was a discernible decrease in the experimental group's absence due to sickness.

**8. Kanika Maheshwari (2018)**

According to the report, low motivation among employees is one of the many factors that contribute to employee absenteeism. The goal is to give the employees both intrinsic and extrinsic motivation so they like going to work rather than looking for an excuse to avoid it. Morale among staff members of a company suffers from absenteeism. A variety of programmes have been put in place to reduce employee absenteeism; absenteeism is measured using multiple rates, including absence rate, frequency rate, and severity rate. Despite some constraints, the personnel department is making a special effort to develop certain policies and processes that decrease absenteeism and boost labour turnover.

**9. Kocak, M. C., Bryan, T. G., & Stevie Lynch, M. B. A. (2018)**

Employers are facing rising absenteeism costs as the era of the 9 to 5 workday draws to a close and employment situations get more complicated due to the development of ever-improving technologies. The general subject of how absenteeism impacts a company's productivity, efficiency, and profitability is the focus of this study report. We want to help a company comprehend absence, how to assess whether an absenteeism problem exists within the organisation, and how to identify and resolve absenteeism-related problems. We'll talk about the specific reasons why people are missing from work, as well as the remedies some businesses are employing to address these problems. We will discuss how businesses can apply specific, corporate policies and procedures as we get to a conclusion

**10. Moch, M. K., & Fitzgibbons, D. E.(2018)**

The present study finds that absenteeism and department efficiency are negatively associated only (1) when production processes are not highly automated, and (2) when the absences cannot be anticipated in advance. Although there is almost universal agreement that employee absenteeism decreases production efficiency, there is little evidence of a relationship between these variables

**RESEARCH METHODOLOGY:**

**Research Design:** Descriptive research is the type of research used for the study.

**Source of Data:** Both primary and secondary data are collected for the research. Primary data was collected through surveys through questionnaires among the employees. Secondary data was collected from the company through various sources like journals and the company website.

**Sample size:** The sample size for analysing the study is 100 employees.

**The sampling technique used for the research:** The sampling technique used for the research is convenience sampling.

**The statistical tool used for the research:** Correlation and regression are the tools used for the research.

**Testable Hypothesis**

Ho: There is no significant relationship between employee absenteeism and organization performance.

H1: There is significant relationship between employee absenteeism and organization performance

**Data analysis and interpretation:**

**DESCRIPTIVE STATISTICS**

	N	Mean		Std. Deviation
	Statistic	Statistic	Std. Error	Statistic
Employee Absenteeism affects employee performance	100	2.390	.1063	1.0626
Absenteeism affects Organisation Performance	100	2.200	.0995	.9949
low employee engagement is one of the reasons for absenteeism	100	2.090	.0911	.9112
lack of work place flexibility leads to absenteeism	100	2.430	.1112	1.1124
To what extent do you believe that absenteeism affects the delivery of services to customers?	100	2.210	.0977	.9775
How frequently do employees in your organization take unplanned leaves?	99	2.404	.1014	1.0093
To what extent do you believe that absenteeism affects the overall performance of the organization?	100	2.230	.0983	.9832

workplace measurement leads to absenteeism	100	2.510	.1030	1.0298
stressful work environment leads to absenteeism	100	2.800	.1181	1.1807
poor leadership leads to absenteeism	100	2.240	.0911	.9114
Absenteeism Impact: health issues lead to employee absenteeism	98	2.092	.0741	.7334
employee burnout leads to absenteeism	100	2.500	.1124	1.1237
Valid N (listwise)	96	2.271	.0954	.9345
	93			

**CONCLUSIONS:**

If management takes the initiative to encourage people feeling responsible for their work, absenteeism can be significantly decreased. They have a financial interest in addition to wanting to hire a reliable employee. It is possible to instill a strong sense of loyalty among employees. The scientific approaches provided by management theory may be applied to a range of problems. Every firm should work to overcome absenteeism in order to advance going forward because of global problem.

The research's conclusions identified the primary causes of absenteeism, which included problems with a weak reward system, a lack of interest caused by regular work, and health issues. Offering top-notch activities and services.

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**A STUDY ON IMPACT OF SELECTED MACRO ECONOMIC VARIABLES ON INDIAN STOCK MARKET WITH REFERENCE TO NIFTY 50**

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**ABSTRACT**

One of the most enduring ideas in the current situation is the dynamic relationship between the stock market and macroeconomic factors. The study solely takes into account the most significant macroeconomic factors, such as the index of industrial production and the consumer price index, while concentrating on this link. In addition to the leading stock index Nifty, as a stand-in for inflation and interest rates. The research examines the long-term link between the NSE-Nifty share price index and the aforementioned macroeconomic factors using Johansen and Juselius' (1990) cointegration technique. The empirical findings showed that although there was a short-term association, there was no substantial long-term relationship between the NSE-Nifty index and the interest rate, the index of industrial production, or the consumer price index.

**Keywords:** Nifty, macro-economic variables,

**I. INTRODUCTION**

Macroeconomic considerations, among others, have an impact on the Indian stock market, which is a dynamic and complex ecosystem. Investors, analysts, and policymakers all need to understand the connection between these factors and the stock market. This study focuses on the well-known NIFTY 50 index in an effort to better understand how macroeconomic factors affect the Indian stock market. The performance of the 50 biggest and busiest firms listed on the Indian National Stock Exchange (NSE) is reflected in the NIFTY 50 index. It functions as a gauge for the state and trend of the Indian stock market. Making informed decisions on the market can be aided by understanding the relationship between macroeconomic factors and the NIFTY 50 through analysis.

**STATEMENT OF THE PROBLEM**

This problem statement seeks to understand the impact of macroeconomic variables on Nifty, which is a key barometer of the Indian equity market. By analyzing the relationship between macroeconomic variables and Nifty, researchers and investors can gain insights into market trends, identify opportunities for investment, and make informed decisions.

**OBJECTIVE OF THE STUDY**

- To analyze the relationship between selected macroeconomic variables like Inflation rates, Interest rates, Exchange rates, Gross domestic product, Consumer price index, Wholesale price index and Stock market
- To analyze the impact of macroeconomic variables on stock market.



## **II. REVIEW OF LITERATURE**

That sounds like an interesting study conducted by Brahmananda Sahoo, a Ph.D. Scholar at Utkal University in 2022. The study examines the impact of macroeconomic indicators on selected BSE sectoral indices in India and demonstrates the relationship between these factors and stock prices. It suggests that macroeconomic factors play a significant role in influencing the prices of shares and other securities in the market.

The study by Vandana Bhama in 2022, titled "Macroeconomic variables, COVID-19 and the Indian stock market performance," explores the impact of the COVID-19 pandemic and specific macroeconomic factors on the performance of the Indian stock market. Given the unprecedented proliferation of COVID-19, the study aims to understand how this epidemic, along with other macroeconomic variables, has influenced the financial and economic landscape in India.

The study conducted by Dr. Yogender Gour in 2022, titled "Impact of Interest Rate Movement on Indian Stock Market Indices," examines the relationship between interest rate movements and the performance of Indian stock market indices. It suggests that macroeconomic factors, particularly changes in interest rates, significantly contribute to the movement of the stock market.

The study conducted by Rajesh Makol and Satwik Mitta in 2021, titled "A Study of Relationship Among Stock Market and Macro Economic Factors," explores the correlation between the Indian stock market and various macroeconomic indicators. The study indicates that the Indian stock markets are significantly correlated with several macroeconomic factors.

The study conducted by Dr. M. Sumathy and Shallini in 2021, titled "Impact of Foreign Direct Investment and Macroeconomic Factors in NSE Based on The Influence of make in India," focuses on the influence of foreign direct investment (FDI) and macroeconomic factors on the National Stock Exchange (NSE) in India, specifically considering the impact of the "Make in India" initiative.

The study conducted by Dr. Hari Leela Vemula in 2021, titled "Movement of Stock Markets in India: Influence of Macroeconomic Factors," examines the influence of various macroeconomic factors on the stock markets in India. According to the analysis conducted in this study, several macroeconomic factors show strong correlations with the performance of the stock market.

The study conducted by Dr. Tanu Jain and Dr. Satyendra P. Singh in 2020, titled "Impact of Selected Macro Economic Variables on Indian Stock Market: A Study with Reference to BSE Sensex," investigates the influence of various macroeconomic variables on the Indian stock market, specifically focusing on the BSE Sensex.

The study conducted by Santanu Pal and Ajay K. Garg in 2020 focused on the relationship between macroeconomic surprises, global linkages, and stock market responses in the context of the Indian stock market. The researchers aimed to understand how foreign portfolio investors (FPIs) and foreign institutional investors (FIIs) have integrated into the Indian stock market and whether stock market reactions are driven by domestic macroeconomic surprises or global developments.

The study conducted by Nitu Omprakash Gupta in 2019 aimed to analyze the impact of selected macroeconomic variables on the Nifty, which is a stock market index in India. The researcher employed the Vector Error Correction Model (VECM) as the analytical framework for the study. The first step in applying the VECM model was to determine the lag length. Lag length refers to the number of past observations of a variable that are included in the model. In this study, the lag length of two was selected as the most appropriate choice.

## **III. METHODOLOGY Variable definition and data**

Macroeconomic variables are economic indicators that gauge an economy's overall health. They are used to examine and comprehend the condition of an economy, as well as its present tendencies and probable future course.

### **Period of study**

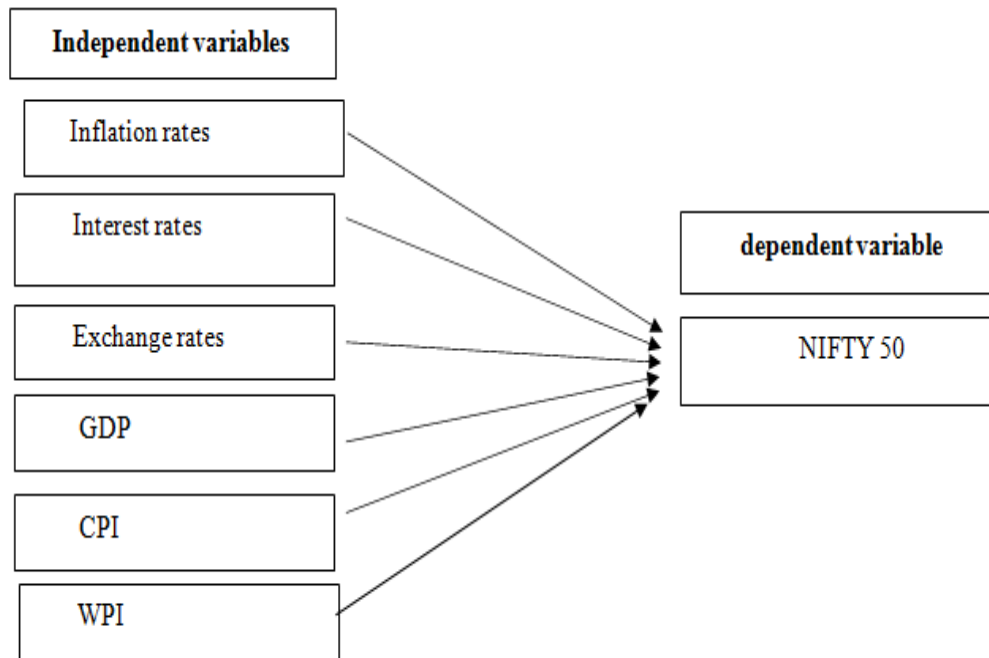
Data collected from 2008 to 2022.

**Tools Used**

Correlation analysis, Regression analysis.

**Conceptualization**

Impact of Macroeconomic Variables on Indian Stock Market where six variables are chosen to make the conceptual framework.



This model is developed in following equation

$$Y = \beta_0 + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + \beta_4x_4 + \beta_5x_5 + \beta_6x_6 + e_i$$

$$\text{Nifty Research 50} = \beta_1\text{Inf} + \beta_2\text{Int} + \beta_3\text{Exc} + \beta_4\text{Gdp} + \beta_5\text{Cpi} + \beta_6\text{Wpi} + e_i$$

Where,

Inf = Inflation rates

Int = Interest rates

Exc = Exchange rates

Gdp = Gross domestic product

Cpi = Consumer price index

Wpi = Wholesale price index

$\beta_0$  = Intercept  $\beta_i$  = Coefficient

$e_i$  = error term

**HYPOTHESIS**

**Gross domestic product**

H0GDP: There is no significant relationship between Nifty 50 and GDP.

H1GDP: There is a significant relationship between NSE Nifty 50 and GDP.

**Inflation rates**

H0IFR: There is no significant relationship between Nifty 50 and inflation rates.

H1IFR: There is significant relationship between Nifty 50 and inflation rates.

**Interest rates**

H0INR: There is no significant relationship between Nifty 50 and Interest rates.

H1INR: There is significant relationship between Nifty 50 and Interest rates.

**Exchange rates**

H0EXR: There is no significant relationship between Nifty 50 and exchange rates.

H1EXR: There is significant relationship between Nifty 50 and exchange rates.

**Gross domestic product**

H0GDP: There is no significant relationship between Nifty 50 and GDP.

H1GDP: There is a significant relationship between NSE Nifty 50 and GDP.

**Consumer price index**

H0CPI: There is no significant relationship between Nifty 50 and CPI rates.

H1CPI: There is significant relationship between Nifty 50 and CPI rates.

**Wholesale price index**

H0WPI: There is no significant relationship between Nifty 50 and WPI rates

H1WPI: There is significant relationship between Nifty 50 and WPI rates

**Limitations**

- Study is restricted only for 8 weeks
- The study is limited for 15 years
- The source of information is derived from secondary data.
- This study is conducted on the Stock market indicator's Nifty using the macroeconomic factors this study covers only six macroeconomic factors to measure the relationship

**IV. DATA ANALYSIS AND FINDINGS**

**TABLE NO 4.1 SHOWING CORRELATION ANALYSIS**

<b>MACRO ECONOMIC VARIABLES</b>	<b>CORRELATION</b>
INFLATION RATES AND NIFTY 50	0.1431
INTEREST RATES AND NIFTY 50	-0.4081
EXCHANGE RATES AND NIFTY 50	0.2694
GDP RATES AND NIFTY 50	0.0954

CPI RATES AND NIFTY 50	0.1997
WPI RATES AND NIFTY 50	-0.5266

**INTERPRETATION:**

From the above table, it is clear that the interest rate and wholesale price index have a negative correlation with the values of the Nifty 50 stocks. Therefore, it can be said that it is having a negative impact on Nifty 50 stock prices i.e., (-0.4081) and (-0.5266). The inflation rate, exchange rate, gross domestic product, consumer price index shows positive correlation with stock prices of Nifty 50. The exchange rates shows the high positive correlation at (0.2694). The inflation rate is low positive correlation (0.1431). The consumer price index and gross domestic product is low positive correlation (0.1997) and (0.0954), indicating a moderate association with the price of Nifty 50 stocks.

**Table 4.2 Table showing Regression analysis**

Regression Statistics	
Multiple R	0.708259539
R Square	0.501631575
Adjusted R Square	0.127855256
Standard Error	0.104262622
Observations	15

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	6	0.087534976	0.014589163	1.342063554	0.34069581
Residual	8	0.086965554	0.010870694		
Total	14	0.17450053			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	0.008059982	0.03329307	0.242091878	0.814799548	-0.068713975	0.084833938
INF RATES	-0.081708547	0.124250207	-0.657612963	0.529249959	-0.368230037	0.204812944
INT RATES	-0.036202883	0.02106689	-1.718473078	0.124032496	-0.084783219	0.012377452
EXC RATES	0.008682554	0.012671448	0.685206187	0.512574941	-0.020537856	0.037902965
GDP RATES	0.030535414	0.043006154	0.7100243	0.497860114	-0.068636955	0.129707784
CPI RATES	-0.000216156	0.051592625	-0.004189674	0.996759725	-0.119188963	0.11875665
WPI RATES	-0.044427104	0.02638958	-1.683509303	0.130773602	-0.105281585	0.016427377

### **INTERPRATATION:**

the above table indicates that r-square value is 0.50163 or 50.10%, which indicates that inf rates, int rates, exc rates, gdp rates, cpi rates, wpi rates explains 50.10% variation in nifty 50 and the remaining 49.90% of impact is experienced by other independent variables. for 1 unit change in int rates the nifty 50 will show a negative change of 8.17% , for 1 unit change in the int rates nifty 50 will show a negative change of 3.62% , for 1 unit change in the exc rates the nifty 50 will show a negative change of 3.62% , for 1 unit change in gdp rates the nifty 50 will show a positive change of 0.86% , for 1 unit change in the cpi rates the nifty 50 will show a negative change of 0.02% , for 1 unit change in the cpi rates the nifty 50 will show a negative change of 0.02% , for 1 unit change in the wpi rates the nifty 50 will show a negative change of 4.44% .

### **Findings**

- The interest rates and wholesale price index has negative influence on the Nifty 50 stocks.
- While it is observed that inflation rate, exchange rates, gross domestic product and consumer price index affects Nifty 50 stocks.
- The exchange rates shows high positive correlation if the exchange rates is high profits gets low in the similar way if the exchange rates gets low profits gets in higher percent to the company.
- The interest rate to the Nifty stocks is showing negative correlation here according to the analysis made. Hence, it proves once again that if interest rates moves higher and higher, profits to the company gets lesser due to its reliance on financial institutions and interest payments. Such earnings data when it is made available to public, they are exposed to losing confidence on company which makes nifty 50 index moves downward.
- As similar to the interest rate to the nifty 50 stocks, Wholesale Price Index is also negatively correlated to Nifty 50. As sales relied on wholesale price implies less percentage of profits than from sales of retail price. Such earnings data impedes trust of investors and makes share price to fall.

### **V. Conclusion**

Inflation rates can have an impact on customers' purchasing power and hurt business profitability. The real worth of earnings and assets is diminished by inflation, potentially resulting in a decline in stock prices Interest Rates: Both businesses and individuals may be directly impacted by changes in interest rates. Interest rates that are lower tend to boost the economy by promoting borrowing, investing, and spending. This may have a favourable impact on business profits and stock market performance, particularly the Nifty50. On the other hand, rising interest rates can make borrowing more expensive and even slow down the economy and stock market gains. Exchange rates: Businesses with considerable import or export exposure may be impacted by fluctuations in currency rates. Export-oriented businesses might gain from a weaker native currency by raising the competitiveness of their products and services on global markets.

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**“A STUDY ON IMPACT OF ONLINE ADVERTISING & CUSTOMER PERCEPTION WITH REFERENCE TO NJ TECHNOLOGIES, BENGALURU.”**

**VIGNESH.S**

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**ABSTRACT**

This study investigates the impact of online advertising on customer perception. It examines how different online advertising techniques, such as display ads, social media ads, search engine ads, and influencer marketing, influence dimensions of customer perception including brand awareness, brand image, perceived credibility, and purchase intention. The findings reveal that online advertising positively influences customer perception by enhancing brand awareness, shaping brand image, improving perceived credibility, and increasing purchase intention. Understanding these effects can help marketers develop effective online advertising strategies to maximize their investments and reach their target audience more effectively.

**I. INTRODUCTION**

In Recent years, online advertising has become an integral part of marketing for businesses of all sizes. With the growth of the internet and technology, the online advertising industry has been booming. Online advertising has several advantages over traditional forms of advertising, including the ability to target specific audiences, track results in real-time, and measure the effectiveness of campaigns.

Customer perception is an essential aspect of marketing, as it can influence a customer's decision to purchase a product or service. Customer perception is shaped by various factors, including the quality of the product or service, customer service, and the overall brand image.

The impact of online advertising on customer perception is a crucial area of study. Online advertising has the potential to influence customer perception in various ways. It can help businesses to build brand awareness, increase customer loyalty, and attract new customers. However, poorly executed online advertising campaigns can also have a negative impact on customer perception, damaging the brand's reputation and customer loyalty.

**II. REVIEW OF LITERATURE**

**1. SK Jena, A Ghadge (2022),** This study examined the effects of bundling and advertising strategy on total channel profit in a SC network with two manufacturers and one retailer. The study created mathematical models for retailer and manufacturer bundling while considering three different power-balance frameworks

**2.Fotis Kitsios , Kamariotou , Panagiotis Karanikolas and Evangelos Grigoroudis, (2021),** Digital Marketing Platforms and Customer Satisfaction: Identifying eWOM Using Big Data and Text Mining, Big data analytics offers opportunities for understanding and decision-making in hospitality management. Usergenerated content (UGC), such as online reviews, can provide valuable feedback for enhancing product attributes and services.

**3.Anak Agung Diah Tarama Devi a Ni Nyoman Kerti Yasa, (2021),** The Role of Customer Satisfaction in Mediating the Influence of Service Quality and Perceived Value on Brand Loyalty, This study investigates service quality, perceived value, and customer satisfaction's impact on brand loyalty among Lion Air customers in Denpasar City. Data from 128 respondents in Denpasar, Bali, were analyzed using SEM.

**4. Chinedu Ogbonnaya Zephaniaha , Ike-Elechi Ogba b , Ernest Emeka Izogo, (2020),** This study investigates the impact of customers' perceptions of banks' marketing communication tools on customer loyalty in the Nigerian banking industry. 313 valid responses were collected through a survey questionnaire. The findings, analyzed using PLS-SEM, reveal that advertising, sales promotion.

**5. Yuya Arai(2019)** The primary goal of this study was to empirically explore Japanese EFL teacher trainees' perceptions of ER definitions, effectiveness, and issues concerning practice in the classroom.

### **OBJECTIVES**

1. To study the customer perception towards NJ Technologies.
2. To study the advertisement strategy NJ Technologies.
3. To know the competitors towards NJ Technologies.
4. To study the impact of online advertising towards customer attraction.

### **HYPOTHESIS**

#### **Hypothesis-1**

H0: There is no significant relationship between online advertising and customer perception

H1: There is significant relationship between online advertising and customer perception

### **III. DATA AND METHODOLOGY**

#### **RESEARCH DESIGN**

**Descriptive design:** A descriptive study strategy seeks to consciously gather information to describe a circumstance. A population, circumstance, or phenomenon is intended to correctly and methodically described through study. It can respond to what, where, when, and how questions, but not why questions. A descriptive research strategy can examine one or more variables using a wide range of research techniques.

#### **SAMPLE DESIGN**

**Sample size:** 100 responses were collected from the customers of NJ Technologies Pvt. Ltd

#### **SAMPLING METHOD**

Convenience sample design

#### **SOURCE OF DATA**

**Primary Data:** Data and information's were collected from people in Bangalore through questionnaires.

**Secondary Data:** Secondary data are information study already collected by others for certain other purposes. Internal: Data from organization, employees.

#### **METHOD OF DATA COLLECTION**

**Questionnaire:** In this instance, a closed-ended questionnaire should be created where responders might select from a list of pre-written answers.

#### **ANALYTICAL TOOLS AND TECHNIQUE**

The study used correlation analysis and regression to test out the proportion

### **IV. DATA ANALYSIS AND FINDINGS**

#### **ANALYSIS: - 1**

The correlation coefficient between NJ Technologies' online advertising and attracting potential customers is 0.399 (significant at the 0.01 level). This indicates a moderate positive correlation.



**Correlations**

		Do you think that NJ Technologies online advertising attracts potential customers	What platforms do you think NJ Technologies should focus on their online advertising	If you would rate the overall quality of NJ Technologies online advertising what is your rate?	Do you think NJ Technologies online advertising strategies effective
Do you think that NJ Technologies online advertising attracts potential customers	Pearson Correlation Sig. (2-tailed) N	1  100	.399**  100	.191  100	.429**  100
What platforms do you think NJ Technologies should focus on their online advertising	Pearson Correlation Sig. (2-tailed) N	.399**  100	1  100	.428**  100	.381**  100
If you would rate the overall quality of NJ Technologies online advertising what is your rate?	Pearson Correlation Sig. (2-tailed) N	.191  100	.428**  100	1  100	.394**  100
Do you think NJ Technologies online advertising strategies effective	Pearson Correlation Sig. (2-tailed) N	.429**  100	.381**  100	.394**  100	1  100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The correlation coefficient between NJ Technologies' online advertising and attracting potential customers is 0.399 (significant at the 0.01 level). This indicates a moderate positive correlation. Therefore, there is evidence to suggest that NJ Technologies' online advertising has the potential to attract potential customers.

The correlation coefficient between the platforms NJ Technologies should focus on for online advertising and attracting potential customers is 0.399 (significant at the 0.01 level). This suggests a moderate positive correlation. It implies that focusing on certain platforms is likely to attract potential customers for NJ Technologies' online advertising.

The correlation coefficient between the overall quality rating of NJ Technologies' online advertising and attracting potential customers is 0.191 (not significant at the 0.01 level). This indicates a weak positive correlation. It suggests that the overall quality of the online advertising may have a limited influence on attracting potential customers.

The correlation coefficient between the effectiveness of NJ Technologies' online advertising strategies and attracting potential customers is 0.429 (significant at the 0.01 level). This indicates a moderate positive correlation. It suggests that the effectiveness of the online advertising strategies employed by NJ Technologies has a notable impact on attracting potential customers.

**ANALYSIS 2:**

Linear Regression

Model Fit Measures

Model	R	R <sup>2</sup>
1	0.446	0.199

Model Coefficients - B

Predictor	Estimate	SE	t	p
Intercept <sup>a</sup>	1.0778	0.335	3.221	0.002
C	0.5082	0.194	2.620	0.010
D	0.1638	0.154	1.063	0.291
A: 2 - 1	0.4137	0.323	1.281	0.203
3 - 1	-0.0721	0.347	-0.208	0.836

<sup>a</sup> Represents reference level

R: The coefficient of determination (R<sup>2</sup>) is 0.199, indicates that approximately 19.9% of the variability in the dependent variable can be explained by the independent variables in the model.

Intercept (Intercept <sup>a</sup>): The intercept term in the model is 1.0778. It represents the es mated value of the dependent variable when all the independent variables are set to zero. In this case, it suggests that when the independent variables are zero, the dependent variable is expected to be around 1.0778.

Predictor C: The coefficient for predictor C is 0.5082. It indicates that for each unit increase in predictor C, the dependent variable is expected to increase by 0.5082 units, holding all other variables constant. The standard error (SE) associated with this coefficient is 0.194.

Predictor D: The coefficient for predictor D is 0.1638. It suggests that for each unit increase in predictor D, the dependent variable is expected to increase by 0.1638 units, holding all other variables constant. However, the p-value associated with this coefficient is 0.291, indicates that it is not significant at a conventional significance level of 0.05.

Comparison A: The coefficient for comparison A (2 - 1) is 0.4137. It represents the difference in the dependent variable when the level 2 of comparison variable is compared to the level 1, while holding all other variables constant. The standard error associated with this coefficient is 0.323, and the t-value is 1.281. However, the p-value (0.203) suggests that this difference is not statistically significant.

Comparison B: The coefficient for comparison B (3 - 1) is -0.0721. It represents the difference in the dependent variable when the level 3 of comparison variable is compared to the level 1, while holding all other variables constant. The negative sign indicates a decrease in the dependent variable. However, the p-value (0.836) suggests that this difference is not statistically significant.

## **V FINDINGS**

- Out of 100 respondents, 46 % of the are in the age between 20 – 25, then 8% of employees belongs to the group between above 40 in the company.
- In the above graphs shows the genders of the employee in the company were Male are the 52% in the company & Female were 48% in the company it shows there is less in the female employee in the company.
- In the above graphs shows the Qualification level in the company were here the PG as the high were it is 45%, SSLC is 5%, PUC 9%, UG is 33%, Professional/ Diploma is 8% this shows the lower level of Qualification no of employee is SSLC were they may have less level of knowledge.
- In the above graph shows the salary of the employee in the company were they provide <20000 is 25% and this is the high level of employee paid, between 21000 – 30000 was 22% were high level of post in the company receiving, 17% of salary receiving between 31000 – 40000, 19% of employees will get the salary between the 41000 – 50000, 10% of employee will get salary between 51000 – 60000, 7% of employee will get salary more than 61000.
- In the above graph it shows the how effective the NJ Technology services were advertised in the online then it says 14% is extremely effective, 32% is moderately effective & this is the high comparing to the overall analysis, then 25% in the something effective were this is the second, 8% in not very effective, 19% in the not effective at all.

## **VI. CONCLUSION**

In conclusion, the study on the impact of online advertising and customer perception with reference to NJ Technologies reveals important insights. The findings suggest that online advertising has a significant impact on customer perception. Through targeted online campaigns, NJ Technologies effectively captured customers' attention and influenced their perceptions of the brand. The study highlights the importance of creating compelling and engaging online advertisements that resonate with the target audience. Additionally, it emphasizes the need for NJ Technologies to consistently monitor and evaluate customer feedback and perceptions to adapt their advertising strategies accordingly.

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**A STUDY ON CUSTOMER PERCEPTION AND CUSTOMER RELATIONSHIP MANAGEMENT  
TOWARDS HONDA MOTORCYCLE IN BENGALURU**

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**ABSTRACT:** The prime objective of the study is to know the relationship between customer perception and customer relationship management.

**Design/Research Methodology:** Descriptive study surveyed 100 respondents through convenience sampling technique and has been tested with Descriptive and Inferential Analysis (Analysis of Correlation analysis and Regression Analysis) were deployed.

**Findings:** This study has founded that the 25% of the respondents are female and 75% are male are using. Further, this study has revealed about the customer perception and customer relationship management.

**Limitations:** Cultural difference: It can be challenging to generalize results across markets because Honda Motors runs in a worldwide market and may meet cultural variations in customer feeling and relationship management techniques in various locations.

Brand feeling: Being a well-known company, Honda Motors may have a positive brand image that affects how customers are perceived and how relationship management strategies are used. This may make it more challenging to decide how certain consumer feelings and relationship management techniques affect customer happiness and brand loyalty.

Language barrier: Language limitations may affect the study, especially if the researchers are no active speakers of the customers' or employees' languages. This may make it challenging to understand correct responses

**Keywords:** customer perception, customer relationship management

## **1. INTRODUCTION:**

Customer perception describes how clients view a business, its goods and services, and their total interaction with it. Customers of Honda view the brand as dependable, inventive, and ecologically sensitive. Customers that appreciate sustainability and economy are drawn to the brand because of its reputation for building high-performance, fuel-efficient cars. Customer perception describes how customers see a specific business, its goods or services, and their overall interaction with it. (CRM) focuses on managing interactions between a firm and its customers. Honda, a large global company that makes cars, motorcycles, and power tools, has been enhancing its customer interactions by applying CRM tactics. Honda has been using CRM systems to accomplish this goal because it recognizes the value of developing close relationships with its customers. Customers' opinions about Honda may differ based on a variety of elements, including product quality, customer service, advertising, and brand reputation. Overall, Honda has a solid reputation for building durable, premium automobiles that are prized for their power and fuel economy. The quality of Honda's goods, its standing for dependability and innovation, its marketing and advertising initiatives, and the entire customer experience it offers can all have an impact on how the company is perceived by its customers. The overall goals of Honda's CRM initiatives are to build enduring relationships with its customers, improve their brand experience, and increase customer loyalty. Honda wants to establish itself as a company that puts its customers first and provides them with high-quality goods and services that satisfy their demands. Honda engages with its customers and forges lasting relationships using a variety of digital media. Customers can browse goods, request quotations, and schedule test drives on the company's user-friendly website.

Also, Honda maintains a social media presence on sites like Face book, Twitter, and Instagram, where it interacts with users, answers questions, and posts information about new goods and services. The business is renowned for its emphasis on technology and innovation as well as its dedication to creating high-quality, dependable vehicles. Consumer perception refers to how customers take in and interpret information about a product or business.

## **2. Literature review:**

### **2.1 CUSTOMER PERCEPTION**

**1. Dr. Sajid Alvi, (2016)** Study of two-wheeler dealers' perception towards customers' preference To consider the needs and preferences of the business sector. Understanding customer needs and incorporating them into a viable vehicle design is the first step in the development of automotive products advancement.

**2. Kisang Ryu, (2011)** The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioural intentions, to propose an integrated model that examines the impact of three elements of foodservice quality dimensions (physical environment, food, and service) on restaurant image, customer perceived value, customer satisfaction, and behavioural intentions.

**3. Md. Abdul Mueeed, (2012)** Customer Perception on Service Quality in Retail Banking in Developing Countries, to evaluate the service quality in retail banking in the developing countries in general, and Bangladesh in particular. This is an analytical study based mainly on the primary data collected through scientifically developed questionnaire. The questionnaire has been personally administered on a sample size of 250, chosen from four banks in Bangladesh located in the northern district of Kushtia. The result indicates that customers' perception has reached on highest in the Prompt and accuracy in transactions of the bank and lowest in the service of modern equipment and décor. Due to the increasing competition in retail banking, customer service is an important part and bank must give their due attention to the customers' perception about service quality

**4. TNK, (2021)** Promotion effect analysis on the sales volume of Honda motorcycle The development and progress of industry, one of which we can see with the increasingly rapid development of the business world. The rapid progress of the industrial sector has resulted in a level of intense business competition. Likewise for motorcycle products that sell similar goods. With the existence of similar products are sold by different dealers, consumers have different desires that make consumers free to choose products that can satisfy their needs. Therefore, the company must take steps forward to outperform its competitors.

### **2.2 Customer relationship management**

**5. kharraz, (2022)**, This paper investigating in customer relationship management impact on customers' trust in the Palestinian telecommunications Company Paltel during the Covid-19 Era. An analytical descriptive approach has been followed; the population of the study was a survey has been constructed to test in a sample of 474 customers in Palestinian Telecommunications Company. The results showed that Reputation management during Corona pandemic had significant impact on increasing customer confidence at  $\alpha \leq 0.05$ , and observed also that there is a significant impact of communication, performance and Social Responsibility on customers trust at  $\alpha \leq 0.05$  within the measurements customer relationship management.

**6. Alshurideh, (2022)**, the main aim of this study is to examine the effects of social customer relationship management (CRM) on customer happiness and customer retention. To achieve the study objectives, a quantitative research method is adopted in this study to examine the hypotheses by using a survey questionnaire for the purpose of data collection from the target sample of customers of telecommunication firms working in Jordan. The instrument is designed and customized to conduct this study and meet the research objectives. A total of 319 valid and reliable responses are returned and they are analysed using the SEM approach through SmartPLS3 software to examine the hypotheses.

**7. Negassa, (2023)**, The goal of this study is to explore the influence of CRM on MP in the banking industry by utilising case studies from Wogagen Bank, Dashen Bank, and the Commercial Bank 9 of Ethiopia. A theoretical framework was used as a guideline to examine the impact of CRM on MP. A quantitative research strategy was used. In addition, a descriptive research design and a cross-sectional survey were used for this study. A questionnaire based on previous research and the relevant literature was filled out by 120 employees of Mekelle's selected commercial banks.

Correlation analysis looked at the relationship between CRM and MP, while multiple regression analysis looked at CRM's influence on MP.

**8. Ni Wayan Ekawati, (2023)**, a strategy to improve green purchase behaviour and customer relationship management during the covid-19 new normal conditions. The study aimed to perform a further analysis of the society's awareness towards the natural environment, especially the awareness of having a healthy life, which leads them to have an awareness to use a natural-based product (environmentally friendly product). Furthermore, this awareness acts as a guidance for them to become consumers who care about their environment and also the material logistics management of each company to build a good customer relationship management with their customer. Along with this phenomenon, however, several reasons regarding the increase of environmentally friendly product consumption are unknown. This study focused on antecedents generating green purchase behaviour, namely, social influence, green attitude, green value, and green trust. The approach applied in the study was a purposive sampling method with the 450 respondents in all over Bali. The finding showed that the social influence did not significantly impact the green purchase behaviour.

**9. Nasser Bay, (2023)** the study effect of CRM on customer's behavioural outcomes sports and youth offices of golestan province. The purpose of this study was to investigate the effect of customer relationship management on customer's behavioural outcomes in Sports and Youth offices of Golestan province. Statistical population of the study was all employees of Sports and Youth offices of Golestan province that 132 employees randomly selected as a statistical sample of research. For collecting data, Hong-kit et al (2005) customer relationship management questionnaire, Stringfellow et al (2004) customer satisfaction questionnaire and Hong-kit et al (2004) customer intention to return questionnaire were used. To analyse the data and identify the effects of research variables, structural equation modelling was used by Smart PLS Software. The Findings showed that, organizing customer relationship management, knowledge management and customer relationship management based on technology has a significant impact on customer satisfaction, but effect of focus on key customer on Sports and Youth office customers' satisfaction was not significant

### **3. RESEARCH GAP:**

The study aims to explore the relationship between customer perception and customer relationship management. The research methodology employed in this study is a descriptive approach, and data was collected from 100 respondents using convenience sampling. The study utilized various statistical analyses, such as percentage analysis, descriptive analysis, correlation, regression, and ANOVA tests.

### **4. DATA AND METHODOLOGY:**

A Descriptive study conducted among the users of Honda two-wheeler users with the sample size 100 through convenience sampling technique. This shows that descriptive research uses data analysis to draw measurable conclusions about statistical patterns. The result is this research method uses closed-ended inquiries, which restricts the scope of generate novel insights. However, when properly applied, it could aid a business in more accurately defining and assessing the significance of a group of responders and the community they are. Descriptive research can employ a variety of research approaches to examine one or more variables. Descriptive research aims to precisely and completely describe a population, situation, or phenomenon. When a study wants to find characteristics, frequencies and trends.

#### **4.1 OBJECTIVES AND HYPOTHESIS:**

1. To study various Customer relationships management practices exercised from the company.
2. To understand customer perception on Honda two-wheeler motorcycle.
3. To study the relationship between customer perception and customer relationship management

#### **4.2 HYPOTHESIS:**

HO: There is no meaningful relationship between customer feeling and customer relationship management

H1: There is meaningful relationship between customer feeling and customer relationship management

**5. DATA ANALYSIS AND INTERPRETATION:**

**5.1 Percentage analysis of demographic profile:**

**Table 5.1.1 Gender**

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	75	75.0	75.0	75.0
	female	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

**Interpretation:**

The above chart depicts that the male users of Honda two wheelers are 75% and female users are 25%

**Table 5.1.2 Status**

Status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	married	50	50.0	50.0	50.0
	unmarried	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

**Interpretation:**

The above chart depicts that 50% of married customers are 50% of unmarried customers are using the Honda two-wheeler

**Table 5.1.3.**

**Correlation**

Correlations		CRM	CP1	CP2	CP3	CP4	CP5	CP6	CP7	CP8	CP9	CP10	CP11	CP12
CRM	Pearson	1												
	Sig													
Cp1	Per	-.195	1											
	Sig	.052												

Cp2	Person	.001	.147	1														
	Sig	.994	.144															
Cp3	Person	.034	.153	.121	1													
	Sig	.740	.129	.231														
Cp4	Pearson	.141	.214*	.063	.198*	1												
	Sig	.161	.033	.534	.049													
CP5	Pearson	.107	.088	.107	-.040	-.208*	1											
	Sig	.288	.384	.292	.692	.038												
CP6	Pearson	.155	.064	.218*	-.130	-.005	.188	1										
	sig	.123	.530	.030	.197	.958	.061											
CP7	Pearson	.293**	.297**	.144	.195	.165	-.125	-.273**	1									
	Sig	.003	.003	.154	.052	.101	.216	.006										



CP8	Pearson	-.178	.169	-.153	.087	.162	-.157	-.194	.352**	1				
	Sig	.076	.093	.128	.391	.108	.119	.053	.000					
CP9	Pearson	-.128	.226*	-.229*	.132	.029	-.050	-.165	.183	.296**	1			
	Sig	.203	.024	.022	.190	.777	.621	.101	.069	.003				
CP10	Pearson	.029	.122	-.108	.009	.165	-.185	-.202*	.099	.176	.222*	1		
	Sig	.773	.227	.285	.927	.100	.065	.044	.328	.080	.026			
CP11	Pearson	.361**	.052	-.090	.159	-.037	.048	.095	-.032	.188	.121	.078	1	
	Sig	.000	.611	.372	.114	.715	.635	.346	.753	.061	.231	.438		
CP12	Pearson	.183	.266**	-.299**	.251*	.171	-.133	.215*	.198*	.209*	.194	.290**	.250*	1
	Sig	.068	.007	.002	.012	.090	.188	.031	.049	.037	.053	.003	.012	

**INTERPRETATION:**

Although there is a negative connection (-0.195) between offering CRM and up-to-date information facilities, the association is not statistically significant (p = 0.052). This implies that there is only a small propensity for consumers to supply lower CRM evaluations when current information facilities are offered. Easy-to-use transaction systems: Easy-to-use transaction has a very slight positive correlation systems and CRM (0.001), but it is not statistically significant (p = 0.994). The implication is that substantial connection between CRM and transaction system ease. The employees keep a professional look: Although there is a very tiny positive connection (0.034) between the employees keeping a professional appearance and CRM, it is not statistically significant (p = 0.740). This suggests there is not a strong correlation between staff looks and CRM The association between delivering correct market information with CRM is negative (-0.141), however it is not statistically significant (p = 0.161).

This implies that when correct market information is offered, there is a weak trend for consumers to give lower CRM ratings.

The Staff is knowledgeable enough about services and goods for investments: Although employee knowledge and CRM have a modestly beneficial relationship (0.107), this relationship is not statistically significant (p = 0.288). This suggests that there is no meaningful connection between CRM and employee ability.

The workforce can do tasks correctly and quickly: The little positive connection (0.155) between CRM and employee productivity, it is not statistically significant (p = 0.123). This implicit that there is not a strong correlation between employee productivity and CRM. The employees are competent in keeping their word: The staff's capacity to keep commitments and CRM have (-0.293), (p = 0.003). it suggests that the clients with lower CRM ratings often believe staff members do not keep their word. The staff is available whenever you need the staff's responsiveness and CRM has a moderately negative association (-0.178), although it is not statistically significant (p = 0.076).

**Table 5.1.4.**

**Regression**

<b>Model Summary</b>									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.562 <sup>a</sup>	.316	.222	.79827	.316	3.353	12	87	.000
a. Predictors: (Constant), The staff give you undivided attention, The Staff have adequate knowledge of investment products and services, The staff are consistently courteous, Providing accurate market information, The staff are friendly, The staff are able to follow through on their promises, The staff maintain a professional appearance, Providing easy-to- use transaction systems, The staff keep your transactions confidential, Providing up-to-date information facilities, The staff are able to do things right in a reasonable time, The staff are willing to respond to your requests anytime									
b. Dependent Variable: Customer Relationship Management									

**Interpretation**

The direction of the linear predictors and the dependent variable is assessed using correlation coefficient (R), which stands for correlation coefficient. A moderately positive correlation between the predictors and customer relationship management is shown in this model by the value of R, which is at 0.562. R Square: The coefficient of determination (R Square) denotes the percentage of the dependent variable's variation that can be accounted for by the predictors. The factors in the model may account for 31.6% of the variation in customer relationship management in this situation. Adjusted R Square: The adjusted R Square supplies a more precise indicator of how well the model suits the data by accounting for the no of predictors and sample size. Considering the model's complexity and sample size, the adjusted R Square value of 0.222 shows that the predictors in the account for 22.2% of the variation in customer relationship management. The standard error of the estimate, which is a measurement of the precision of the model's predictions, is the standard deviation of the residuals. The estimate in this instance is 0.79827, suggesting that the expected values of the customer Relationship Management differ by almost 0.79827 units from the true values.

## **6. MAJOR FINDINGS, SUGGESTIONS AND IMPLICATIONS**

It can be deduced from the table that 25% of the respondents are female and 75% are male, and the grand total respondents was 100. From the preceding data, it can be deduced that 25 percent of respondents are students, 50 percent are government employees, and 25 percent are self-employed. Given that can be deduced from the preceding table that 50% of respondents are married and the remaining 50% are single.

According to the table, where 100 responses were gathered, 6% of respondents had an income of less than 30,000, 45% had an income of 30,000 to 50,000, 41% had an income of 50,000 to 80,000, and 8% had an income of 80,000 or more. From the above data, it can be deduced that of the customers who receive up-to-date information services, 2% are very dissatisfied, 2% are unsatisfied, 28% are neutral, 47% are satisfied, and 21% are very satisfied. The average answer is quite unhappy, with a mean of 3.830 and a standard deviation of 0.8535.

## **7. LIMITATIONS**

**Cultural difference:** It can be challenging to generalize results across markets because Honda Motors runs in a worldwide market and may meet cultural variations in customer feeling and relationship management techniques in various locations.

**Brand feeling:** Being a well-known company, Honda Motors may have a positive brand image that affects how customers are perceived and how relationship management strategies are used. This may make it more challenging to decide how certain consumer feelings and relationship management techniques affect customer happiness and brand loyalty. **Language barrier:** Language limitations may affect the study, especially if the researchers are not native speakers of the customers' or employees' languages. This may make it challenging to understand correct responses.

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**“A Study on the Recruitment and Selection Process at V4U HRSOLUTIONS.com”**

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**ABSTRACT**

This study aims to explore and analyze the recruitment and selection process, including its effectiveness, challenges, and potential improvements. The research methodology involves a comprehensive review of existing literature, interviews with HR professionals, and the analysis of real-life case studies from diverse industries. The study examines the key stages of the recruitment and selection process, such as job analysis, sourcing, screening, interviewing, and final selection. It also investigates the utilization of various recruitment methods, such as internal referrals, job portals, social media platforms, and professional networks. The findings of the study contribute to the existing body of knowledge on recruitment and selection processes, enabling organizations to make informed decisions and implement effective strategies for talent acquisition. Overall, this study provides valuable insights and recommendations to organizations looking to optimize their recruitment and selection processes, ensuring the acquisition of top talent and gaining a competitive advantage.

**I. INTRODUCTION**

The recruitment and selection process is a crucial aspect of human resource management that plays a vital role in the success of organizations. It involves identifying, attracting, and selecting the most suitable candidates for job vacancies within an organization. Effective recruitment and selection strategies are essential for acquiring talented individuals who can contribute to the organization's growth, productivity, and competitive advantage.

The aim of this study is to investigate and analyze the recruitment and selection process, exploring its various stages, methods, and challenges faced by organizations. By understanding this process more comprehensively, organizations can develop efficient and effective strategies to attract and select the best candidates, thereby improving their overall performance and success.

**II. REVIEW OF LITERATURE**

**1. Recruitment and Selection: A Review of Developments in the 1980s Author(s): Neil Anderson, Viv Shackleton;(1986)**

In the 1980s, the development of talent recruitment and selection "technology" is diverse and extensive, and many simultaneous developments are coming soon. The term "technology" here refers to the methods, strategies, techniques, theories, and practices of an employee.

**2. Recruitment, Job Choice, and Post-Hire Consequences: A Call for New Research Directions**

**Author: Sara L, Ryne's (1989).**

"In terms of staff selection, technology is more advanced than recruitment or placement, so choice is often emphasized." Recruitment or placement is not an important process, but rather a very important and more beneficial organization. Define a group of volunteers: if the limitation of range or the distortion of distribution is due to a plethora of well-qualified volunteers, the choice is no easier and more comfortable. Literature-driven social pressure and modern practice emphasize choice I intend to do it."

**3. The importance of recruitment and selection process for sustainability of total quality management uthor(s): Sohil Ahmad, Roger G. Schroeder (2002).**

This study investigates the impact of quality control methods on the competitiveness of plants. Results show that quality management techniques have a positive impact on the competitiveness of the plant, and the behavioral characteristics of employees are likely to have a significant impact on the effectiveness of quality management practices. Managers should pay attention to the behavioral characteristics of potential employees and their consistency with the principles of TQM.

**4. Recruitment and training policies and practices: The case of Turkey as an EU candidate Author(s): Cen Tennova, Hall Nadir (2005).**

Provide information on the difference between recruitment and training methods. Provides information on the recruitment and training methods employed in Turkey's organizations. In Turkey, in contrast to existing literature and theoretical suggestions, it suggests that there is a high possibility of relying on employers considered as full-time employment sources to fill SME managerial positions. Also, as to the practice of education, it can be seen that larger organizations use more formal teaching methods than SMEs. Country

**5. Recruitment and selection processes through an effective GDSS Huang, L. C 2005**

This paper studies the existing recruitment and selection process adopted by tertiary and dual education sectors in both urban and regional areas within Australia. The purpose of the research is to identify the critical aspects of the employee selection process that can influence the decision based on different perspectives of the participants. Factors such as feedback provision, interview panel participation and preparations, relevance of interview questions, duration and bias were analysed to gain insights in providing suitable recommendations for enhancing the process

**2.1 OBJECTIVES OF THE STUDY:**

1. To collect data on the organization's recruitment and selection process followed at V4U HRSOLUTION.COM.
2. To assess the effectiveness of current recruitment and selection processes in terms of recruiter's skills.
3. To determine whether current recruitment and selection procedures achieve the organizational goals at V4U HRSOLUTION.COM.
4. To develop strategies to improve the recruitment and selection process
5. To provide valuable suggestions and recommendations in order to strengthen the current recruitment and selection procedures at V4U HRSOLUTION.COM.

**2.2 HYPOTHESIS 1**

- **H<sub>0</sub>**: There is no relationship between recruiter's skills and the efficiency of the recruitment and selection process at V4U HRSOLUTION.COM.
- **H<sub>1</sub>**: There is relationship between recruiter's skills and the efficiency of the recruitment and selection process at V4U HRSOLUTION.COM.

**HYPOTHESIS 2**

- **H<sub>0</sub>**: There is no relationship between the recruitment and selection procedures and the organizational goals at V4U HRSOLUTION.COM.
- **H<sub>1</sub>**: There is relationship between the recruitment and selection procedures and the organizational goals at V4U HRSOLUTION.COM.

**III. RESEARCH METHODOLOGY**

**Research Design:** Descriptive research is the type of research used for the study.

**Source of Data:** Both primary and secondary data are collected for the research. Primary data was collected through surveys through questionnaires among the employees. Secondary data was collected from the company through various sources like journals and the company website.

**Sample size:** The sample size for analysing the study is 100 employees

**The sampling technique used for the research:** The sampling technique used for the research is convenience sampling.

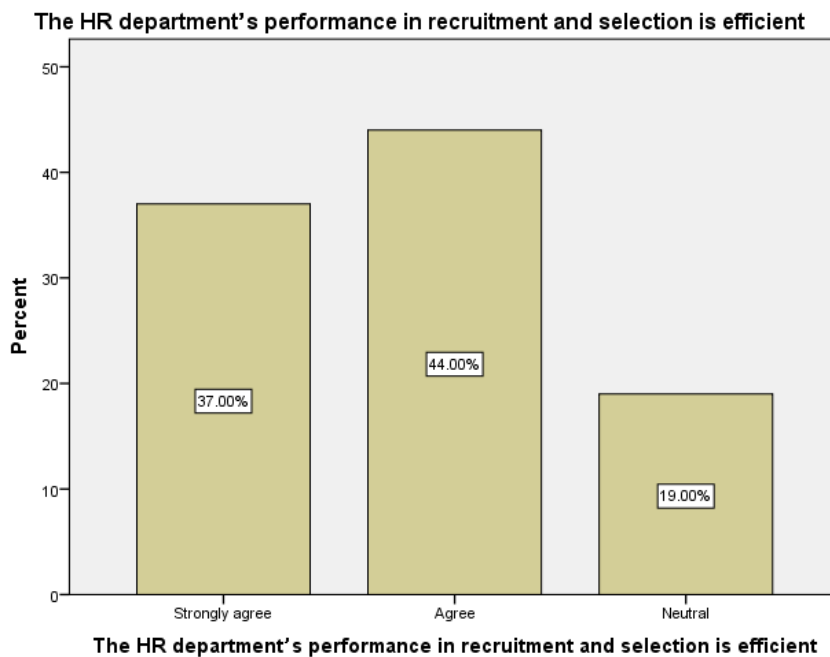
**The statistical tool used for the research:** Correlation and regression are the tools used for the research.

**IV. DATA ANALYSIS AND FINDINGS**

**The table showing the HR department’s performance in recruitment and selection is efficient.**

SI.NO.	PARTICULARS	FREQUENCY	PERCENTAGE OF RESPONDENTS
1	Strongly agree	37	37.0
2	Agree	44	44.0
3	Neutral	19	19.0
	<b>TOTAL</b>	100	100.0

**5.1.15: Bar graph represents the HR department’s performance in recruitment and selection is efficient.**



**Interpretation**

According to the graph above 37 people responded with the phrase "strongly agree," or 37.0% of the total. 44 replies, or 44.0% of the total, were "Agree." 19 replies, or 19.0%, were "neutral," making up the entire sample

**Regression**

- **H<sub>0</sub>:** There is no relationship between recruiter’s skills and the efficiency of the recruitment and selection process at V4U HRSOLUTION.COM.
- **H<sub>1</sub>:** There is a relationship between recruiter’s skills and the efficiency of the recruitment and selection process at V4U HRSOLUTION.COM.

**Dependent Variable:** DV

The HR department’s performance in recruitment and selection is efficient.

**Independent Variable:**

IV1 - HR professionals are experienced with technology applications like HR Analytics

IV2 - HR Professionals should be aware of better on boarding practices

Model Fit Measures

Model	R	R <sup>2</sup>
1	0.332	0.110

Omnibus ANOVA Test

	Sum of Squares	def.	Mean Square	F	p
IV1	1.88	1	1.880	3.89	0.052
IV2	2.17	1	2.167	4.48	0.037
Residuals	46.94	97	0.484		

Model Coefficients – DV

Predictor	Estimate	SE	95% Confidence Interval		t	p
			Lower	Upper		
Intercept	1.074	0.2269	0.62395	1.525	4.73	< .001
IV1	0.196	0.0993	-0.00133	0.393	1.97	0.052
IV2	0.235	0.1112	0.01461	0.456	2.12	0.037

**Interpretation**

Significant value is less than the p value so there is a relationship between recruiter’s skills and the efficiency of the recruitment and selection process at V4U HRSOLUTION.COM.

The coefficient of determination (R square ) is 0.110, indicating that the predictors explain 11% of the variance in the dependent variable. The correlation coefficient (R) is 0.332, suggesting a weak positive relationship

**FINDINGS**

- 43% of employees have worked for the company for zero to 2 years.
- All the respondents agree that communication skills are mandatory for HR professionals.
- 39 percentages strongly agree and satisfied with the current recruitment and selection.

- From the study it was concluded that the HR professionals must have skills for using spread sheet and email chains to manage the recruitment process.
- As per the study time management is critical for HR professionals.
- Sourcing is an important skill for a HR professional.

#### **V. CONCLUSION**

Recruitment forms assume crucial positions in every company. The assessment uncovers that the enrolment strategy presented in V4U HRSolution.com is extremely strong. The chosen company's HR administrator will concentrate on selecting the right candidates from a variety of sources, including campus, walk-ins, placements from sourcing, and consulting, among others. The candidate's knowledge, abilities, and skills, which are very important for the opportunities in the associations, are evaluated at the conclusion of the selection process. Certainly, the association provides recruiters with excellent support during the recruitment process.

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**“A STUDY ON THE IMPACT OF TALENT ACQUISITION ON ORGANIZATIONAL PERFORMANCE WITH RESPECT TO SAMSUNG ELECTRO MECHANICS – BANGALORE”**

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**Abstract:**

**Purpose:** The purpose of this study is to investigate the impact of talent acquisition on organizational performance, specifically focusing on Samsung Electro Mechanics in Bangalore.

**Design/Methodology:** This study adopts a qualitative research approach and utilizes survey data collected from employees and HR professionals within Samsung Electro Mechanics. Multiple regression analysis is employed to analyse the relationship between talent acquisition practices and organizational performance indicators.

**Findings:** The findings reveal a positive and significant relationship between effective talent acquisition practices and organizational performance indicators, such as employee Engagement, Brand Image, retaining top talents Training and development. Additionally, the study identifies specific talent acquisition strategies that contribute significantly to improved organizational performance.

**Practical Implication:** The results of this study provide valuable insights for HR professionals and organizational leaders in Samsung Electro Mechanics and other similar companies. It highlights the importance of implementing effective talent acquisition practices to enhance overall organizational performance.

**Social Implication:** By emphasizing the significance of talent acquisition in organizational performance, this study promotes the creation of a conducive work environment that attracts and retains high-quality talent. This, in turn, has positive implications for the overall social and economic development of the region, as it fosters the growth and success of companies like Samsung Electro Mechanics.

**Key word:** Talent Acquisition, Recruitment, selection, Organization performance, brand image, training and development.

**I. INTRODUCTION:**

Talent acquisition is the process of finding, acquiring, and on boarding outstanding talent. It involves planning, locating, assessing, employing, and integrating qualified persons into appropriate positions within an organization. It is important to recruit qualified candidates to join the organization, as failure to do so can lead to lower profits and insufficient workforce or skill levels. Only when a talent acquisition process is well-defined and precisely implemented from start to end can consistent and compliant outcomes be attained, providing a competitive edge in the talent market. Organizational performance is the overall effectiveness, efficiency, and success of an organization.

It includes financial and non-financial indicators such as brand image, training and development, employee engagement, and retaining top talents. Talent acquisition can lead to better productivity, increased employee engagement, lower attrition, and overall performance improvements. This project aims to investigate the present talent acquisition process in Samsung electro mechanics - Bangalore and provide recommendations based on the data acquired.

## **II. REVIEW OF LITERATURE**

### Literature Review 1:

Name Of Authors	Amin, M., Khairuzzaman Wan Ismail, W., Zaleha Abdul Rasid, S., & Daverson Andrew Selemeni, R.
Title of the Study	The impact of human resource management practices on performance: Evidence from a Public University
Year of Study	2014
Sampling Unit Where Study Was Conducted	Pakistani Public University
Sample Size Taken	303
Variables/Model Used In The Study	Structural Equation Modeling (SEM )
Observations Of the Study	The study concluded that talent acquisition has a significant impact on organizational performance in the public university of Pakistan
Limitations of the Study	Limited to the public university of Pakistan, small sample size

### Literature Review 2:

Name Of Authors	Bozionelos, N., Lin, C. H., & Lee, K. Y.
Title of the study	Enhancing the sustainability of employees' careers through training
Year Of Study	2020
Sampling Unit Where Study Was Conducted:	Germany
Sample Size Taken	160 Small and Medium Enterprises (SMEs)
Variables/Model Used In The Study	Descriptive statistics, regression analysis
Observations Of the Study	The study found that SMEs in Germany often face challenges in attracting and selecting top talent, due to limited resources and the competition from larger firms. The authors suggest that SMEs can improve their recruitment and selection practices by investing in employer branding, networking, and employee referral programs

Literature Review 3:

Name Of Authors	Collings, D.G. Mellahi, K., & Cascio, W.F.
Title of the Study	Global talent management and performance in multinational enterprises: Amultilevel perspective
Year of Study	2019
Sampling Unit Where Study Was Conducted	Multinational Enterprises
Sample Size Taken	N/A
Variables/Model Used In The Study	Literature Review
Observations Of the Study	The study provides a multilevel perspective on global talent management and its impact on organizational performance in multinational enterprises.
Limitations of the Study	No empirical data, no sampling unit.

Literature Review 4:

Name Of Authors	Delaney, J. T., & Huselid, M. A.
Title of the Study	The impact of human resource management practices on perceptions of organizational performance
Year of Study	2012
Sampling Unit Where Study Was Conducted:	USA
Sample Size Taken	150 employees from each company
Variables/Model Used In The Study	Structural Equation Modeling (SEM)
Observations Of the Study	"The study by Delaney and Huselid (1996) reveals a positive association between human resource management practices and organizational performance as perceived by employees."

Limitations of the Study

One possible limitation of the Delaney and Huselid (1996) study is that it relies heavily on self-reported perceptions of organizational performance, which may be subject to individual biases and may not fully capture objective measures of performance.

Literature Review 5:

Name Of Authors	Obi-Anike, H. O., & Ekwe, M. C.
Title of the study	Impact of training and development on organizational effectiveness: Evidence from selected public sector organizations in Nigeria.
Year Of Study	2014
Sampling Unit Where Study Was Conducted	Manufacturing sector in Nigeria
Sample Size Taken	150 manufacturing firms
Variables / Model Used In The Study	Partial least squares structural equation modelling.
Observations Of the Study	The study found a significant Impact of training and development on organizational effectiveness in the manufacturing sector in Nigeria.

Literature Review 6:

Name Of Authors	Ofori, D., & Aryeetey, M
Title of the Stud	Recruitment and selection practices in small and medium enterprises: Perspectives from Ghana
Year of Study	2011
Sampling Unit Where Study Was Conducted	High-tech sector in Ghana
Sample Size Taken	200
Variables/Model Used In The Study	Structural Equation Modelling (SEM)
Observations Of the Study	This study investigates the role of talent acquisition in enhancing organizational performance in the high-tech sector of Ghana. The findings indicate a significant positive relationship between talent acquisition practices and organizational performance.

### **III. OBJECTIVES**

The objective of this research is to investigate the impact of talent acquisition on Organizational performance with respect to Samsung Electro Mechanics - Bangalore. Specifically, the study aims to:

- Identify the current talent acquisition practices and strategies employed by Samsung Electro Mechanics in Bangalore.
- Analyse the impact between talent acquisition (recruitment and selection) and organizational performance of Samsung Electro Mechanics in Bangalore.
- Examine the challenges faced by Samsung Electro Mechanics in their talent acquisition process and how they can be addressed to improve organizational performance

### **IV. Limitation:**

One limitation of this study is that the findings may not be generalizable to other organizations as it focuses on Samsung Electro Mechanics – Bangalore. Additionally, the study relies on self-reported data from employees, which may be subject to bias. Finally, the study is limited to the use of quantitative research methodology and does not incorporate qualitative data

### **V. Research Design**

**Research Type:** Quantitative Research, Descriptive Research Design

**Sample Design:** Probability Sampling Technique, Convenience Sampling method Sample size: 80

Type of data collected: primary and secondary data.

Data collection method: Data will be collected through a survey questionnaire.

[https://docs.google.com/forms/d/e/1FAIpQLSePVYCQdcVXuO92QHtNxfr9X1gLV4Vd604uZXcUQ5VszmKwiw/view form? usp =sf\\_ link](https://docs.google.com/forms/d/e/1FAIpQLSePVYCQdcVXuO92QHtNxfr9X1gLV4Vd604uZXcUQ5VszmKwiw/view_form?usp=sf_link)

**Statistical Tools:** Descriptive Research, Regression.

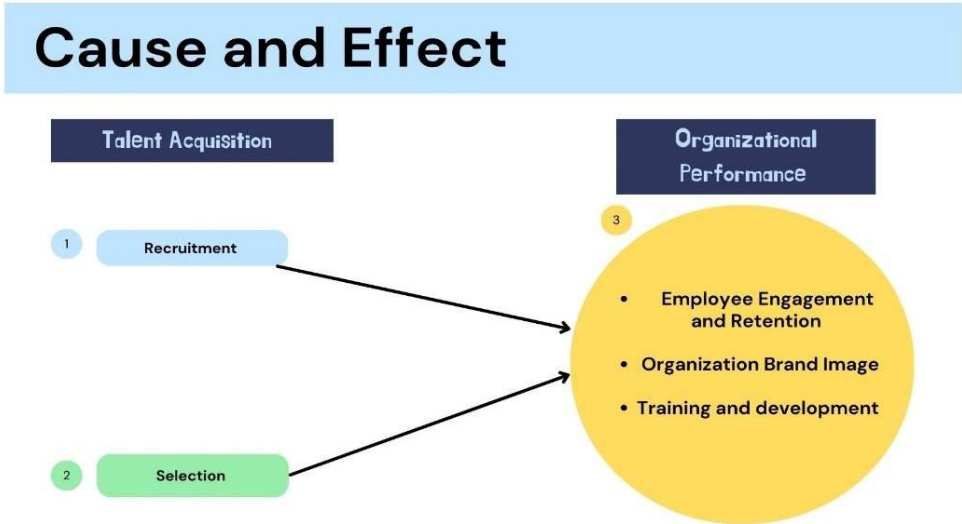
### **Testable Hypothesis:**

H1: There is a significant impact of talent acquisition on organizational performance at Samsung Electro Mechanics – Bangalore.

### **Theoretical framework**

Talent acquisition is a deliberate method of discovering, acquiring, and on boarding elite personnel to fulfill evolving business demands efficiently and effectively. It involves sourcing, screening, interviewing, assessing, choosing, and hiring. Recruitment and selection are critical procedures in the acquisition of talent. Talent acquisition also includes strategic factors such as Talent Acquisition Planning & Strategy, Workforce Segmentation, and Employment Branding. These factors help to ensure business alignment, review workforce strategies, understand labour markets, and consider global factors.

Organisational performance refers to an organization's overall effectiveness and success in attaining its goals and objectives. Training and development programmes are critical for improving employees' skills, knowledge, and capacities. Employee retention and engagement are crucial for organisational effectiveness, as they are excited about their jobs, devoted to the organization's goals, and determined to give their all. Brand image is an important aspect impacting organisational performance, as it represents an organization's reputation and market perception, enhancing employee trust, loyalty, and preference.



**VI. DATA ANALYSIS AND INTERPRETATION**

**Descriptive statistics**

Descriptive statistics are approaches used to summa rise and characterise the essential elements of a dataset. They involve computing central tendency metrics such as mean, median, and mode, as well as variability measures such as range, variance, and standard deviation. Tables, graphs, and charts can be used to illustrate descriptive statistics results, making it easier for researchers to understand and analyse the data.

**Table showing the Descriptive statistics**

DESCRIPTIVE STATISTICS	Gender	Age	Marital Status	Educational Qualification	Designation
Mean	1.50	1.50	1.60	2.64	2.68
Standard Error	0.06	0.08	0.06	0.09	0.12
Median	1.50	1.00	2.00	3.00	3.00
Mode	1.00	1.00	2.00	3.00	3.00
Standard Deviation	0.50	0.68	0.49	0.78	1.04
Sample Variance	0.25	0.46	0.24	0.61	1.08
Kurtosis	-2.05	-0.16	-1.87	-0.25	-0.11
Skewness	0.00	1.01	-0.42	-0.23	0.35
Range	1.00	2.00	1.00	3.00	4.00
Minimum	1.00	1.00	1.00	1.00	1.00

Maximum	2.00	3.00	2.00	4.00	5.00
Sum	120.00	120.00	128.00	211.00	214.00
Count	80.00	80.00	80.00	80.00	80.00
Confidence Level (95.0%)	0.11	0.15	0.11	0.17	0.23

**Interpretation:**

- The data for the variable GENDER has a mean of 1.50, a standard deviation of 0.39, and a skewness of 0.00, and Mode 1.
- The data for the variable AGE has a mean of 1.68, a standard deviation of 0.70, the median is 2, and the mode is 2.
- For the variable MARITAL STATUS, the mean is 1.60, with a standard deviation of 0.06, and the data is slightly skewed to the left with a skewness of -0.42. The mode is 2.
- For the variable EDUCATION, the mean is 2.64, with a standard deviation of 0.09, and data is slightly skewed to the left with a skewness of -0.23. The mode is 3.
- For the variable DESIGNATION, the mean is 2.68, with a standard deviation of 1.04, and the data is slightly skewed to the right with a skewness of 0.35. The mode is 3.

DESCRIPTIVE STATISTICS	<i>R &amp; S</i>	<i>T &amp; D</i>	<i>BI</i>	<i>EE</i>	<i>TA &amp; OP</i>
Mean	4.14	4.18	4.43	4.14	4.25
Standard Error	0.07	0.08	0.08	0.09	0.09
Median	4.00	4.00	5.00	4.00	4.00
Mode	4.00	4.00	5.00	4.00	5.00
Standard Deviation	0.61	0.73	0.74	0.78	0.77
Sample Variance	0.37	0.53	0.55	0.60	0.59
Kurtosis	-0.34	-1.04	-0.64	-1.29	-1.17
Skewness	-0.08	-0.28	-0.88	-0.25	-0.47
Range	2.00	2.00	2.00	2.00	2.00
Minimum	3.00	3.00	3.00	3.00	3.00
Maximum	5.00	5.00	5.00	5.00	5.00
Sum	331.00	334.00	354.00	331.00	340.00

Count	80.00	80.00	80.00	80.00	80.00
Confidence Level (95.0%)	0.14	0.16	0.17	0.17	0.17

- For the variable R & S, the mean is 4.14, with a standard deviation of 0.07, and the data is slightly skewed to the right with a skewness of -0.08. The range is 2.
- For the variable T & D, the mean is 4.18, with a standard deviation of 0.73, and the data is slightly skewed to the right with a skewness of -0.28. The range is 2.
- For the variable BI, the mean is 4.43, with a standard deviation of 0.74, and the data is slightly skewed to the right with a skewness of -0.88. The range is 2.
- For the variable EE, the mean is 4.14, with a standard deviation of 0.78, and the data is skewed to the right with a skewness of -0.25. The mode is 2.

**Hypothesis:**

Talent Acquisition is significantly related to organization performance

H0: There is no significant impact of talent acquisition on organizational performance at Samsung Electro Mechanics - Bangalore.

H1: There is a significant impact of talent acquisition on organizational performance at Samsung Electro Mechanics - Bangalore.

<b>Regression Statistics</b>								
<b>Multiple R</b>	0.41							
<b>R Square</b>	0.17							
<b>Adjusted R Square</b>	0.16							
<b>Standard Error</b>	0.56							
<b>Observations</b>	80.00							
<b>ANOVA</b>								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
<b>Regression</b>	1	4.95	4.95	15.73	0.00			
<b>Residual</b>	78	24.54	0.31					
<b>Total</b>	79	29.49						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
<b>Intercept</b>	2.76	0.35	7.81	0.00	2.06	3.46	2.06	3.46
<b>TA &amp; OP</b>	0.32	0.08	3.97	0.00016	0.16	0.49	0.16	0.49



### **Interpretation:**

There is one independent variable Talent Acquisition and one dependent variable Organizational Performance in this regression study. The multiple R value of 0.41 shows that the dependent variable and independent variable have a very strong positive association.

Given that the F-value of 15.73 is significantly higher than 1 and the table shows that p value 0.00016 of the talent acquisition factors is less than significant value 0.05, this implies Alternative Hypothesis is accepted. Hence talent acquisition has a significant impact on the organizational performance.

### **VII. Findings**

This study examined the relationship between talent acquisition and organizational performance within the context of Samsung Electro Mechanics in Bangalore. Through a comprehensive analysis of relevant data and information, several key findings have emerged, shedding light on the impact of talent acquisition on the overall performance of the organization. Talent acquisition plays a crucial role in driving organizational performance, as it has enabled Samsung Electro Mechanics to enhance its overall competitiveness and productivity. Additionally, an efficient talent acquisition process positively influences employee engagement and retention, as it has created a strong sense of belonging and commitment among its employees. Demographic factors and testable hypothesis revealed that majority of respondents are male, unmarried, post graduate qualified, in between the age group of 21-30, 9 hours work in day, and satisfied with the recruitment and selection practices at Samsung.

The study found that 43.8% of Samsung Electro Mechanics - Bangalore's employees believe their recruitment process is fair and unbiased, 45.8% are satisfied with the team's performance following the acquisition of new talents, 38.88% are satisfied with the quality of training and development provided, 58.8% are content with the organization's aptitude for attracting and retaining exceptional talent, 37.7% think that the talent acquisition process has enhanced employee engagement, and 46.7% feel satisfied with the talent acquisition processes used in the past quarter/half-year/year. Additionally, the study highlighted the importance of talent acquisition in promoting diversity and inclusion within the organization. By adopting inclusive talent acquisition practices, such as implementing bias-free recruitment processes and promoting equal opportunities, the organization has fostered a culture of creativity and innovation, which has positively impacted the performance of teams and enhanced the organization's ability to cater to a diverse customer base.

### **VIII. Suggestion**

Samsung Electro Mechanics – Bangalore should invest in technological advancements to streamline and automate the recruitment process, build strong employee centric branding, implement robust on boarding programs and continuous training initiatives, and establish partnerships with educational institutions and industry networks to ensure a steady influx of skilled candidates. AI and data analytics can help identify the most suitable candidates efficiently, saving time and resources.

### **IX. Conclusion**

Samsung Electro Mechanics – Bangalore should invest in technological advancements to streamline and automate the recruitment process, build strong employee centric branding, implement robust on boarding programs and continuous training initiatives, and establish partnerships with educational institutions and industry networks to ensure a steady influx of skilled candidates. AI and data analytics can help identify the most suitable candidates efficiently, saving time and resources.

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**“A STUDY ON IMPACT OF BRAND VALUE AND CUSTOMER SATISFACTION TOWARDS HERO MOTORS TWO WHEELER - WITH SPECIAL REFERENCE TO SAI MOTORS, BENGALURU”**

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**ABSTRACT**

This study aimed to he concept of brand value encompasses the perceptions, reputation, and recognition that customers associate with a particular brand. Hiro Motors aims to create a strong brand value by delivering high-quality vehicles, innovative technologies, and exceptional customer experiences. The company's commitment to sustainability and social responsibility further contributes to its brand value Customer satisfaction, on the other hand, refers to the degree to which customers' expectations are met or exceeded by the products or services offered by Hiro Motors. Through continuous improvement in product quality, performance, and reliability, Hiro Motors strives to enhance customer satisfaction and establish long-term relationships with its customers.

**KEY WORDS:** brand value, Customer satisfaction, innovative technologies two wheelers

**INTRODUCTION**

Due to technology, new product hero bike with new features are being introduced is being introduced daily. The market for hero bikes is large. The hero bike market has an extremely elevated level of competition. As a result, in order to survive and succeed in this market, organisations must invest significantly more in the research sector. There is a lot of debate about the creation of the first hero bike created the original motorcycle although the question appears straightforward, the solution is complex.

The safety hero bike, or a hero bike with front and rear wheels of the same size and a pedal crank mechanism to turn the rear wheel, is where hero bikes first appeared. These bikes have their roots in high-wheel hero bikes. The first high wheelers were pedal less pushbikes that were driven by the rider's feet stomping on the ground. These first debuted about 1800, were propelled by iron-banded waggon wheels, and were dubbed "bone-crushers" for both their harsh ride and propensity hurl people.

**MISSION**

The goal of Hero Moto Corp is to set up itself as a global company that satisfies the mobility demands and aspirations of its consumers while also setting standards for quality, design, and technology. This will turn consumers into brand promoters. The business will offer a stimulating environment so that it employees reach their full the customer potential. It will keep putting emphasis on building lasting connections with its partners and adding value.

**VISION**

The narrative started with a straightforward image of a mobile, independent India propelled by its hero bikes. The company new name, Hero bike s dedication to supply top-notch mobility solution as well as a hero bike motors fresh focus on growing the company's presence internationally.

**OBJECTIVE OF THE STUDY**

**Brand value and consumer satisfaction hero bike two wheeler**

1. To know the brand value of Hero Motors in emerging marketing scenario
2. To study the brand value of Hero Motors Two Wheelers and other factors influencing consumer satisfaction
3. To analyse the degree of brand value of Hero Motors wheelers and consumer satisfaction towards their buying decisions.

### **Industry profile**

• Hero Motors was established in 1984 as Hero Honda Motors Ltd., a partnership between the Japanese automaker Honda Motor Company and the bicycle manufacturer Hero Cycles. After the Hero Group and Honda chose to discontinue their joint venture, Hero Moto Corp became an independent organisation in 2011.

Since then, the company has continued to operate and has become a major force in the Indian two-wheeler market. Hero Moto Corp principally produces scooters and motorbikes. They provide a wide variety of models to serve various consumer groups. They include commuting motorcycles, sporty motorcycles, and high-end motorcycles in their inventory. Hero Moto Corp provides scooters in the sector that are appropriate for both leisure and city commuting. One of the most well-known two-wheeler brands in India is Hero Moto Corp, which enjoys a considerable market share there. Because of the company's extensive network of dealerships and service facilities throughout India, its clients can always find it and receive after-sale care. In addition to expanding its operations globally, Hero Moto Corp now sells its motorcycles and scooters to other nations throughout the world.

### **REVIEW OF LITERATURE**

1. **Mohd. Akbar Ali Khan (2018)** two-wheeler consumers' behaviour towards customer satisfaction this original exploratory study was to examine the impact of select exogenous and demographic variables on Customer Satisfaction. As per ACMA May month data, top four brands, namely Hero, brands were selected for study and 600 two-wheeler consumers' samples collected, using random sampling in Hyderabad. The data were analysed with descriptive statistics, and non-parametric tests, to know the impact of independent and demographic variables on customer satisfaction and found no impact, further given different implications.

2. **Bhadrapa haralayya(2019)** Customer Satisfaction At M/S Sindol hiro Bidar Hero motor crop Ltd. In the past hero Honda is India motor cycle and scoter produced foundation in Delhi, India Honda is being in year 1984 as shared venture among hero cycle of India and Honda Japan. The corporation is major 2- wheeler maker in India in 2006 Forbes 200 generally listing has hero Honda motor ranked at 108. In 2010 When Honda settle on to move out sine the combine course hero group obtain the shares alleged by Honda after in August 2011 the company was renamed hero motor crop with fresh co corporate character. On 4th June 2012 Hero motors crop accept a proper to amalgamate the invited arm of its parent Hero Investment Pvt. Ltd Into the automaker.

3. **Durga Varshith** A Study with Special Reference to jayaram automobiles, kakinada an Authorized Dealer of Hero Motocorp.Ltd) "A study at Hero MotoCorp Ltd to measure customer satisfaction". To learn the level of customer satisfaction, to understand the various factors which give satisfaction to the customers on purchasing Hero bikes, and to assess the feasible time taken to deliver service at jayaram automobiles, kakinada. To understand about Hero bikes with customer opinion, to assess the satisfaction level of the customer towards jayaram automobiles, kakinada. Development of a two-wheeler market being achieved by a marvelous evolution of the Indian economy. As of now more and more organizations came to the Indian market with progressive technology. They gave equal importance to safety, design, performance, and durability. Hero MotoCorp Ltd can compete with them in all these fields and it has a good and reliable brand image in the mind of the customer.

4. **Joyeeta Chatterjee (2019)** An analysis of consumers' perception towards rebranding: a study of hero moto corp joyeeta chatterjee 2019 one of the significant marketing changes in the past decade involves the dramatic increase in the variety of ways in which consumers can express their identities. A key driver of this change has been the growth of one-to-one marketing and mass customization. This trend has led many companies to rebrand and reposition their products or services focusing on functional attributes to focusing on how they fit into a consumer's lifestyle. In the recent years, we have seen a growing trend of rebranding in india such as vodafone, airtel, hero motocorp (erstwhile hero honda) to media channels to across different industries. This trend has compelled several business conglomerates to rebrand and get a makeover of their products and service

### **HYPOTHESIS**

H0: There is no meaningful relationship between the brand value and consumer satisfaction

H1: There is a meaningful relationship between the brand value and consumer satisfaction

### **DATA AND METHODOLOGY**

RESEARCH DESIGN

**RESEARCH DESIGN**

This research focuses on evaluating any shifts in brand value and consumer satisfaction that are perceived and clear.

**RESEARCH TYPE**

**a)** Type of research: The study used descriptive research methodologies descriptive one with an analytical research approach.

**b) Sample size sampling methods:**

Based on random sampling and questionnaire applied to collect primary data.

**c) Statistical tools - Data analysed various statistical tools and ratioanalyses used.**

**I. Descriptive analysis**

II. Co relation

III. Regression

**SAMPLE SIZE**

Two hundred and fifty responses collected through questionnaire

**SOURCES OF DATA**

Secondary data Required information will be gathered from sources including research papers, journals, magazines, other corporate websites, newspapers.

**SAMPLEING FRAMEWORK**

People who are interested in buying electric and who live in specific regions where hero bike conducts business and who also meet certain demographic or psychographic requirements may be regarded as the study's target population.

**DATA ANALYSIS AND FINDINGS**

**ANALYSIS 1:**

Variable 1 : Age and geneder

Variable 2 : which vehicle model do you like to buy

Mean	1.208	Mean	1.116
Standard Error	0.036992	Standard Error	0.020293
Median	1	Median	1
Mode	1	Mode	1
Standard Deviation	0.584897	Standard Deviation	0.320867
Sample Variance	0.342104	Sample Variance	0.102956
Kurtosis	7.243474	Kurtosis	3.852434
Skewness	2.844607	Skewness	2.412815
Range	3	Range	1
Minimum	1	Minimum	1
Maximum	4	Maximum	2
Sum	302	Sum	279
Count	250	Count	250

Descriptive analysis the collecting the age and gender the mean value is 1.116 value is 0.020293 and medium value is 1 Ans mode value 1 value is 0.320867 and sample variance value 0.102956 and kurtosis value is 3.852434 and skewness value is 2.412815 the range value 1 and minimum value 1 and maximum value 2 sum value is the collecting 279 count value 250 the collecting for the consumer responding questionnaire collecting for the descriptive analysis

### Findings

- 219 respondents, or 87.3% of the total, are between the ages of 20 and 30. Thirteen people, or 5.2% of the population, are in the 30–40 age range.4% (10 people) of the responders were in the 40–50 age range. Seven added people, or 2.8%, are between the ages of 50 and 60. Only 1 respondent, or 1%, is 60 years of age or older. There are 250 responders in all who supplied the information.
- Of the responders, 222 people, or 88.4%, identified as men. Only 28 people, or 11.6%, say they identify as female No respondents who self-identify as "Other" are present in this data. all Respondents: • There were 250 respondents in all who supplied the data.
- Educational Background: Of the respondents, 46 people, or 18.3%, hold an undergraduate degree. The majority (193 people, or 77.3%) have postgraduate degrees. Only 7.2% of people, or 7 people, have a diploma. 1.6% (4 people) have further educational credentials
- 92.8 percent of responses, or 232 people, are single. Only 18.2% of people, or a lower share, are married. Respondents overall There are 250 respondents in all
- Income Distribution: • Most respondents, or 73.2% (183 people), earn between \$15,000 and \$25,000 per year. Only 43 people, or 17.6%, of the population make between \$25,000 and \$35,000. Between 35,000 and 45,000 is the income range for 5.6% of people (14 people). Only 3 people, or 1.2%, have an income between \$45,000 and \$55,000.7 people, or 2.4%, earn \$55,000 or more annually Respondents overall: There are 250 respondents in all who supplied data.
- Of the 236 respondents, 94.4% said "Yes."14.5% of respondents (or 5.6%) said "No." Respondents overall: There are 250 respondents in all who
- 234 respondents, or 93.6%, chose "Yes.16.4% of respondents (or 6.4%), chose "No. "Respondents overall: There are 250 respondents in all study

- Of the 186 respondents, 74.1% agreed with the statement. The statement was endorsed by 17.9% (40 people). 18.2% (7.2%) of respondents had no opinion on the matter. 2.0% of people disagreed with the assertion. 0 people strongly disagreed with the statement, or 0%. 250 people in total have responded, making up included in the data.

### **CONCLUSION:**

The value of a company's brand in the marketplace and how much consumers value it is measured by its brand value. Affecting factors include consumer loyalty, brand recognition, reputation, and quality. Strong brand value can be linked to higher market share, competitive advantage, and consumer trust. Reliable messaging, excellent products and services, effective marketing initiatives, and positive customer experiences, businesses engage in building their brands. Consumer satisfaction is a term used to describe how pleased and content a customer is with a company's products, services, and overall experience. High customer satisfaction levels are necessary for keeping customers, generating repeat business, effective marketing, and long-term business success. Happy business

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**“A STUDY ON THE IMPACT OF RELATIONSHIP BETWEEN TRAINING AND EMPLOYEE RETENTION @TOUCHPOINT TELESERVICEPVT. LTD”**

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**ABSTRACT**

This study focuses on investigating the impact of the relationship between training and employee retention at Touch point Tele service Pvt. Ltd. Employee retention is a critical concern for organizations, especially in the highly competitive telecommunications industry. Retaining skilled and experienced employees can provide a competitive advantage and contribute to long-term organizational success. The purpose of this study is to explore the influence of training programs on employee retention at Touch point Tele service Pvt. Ltd. The study examines the relationship between various training initiatives and their impact on employee turnover rates. The research also investigates the perceptions of employees regarding the effectiveness and relevance of training programs in improving job satisfaction and engagement, which in turn influence retention. The implications of this study extend beyond Touch point Tele service Pvt. Ltd., as the findings can inform other organizations in the telecommunications industry and beyond. By understanding the impact of training on employee retention, organizations can develop strategies to attract, develop, and retain a skilled workforce, ultimately contributing to improved performance and organizational success.

**I. INTRODUCTION**

In today's competitive business environment, employee retention has become a critical factor for organizations seeking to maintain a competitive edge. Organizations invest significant resources in hiring and training employees, and the loss of skilled and experienced employees can have detrimental effects on productivity, customer satisfaction, and overall business performance. Consequently, understanding the impact of the relationship between training and employee retention has become a crucial area of research and focus for organizations.

Touch point Tele service Pvt Ltd is an established company in the telecommunications industry, providing customer support services to a wide range of clients. Like many organizations in the service sector, Touch point Tele service recognizes the importance of retaining its skilled workforce to ensure high-quality customer service and sustained growth. The company has recognized that providing effective training programs to employees plays a pivotal role in enhancing their skills, knowledge, and job satisfaction, which, in turn, contributes to improved employee retention rates.

The primary objective of this study is to investigate and analyse the impact of the relationship between training and employee retention at Touch point Tele service Pvt Ltd. By examining the effectiveness of the training programs offered by the company and their influence on employee retention, this study aims to provide valuable insights and recommendations for enhancing the organization's overall retention strategies.

**Keywords:** training, employee retention, job satisfaction, engagement, telecommunications industry.

**II. REVIEW OF LITERATURE**

❖ **Ashraf Elastic, Mahmoud Orby, The Impact of Training on Employee Retention: An Empirical Research on the Private Sector in Egypt (April 2022):** The literature on how training and development strategies affect employee retention is reviewed in this part. The theoretical underpinnings of the study are covered, as well as training and development procedures, employee retention factors, and actual research on these topics. The research found that, after job satisfaction, training and development are the most crucial elements in determining employee retention.



❖ **Cuong Nguyen, A Duong: Industrial University of Ho Chi Minh City, University of Greenwich the Impact of Training and Development, Job Satisfaction and Job Performance on Young Employee Retention:**

Training is a requirement for every organization to survive in the global market in today's developing world where technology is constantly changing. Since training and development have long been acknowledged, academic writers have given them a lot of study attention

❖ **Ume Amen, Ume Sumaya, Adnan Butt, The Impact of Training & Development in Educational Institutions of Pakistan for Job Satisfaction and Employee Retention (2021):**

The world has shrunk in size as a result of the tremendous technical progress and globalization. To contend with other organizations and the effects of globalization in this scenario, organizations must become sufficiently competitive. The level of knowledge, skills, and abilities that an organization's employees hold can be used to assess its competitiveness. Employee retention is a strategy for inspiring and motivating staff members to stay highly committed to the business for an extended length of time or until the completion of a specific task. It can also be described as the practice of keeping highly qualified and talented workers for an extended length of time.

❖ **Atif Anis, Ijaz-Ur-Rehman, Abdul Nasir and Nadeem Safwan (2010) Employee retention relationship to training and development:**

Training has become a requirement for every organization in this age of development where technology is constantly changing in order to stay competitive on the world market. Because this century is one of productivity and quality, organizations cannot depend solely on traditional specializations. Instead, they must develop the skills of their workforce in order to compete in the future. Training is essentially a form of real education that allows for the growth of knowledge and skills, the elimination of inefficiencies brought on by experience, and the achievement of closer approximations.

❖ **Shahin Akhter, Javed Tariq (2020) The Impact of Effective Training on Employee Retention: A Study in Private Banks of Bangladesh:**

On the topic of employee retention in banks and similar organizations, there is a wealth of academic literature available. The purpose of this research is to look into significant factors that have been mentioned in earlier literature. Under the Bangladesh Bank Order of 1972 and the Bank Company Act of 1991, there are currently 59 scheduled banks<sup>1</sup> and 05 non-scheduled banks<sup>2</sup> in Bangladesh, both of which are under the supervision and guidance of the central bank. 34 Non-Banking Financial Institutions (NBFIs) are also in operation and are governed by the central bank's Financial Institution Act of 1993

### III. OBJECTIVES

- To identify the reason for low level of employee retention at Touch point tele service pvt ltd.,
- To analyse the significance of training program on employee retention.
- To suggest an effective way of implementing the training program for employee retention.

### IV. HYPOTHESIS

- H0: There is no significant relationship between training and employee retention.
- H1: There is a significant relationship between training and employee retention.

### V. DATA AND METHODOLOGY

#### RESEARCH DESIGN

**Research type:** Descriptive Research.

Data collection method with structured questionnaire

**Primary data:** The primary data for study is collected using questionnaires.

**Secondary data:** The information related to organization is obtained through the company website (tptc.co.in). Research articles in various journals have been referred.

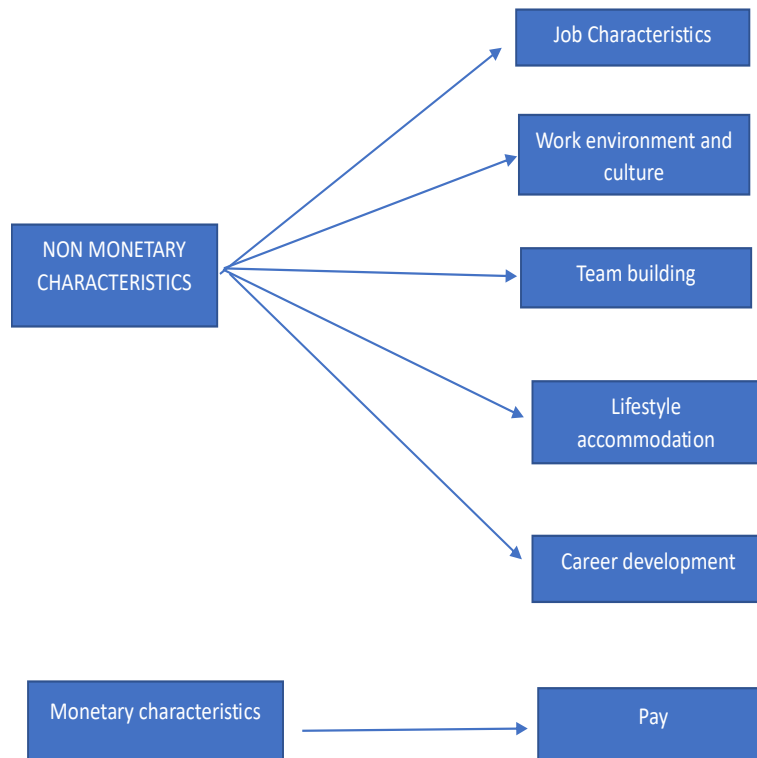
**Sampling framework:** convenience sampling method.

**Instrument Design:** Structured questionnaire closed ended questions.

**Research tools:** Descriptive analysis, correlation, regression.

#### Sample Size

Primary source of data includes employees working in Touch point teleservice pvt ltd. The responses were obtained from 105 employees.



**Data Collection**

The study is based on collection of primary data. It is obtained for the first time from the employees working at TOUCHPOINT TELE SERVICE PVT LTD The instrument used to collect data was structured Questionnaires.

**V. DATA ANALYSIS AND FINDINGS**

**ANALYSIS: 1**

**Statistical tool:** Correlation.

H0: There is no significant relationship between training and employee retention.

H1: There is a significant relationship between training and employee retention.

Correlations

	This organization provides training programs to teach employees upskilling in career development.	Effective team building is conducted in the organisation.	Supervisor helps the employees in work related activities.	Training helps in enhancing organisation culture.	Are you satisfied with the pay given by the organization for the work.	The organization supports the concept of work life balance.	Work environment is good and up to my expectations.	Job attributes are clearly defined in the organization.
This organization provides training programs to teach employees upskilling in career development.	Pearson Correlation Sig. (2-tailed) N	1 .265** 105	.187 .056 105	.185 .059 105	.148 .133 105	-.147 .134 105	-.249* .011 105	-.207* .034 105
Effective team building is conducted in the organisation.	Pearson Correlation Sig. (2-tailed) N	.265** .006 105	1 .418** 105	.243* .012 105	.309** .001 105	-.127 .197 105	-.355** .000 105	-.361** .000 105
Supervisor helps the employees in work related activities.	Pearson Correlation Sig. (2-tailed) N	.187 .056 105	.418** .000 105	1 .340** 105	.073 .457 105	-.137 .163 105	-.421** .000 105	-.321** .001 105
Training helps in enhancing organisation culture.	Pearson Correlation Sig. (2-tailed) N	.185 .059 105	.243* .012 105	.340** .000 105	1 .259** 105	-.249* .011 105	-.304** .002 105	-.318** .001 105
Are you satisfied with the pay given by the organization for the work.	Pearson Correlation Sig. (2-tailed) N	.148 .133 105	.309** .001 105	.073 .457 105	.259** .008 105	1 .000 105	-.338** .008 105	-.288** .003 105
The organization supports the concept of work life balance.	Pearson Correlation Sig. (2-tailed) N	-.147 .134 105	-.127 .197 105	-.137 .163 105	-.249* .011 105	-.338** .000 105	1 .349** 105	.097 .324 105
Work environment is good and up to my expectations.	Pearson Correlation Sig. (2-tailed) N	-.249* .011 105	-.355** .000 105	-.421** .000 105	-.304** .002 105	-.257** .008 105	.349** .000 105	.598** .000 105
Job attributes are clearly defined in the organization.	Pearson Correlation Sig. (2-tailed) N	-.207* .034 105	-.361** .000 105	-.321** .001 105	-.318** .001 105	-.288** .003 105	.097 .324 105	.598** .000 105

**Analysis and interpretation:**

From the above correlation table, it is found there is significant correlation between the variables selected for the study. Whereas work environment is significantly conducted with organizational support.

**VI. FINDINGS**

- Majority 95.2% of respondents are female and 4.8% respondent are male.
- Majority 55.2% respondents working in touch point have completed PUC and 41% have completed UG are working in the company.
- Based on the study, 90.5% of respondents working as Tele callers, 5.7% Tele executives are working.
- Majority 30.5% of employee earn between 10,000-15,000 per month, 65.7% of employee earns between 5,000-10,000 per month.
- Based on the study, 75.2% of respondents have work experience of 0-2years and 23.8% have work experience of 2-5 years.
- Based on the study, 87.6% respondents have taken the training programs, 10.5% respondents don't remember are they taken or not.

- Majority 97.1% respondents are like to remain the company and 2.9% respondent don't want to work in the company.
- Based on the study, 50.5% respondents are agreed that they have conducted extensive training and development program in organisation.

## **VII. CONCLUSION**

The study conducted at Touch point Teleservice Pvt Ltd. on the influence of the interaction between training and staff retention emphasizes the critical relationship between these two aspects. The results of this study help us understand how training initiatives might have a positive impact on organizational staff retention rates. According to the literature study, training is essential for increasing employee work satisfaction, engagement, and possibilities for career growth. The study of the survey and interview data yielded insightful findings about how employees regard training and how it affects their choice to remain with Touch point Teleservice Pvt Ltd. The findings show that employees are more likely to report higher job satisfaction, more engagement, and a stronger sense of investment in their roles when they get effective and pertinent training programmers. Additionally, they demonstrate better skill, flexibility, and a desire to help the organization succeed. Additionally, training efforts that encourage collaboration and information sharing help to create a better work environment and a stronger organizational culture, which helps to increase staff retention.

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**“A STUDY ON CUSTOMER BUYING BEHAVIOUR TOWARD PACKAGE DRINKING WATER”**

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**ABSTRACT**

This study aimed The study examines various factors that influence customer purchasing decisions, including product quality, brand reputation, price, convenience, health and safety concerns, and environmental sustainability. By understanding these factors, businesses can develop effective marketing strategies to attract and retain customers in the competitive packaged drinking water industry. The research methodology involves a combination of quantitative and qualitative approaches, including surveys, interviews, and data analysis. A diverse sample of customers across different demographics and geographical locations is considered to ensure a comprehensive understanding of the market.

**KEY WORDS:** CUSTOMER BUYING, PACKAGE DRINKING WATER

**I. INTRODUCTION**

A Study on Customer Buying Behaviour towards packaged drinking water The purpose of this research on customer purchase behaviour for bottled drinking water is to better understand the elements that impact customers' decisions when purchasing this critical commodity. With rising worries about the quality and safety of tap water in many parts of the world, bottled drinking water has grown in favour as a handy and dependable source of hydration. This research aims to dive into the different elements that impact customer choices, such as brand reputation, pricing, packaging, health and safety issues, and environmental concerns. The study attempts to give important insights into consumer behaviour and aid firms in customising their marketing strategies to match the growing wants and expectations of customers in the packaged drinking water sector by evaluating these elements. Understanding the elements that influence customer decisions

**OBJECTIVES OF THE STUDY**

To identify the factors that influence customer buying behavior towards packaged drinking water – to analyse the impact of marketing and Promotional Activities on customer buying behaviour

**INDUSTRY PROFILE**

A packaged drinking water bottle firm is involved in the beverage sector, especially in the provision of bottled water to customers. This industry profile gives an in-depth look at the industry, including market size, growth potential, competition, the regulatory environment, and significant trends. The packaged drinking water bottle market has grown significantly over the years, owing to rising public awareness of the significance of safe and clean drinking water. As consumers become more health-conscious, the need for handy and portable water bottles has increased. There are various regional and international firms contending for market dominance in the worldwide packaged drinking water bottle market. Intense rivalry, frequent product innovation, and aggressive marketing methods to acquire customers characterise the market

**VISION**

To create a world with access to clean drinking water, while reducing plastic waste.

**MISSION**

To provide eco-friendly, reusable water bottles that promote sustainability and a healthy lifestyle

## **REVIEW OF LITERATURE**

1. M. Sangeetha e 2, (2017), A STUDY ON CONSUMER BEHAVIOUR TOWARDS BOTTLED DRINKING WATER WITH SPECIAL REFERENCE TO COIMBATORE CITY Bottled Drinking water is a product, which people buy not only when they undertake travelling or stay out of their own place but also during the stay in their own places. The reason is that people are becoming health conscious in the present day environment. However the cost aspect of Bottled Drinking water cannot be overlooked in this process because for some people, it is difficult for them to make up their mind to pay for water in small quantity. But it has become the order of the day if not for all, at least for people who are living in the city to use Bottled Drinking water due to larger pollution problems.

2. Dr Milind A Marathe (2021), Study of factors influencing the Consumers Preference for Packaged Drinking Water in Pune City Packaged drinking water industry of India is going by the problems of unpredicted water shortage and health consciousness that has started to develop in the people. The market of bottled mineral water is dominated by certain companies only from past few years since it is very competitive now. The main marketing competition among them is that of packaging and attractive labelling which gathers them huge consumer base. Thanks to the low pricing and attractive marketing strategies Packaged Drinking water is now a product chosen by masses.

3. aT.Snekalatha (2019), Consumer Attitude towards Packaged Drinking Water with Special Reference to Coimbatore District As the failure of monsoon has highly thrift the common public to pressure water by large. The advent of packaged drinking water has gained popularity in many of the corporate, living rooms and in flats. The town has been stuffed with numerous shops witnessing huge market completely relies on packaged drinking water to quench thirst, hence there lies a profound demand of the packaged drinking water to quench thirst. If proper plans, strategies are made; there will be an absolute tapping of market can be made enhancing a positive attitude on the minds of common public.

## **HYPOTHESIS**

H01: There is no significant impact of marketing and promotional activities on customer buying behaviour towards packaged drinking water.

## **II. DATA AND METHODOLOGY**

### **RESEARCH DESIGN RESEARCH DESIGN**

**Primary source:** Data are collected with specific objectives to assess the current status of any variable studies. Data used for the project was collected using questionnaires. The information was collected from the customers.

**Secondary data:** Secondary data is information that has already been gathered by someone else or for a different reason. It is a previously collected set of data that was not gathered directly from the original source or through primary research methods. Secondary data is frequently utilised for analysis, study, and reference.

### **SAMPLE DESIGN**

- The survey has a sample size of 200 respondents
- Convenience sampling

### **DATA COLLECTION INSTRUMENT**

- Data used for the project was collected by questionnaires.
- Primary Data was collected using questionnaires and google forms.

### **STATISTICAL TOOLS**

- Analysis by using Regression and chi-square test
- Software need Excel and jamovi

### **LIMITATION OF THE STUDY**

- Limited sample size which could affect the representativeness of the results.
- Possible bias in the data collection which could impact the accuracy and reliability of the findings.
- Populations may be limited due to the specific location or demographics of the study participant.

**III. DATA ANALYSIS AND FINDINGS**

**HYPOTHESIS**

Ho: There is no significant association between age group and which brand of packaged drinking water usually like to buy

H1: There is significant association between age group and which brands of packaged drinking water usually like to buy

**VARIABLES**

INDEPENDENT VARIABLE: Age group

DEPENDENT VARIABLE: Which brand of packaged drinking water usually like to buy?

X<sup>2</sup>-Test

Age group	Which brand of package drinking water usually like to buy							Chi-square value	P value
	Bisleri	Aquafina	Kinley	Himalaya n	Other	Total			
18-25	34	7	9	1	2	53	0.504	0.006	
36-33	6	9	4	4	0	23			
34-41	1	4	5	1	0	11			
42.49	1	4	1	2	0	8			
50 above	1	2	1	0	0	4			
Total	43	26	15	8	2	99			

**INTERPRETATION:**

Since P value is more than 0.005

H0 is accepted at 5%level of significance; hence we conclude that there is no significant association between age group and which brand of package drinking water usually like to buy

H1: There is no significant relationship between customer buying behaviour and 4Ps of package drinking water

**Findings**

- It was found that majority of the customers who buy packaged drinking water are males that is 52%
- It was found that majority of the customers who buy package drinking water are age grouped between 18 to 25 that is 31.5%
- It was found that majority of the buyers of package drinking water are Postgraduates that is 35%
- It was fund majority of the buyers are students that is 43.5%
- It was found that majority of the buyers income level is less than 15000 that is 44.5%
- It was found that majority of the daily buyers are that is 35.5%
- It was found that majority of the customers like to buy the bisleri brand that is 48.5%

- It was found that majority of buyers influence on quality that is 33%
- It was found that majority of the buyers are willing pay less than rs20 per liter that is 43%
- It was found that majority of the buyers purchase in Convenience store that is 45%

#### **IV CONCLUSION:**

Numerous significant findings are revealed in the study on customer purchase behaviour for bottled drinking water. For starters, convenience and availability were identified as important factors influencing consumer decisions, with bottled drinking water being favoured by the majority of respondents due to its ease of purchase and widespread availability.

Second, clients wanted reassurance regarding the purity and reliability of the water supply, which influenced their decision-making. Other crucial elements to examine included brand reputation and trustworthiness.

Third, pricing proved to be a pretty significant consideration, with purchasers willing to pay a premium for well-known brands with good quality and safety standards. Furthermore, environmental consciousness and sustainability were revealed to be on the rise, with a portion of purchasers preferring enterprises that prioritised these attributes. Recycling and eco-friendly packaging. Finally, convenience, quality, trust, price, and sustainability all impact customer purchase behaviour for bottled drinking water. Understanding these preferences may assist firms in better matching client expectations and increasing market competitiveness.

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**A STUDY ON EFFECTIVENESS OF ADVERTISING TOWARDS PROMOTING SALES WITH REFERENCE TO IT INDUSTRIES ATMcCANN WORLDGROUP BANGALORE**

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**ABSTRACT**

Advertising towards promoting sales is a concept that has become an integral aspect of modern living of organizations. Advertising is one of the most visible elements of the mechanism of the sensory economy; therefore its existence is most attractive to various ambivalent judgments. In a group of entrepreneurs, advertising is considered one powerful marketing method to support business success. The objectives of this study is to identify the various factors that helps advertising in sales promotion and to understand the effectiveness of advertising towards promoting sales. The study was analyzed by IBM SPSS software the statistical tools used were correlation. The sample size is of 50 plus. To collect the data questionnaire with 5 Likert scale was used. According to the findings it is found that 45.5% employees agree, 30.9% strongly agree, 18.2% opted neutral that advertisements are necessary to attract customers.

**Keywords:** Advertising, sales, Purchase decision, consumer preference

**INTRODUCTION:**

In the mass media, advertising industry is also growing very rapidly. This development is supported by the development of information technology around the world. Advertising is basically an activity of selling messages using creative skills such as copywriting, layout, illustrations, typography, scriptwriting, and filmmaking. Advertising is one of the most visible elements of the mechanism of the sensory economy; therefore its existence is most attractive to various ambivalent judgments. In a group of entrepreneurs, advertising is considered one powerful marketing method to support business success. Advertising is not just a product of service or media, this advertisement has become a commodity profession, a business commodity, and a potential industry.

Advertising was only recently acknowledged by Indians as a powerful marketing and sales tool. It is apparent that this delayed is due to a late-stage "industrialization". But with India's recent industrialization, "advertisements" are becoming more common in regional and local publications, journals, press releases, TV, and other media. Nowadays, "Advertising" is used by individuals in many spheres of life.

**PURPOSE OF THE STUDY**

The aim of the study is to know the effectiveness of advertising towards promoting the sales with to the company and to determine its advantage and disadvantage that causes to the company.

**STATEMENT OF THE PROBLEM**

Company management is essential to enhancing a company's total efficacy and productivity, which makes a company sustainable in a dynamic socioeconomic and political climate. Since a few years ago, a growing number of corporate governance businesses have faced serious challenges choosing sales promotion, more precisely advertising and promotion plans to acquire clients.

On the other hand, initiatives for sales promotion performed without regard for the long- term goals of the company may erode brand equity. To support the investment in promotions, it is believed that management techniques for developing and implementing promotional decisions ought to be scientific and logical. It was noted that there is still a significant gap between what has been performed and what must be done.

**OBJECTIVES OF THE STUDY:**

- To understand the effectiveness of advertising towards promoting sales.

- To identify the various factors that helps advertising in sales promotion.
- To study consumer preference of sales promotion schemes across demographic variables.

**LIMITATIONS OF THE STUDY:**

- The data that is collected will be limited to Bengaluru only.
- The study is limited only to McCann World group Company.
- The study is based on primary data, which have their own constraints such as biased responses, altered answers etc.

**REVIEW OF LITERATURE:**

<b>Xin Cui et al</b>	<b>2023</b>	They use the introduction of the "Catalogue for the Guidance of Industries for Foreign Investment" in China in 2015 as an exogenous shock to investigate the link between goods market competitiveness and corporate advertising spending. The results reveal that product market competition considerably encourages corporate advertising expenditure, and the findings are robust following a number of robustness tests. Furthermore, we investigate the impact of product market rivalry on corporate advertising expenditure in businesses of various features. The findings reveal that the effect is more for non-state-owned companies, small-scale organizations, and high-tech firms. Overall, this article argues that product market rivalry is important in boosting corporate advertising spending.
<b>Anyaa Mishra and Meenal Mategaonkar</b>	<b>2023</b>	The entire globe is fully reliant on technological advances in the twenty-first century. Each field makes use of technology. Sales and marketing are two examples of such domains. Following the Covid epidemic, people's dependence on the internet for convenience has grown significantly. This is where internet retailers and their marketing come into play. Online advertising in the United States rose from \$8.1 billion in 2000 to \$21.2 billion in 2007, accounting for 8.8 percent of all advertising during that time period. Given how significant internet advertising has grown for increasing income in many businesses, it has become a sector that need investigation. The purpose of this study is to use the Analysis of Variance (ANOVA) method to examine the online ad sales income generated by Meta and Google.

<p><b>Ismarmiaty and Ria Rismayati</b></p>	<p><b>2023</b></p>	<p>The purpose of this research is to present a review of PT. X's product sales trend in Sumbawa Besar city. PT. X is a retailer that provides and sells everyday consumer items. The method utilized is Common Pattern - Growth, and it's a data mining technique used to uncover correlations in vast amounts of data by considering the frequency of occurrences of these data associations. The Association Rule Mining approach, also known as Market Basket Analysis, may be applied in the retail industry. Rapid miner 9.10 is the programmer used for testing. Data collecting, data preparation, FP- Growth algorithm implementation, result analysis, and conclusions are all part of the study process. The findings of the testing yielded 819 rules with a total of 85 rules.</p>
<p><b>Yanwu Yang</b></p>	<p><b>2022</b></p>	<p>Search Engine Advertising (SEA) has a big financial effect and garners a lot of attention from academics and industry as a mainstream advertising channel. Increasing sales is a major aim of SEA. Nonetheless, while past research has examined a variety of parameters that may be connected to the success of SEA campaigns, the implications of these factors on actual sales generated by SEA remain unknown. This study makes use of a large-scale panel dataset gathered from SEA campaigns run by a big U.S. shop that sells a wide range of consumer products such as home appliances, air purifiers, and so on. The merchant has a major countrywide retail chain with physical locations and an e-commerce website. Over the course of several years, the organization has consistently performed SEA initiatives and collected data.</p>
<p><b>Negar Ghanaat et al</b></p>	<p><b>2022</b></p>	<p>One of the primary problems of managers in a highly competitive market is recognizing and determining the variables that are beneficial in brand creation and maintenance. The current research is meant to investigate how company communication, including advertising and sales promotion material, which is often produced by brand executives on social media systems, might affect brand image and customer behavioral intent. To evaluate the assumptions proposed in this study, 227 survey questionnaires were distributed to participants who subscribe to the Chery brand on Instagram using the accessible non-random sample method and Cochran's formula. Experts and a University of Professors validated the face and subject matter reliability, and factor analysis confirmed the idea's validity.</p>
<p><b>Maulida Azmi et al</b></p>	<p><b>2022</b></p>	<p>The context for the study stems from the present trend of internet buying, as customers increasingly use it. Shopee is one of the leading brands in e-commerce; nevertheless, the number of visits does not represent the strong desire to repurchase that can be observed from the value of the Shopee transaction. As a result, it is critical for businesses to understand the elements</p>

		that drive Shopee repurchase intent. The goal of the research is to identify the elements that influence repurchase intention among Shopee app users through marketing, sales promotions, and brand image. This is an example of quantitative research. The information reported in this study was gathered using a questionnaire distributed to 110 people. Statistical investigation utilizing
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**RESEARCH METHODOLOGY:**

<b>Research design</b>	Descriptive analysis
<b>Data collection method</b>	Random sampling method
<b>Data sources</b>	Primary data & secondary data <ul style="list-style-type: none"> <li>• <b>Primary data</b>- responses collected via questionnaire.</li> <li>• <b>Secondary data</b>- few contents regard the study and 7p’s marketing model was sourced through internet.</li> </ul>
<b>Sample area</b>	Employees of McCann World group from Bengaluru
<b>Sample size</b>	50 plus employees of McCann company
<b>Research Instrument</b>	Questionnaire through google forms
<b>Type of Questionnaire</b>	Structured type
<b>Statistical tool used</b>	SPSS/Excel
<b>Scaling Technique</b>	Likert’s Five Point Scale

o **CONCEPTUAL FRAMEWORK:**

❖ **ADVERTISING PLANS**

Plans and decisions for advertising target three key areas:

□ **Objectives & Target selection:** Advertising's objectives can be interpreted in a variety of ways. The creation of an accurate, disciplined description of the desired population is a crucial component of the objective. Although it might be tempting to target many people, everyone is a potential consumer. To create engaging text, it is important to think about targeting more specific groups with the advertisement. It is entirely feasible to either create a single initiative with many goals or multiple efforts focused on various market groups.

□ **Tactics & message strategy:** The messaging plan must determine if the advertisement is intended to convey information through advantages, emotions, brand personality, or action content. Since the advertising initiative's information has already been chosen, judgements must be made on the best and most efficient means of distributing that message. The selections we refer to as "message tactics" include picking a speaker, using humor, fright, or other tones, and choosing a certain copy, images, and style.

□ **Media strategy & tactics:** Media strategy deals with choices about the amount of money that should be spent on means for a marketing initiative, whereas message planning deals with choices regarding the amount to be given for writing and testing advertising material. The decisions of whether specific medium (television, broadcast, journals, etc.) or media vehicles (reader digest, etc.) to use these funds are known as "media tactics."

○ **HYPOTHESIS :**

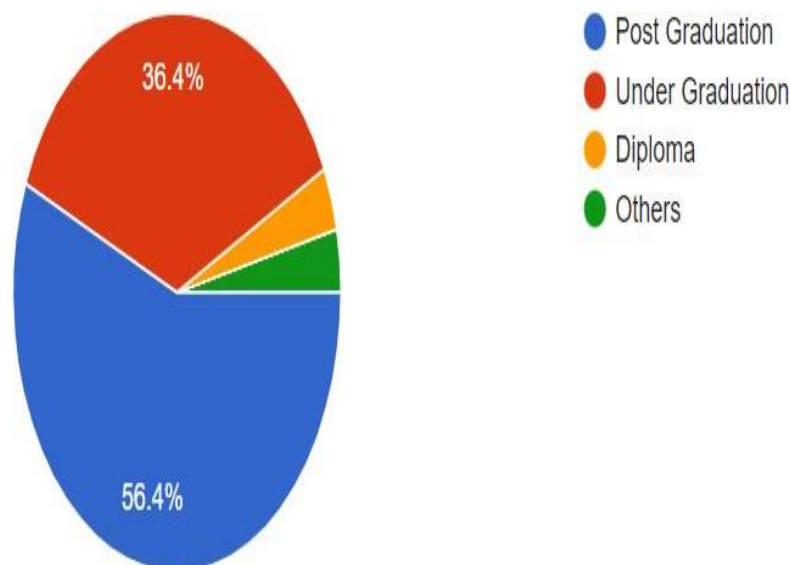
- **H0:** There is no sincere relationship of effectiveness between advertisement and promotion sales.
- **H1:** There is a sincere relationship of effectiveness between advertisement and promotion sales.
- **H0:** There is no significant relationship between consumer preferences of sales promotion plans that consider demographic factors.
- **H1:** There is a sincere relationship between consumer preferences of sales promotion schemes across demographic variables.

**DATA ANALYSIS AND INTERPRETATION**

**Table 1: Education**

SL.NO.	Particulars	Frequency	Percentage
1	Post Graduation	31	56.4%
2	Under Graduation	20	36.4%
3	Diploma	2	3.6%
4	Others	2	3.6%
	TOTAL	55	100%

**Chart 1: Education**



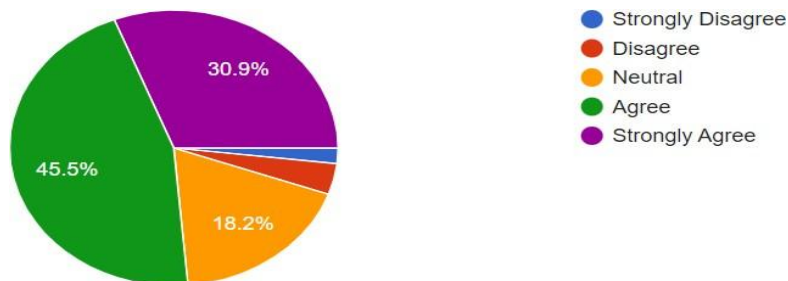
**INTERPRETATION:**

From the pie chart we can analyze that 56.4% of employees were post graduates, 36.4% were undergraduates, and 3.6% were from diploma.

**Table 2: Are advertisements are necessary to attract customers**

SL. NO	Particulars	Frequency	Percentage
1.	Stronglydisagree	1	1.8%
2.	Disagree	2	3.6%
3.	Neutral	10	18.2%
4.	Agree	25	45.5%
5.	Strongly agree	17	30.9%
	TOTAL	55	100%

**Chart 2: Are advertisements are necessary to attract customers**



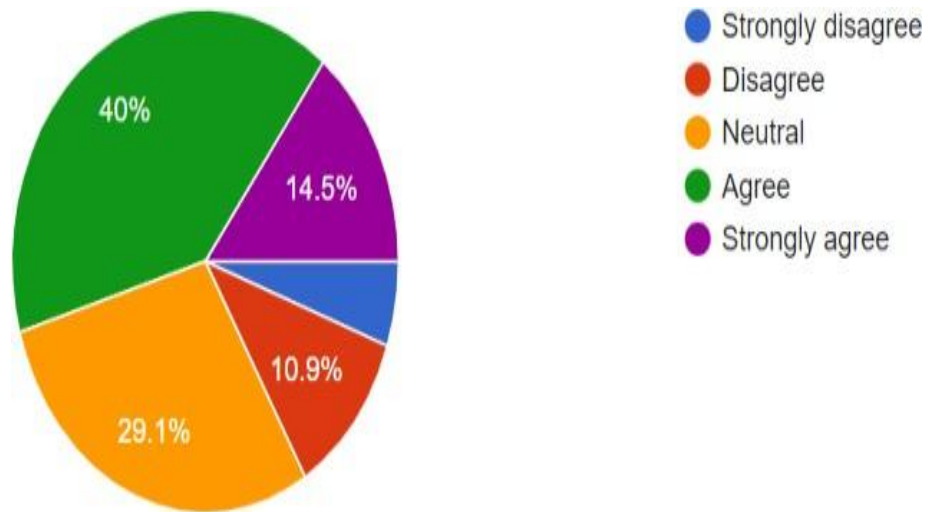
**INTERPRETATION:**

From the chart and table we can analyze that 45.5% employees agree, 30.9% strongly agree, 18.2% opted neutral that advertisements are necessary to attract customers.

**Table 3: In the current market, can any product survive without advertisements**

SL .NO	Particulars	Frequency	Percentage
1.	Strongly disagree	3	5.5%
2.	Disagree	6	10.9%
3.	Neutral	16	29.1%
4.	Agree	22	40%
5.	Strongly Agree	8	14.5%
	TOTAL	55	100%

**Chart 3: In the current market, can any product survive without advertisements**



**INTERPRETATION:**

From the chart we can see that 40% of the employees agree, 29.1% of them are neutral, and 14.5% strongly agree that in the current market, can any product survive without advertisements.

**INFERENCE ANALYSIS**

**Analysis 1: Correlation-I**

		ADV	PROMOTION SALES
ADV	Pearson Correlation	1	.178
	Sig. (2-tailed)		.194
	N	55	55
PROMOTIONSALES	Pearson Correlation	.178	1
	Sig. (2-tailed)	.194	
	N	55	55

**Interpretation:**

Since the p value is 0.194 which is greater than 0.05 null hypothesis is accepted, and alternative is rejected. (0.194 > 0.05)

Therefore, there is no sincere relationship between advertisements and promotional sales.

**ANALYSIS 2: Correlation-II**

		DEMO GRAPHIC	PROMOTION SCHEMES
DEMOGRAPHIC	Pearson Correlation	1	.250
	Sig. (2-tailed)		.065
	N	55	55

PROMOTIONAL SCHEMES	Pearson Correlation	.250	1
	Sig. (2-tailed)	.065	
	N	55	55

**Interpretation:**

Since the p value is 0.065 which is greater than 0.05, Null hypothesis is accepted, and alternative hypothesis is rejected at 5% level of significance (0.065 > 0.05).

Therefore, there is no sincere relationship difference across demographic variables, consumer preference for sales promotion programmed.

**FINDINGS:**

1. Out of 55 respondents, 60% are male and 40% are female employees.
2. 56.4% of the employees are under graduates and remaining percent personnel are with other qualification.
3. 45.5% employees agree, 30.9% strongly agree, 18.2% opted neutral that advertisements are necessary to attract customers.
4. 60% of the employees agree, 14.5% of the neutral, 12.7% disagree that a product to be sold without any form of advertising.
5. 47.3% of the employees agrees, 18.2% neutral, 21.8% strongly agree that perception of the brand change if it's endorsed by their favorite celebrity.
6. 41.8% of employees agree, 34.5% neutral, 18.2% of the strongly agree that advertisement push them to shift from one brand to another.

**SUGGESTIONS:**

In order to improve the effectiveness of marketing campaigns, it is advised to carry out thorough customer research within the IT sector. McCann World group Bangalore should keep utilizing data-driven insights and analytics tools to assess and evaluate the effectiveness of marketing campaigns.

McCann World group Bangalore should think about collaborating with thought leaders and industry experts to improve their understanding of the IT sector and the efficacy of their marketing initiatives. For clients in the IT industry, McCann World group Bangalore can improve its advertising services even more, resulting in higher sales and more effective marketing campaigns.



**CONCLUSIONS:**

The study finds that advertising has a significant impact on raising sales in the IT industry and is essential in promoting sales. A successful advertising campaign can raise brand awareness, produce leads, and ultimately increase sales for IT businesses.

It's crucial to maintain consistency and brand messaging: Increased sales are a result of cohesive and consistent branding across all advertising channels.

Customers are more likely to trust, recognize, and remain loyal to IT companies when they maintain a consistent brand identity and message in their advertising campaigns. This ultimately leads to increased sales.

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**A STUDY OF PERFORMANCE APPRAISAL ON EMPLOYEE RETENTION AT PEOPLABILITY HR SOLUTION PVT LTD, BANGALORE**

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**ABSTRACT:**

**Purpose:**

These abstract reviews various factors within the performance appraisal process that can impact employee retention.

**Design/research methodology**

Descriptive study survey 150 respondents through convenience sampling technique and has been tested with descriptive and inferential analysis (analysis of variance-co relation analysis)

**Findings**

To determine the impact of Continuous Performance Management (CPM) to common employee perceptions of job autonomy, motivation, and turnover intent among the employees of multinational companies implementing the trend within Metro Manila, Philippines. Using snowball sampling, a total of 155 employees were requested to answer a 5-part questionnaire covering the 4 constructs.

**Scope of the study**

Employee turnover rate: Analyzing the rate at which employees voluntarily leave the organization and identifying factors that contribute to turnover. Employee satisfaction and engagement: Assessing the levels of satisfaction and engagement among employees and understanding how these factors impact retention. Organizational culture and work environment: Examining the influence of the organizational culture and work environment on employee retention, including factors such as leadership style, communication, teamwork, and work-life balance.

**Key words**

Performance Appraisal, Employee Retention, Work performance, Job requirements, performance evaluation, performance review, Employee appraisal

**1. INTRODUCTION:**

An individual's work performance is assessed systematically and on a regular basis in relation to the predetermined job requirements. It's a judgment of the employee's relative value to the company, skills and limitations, and potential for further development. Performance assessment, also known as a performance review, performance evaluation (career) development conversation, or employee appraisal. Autoworkers have received job training and have adjusted to their positions, this is done.

Employee work efficiency and effectiveness are evaluated using a systemic, generic, and recurrent technique known as performance evaluation in accordance with established requirements and corporate goals. Furthermore, criteria such as corporate citizenship behavior, successes, future development potential, abilities and limits, and so on. There are 3 basic ways to acquire PA data: objective production, personnel, and judgmental evaluation. The majority of evaluation techniques are employed with judgmental evaluations. Long-cycle assessments were traditionally conducted annually; however, many businesses are switching to short recycles (every quarter, eversions), and others have begun implementing short-cycle appraisals.

The interview could serve as a means of "communicating and discussing compensation, job status, or disciplinary decisions to employees, counselling and developing employees, and providing feedback to employees. The effectiveness with which a worker does their job is examined and documented during the performance evaluation process. Performance evaluations are based on how well an employee is performing in respect to goals that were collaboratively agreed with his or her management once a year in a company's performance management system. Employees and managers often check in at regular intervals throughout the year, with the manager providing an overall appraisal at the end.

## **2. RESEARCH OBJECTIVES AND HYPOTHESIS**

**H1:** there is a significant relationship between performance appraisal and employee retention

**H2:** performance appraisal and employee retention differ across gender, age, education qualification, work experience and positions of an employee

**H3:** performance appraisal is positively co related with the employee retention

**H4:** performance appraisal has a significant contribution predict the employee retention of an organization

## **3. REVIEW OF LITERATURE**

**1. Jerusha Absalom, Dr.Kyule Alexander (2021)** influence of performance appraisal on employee retention in mobile telecommunication companies in Nairobi County, Kenya. The objectives of the study to determine the influence of goal setting on employee retention in mobile telecommunication industry in Nairobi County; to establish the influence of feedback on employee retention in mobile telecommunication industry in Nairobi. Quantitative approaches were used to analyse quantitative data. When assessing quantitative data, descriptive statistics were generated and presentations were made using percentages, means, SD, and frequencies using SPSS (version 25). Information was presented using a table and figures. Responses were totaled, percentages of variances were determined, and data were presented and interpreted in accordance with the study's assumptions and goals in order to make this possible.

**2. Kalyanamitra, Pisak 2020** The objectives of the study It too has become important for the organization to gain a competitive advantage over other companies which is not easy in a challenging environment. The biggest challenge in the situation is retaining experienced employees. The organizations can retain their employees for a longer period of time through effective practices of Human Resource as they help organizations in getting a competitive edge. The purpose of this study was to analyze the effectiveness of HR practices including Training Facilities, Benefits and Compensation, and Performance Appraisal in the pharmaceutical industry of Thailand.

**3. Trends Diwakar Singh 2019** Employees are the most important, valuable and productive asset of an organization and retaining them is one of the toughest challenges for the managers. As the replacement cost of key employees involves huge turnover, there is a need The objectives of the study to develop a fully integrative retention policy to tackle such type of problems. The objective of this study is to critically analyze the various works done in the field of employee retention and highlight factors responsible for employee departure and retention initiatives followed to retain them.

**4. Rajesh Kumar Upadhyay 2020** The changing business environment in the service sector requires service providers to adapt to the ongoing changes that incorporate more adaptability with a higher quality of service. Teamwork is an important aspect of working in the service sector as nowadays teamwork is seen as a fitting response the objectives of the study to the changes in the business environment. Effective teamwork can help the service organizations to provide better quality service to its customers.

**5.. Kamalaveni 2019** This paper attempts to contribute to a holistic view concerning the practices and strategies adopted by organizations to retain committed and talented workforce globally. Engaging and retaining employees of 21st century workforce in this competitive era is a toughest job for HR people. Now-a-days, almost every organization is driven by technology, but human resources are needed the objectives of the study to carry out the works through technology. Hence human resources are the life energy for the organization for its survival growth and development.

**6. Dr. K.S. Sekhara Rao February 2018** the study aims to link the concepts of rewards and recognition, career enhancement, performance appraisal and it empirically demonstrated the factors affecting employee retention. The study is conducted in the context of factors affecting employee retention with reference to Ramesh Hospitals in Vijayawada. Based on theoretical aspects, 200 employees were surveyed and took their opinion pertaining to retention of employees. Further Chi-Square test is used to establish the relationship between various factors and employee retention.

**7. Dr. Ernest Jebolise Chukwuka, Nkiru Peace Nwako by 2018** This study presents an empirical investigation of the effect of Human Resource Management The objectives of the study Practices on Employee Retention and Performance in Nigerian Insurance Industry. This study was motivated by the need to solve the problem of high employee turnover in Nigerian Insurance Industry. Employee turnover is an enemy of productivity and increases cost of running a business. Human Resources (HR) are the most valuable asset of any organization that is why incessant increase in turnover of skilful human resource in an organization will create a gap that will take time to fill at extra cost. This study was guided by two key objectives, from which appropriate research questions and hypotheses were formulated.

**8. Milly (2016)** The good recruitment program can provide a positive influence to increasing employee commitment, productivity and the quality of work including performance. The relationship of employee retention the objectives of the study on performance is exceedingly complex. There is evidence that performance can decrease if the employee retention is bad and there is a possibility of stagnation if employee turnover is too dejected. Besides recruitment and employee retention, the labour relations can also affect the employee performance, where the problems usually arise from the difference of work, age and demographics.

**9. Andrea V Lewis and Dr. A. H. Sequeira (2018) Effectiveness** of employee retention strategies in industry. Retention of employees is an important function of the HRM. Unless there is a deliberate and serious effort from the management towards this direction, the competitors in the industry are likely to attract and snatch the talent already nurtured in the company over a period of time. Careful strategies for crafting and implementing employee retention strategies are a skill and should be given top priority by the management. This paper discusses the issues and solutions to address this problem with a case study. The results of the study indicate that retention strategies should be carefully worked out for different groups and levels

**10. George MucaiMbugua , Esther WangithiWaiganjo& Agnes Njeru (2015) Relationship** between Strategic Performance Management and Employee Retention in Commercial Banks in Kenya. The purpose of the study was to examine the relationship between strategic performance management practices and employee retention in commercial banks in Kenya. A survey design was used to gather the information needed to achieve the objectives. Qualitative and quantitative techniques were used. The study was carried out in commercial banks in Kenya which had operating Licenses from the Central bank of Kenya. Questionnaires were used to collect the data. The data was analysed using descriptive statistics mainly percentages and frequency distribution. Correlation and regression analysis were used to test the relationship between the variables. The study established that organizations used strategic performance management through clear action value plan, target setting, setting of the realistic budgets, forecasting, performance measurements and review and finally compensation based on performance.

**11. Abubakar AllumiNura & Nor Hasni Osman (2017) Gauging** the Effect of Performance Management and Technology Based Human Resource Management on Employee Retention: The Perspective of Academics in Higher Educational Institutions in Sokoto State Nigeria. For decades ago, precisely during the late 70's personnel management and administration was chosen to be the desirable for office practices as far as designing and maintaining payroll as well as keeping employee records is concerned. Normally this information is kept in a data base and retrieved on demand. This was however to be replaced by the sophisticated technology based human resource management (E-HRM) that emerges to help modernize, update and re structure core human resource management (HRM) practices, reduce costs, and perk up efficiency. This study investigates the connection between performance management system, technology based human resource management (E-HRM) and employee retention; among academics in higher educational institutions in Nigeria. The findings revealed that the successes and achievements of technology based HRM in companies are not beyond the reach of higher educational institutions.

**12. Icha N. Agarwal Anil Mehta (2016) Impact of Performance Appraisal and Working Environment on the Job Satisfaction and Attrition Problem in the Indian IT Industry.** This new millennium is witnessing intense competition which is profoundly impacting the business environment. The emerging economy, in which services, communications and information technologies play a significant role has created new avenues for the skilled workers. Liberalization across border has also taken place moving towards globalization. Under such circumstances talent retention has become a big problem for the business and organizations especially in IT Industry. Researchers have done intensive and extensive research covering all the three tiers' companies of Information Industry in and around Delhi NCR, Bengaluru and Pune. Researchers have tried to find out whether performance appraisal and working environment has a relation with job satisfaction and whether these variables have any role when employees decide to leave an organization in the IT industry. Researchers also tried to explore and relate other internal and external factor which might be the reasons for high attrition in the IT sector.

**13. Malik Shaharyar, Mushtaq Ahmad Baloch, Muhammad Ahsan Tariq, Seemal Mushtaq , Adeel Mushtaq (2018) Impact of Performance Appraisal on Employee Performance.** This manuscript is an attempt of the researchers to highlight the significance of performance appraisal in the organizations and business world. Appraisal is one of the most significant and effective tools that can lead an organization to vanquish their ultimate goals by improving the efficiency and effectiveness of the employees. Performance appraisal helps managers to identify the gap between desired and actual performance and in case of deficiency; it can be removed by imparting required training. Fair performance evaluation and proper training motivates employees that results in improved performance and achieve organizational competitiveness

**14. Salem Alqarni (2018) the Relationship between Perceived Performance Appraisal Effectiveness and Employee Turnover Intention in Saudi Banks.** There is a growing need for improved performance management processes in Saudi Arabia as the result of regulatory pressures and high levels of employee turnover. The study reported here examined the influence of perceived PA effectiveness on employees who work in the Saudi banking industry. The perceived PA effectiveness has six core elements including; goals, criteria, standards, source, feedback and frequency. This research also focused on assessing the strength of the relationship between the perceived PA effectiveness elements and employee turnover intention. A validated questionnaire was used to collect quantitative data from 201 employees of three Saudi banks located in Riyadh. The research findings support the hypothesis that the perceived PA effectiveness is negatively correlated with employee turnover intention in the Saudi banking industry. Multiple Linear Regression (MLR) analyses also showed that the feedback component of PA significantly predicted employee turnover intention in the Saudi banking industry. Findings from Structural Equation Modelling (SEM) analysis indicated that six components of PA explained 37% of the variation in employees' turnover intention.

**15. Rajesh Kumar Upadhyay, Khaliqur Rehman Ansari, Pankaj Bijalwan (2019) Performance Appraisal and Team Effectiveness: A Moderated Mediation Model of Employee Retention and Employee Satisfaction.** The changing business environment in the service sector requires service providers to adapt to the ongoing changes that incorporate more adaptability with a higher quality of service. Teamwork is an important aspect of working in the service sector as nowadays teamwork is seen as a fitting response to the changes in the business environment. Effective teamwork can help the service organizations to provide better quality service to its customers. The current study is an attempt to highlight the influence of performance appraisal (PA), employee satisfaction (ES) and employee retention (ER) on team effectiveness (TE) in service sector. The analysis of the data was carried out using statistical tools, like the confirmatory factor analysis, and the structural equation modelling for elucidating the validity of the design. The results of the study show that PA and TE have a significant relation. ER acts as a partial mediator between PA and TE, and, on the other hand, ES acts as a moderator between PA and ER. The article provides key practical implications for the service sector in the state of Uttarakhand.

**16. Shaheeb Abdul Azeez (2017) Human Resource Management Practices and Employee Retention: A Review of Literature.** Human Resources (HR) are the most valuable asset in any organisation. Even though organizations advanced with technology, they need HR to run the technology. With this advancement in the industries completion among the organizations are very high. This opens many pathways and opportunities in the hands of the HR. The major challenge by most of the organisation today is not only managing their workforce but also retaining them.

**17.** Therefore, securing and retention of skilled workforce plays a vital role for any organisation due to knowledge and skills of the employees are central to the institution's ability to be economically competitive for growth and sustainability. Additionally, employee satisfaction is another HR issue faced by the employers today.

**3. Research gap:**

Descriptive research aims to describe a population, situation or phenomenon accurately and systematically. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

**4. Objectives of Study:**

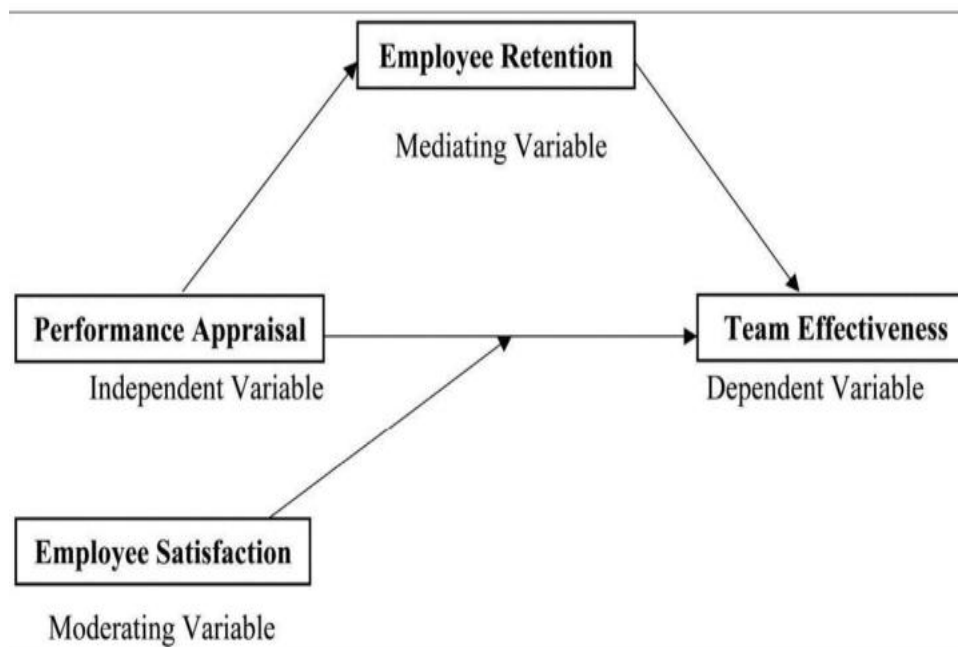
1. To ascertain the performance appraisal traits at peoplability hr. solutions put ltd
2. To know the attributes of employee retention at peoplability hr. solutions put ltd.
3. To identify the relationship between performance appraisal and employee retention

**5. RESEARCH AND METHODOLOGY:**

Descriptive changes that were perceived and exhibited in the employee performance of Peoplability HR Solution Private Ltd. Quantitative Analysis: Researchers may employ statistical techniques such as correlation analysis, regression analysis, and analysis of variance (ANOVA) to examine relationships between performance appraisal ratings, employee outcomes (e.g., job satisfaction, turnover), and other relevant variables. Qualitative Analysis: Qualitative methods such as thematic analysis, content analysis, and grounded theory can be used to analyse interview transcripts, open-ended survey responses, and focus group discussions, providing rich insights into employees' experiences and perceptions of performance appraisal. Researchers may use a combination of quantitative and qualitative methods to gain a comprehensive understanding of performance appraisal.

This approach allows for triangulation of data sources and the exploration of both numerical trends

**6. MODEL FRAMEWORK**



**5. DATA ANALYSIS AND INTERPRETATION:**

<b>variable</b>		<b>frequency</b>	<b>%</b>
<b>Gender</b>	Male	51	52
	Female	69	47
<b>Age</b>	18-24 years	24	68
	25-34 years	41	28
	35-44 years	0	0
	45 years and above	0	0
	UG	41	16
<b>Education Qualification</b>	Diploma	37	33
	PG	22	40
	Any other	8	10
<b>Year Of Experience</b>	less than 1 year	32	56
	1-5 years	69	43
	6-10 years	0	0
	10 years and above	0	0
<b>Annual Salary</b>	less than 5 lakhs	18	81
	5-10 lakh	21	17
	10-15 lakh	0	0
	above 15 lakhs	0	0

**5.2 Descriptive statistics of performance appraisal**

	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Mean	S.D.
PA1	14	81	3	2	-	1.91	0.454
PA2	20	75	4	1	-	1.85	0.523
PA3	26	67	5	2	-	1.79	0.547
PA4	23	73	2	-	2	1.81	0.536
PA5	19	75	2	2	2	1.88	0.555
PA6	16	76	6	-	2	1.92	0.599
PA7	20	73	5	-	2	1.90	0.637
PA8	14	77	3	3	3	1.97	0.634
PA9	36	65	5	2	2	1.57	0.806
PA10	20	70	7	-	3	1.78	0.798

The table presents the descriptive statistics of performance appraisal, including the percentage of responses for each statement (PA1-PA10), the mean, and the standard deviation (S.D.). The response options range from "Strongly Agree" to "Strongly disagree". "Looking at the mean values, the overall level of the job board appears to be relatively high, ranging from 1.97 to 1.57 on a scale of 1 to 5. The standard deviation values indicate the degree of variability or dispersion in the responses. In this case, the standard deviation values range from 0.806 to 0.454, suggesting that there is some variation in the responses for each statement.

**5.3 Descriptive statistics of employee retention**

	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Mean	S.D.
ER1	8	43	47	2	-	2.41	0.667
ER2	6	35	57	2	-	2.53	0.631
ER3	18	75	5	2	-	1.87	0.501
ER4	6	51	38	3	2	2.38	0.672
ER5	12	78	6	3	1	1.96	0.490
ER6	7	40	50	2	1	2.42	0.702
ER7	11	80	3	3	3	1.94	0.637
ER8	17	75	4	2	1	1.91	0.708
ER9	21	72	3	4	1	2.37	0.765
ER10	7	51	37	2	2	1.78	0.750

The table presents the descriptive statistics of employee retention, including the percentage of responses for each statement (ER1-ER10), the mean, and the standard deviation (S.D.). The response options range from "Strongly Agree" to "Strongly disagree". "Looking at the mean values, the overall level of job board appears to be relatively high, ranging from 2.53 to 1.78 on a scale of 1 to 5.

The standard deviation values indicate the degree of variability or dispersion in the responses. In this case, the standard deviation values range from 0.765 to 0.490, suggesting that there is some variation in the responses for each statement.

**5.3 Correlation:**

<b>Correlations</b>			
		Performance Appraisal	Employee Retention
Performance Appraisal	Pearson Correlation	1	.590**
	Sig.(2-tailed)		.000
	N	146	146
Employee Retention	Pearson Correlation	.590**	1
	Sig.(2-tailed)	.000	
	N	146	150

\*\* . Correlation is significant at the 0.01 level (2-tailed).



The correlation coefficient of 0.590\*\* suggests a strong positive relationship between Performance Appraisal and Employee Retention. The correlation is statistically significant at the 0.01 level (2-tailed), indicating that the relationship is unlikely to have occurred by chance.

**REGRESSION**

<b>Variables Entered/Removed<sup>a</sup></b>			
Model	Variables Entered	Variables Removed	Method
1	All employees in this organization have access to staff development program.		Enter

a. Dependent Variable: There is an effective and efficient use of public resources for the benefit of the ordinary person.

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.443 <sup>a</sup>	.196	.191	.639

**ANOVA**

Model		Sum Squares	df	Mean Square	F	Sig.
1	Regression	14.649	1	14.649	35.868	.000 <sup>b</sup>
	Residual	60.036	147	.408		
	Total	74.685	148			

a. Dependent Variable: There is an effective and efficient use of public resources for the benefit of the ordinary person.

b. Predictors: (Constant), All employees in this organization have access to staff development program.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.897	.176		5.087	.000
	All employees in this organization have access to staff development program.	.526	.088	.443	5.989	.000

a. Dependent Variable: There is an effective and efficient use of public resources for the benefit of the ordinary person.

**Model Summary:**

R: 0.443 R-Square: 0.196 Adjusted R-Square: 0.191 Std. Error Of The Estimate: 0.639 Change Statistics: R-Square Change: 0.196 F Change: 35.868 Df1: 1 Df2: 147 Sig. F Change: 0.000 Regression: Sum Of Squares: 14.649 Df: 1 Mean Square: 14.649 F: 35.868 Sig.: 0.000 Residual: Sum Of Squares: 60.036 Df: 147 Mean Square: 0.408 Total: Sum Of Squares: 74.685 Df: 148 Coefficients: Constant: Unstandardized Coefficient (B): 0.897 Std. Error: 0.176 T-Value: 5.087 Sig.: 0.000 All Employees In This Organization Have Access To Staff Development Program.: Unstandardized Coefficient (B): 0.526 Std. Error: 0.088 Standardized Coefficient (Beta): 0.443 T-Value: 5.989 Sig.: 0.000

**6. MAJOR FINDINGS, SUGGESTIONS, AND IMPLICATIONS:**

The Peoplability HR Solution Pvt Ltd study on performance appraisal and employee retention emphasizes the significance of an efficient performance appraisal system in encouraging employee retention. The organization may establish a productive workplace that values employee contributions, promotes growth, and rewards exceptional performance by putting the Rewards.

**7. LIMITATIONS OF THE STUDY:**

1. Performance appraisal often relies on subjective judgments, which can introduce bias and inconsistency. Different appraisers may have different standards and interpretations, leading to unfair evaluations.
2. Appraisers may tend to focus on recent events or performance, neglecting earlier achievements or shortcomings. This bias can result in an inaccurate reflection of an employee's overall performance.
3. A lack of alignment between an employee's values, beliefs, and organizational culture can lead to dissatisfaction and a higher likelihood of leaving. If employees do not feel a sense of belonging or resonate with the organization's culture, they may seek a more suitable work environment.

**8. CONCLUSION:**

Several recommendations can be made to improve employee retention through performance appraisal processes considering the study titled "A Study of Performance Appraisal on Employee Retention at People ability HR Solution Pvt Ltd." The following ideas are intended to enhance the efficiency and influence of performance reviews on all-around

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**THE STUDY ON CUSTOMER ENGAGEMENT AND PERCEPTION TOWARDS WONDERLA  
HOLIDAYS LTD, Bengaluru**

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**ABSTRACT**

This study aimed to examine the factors contributing to customer engagement and perception at Wonderla Amusement Park and analyse their impact on the overall customer experience. A total of 130 customers, including residents and tourists, who visited Wonderla Bengaluru, were surveyed. The research utilized percentage analysis, descriptive analysis, correlation, and regression techniques to assess the relationship between customer engagement, customer perception, and customer belief in the park. The findings of the study revealed a significant relationship between customer engagement and belief in Wonderla Amusement Park. The study concluded that customer satisfaction plays a crucial role in shaping how Wonderla Amusement Park is perceived by its target audience. The park's popularity among visitors, effective online marketing strategies, and a focus on high-quality rides and attractions were identified as key factors contributing to customer satisfaction and belief. By leveraging these insights, Wonderla can enhance the customer experience, leading to increased satisfaction, loyalty, and positive word-of-mouth.

**Keywords:** Customer Engagement, Customer Perception, Customer Experience, Customer Satisfaction

**I. INTRODUCTION**

Customer engagement is the process by which a business develops a relationship with its customers to promote brand awareness and loyalty. This can be achieved through marketing initiatives, web content, and outreach through social media, mobile devices, and wearable technology.

Customer perception refers to the thoughts, emotions, and assumptions that consumers hold about your brand. It is crucial for increasing client retention and loyalty, brand recognition, and reputation. Customers' perceptions are affected they interact with your company. Consumer impression is influenced by a variety of factors, including social networking sites, online reviews, cost, quality, and influencers. The standard of your good or service, the cost, and the experience of the consumer are all factors that you have some control over. However, some things, like feedback and social media posts, are beyond your control.

In today's competitive business landscape, customer engagement and perception play a crucial role in shaping the success and reputation of a brand. This is especially true in the amusement park industry, where providing an exceptional customer experience is key to attracting and retaining visitors. Wonderla, a renowned amusement park in Bengaluru, recognizes the importance of understanding and enhancing customer engagement and perception. Consumer engagement and perception are critical factors for businesses to consider as they can impact customer loyalty, brand reputation, and sales. Positive engagement and perception can lead to increased customer retention, brand advocacy, and positive word-of-mouth marketing. On the other hand, negative engagement and perception can result in decreased customer loyalty, brand damage, and negative reviews and comments.

**II. REVIEW OF LITERATURE**

<b>Variable Name</b>	<b>AUTHOR &amp; JOURNAL</b>	<b>LITERATURE REVIEW</b>
Customer Engagement	Do, D. K. X., Rahman, K., & Robinson, L. J, (2020) Journal of Services Marketing	This paper aims to propose new determinants of negatively balanced customer engagement, including disengaged and negatively engaged behaviours in a service consumption context. This study combines the theories of justice, expectancy disconfirmation, and psychology to suggest drivers of unfavourable consumer engagement practices in the research. Results are using consumer anger as a mediator, a conceptual framework is constructed that puts forward customer-perceived fairness and negative disconfirmation as causes of bad customer engagement.
Customer Engagement	Honora, A., Chih, W.-H., & Ortiz, J. (2021). International Journal of Consumer Studies	This study looked at how complaints are handled in connection to customer experience, customer engagement, and the moderating impact of consumer trust before a service breakdown. 320 Indonesian users of the courier, express, and parcel services provided the data for the results. The findings included Positive employee conduct was discovered to be the most successful complaint-handling strategy that improved customer experience, followed by organizational procedures and then compensation, demonstrating that a good customer experience led to consumer involvement.
Customer Engagement	Yusuf, M. S., Limakrisn, N., & Muharam, H (2022), Journal of World Science	This study intends to investigate how the SEM model's Customer Engagement dimension affects marketing performance and to give data in the form of analysis findings that private banking organizations can utilize to enhance marketing team performance through customer engagement. The findings demonstrate that all assumptions are plausible and that the four components of customer engagement—absorption, dedication, Vigor, and interaction have a significant impact on it. The effectiveness of marketing is significantly impacted by customer engagement.
Customer Engagement	Gawuna, M. S., & Dasuki, A. I (2022), POLAC Economic Review	The article examined the impact of customer engagement on patron loyalty in the context of Nigeria. The data were collected from 334 hotel visitors in the state of Kano, and PLS-SEM was used to analyse them. It is interesting to note that customer loyalty was found to be predicted by all the consumer engagement aspects, including attention, enthusiasm, interaction, identification, and absorption. The study advances the hypothesis by reiterating offline and in a developing country consumer engagement metrics.

Customer Engagement	Chairunnisa, A., & Ruswanti, E. Sustainability (2022)	A complete association between customer attitudes about online food ordering. This study included secondary methodology and primary data from online meal delivery platforms and customers who answered a survey about their understanding, opinions, requirements, and preferences for these services. According to the report, there will be high growth in the usage of food delivery applications soon.
Customer Perception	Frederick, D. P., & Bhat, G. (2021). International Journal of Creative Thoughts	The main object of the study is to review the customer perception towards online food delivery services. The paper explores different dimensions involved in consumer perception towards online food delivery services which is an emerging industry. The study makes use of secondary information acquired to examine consumers' attitudes. Loyalty is a significant aspect of the success of food delivery online businesses. Customers are forced to buy products online for a variety of reasons, such as convenience, cost savings, and easier access to reliable information.
Customer Perception	Boamah, F. A., Danso, N. A. A., & Nutakor, J. A. (2020). Journal of Marketing and Consumer Research.	The goal of the study was to define customer service quality and how it impacts clients. The survey approach was used in the study's methodologies. Hence the use of primary quantitative data gathered from the field. The research revealed a statistically significant relationship between customer and tangibility satisfaction. The study also demonstrated that customer happiness is significantly impacted by the mix of dependability, responsiveness, assurance, and empathy.
Customer Perception	Shrestha, S. K., & Shrestha, B (2021), PYC Nepal Journal of Management	using a sample of 127 job-holding postgraduate management students and a convenient sampling technique, the study examined the impact of Other Customer Perceptions (OCP), Need for Uniqueness (NFU), and their interaction on service experience and revisit intention. This analysis was based on the social impact theory, attraction theory, and the theory of uniqueness. The study used a MANOVA GLM model and concluded that while customers' perceptions of the similarity of other customers do affect their service experiences, it also shows that other network entities, such as other customers, have an impact on service experiences and their intention to return.
Customer Perception	Paramasivan & Ravichandran, G. (2022), Business, Management and Economics Engineering	This study will aid in understanding how clients and the public are affected by innovative business practices including cloud computing, artificial intelligence, and digital banking. Based on this analysis, bankers and other officials might update the most recent financial technology. The results of this study will be extremely helpful to policymakers in their successful adoption of innovative banking industry practices. This research attempted to discuss how customers perceive Tiruchirappalli District businesses'

		innovative practices.
Customer Perception	T. Priya and Rosna (2022),	The creation of more modern forms of payment and settlement has seen a substantial impact from technology. Innovative technologies like e-banking and e-payments have been created recently for this purpose. To better understand how consumers see digital payments, a structured questionnaire was employed as a study technique. From 120 respondents, primary data was gathered. The responses were analysed using frequency analysis. According to the study, most respondents concur that using a mobile wallet or digital payment instead of a traditional way of making purchases has advantages for the consumer, improves the decision-making process, and is beneficial.

**Research Gap**

While existing studies have explored various aspects of customer engagement and perception, there is a need for more comprehensive research that examines the interplay between these two factors. The literature highlights the importance of customer engagement in shaping customer perceptions and the subsequent impact on their behaviour. However, a limited number of studies have specifically focused on understanding the underlying mechanisms and factors that drive customer engagement and how it influences customer perception. Future research should delve deeper into these areas to provide a more nuanced understanding of the relationship between customer engagement and perception, thereby contributing to the development of effective strategies for enhancing customer experiences and fostering customer loyalty.

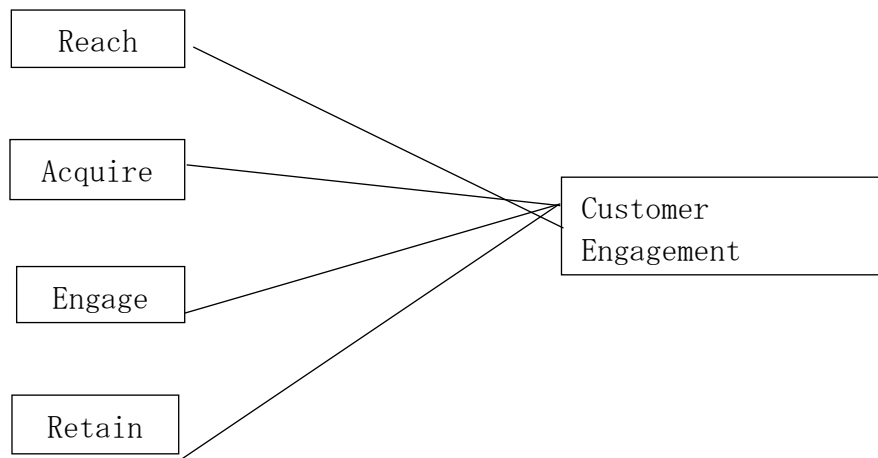
**Objective of the study**

- To study and analyse the factors contributing to customer engagement at Wonderla.
- To study and analyse the factors contributing to customer perception at Wonderla.
- To analyse the relationship between customer engagement and customer perception on the overall customer experience at Wonderla.

**Hypothesis**

- H01: There is no significant relationship between customer engagement and belief toward Wonderla Amusement Park.
- Ha1: There is a significant relationship between customer engagement and belief toward Wonderla Amusement Park.
- H02: There is no significant impact between customer engagement and customer belief toward Wonderla amusement park.
- Ha2: There is a significant impact between customer engagement and customer belief towards Wonderla amusement park.

**Proposed Model Framework**



**III. DATA AND METHODOLOGY**

The study utilized a descriptive research design to explore customer engagement and perception at Wonderla Amusement Park. The population under consideration was assumed to be infinite due to the large number of potential customers. However, a sample size of 130 customers who had visited Wonderla was selected using the convenience sampling technique. To gather data, the study employed a combination of primary and secondary sources. Primary data was collected through the design of a questionnaire, which consisted of multiple-choice questions presented in a Likert scale format. Descriptive, correlation, and regression analysis were used to summarize and present the data and to examine the relationship in a meaningful way.

**IV. DATA ANALYSIS AND FINDINGS**

**4.1 Percentage Analysis on Customer Demographic**

Variable Name		Frequency	Percentage
<b>Age</b>	18-25 Years	88	67.7
	26-33 Years	25	19.2
	34-45 Years	15	11.5
	45 and above	2	1.5
<b>Gender</b>	Male	66	50.8
	Female	64	49.2

**4.2 Descriptive Analysis**

**4.2.1 Descriptive Analysis of customer engagement**

Descriptive analysis for the statements of customer perception CE1: Customer ratings on queuing/waiting time for the rides at Wonderla, CE2: Likelihood of customers to engage with Wonderla's social media posts, CE3: Likelihood of customers to engage with Wonderla's loyalty program or rewards program, CE4: Likelihood of customers to attend events or programs hosted by Wonderla, CE5: Likelihood of customers to engage with Wonderla in the future, CE6: Importance of customer engagement to the customer's overall experience at Wonderla, CE7: Importance of the availability of discounts and exclusive offers when visiting an amusement park.



Variable Name	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Standard Deviation
CE1	4	3	28	46	49	4.02	0.984
CE2	0	0	11	54	65	4.42	0.644
CE3	0	0	8	41	81	4.56	0.610
CE4	0	0	4	55	71	4.52	0.560
CE5	0	0	4	52	74	4.54	0.559
CE6	0	0	4	46	80	4.58	0.554
CE7	0	0	3	46	81	4.60	0.537

The customer ratings on queuing/waiting time for the rides at Wonderla (CE1) indicate that most customers agree (46) or strongly agree (49) with the experience, with a mean rating of 4.02 and a standard deviation of 0.984. This suggests that most customers are satisfied with the queuing/waiting time at Wonderla.

In terms of customer engagement with Wonderla's social media posts (CE2), loyalty program (CE3), attending events/programs (CE4), engaging with Wonderla in the future (CE5), customer engagement's importance to the overall experience (CE6), and the availability of discounts and exclusive offers (CE7), the frequency distribution tables show a high number of respondents in the agree and strongly agree categories. The mean ratings for all these variables range from 4.42 to 4.60, indicating a positive inclination towards engagement, loyalty, and satisfaction.

#### 4.2.2 Descriptive Analysis of Customer Perception

Descriptive analysis for the statements of customer perception CP1: Factors contributing to customer perception - Quality of rides and attractions, CP2: Factors contributing to customer perception - Variety of rides and attractions, CP3: Factors contributing to customer perception - Cleanliness and maintenance of the park, CP4: Factors contributing to customer perception - Quality of food and beverage options, CP5: Factors contributing to customer perception - Customer service, CP6: Customer ratings of value for money at Wonderla, CP7: Importance of customer perception to the customer's overall experience at Wonderla

Variable Name	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Standard Deviation
CP1	0	0	9	58	63	4.42	0.620
CP2	0	0	6	59	65	4.45	0.586
CP3	0	0	4	56	70	4.51	0.560
CP4	0	0	3	55	72	4.53	0.545
CP5	0	0	3	61	66	4.48	0.546
CP6	0	0	29	41	60	4.24	0.795
CP7	0	0	4	41	85	4.62	0.547

Factors contributing to customer satisfaction with the experience at Wonderla, such as the quality of rides and attractions (CP1), variety of rides and attractions (CP2), cleanliness and maintenance of the park (CP3), quality of food and beverage options (CP4), and customer service (CP5), received high agreement from the respondents. Most customers agreed (Agree or Strongly Agree) with these factors, as indicated by the high-frequency counts and the mean ratings ranging from 4.42 to 4.53. This suggests that customers perceive these factors positively, contributing to their overall satisfaction with the Wonderla experience. Customer ratings of value for money at Wonderla (CP6) the majority of respondents were neutral or agreed with the value for money provided by Wonderla. Furthermore,

**Correlations**

		Customer Perception	Customer Engagement
Pearson Correlation	Customer Perception	1.000	.729
	Customer Engagement	.729	1.000
Sig. (1-tailed)	Customer Perception	.	.000
	Customer Engagement	.000	.
N	Customer Perception	130	130
	Customer Engagement	130	130

customer perception (CP7) was considered incredibly important to the overall experience at Wonderla, with a mean rating of 4.62. This emphasizes the significance of customers' perceptions in shaping their overall satisfaction and enjoyment at Wonderla.

**4.3 Correlation Analysis**

H1: There is a significant relationship between customer engagement and customer perception towards Wonderla amusement park.

In correlation, the R-value is 0.729 and the p-value is 0.00 which is less than 0.05 we did not accept H0 and accept H1 and say customer engagement and customer perception towards Wonderla amusement park are statistically significant.

**4.4 Regression Analysis**

H2: There is a significant impact between customer engagement and customer perception towards Wonderla amusement park.

<b>Model Summary</b>										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					F
					R Square Change	F Change	df1	df2	Sig. Change	
1	.729 <sup>a</sup>	.532	.528	.27524	.532	145.346	1	128	.000	

a. Predictors: (Constant), Customer Engagement

b. Dependent Variable: Customer Perception

**ANOVA (Analysis of Variance)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.011	1	11.011	145.346	.000 <sup>b</sup>
	Residual	9.697	128	.076		
	Total	20.707	129			

In Regression, the r-value is 0.729 and the p-value is 0.00, less than 0.05. We did not accept H0 and accepted H1 and say customer engagement and customer perception towards Wonderla amusement park are statistically significant. The sum of squares for the regression component is 11.011, and the sum of squares for the residual (error) component is 9.697. the p-value is less than the conventional threshold of 0.05 This suggests that there is a significant impact between customer engagement and customer perception towards Wonderla amusement park.

**V. CONCLUSION**

According to the study's findings, consumer satisfaction with a brand has an enormous impact on how that brand is seen by its target audience. The analysis focuses on the positive feedback and satisfaction of customers about their visits, sources of information, frequency of visits, main reasons for visiting, major factors contributing to satisfaction, the likelihood of future engagement, and the significance of customer engagement and belief. Park Popularity among visitors, successful online marketing techniques, and a focus on high-quality rides and attractions all contribute to the park's success. The study concluded that there is a significant impact between customer engagement and customer perception with the use of these insights, Wonderla Amusement Park can better understand and improve the customer experience, resulting in increased and continued customer satisfaction and loyalty.

**VI SUGGESTIONS**

Wonderla can increase consumer interaction, enhance customer belief, and give visitors to Wonderla Amusement Park a memorable and enjoyable experience. It can continue to draw and excite visitors by putting an emphasis on things like customer engagement methods and the number of channels, including social media, loyalty schemes, programs, and events. The park should continue to prioritize fostering positive staff interactions and make sure that amenities like restrooms and changing rooms are kept up and conveniently found around the park to sustain visitors' happiness. Inspecting rides, being ready for emergencies and having trained workers are all aspects of safety that the park should continue to prioritize and improve

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**A STUDY ON “EMPLOYEE PERCEPTION TOWARDS EFFECTIVENESS OF TRAINING AND DEVELOPMENT PRACTICES” AT SANGEETHA MOBILES PRIVATE LIMITED, BANGALORE.**

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**ABSTRACT**

A key component of organizational success is how employees view the efficacy of training and development techniques. Organizations must make investments in training and development initiatives that support the objectives and demands of their workforce. Employee impressions of these behaviours have the potential to affect their overall performance, engagement, and motivation. To make sure that training and development initiatives are efficient and suit the needs of their workforce, businesses should frequently assess them. By doing this, businesses can construct a productive workplace that encourages expansion, success, and success for both the business and its workers.

The study's findings will help firms better understand how to meet the needs and expectations of their workforce by enhancing training and development strategies. The importance of employee perception of training and development procedures and how it may affect organizational performance will also be understood by organizations. In the end, this study will add to the body of knowledge on human resource management and assist businesses in developing productive workplaces that support worker success and growth.

**I. INTRODUCTION**

The key to improvement is human resource fulfillment, which plays a significant role in development. Education is one of the key aspects that affects the quality of human resources, among other essential factors. One of the most crucial investments is in employee training since it improves their knowledge, abilities, attitudes, and behavior in the field of humanitarian aid. A combination of skills development, knowledge transfer, knowledge development and help, and continuous attitude modification are all included in training. It gives people knowledge of the principles and techniques to direct their performance in their current jobs or prepare for a specific activity.

Organizations today recognize the value of providing training to their staff to acquire a foothold in the competitive environment. Practices for training and development are crucial components of human resource management in any firm. These procedures aid workers in developing new abilities and information, enhancing their output, and increasing their general effectiveness at work. Because it contributes to the development of a skilled workforce that can assist the firm achieve its goals, the success of training and development techniques is important for both employees and companies.

**II. REVIEW OF LITERATURE**

**S Jency (2016)** Has said that the employees' perception about training and development program in the Indian Rare Earth Limited (IREL) and to know the level of satisfaction of employees after attending their training and to offer suggestions and recommendations for successful implementation of Training and Development in Indian Rare Earth Limited (IREL) to create a favorable organizational climate. The findings clearly revealed that the employees have positive attitude towards the Training and Development practices followed in Indian Rare Earth Limited (IREL) and it is found that the employees accept the T&D Practices in a wholehearted manner.

**Chris Obisi (2011)** has said that a leadership organization is one which continuously enhances the skills of its entire workforce. Organizations should show in words and indeed its resolve to place high emphasis on training by having a training need. It is discovered that organizations show a poor attitude to training administration by not preparing and equipping their trainees before, during and after a training program. We hope that training research can increasingly inform and guide the design of effective training. And so, we conclude as we began and note again that well designed training works, and that what the organization does around it matters.

**Haslinda Abdullah (2009)** has said that human Resources training and development (HR T&D) in manufacturing firms is a critical aspect of the development of a knowledge-workforce in Malaysia. The study revealed three major challenges to the effective management of HR T&D.

It is hoped that the findings of this study will provide HR professionals with a clear understanding and awareness of the various challenges in managing effective HR training and development. Hence, relevant and appropriate policies and procedures can be developed and implemented for an effective management of HR T&D.

**Mousa Masadeh (2012)** has said that there is much confusion surrounding the terms 'training', 'education', 'development', and 'learning'. This paper examines the issue in depth by outlining some of the traditional definition of these terms and their implication for human resources development, ultimately demonstrating how they are best viewed as interconnected, if separate. Employee training is associated with on-the-job skills acquired for a particular role. While education is seen as relating to a more formal academic background. In increasingly complex organisation, it may be argued that aspects of each are necessary to ensure full employee potential.

**Ikhlas Altarawneh (2009)** has said that the study findings reveal, that although most of the organization evaluates their training program, usually there is an absence of systematic and effective procedure for evaluation, and most of the organizations rely on external providers to evaluate their T&D programs. The most popular evaluation tools and technique used are questionnaires, and the most common model used is the Kirkpatrick model, the most common level of evaluation is the reaction level. Implications for the findings of the current study and directions for future research are discussed in the paper.

## **2.1 OBJECTIVES OF THE STUDY**

- To conduct comparative analysis on employee performance before and after execution of Training Programs.
- To gain insight into the impact of training and development practices on employee motivation, productivity, and job satisfaction at Sangeetha Mobiles Private Limited.
- To identify gaps in current training and development practices at Sangeetha Mobiles Private Limited those need to be addressed to improve employee perception and engagement.

## **2.2 HYPOTHESIS**

**H0:** There is no significant difference in employee performance after the execution of training programs.

**H1:** There is significant difference in employee performance after the execution of training programs.

**H0:** There is no significant impact of training practices on job satisfaction at Sangeetha Mobiles Private Limited.

**H1:** There is significant impact of training practices on job satisfaction at Sangeetha Mobiles Private Limited.

## **III. DATA AND METHODOLOGY**

### **RESEARCH DESIGN**

To accomplish the goals, a descriptive research design was carried out. Analysing the employee performance before and after execution of Training Programs at Sangeetha Mobiles Private Limited. Since the goal is to investigate whether there is any impact of training and development practices on employee performance, employee motivation, productivity, and job satisfaction among workers at Sangeetha Mobiles Private Limited from the perspective of the employees, as well as to show the impact of training on both personal and professional life by using Regression analysis. In Sangeetha Mobiles Private Limited, this study explores the causal connections between work-life balance, personal life, and professional life.

### **SAMPLE SIZE**

Total number of employees in Sangeetha Mobiles Private Limited, Bangalore is 112 and Number of employees selected for the study is 100 employees.

### **TOOLS FOR DATA COLLECTION**

The main techniques used in this study for data collection was Questionnaire (Primary Data).

**TECHNIQUES FOR DATA ANALYSIS**

The information of all the questionnaires was coded and entered in the computer by using MS-Excel and SPSS Software. Regression analysis was used to analyse data in the study.

**IV. DATA ANALYSIS AND FINDINGS**

**ANALYSIS: 1**

**Statistical Tool:** Regression

**Variable 1:** Employee’s Performance.

**Variable 2:** Training Programs.

**H0:** There is no significant difference in employee performance after the execution of training programs.

**H1:** There is significant difference in employee performance after the execution of training programs.

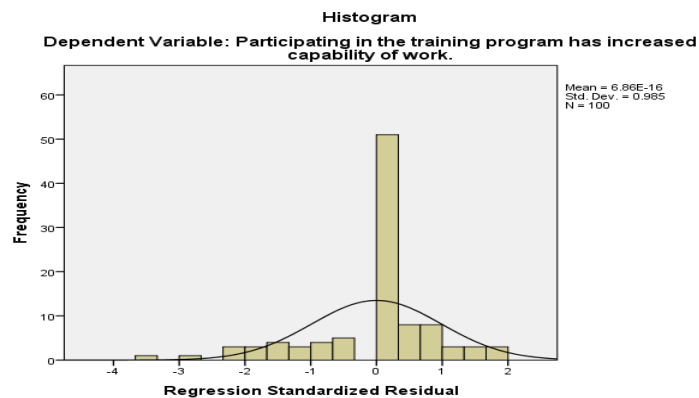
**Table 1-** Showing result of Regression:

Model Summary						
Model	R	R Square	Adjusted R Square	St. Error of the estimate	Change Statistics	
					R square change	Sig. F Change
1	.745 <sup>a</sup>	.555	.550	.788	.555	.000
2	.794 <sup>b</sup>	.630	.623	.722	.075	.000
3	.812 <sup>c</sup>	.660	.649	.696	.030	.005

ANOVA						
Model		Sum of Squares	DF	Mean Square	F	Sig. (P value)
1	Regression	75.891	1	75.891	122.187	.000 <sup>b</sup>
	Residual	60.869	98	.621		
	Total	136.760	99			
2	Regression	86.195	2	43.097	82.675	.000 <sup>c</sup>
	Residual	50.565	97	.521		
	Total	136.760	99			
3	Regression	90.277	3	30.092	62.148	.000 <sup>d</sup>
	Residual	46.483	96	.484		
	Total	136.760	99			

Coefficients						
Model		Unstandardized Coefficients		Standardized coefficients	t	Sig. (P value)
		B	Std. Error	Beta		
1	(Constant)	.590	.334		1.766	.080
	Training programs are periodically evaluated and improved.	.857	.078	.745	11.054	.000
2	(Constant)	-.658	.415		-1.583	.117
	Training programs are periodically evaluated and improved.	.643	.086	.559	7.507	.000
	Did the training experience match the intent of the designation assigned?	.455	.102	.331	4.446	.000
3	(Constant)	-.674	.400		-1.684	.095
	Training programs are periodically evaluated and improved.	.504	.095	.438	5.280	.000
	Did the training experience match the intent of the designation assigned?	.339	.106	.247	3.188	.002
	This course achieved its stated objective.	.269	.093	.251	2.903	.005

Chart 1- Showing result of Regression:





**INTERPRETATION:**

We reject H0 since P value is <0.005, as a result we draw the conclusion that there is a significant difference in employee performance after the execution of training programs.

**ANALYSIS: 2**

**Statistical Tool:** Regression

**Variable 1:** Training practices.

**Variable 2:** Job satisfaction.

**H0:** There is no significant impact of training practices on job satisfaction at Sangeetha Mobiles Private Limited.

**H1:** There is significant impact of training practices on job satisfaction at Sangeetha Mobiles Private Limited.

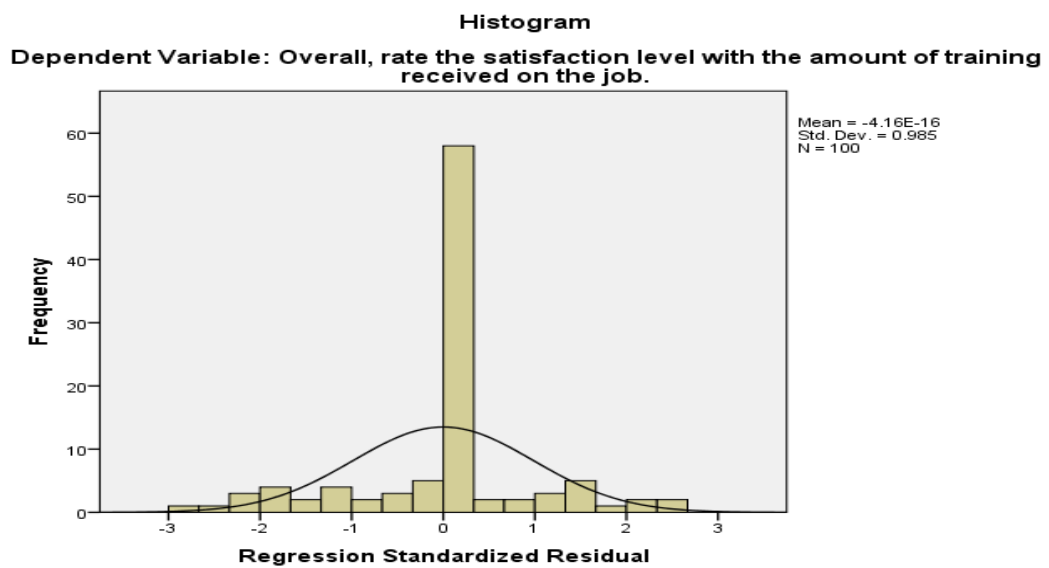
**Table 2-** Showing result of Regression:

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square change	Sig. F Change
1	.778 <sup>a</sup>	.605	.601	.702	.605	.000
2	.802 <sup>b</sup>	.643	.636	.671	.038	.002
3	.811 <sup>c</sup>	.658	.648	.660	.015	.042

ANOVA (analysis of variance)						
Model		Sum of Squares	DF	Mean Square	F	Sig. value) (P
1	Regression	73.951	1	73.951	150.078	.000 <sup>b</sup>
	Residual	48.289	98	.493		
	Total	122.240	99			
2	Regression	78.621	2	39.311	87.419	.000 <sup>c</sup>
	Residual	43.619	97	.450		
	Total	122.240	99			
3	Regression	80.468	3	26.823	61.644	.000 <sup>d</sup>
	Residual	41.772	96	.435		
	Total	122.240	99			

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig. (P value)
		B	Std. Error	Beta		
1	(Constant)	.696	.298		2.340	.021
	Training programs are periodically evaluated and improved.	.846	.069	.778	12.251	.000
2	(Constant)	.243	.317		.765	.446
	Training programs are periodically evaluated and improved.	.653	.089	.600	7.333	.000
	Rate the flow of the training.	.293	.091	.264	3.223	.002
3	(Constant)	-.209	.381		-.547	.585
	Training programs are periodically evaluated and improved.	.608	.090	.559	6.729	.000
	Rate the flow of the training.	.212	.098	.191	2.166	.033
	Did the training experience match the intent of the designation assigned?	.210	.102	.162	2.060	.042

Chart 2- Showing result of Regression:



**INTERPRETATION:**

We reject H<sub>0</sub> since P value is <0.005, as a result we draw the conclusion that there is a significant impact of training practices on job satisfaction at Sangeetha Mobiles Private

## **FINDINGS**

- 52% of respondents have been at their current position for 0-2 years.
- 59% of them strongly agree for the statement “This course achieved its stated objective.”
- 57% of them strongly agree for the statement “The training provided motivation to do the specified work.”
- 59% of them strongly agree for the statement “Participating in the training program has increased capability of work.”
- 61% of them strongly agree for the statement “Overall, rate the satisfaction level with the amount of training received on the job.”
- There is no significant difference in employee performance after the execution of training programs.
- There is no significant impact of training practices on job satisfaction at Sangeetha Mobiles Private Limited.

## **V. CONCLUSION**

In conclusion, a key component of organizational success is how employees view the efficacy of training and development techniques. Organizations must make investments in training and development initiatives that support the objectives and demands of their workforce. Employee impressions of these behaviours have the potential to affect their overall performance, engagement, and motivation. To make sure that training and development initiatives are efficient and suit the needs of their workforce, businesses should frequently assess them. By doing this, businesses can construct a productive workplace that encourages expansion, success, and success for both the business and its workers.

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