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# A STUDY ON YOUNGSTERS' PREFERENCE TOWARDS ONLINE PURCHASING MODE WITH REFERENCE TO KRISHNAGIRI DISTRICT, TAMIL NADU

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## ABSTRACT

*Online purchasing is most preferable way for all groups of people in present world, mainly the developing countries like India's trends fully turned into the online shopping instead of offline shopping. Most of the person in the developing counties are focusing for the full time job for this they are not ready to spent time for offline mode of purchasing and like to purchase in online mode for the time management and most of the top branded products are available in online with clear features, best price, replacement options, and also the customer rating for purchase. The online shopping website Amazon, Flipkart are occupying the major mark in the world countries as well as Indian market. This study produces the reason for preference of online purchasing mode than the direct Purchase by the Krishnagiri town youngster with the interpretation and analysis by using correlation and Chi-Squire method.*

**Keywords:** Online shopping, Amazon, Flipkart, etc.

## INTRODUCTION

Marketing is the concept that has a history of many decades, in many forms and in different names. The channel of reaching the customers and consumers differs from product to product and company to company. It may be in the form of physical advertisements, audible methods or through digital medium. Hence, as competition increases for a particular product, the methodology of marketing that product also gets restructured with the help of the technologies. Globalization has made the entire world as a small shopping region in area, but larger in availability of products. Globalization makes the consumers closer to their makers by various connecting techniques. Digital Marketing, online shopping etc. are some of the most effective technologies that makes the search of the customers easier. Advancement in marketing creates competition among the manufacturers which results in product development that directly promotes customer preferences. Hence the emergence of digital marketing is considered to be an era in the

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global market. But there are criticisms that the online shopping affects the traditional shopping methods, which influences the business of the domestic and small business people. The fact about the negative talks regarding the online shopping cannot be denied, but it is said that the advantages skins those talks and facilitates the customers through easy payments, offers, time saving etc.

Online shopping is the new concept of marketing and sales through which the customer or the consumer receives his product with the help of internet and mediators. It has been reported that the number of people who prefers online purchases are around 1.92 billion and the composition of e- commerce in retail purchases was around 14.1 per cent globally. Some of the major online shopping trends of the current market are Amazon, Flipkart (First Indian online shopping brand that mostly introduced Indians to online shopping concept), eBay, Myntra, Jabong, Nykaa, OLX, Big Basket, Facebook Marketplace, Hopscotch. In online mode of purchasing the consumer realized more and more points of rewards in relation to the followings. In addition to the reward points the customer also considers that the online purchase would save the time of the customer. The offers in the online purchase include discount offers, festival offers and clearance sale offers. The modes of payment are convenient to the customers and the replacement opportunities are made simpler. Product comparison was one of the preferred reasons for the customer to choose online shopping. 24/7 shopping facilities and clear information about the products were some of the other reasons for the customers to choose the online purchase. The following table narrates the growth of online business trending worldwide.

**Table 1**  
**Percentage of Sales**

S.No	Year	Percentage of Sales
1	2020	79.41
2	2019	65.09
3	2018	52.54
4	2017	37.50
5	2016	23.39
6	2015	13.31
7	2014	06.10
8	2013	03.59

The above table mentions the percentage of sales in the growth phase of the year 2013 to the year 2020. There are gradual growths and sudden hike in many stages which has a tremendous growth from 2013 to 2020.

## **REVIEW OF LITERATURE**

Ms. Neha Gupta (2017) in her work on “Online Shopping Behavior among the students” has stated that the customer could be reached in an easier and faster manner only through the online shopping. The online shopping is also considered to be more economic when compared to other mode of shopping. The author has also mentioned about the differences between traditional shopping and online shopping. She also attempts to explain the role of online shopping to effective digital India.

Pawan Kumar, Kanchan (2017) in their article on “Online Shopping Behavior among Students” have mentioned that the practice shopping through online has been practiced by the customers in a frequent manner in recent trends. The reason for the rapid growth of online shopping is due to the larger usage of internet facilities by the vendors and the consumers. The authors concluded that the factors like educational qualification of the consumers and the factors that influence the online shopping are independent.

Sathya, P (2017) in the article titled “A Study on Digital Marketing and its Impact” has stated the online shopping as the pathway of electronic communication. It would pave way for the marketers to place their products and services directly to the customers. The author also describes that digital marketing concentrates on the promotion of digitalization among marketers as well as the customers.

Lalitha, K (2016) in her work on “Online Shopping Behavior among Higher Education Students” assured that the digital marketing would be the future of the world of shopping. She also stated that the youngsters were playing a vital role in the growth of digital marketing. The traits related to internet, attitude and other related factors influence the youngster to purchase the products through internet shopping.

Deepjyoti Choudhury (2014) in the study entitled “Online shopping attitude among the youth” identifies the relationship between the online shopping and the influencing factors like gender and product prices. The author also stated that the level of education is no way related to the digital marketing

Lubna Riz .V (2013) in the research on “Effectiveness of various tools and techniques across Industries” mentioned the types of online marketing tools which includes Word of Mouth, email advertising etc. The researcher also speaks about the roles of online marketing tools in attracting the customers.

## OBJECTIVES OF THE STUDY

1. To pinpoint the preference of younger towards online mode
2. To find the reason for the preference of online mode
3. To analysis the roles of the online shopping websites

## RESEARCH METHODOLOGY

This research is related to the descriptive type, the data collected with the structured questionnaire of 130 sample by the cluster sampling technique of Krishnagiri town youngsters. This research is trying to find the reason for the online purchasing mode by the youngsters of Krishnagiri town.

## LIMITATION OF THE STUDY

This study is only the preference of youngsters of the Krishnagiri town and rest of the area is not focused for this research.

## DATA ANALYSIS AND INTERPRETATION

**Table 2**  
**Gender of the Respondents**

Gender	Number of Respondents	Mean	Standard. Deviation
Male	81	1.7531	0.53691
Female	49	2.7551	0.43448
Total	130	2.1308	0.69760

Source: Primary Data

Table 2 shows the gender of the respondents. It is found that 81 respondents are male and the female constitutes 49 numbers among the total 130 respondents.

**Table 3**  
**Mode of Shopping**

		Mode of shopping			Total
		Online	Offline	Both	
Gender of the Consumer	Male	77	0	4	81
	Female	15	25	9	49
Total		92	25	13	130

Source: Primary Data

The above table 3 shows the gender preference towards mode of purchase, 77 male and 15 female preferred online purchase mode, only 25 females preferred in offline mode of purchase, totally 13 male and female have given the preference in both online and offline mode of purchasing

**Table 4**  
**Gender of the Consumer and Mode of shopping**  
**Chi – Square Test**

Null Hypothesis (Ho) : Mode of shopping and gender were independent

Alternative Hypothesis (H1): Mode of shopping and gender were not independent

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	64.752 <sup>a</sup>	2	.000
Likelihood Ratio	74.390	2	.000
Linear-by-Linear Association	41.913	1	.000
N of Valid Cases	130		

Source: Primary Data

Since the p-value (0.000) is less than the significance level (0.05) and hence the null hypothesis is rejected. So, it could be concluded that a relationship exists between the mode of shopping and the gender

**Table 5**  
**Application used for Online Purchasing and Reason for Online Purchasing**

Application used for Online Shopping	Reason for Online Purchasing							Total
	Discounts/ Better Prices	Time saving	Availability of Products	Customer Feedback (Reviews)	Replacement Facility	Save Transportation cost	Other reasons	
Amazon	27	6	0	0	0	0	0	33
Flipkart	0	14	21	10	0	0	0	45
EBay	0	0	0	7	0	0	0	7
Myntra	0	0	0	2	9	0	0	11
Jabong	0	0	0	0	4	0	0	4
OLX	0	0	0	0	7	0	0	7
Snapdeal	0	0	0	0	8	0	0	8

Application used for Online Shopping	Reason for Online Purchasing							Total
	Discounts/ Better Prices	Time saving	Availability of Products	Customer Feedback (Reviews)	Replacement Facility	Save Transportation cost	Other reasons	
Shopclues	0	0	0	0	7	1	0	8
Facebook Marketplace	0	0	0	0	0	1	4	5
Others	0	0	0	0	0	0	2	2
Total	27	20	21	19	35	2	6	130

Source: Primary Data

**Table 6**  
**Gender and Reason for Online Purchase**

Null Hypothesis (Ho) : Gender and reason for online purchasing are independent

Alternative Hypothesis (H1): Gender and reason for online purchasing are not independent

Correlations			
Spearman's rho		Reason for Online Purchasing	Gender of the Consumer
Reason for Online Purchasing	Correlation Coefficient	1.000	0.754
	Sig. (2-tailed)	.	0.000
	N	130	130
Gender of the Consumer	Correlation Coefficient	0.754	1.000
	Sig. (2-tailed)	0.000	.
	N	130	130

Source: Primary Data

It can be stated by from the above table that the null hypothesis is rejected and hence the relationship between the reasons for the online purchasing and the gender of the consumer are significant.

## FINDINGS

- ❖ Male respondents are preferred to purchase the goods from online mode than the offline due to the reason of more discounts and replacement facility in

online purchasing mode. Female respondents preferred online mode mainly for the availability of products and time save.

- ❖ All the gender of young age will prepare for online purchasing mode than the offline mode due to reason availability of products and Discounts in online purchasing.
- ❖ The applications like amazon, Flipkart and OLX are the maximum preferred by the young customers of Krishnagiri town

### **SCOPE FOR FUTURE STUDY**

This study needs to extend up to the whole district and also for the state for to find the preference of the young mind and the reason for the changing trend also the online website which makes more customers.

### **CONCLUSION**

In this study the young customers of Krishnagiri town has preferred online purchasing mode by using amazon and Flipkart in the maximum level and OLX, Myntra, Snapdeal in the next level of preference. They are purchasing the products through online mode for the reason discount offers, time saving and availability of products.

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# A STUDY ON THE ISSUES OF HUMAN ELEPHANT CONFLICT WITH REFERENCE TO DHARMAPURI AND KRISHNAGIRI DISTRICTS

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## ABSTRACT

*Human –elephant conflict are always considered to be a geographical, economical and emotional issues in the elephant corridors and in the villages, which were located near and at elephant corridors. Agricultural lands which are nearby the forest regions were invaded by the elephant herds and they were totally collapsed which results in loss of crops and sometimes even in human lives. Such conflicts were prevailing all over the world where forests and human populated regions meet. This paper speaks about the problems faced by the farmers due to the interruption of elephants in agricultural fields with reference to Dharmapuri and Krishnagiri District. The paper reveals the reasons behind the Human Elephant conflict (HEC) and suggestions have been recommended to overcome the issues due to the human elephant conflict*

**Keywords:** Elephant, Conflict,

## INTRODUCTION

Elephants are considered as a major destructor of agricultural products in the farms nearby forests. It has been a great controversy that whether elephants are voluntarily entering the farms or it is compelled to do so by indirect and direct human activities. When investigating the farmers about the loss created by the elephant, they say that the elephant enters the fields and they create loss of crops than they consume as food. Some elephants never eat any crops but just collapse the total farm and they just move on their way. But it is impossible to ask the opinion or conducting investigation from the sides of the elephants. If we speak with the activists related to environment, they say that the elephants enter the farms as the results of the following reasons.

- Deforestation
- Lands nearness to forests
- Cultivating crops which are considered favourite to elephants
- In search of water

Forest department advises the people who are near to the forest not to cultivate crops in the fields which are nearby forest regions. But majority of farmers own their lands

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which are so near to the forests. Their point is that they don't have any other option and their only source is their lands which are nearby the forest region. In Tamilnadu the problem due to elephants are common in the regions which are nearness to forests. The districts of Coimbatore, Erode, Salem, Dharmapuri, Krishnagiri, Nilgiris, Theni, Tiruvannamalai and Tirunelveli are considered to be facing such problems. On the other hand, the department of forest and the wildlife activist groups blames that the villagers are slowly destroying the forests and that is the reason for the invasion of elephants group in their agricultural fields.

Normally elephants prefer to change its habitat from one region to another. During their transportation for one region to other it becomes unavoidable to cross the areas where people live. Even those regions might be forests before few years. So, these could be considered as human errors caused in changing the life styles of elephants. But when considering about the loss faced by the farmers, it could not be reimbursed at many occasions. The losses faced by the farmers could not be totally cleared by the government bodies. Moreover, there is no proper awareness and guidance, which has to be given to the farmers.

Likewise, the conversation will extend in favour and against both the sides. Till now there is no proper solution for this case. Let us consider a particular region which is affected by elephant attacks in agricultural farms. Krishnagiri District, which shares its border with Karnataka and Andhra are always been an evident of such cases and Dharmapuri district which is adjacent to Krishnagiri district which also shares its boundary with Karnataka and Krishnagiri District. Using drums, loud speakers, firing of crackers and making a huge noise are some of the traditional methods followed by the farmers for the past few decades. But these methods are not at a solution to divert elephants into the forest. Instead it makes the elephant herds more violent and they move away from their usual track and will be diverted towards the nearby villages and agricultural fields.

## **REVIEW OF LITERATURE**

Ajay A. Desai and Heidi S. Riddle (2015)<sup>1</sup> stated that there are four factors which were involved in Human Elephant conflict. They are elephant population, elephant behaviour, habitat and human contributions. They have also mentioned that habitat loss and habitat degradation were considered to be a major threat for elephants in Asian Countries. Such Losses and degradation are the results of human activities and encroachment or extension in forest region. Arivazhagan and Ramakrishnan (2010)<sup>2</sup>

have categorised the conservation issues into two types. The first type is directly affecting activities like hunting and capturing the elephants. The second type is human activities which affects the elephant habitat like deforestation and other related activities.

### **OBJECTIVES OF THE STUDY**

1. To study about the reasons for Human elephant conflict in the study area
2. To analyse the issues faced by the agriculturists due to the Human elephant conflict
3. To provide suggestions to reduce the ill effects of Human elephant conflict

### **CASUALTIES DUE TO HUMAN-ELEPHANT CONFLICT (HEC)**

Hosur –Krishnagiri is one the major elephant migrating corridor in Tamilnadu. This is also considered as the second important migrating corridor as the first place has been taken over by Munnar-Nilgiris elephant migrating corridor. This elephant corridor covers a minimum distance of one-kilometre breath almost in all the areas. Elephants more than 200 in numbers will be residing in the Cauvery north wild life sanctuary of approx. 50000 hectares which comes under the reserved forest range of Hosur forest division. The elephant herds which comes from the neighbouring Karnataka forest crosses the forests which covers Jawalagiri and Denkanikottai of Krishnagiri District. These elephants further move towards Venkateshwara wild life sanctuary in Chittoor district of Andhra Pradesh.

It is clearly advised by the department of the forestry not to enter the forest during the migration period of elephants. But around 20 people have been died due the elephant attacks in the Krishnagiri region from 2012 to 2015. So, it is evident that despite of the warning from the forest department, the local villagers enters the forest and thereby accidental deaths occur. Recently in late 2018 and at the beginning of 2019, 4 casualties have been registered at the villages in Krishnagiri district which includes a forest guard. On the other hand, 15 elephants have been killed in Chennai-Bengaluru national Highway while they cross the road at nights. It includes a calf elephant which was hit by a speedy car on the highway.

Elephants also die due to poaching and electrocution which occurs by the illegal electric fences in the borders of the forests. Illegal electric fences are now a days becoming a bigger challenge to the forest department as this farmer does this blunder

in a very clever manner. Elephants don't have the habit of staying a long time in a particular region. They always have the habit of moving alone in herds. They migrate from one place to another for the following reasons.

1. Requirement of a broader area as their habitat
2. Conflict between dominant & sub-dominant groups
3. Competition among males to attract its mate
4. Search of nutritional food (agricultural crops)

### **ELEPHANT CORRIDORS AT CAUVERY NORTH WILDLIFE SANCTUARY**

Elephant corridors are the track or area which helps to connect the wildlife population which were separated due to the human encroachments in forest region or other human activities like construction of roads and other infrastructure development plans. Such corridors were not only the passage for animals but they were the shelters for many herbivores and carnivores which were larger and smaller in size and also for many plant and reptiles. Krishnagiri and Dharmapuri district shares the North Cauvery wildlife sanctuary which covers the wide forest regions, where the elephant passage and migration seems to be more. The sanctuary comes under Melagiri hills range which connects Bannerghatta national park of Karnataka and extends till Satyamanagalam tiger reserve of Tamilnadu. 504.334 sq. km of reserve forest in the region which is located at the north side of the Cauvery River in the Krishnagiri and Dharmapuri districts were announced as the Cauvery North Wildlife sanctuary by the Government of Tamilnadu on 24 February 2014. The elephant corridor in this region comprises of Thalli, Anchetty, Jawalagiri, Sanamavu and Shoolagiri. The giant mammals cross the Shoolagiri through the National Highway where they face many problems like accidents and attacks by villagers etc. The elephant herds move towards Kaundinya Sanctuary which is located at Chittor District of Andhra Pradesh. The migration of elephants in the Krishnagiri district was observed by the famous ecologist Dr. Raman Sukumar. Above mentioned migration track has been observed by him in his works.

### **PROBLEMS FACED BY THE FARMERS DUE TO THE MIGRATION OF ELEPHANTS**

Months between September to March were considered to be the seasons in which the major crops like Ragi, Sugarcane, Banana, Tomato and Groundnuts were cultivated

and harvested. The elephants in these regions raid the fields in both day and night times. In the day time, their damage of crops seems to be minimum, as people will be there in the fields and hence, they could drive away the elephants. But at night time it is not possible for the farmers to drive out the elephant herds. Many attempts resulted in human casualties and high-risk injuries.

The farmers have stated that the compensation paid by the government was not satisfied and they insist on other strong remedial and preventive measures from the government. But many wild life activists argue that the agricultural farms were illegally created near the elephant corridors and hence the elephants enter the fields. Ajay A. Desai and Heidi S. Riddle, (2015) in their book stated that if there is no proper training or guidance about the crop protection methods and tools, the total efforts of the forest departments and non-government organisation will fail.

They have categorised the crop raiding activities of the elephants into three types. They are

1. Opportunistic crop raiders
2. Habitual raiders
3. Obligatory crop raiders

Opportunistic crop raiding happens when there is no proper means of crop protection measures taken by the farmers in their agricultural fields. Here the elephants might have alternate sources for their food but due to the lack of preventive measures from the farmers. Habitual raiders are the opportunistic crop raiders who were not controlled by the farmers and the land holders nearby the forest regions. Opportunistic crop raiders after getting relieved from the fear of human will raid crops and agricultural farms. Obligatory crop raiders are the animals which raid crops due to scarcity of food in their habitat. Deforestation and habitat loss were considered to be the major reasons for obligatory crop raiding. Based on the problems faced by the elephants the quantity of crop damage may vary. If the farmers do not have the knowledge of handling elephants, they would be able to safeguard their crop from such giant mammals.

Ramakrishnan and Durairasu (2002 and 2004), in their studies stated that the elephants never raid the crops like Marigold, Cotton, Green chillies, Onion, Gingili etc. Farmers who were cultivating Sugarcane, Ragi, Tomatoes and coconut farms were facing more losses due to this crop raiding animals. Kumar (2004) evidenced the

incidents that the elephants in the region of Valparai raid the ration shops in the nearby villages and also the schools which provide noon meals.

Thirunavukarasu. V (2014) in his work mentioned that the human casualties also occur during the crop raiding of elephants. He has mentioned that 73 cases were registered in between the years from 2005 to 2013, in which human injuries were also added. Such incidents occur during the crop raiding by the animals.

Human casualties are quite common in the agricultural fields which were near the forest regions of Hosur division. Majority of the victims are farmers who were attacked by the elephants nearby their agricultural lands. Casualties are more in Hosur division at Krishnagiri district when compared to Dharmapuri District.

## **REMEDIAL AND SAFETY MEASURES**

The above-mentioned incidents and scenario are the results of lack in awareness about the Human elephant conflict among the villagers who resides and cultivates crops nearby the forest region. Hence there is a necessary to create awareness about the crop raiding mammals and the reasons behind such activities. The following safety and preventive measures which were mentioned by V.Thirunavukarasu (2014) can be made much effective. These preventive measures are implemented in the study area i.e., Dharmapuri and Krishnagiri.

- ❖ Constructing Trenches to prevent elephants entering into agricultural lands and nearby villages
- ❖ Electrical fences which has to be designed with experts to make it more successful and effective and in order to safeguard the elephants from life losses
- ❖ Constructing water pits and tanks for elephants, because it was one of the major reasons for elephants invading the nearby villages in search of water in summer
- ❖ Driving the elephants with the suggestions from forest department

## **CONCLUSION**

Human Elephant conflict is considered to be one of the major issues in the Dharmapuri and Krishnagiri region due to the increase in loss of human and elephant lives. Hence it is essential for immediate and operative actions in order to create a peaceful environment in the regions where forest meets the human habitats. Moreover, blaming the elephants or human beings is not the solution for this issue because both the sides were struggling for their existence. Creating awareness among the human beings and making an interruption free elephants' corridor will be some of

the beneficial steps which would take this issue in the positive track. Not only elephants, all the living creatures have their rights to survive in this planet.

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# QUALITY OF WORK LIFE AND ITS IMPACT ON JOB SATISFACTION IN SELECTED BANKING EMPLOYEES IN MADURAI DISTRICT

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## ABSTRACT

*The present study has been carried out to examine the Quality of Work Life and its impact on Job Satisfaction in Selected Banking Employees in Madurai District. For that purpose Weighted Average method has been applied, Job satisfaction is a outcome of employees' perceptions of how well their job provides those things that are viewed as important. It is seen as the emotional response to a job situation.*

**Keywords:** Quality of Work Life, Job Satisfaction, Banking

## INTRODUCTION

The accomplishments of all organizations are greatly dependent on attraction of recruits, motivation and preservation of its employees. Employees are most important for every organization. In the current scenario all the business firms want to be more malleable so that they can equip to flourish their manpower and can have fulfilment in their vow. Therefore, business firms need to embrace a scenario to cultivate the workers' daily life. When workers actively participate in shaping the organizational atmosphere, procedure and result, it becomes routine of their day to day work and it is called as Working Life. The intensity of an employee for strong involvement in the organization is known as organizational commitment. Quality of Work Life (QWL) refers to the individuals' quality of life in their working organizations. It is the being of a definite set of managerial conditions or practices. The term "quality of work life" gets its meaning according to the opinion of the people. The job satisfaction of the workforce is directly influenced with the job involvement, job satisfaction and overall productivity. It becomes the duty of every business firm to make their employee very efficient so that they can concentrate on their employee's dedication, spirits and skills during a stage of downsizing, management and hasty hi-tech change should distinguish the achievement of missions and demanding goals of high performing employees.

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## **REVIEW OF LITERATURE**

Walton (1975) mentioned in his study that frustration with labouring life is a barrier which has an effect on almost all recruits at one time or another, irrespective of designation or status. The aggravation, tediousness, and resentment become general to recruits to get dissatisfied with their work life can be expensive to both individual and organization. Heskett, Sasser and Schlesinger (1997) pointed out that QWL says about the labourers' emotions which they have on their works, fellow-workers and management in all-purpose that act as a mechanism resulting in the managements' enlargement and prosperity. The employees' happy working and a satisfying work environment increases productivity which show the positive sign of the job satisfaction. This explanation designates that the pleasing occupation atmosphere becomes the key factors which is accountable for better QWL. Verma, O.P., and Rumna Roy, S, (1998) revealed that the group has high job satisfaction show greater degree of organizational commitment than the low job satisfaction group. They also identified that the both work motivation and job satisfaction influence organizational commitment positively and therefore it becomes important for the organization to provide sufficient work motivation and job fulfillment to their employees so as to make them committed to their organization. Cooper (1999) underlined that to be victorious in the spirited market depends on the intensity of the contentment of the recruits in the business firms. The performances of the association get influenced by the pleasure or unpleasure of the human resources. The positive attitudes and behaviors of the workers can be got through the job satisfaction. The nature of so many jobs gets changed due to the new methodology adopted in the working place, measures and fast-growing science and technology in the same field.

## **OBJECTIVE**

- ❖ To examine the Quality of Work Life and its impact on Job Satisfaction in Selected Banking Employees in Madurai.

## **RESEARCH METHODOLOGY**

### **Data**

Primary data has been used in this research to collect data with the support of questionnaire and Secondary data also used in this research to support this research.

### Sample Design

Convenient sampling method was used in this research. 600 Bank Employees have been selected in Madurai for this research.

### Framework of Analysis

The researcher used Weighted Average method to analyze and to interpret data.

### RESPONDENTS' SATISFACTION LEVEL ON QUALITY OF WORK LIFE

The researcher made an attempt to analyse the employees' level of satisfaction towards quality of work life and the response is presented in the following table.

**Table 1**  
**Satisfaction Level on Quality of Work Life**

Particulars	HS	S	N	DS	HD S	Total	Score	Mean Score	Rank
Awards and recognitions	102	135	39	108	216	60	159	2.6	16
	510	540	117	216	216	0	9	65	
Opportunities for growth and development	132	207	39	87	135	60	191	3.1	5
	660	828	117	174	135	0	4	9	
Grievance handling procedures	126	156	51	72	195	60	174	2.9	14
	630	624	153	144	195	0	6	1	
Gratuity and pension schemes	171	180	33	54	162	60	194	3.2	4
	855	720	99	108	162	0	4	4	
Physical infrastructure facilities	171	147	33	63	186	60	185	3.0	9
	855	588	99	126	186	0	4	9	
Match of work life with social life	174	135	42	57	192	60	184	3.0	10
	870	540	126	114	192	0	2	7	
Promotion policy	183	132	39	81	165	60	188	3.1	7
	915	528	117	162	165	0	7	45	
Immediate boss and fellow workers behavior	117	165	57	75	186	60	175	2.9	13
	585	660	171	150	186	0	2	2	
Pay and allowances	216	189	42	39	114	60	215	3.5	1
	1080	756	126	78	114	0	4	9	
Encourages suggestions	117	129	24	147	183	60	165	2.7	15
	585	516	72	294	183	0	0	5	
Light and toilet Facilities	129	171	72	84	144	60	185	3.0	8
	645	684	216	168	144	0	7	95	
Participation in management	153	156	36	78	177	60	183	3.0	11
	765	624	108	156	177	0	0	5	
Nature of Job	192	159	39	69	141	60	199	3.3	3

Particulars	HS	S	N	DS	HD S	Total	Score	Mean Score	Rank
	960	636	117	138	141	0	2	2	
Freedom to suggest and get information	138	144	69	96	153	60	181	3.0	12
	690	576	207	192	153	0	8	3	
Perquisites and other benefits	153	183	45	63	156	60	191	3.1	5
	765	732	135	126	156	0	4	9	
Job security	201	207	42	24	126	60 0	213 3	3.5 55	2
	100 5	828	126	48	126				

It is seen from the above Table that according to the Weighted Average Method, the Job Satisfaction in Selected Banking Employees in this order namely, Pay and allowances, Job security, Nature of Job, Gratuity and pension schemes, Opportunities for growth and development, Perquisites and other benefits, Promotion policy and so on.

### SUGGESTIONS

Employers should from time-to-time reward potential employees by way of encouraging them. Employee contributions to the corporate should be made known, as an encouragement for them and for others too. Financial rewards should be introduced to motivate better performance from the employees. Seniors should instruct positive attitude towards their juniors in helping them to achieve assigned tasks with increased efficiency and in turn learn securely with cooperation of others. An atmosphere of trust should be created whereas the employee and the employer both feel safe and secured and thus develop a sense of accomplishment. Employees should be made to feel that their legitimate opinions are valued for consideration.

### CONCLUSION

The quality of the work life of an employee is a very crucial aspect that should not be overlooked by human resources management. It is not something that deals with the job satisfaction part but defining and designing hierarchical policies and procedures to enhance the potentiality of an employee, that will eventually be beneficial for the organization as a whole. The wellbeing of an employee contributes to the goodwill of the company. Retention of quality manpower talent should be core purpose of the human resources functioning.

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## A STUDY ON SPIRITUAL INTELLIGENCE ITS IMPACT ON ETHICAL BEHAVIOUR

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### ABSTRACT

*Ethics, a moral principle of human beings is highly associated with the regular activities in the current scenario. Philosophers have defined the term ethics in various dimensions and many of their concepts were accepted and were followed by millions of people. New religions and faiths emerged by the influences of the preaching by such philosophers. Hence ethics and spirituality are interrelated in many aspects that guide the human race towards goodness and eternity. This article briefs the relationship of spiritual intelligence, a concept which has been discussed in recent years, with the ethical behaviour of people in the society.*

**Keywords:** Spiritual Intelligence, Ethical Behaviour, Spirituality, God Spot

### INTRODUCTION

Ethics is the essence of human values which can also be defined the human character that insists on moral attitudes. Ethics is always considered to be the standard principles and norms to be followed to lead a perfect life. It is also considered as an inducing factor that drives an individual to be positive that guides him to take decisions in that is good to him and the society. Many philosophers and educationalists describe ethics as the capability of distinguishing good and bad and thus following the good and right things. In general, ethics is the set of moral principles or moral values that is practised by an individual as his character within himself and in the group.

Philosopher of different ages in history formulated many theories and concepts about ethics on basis of their perception as well as with the reference to their previous theories. Philosophers like Socrates, Aristotle, Plato belonging to the period of BC, authors who promoted Utilitarianism like Jeremy Bentham, Immanuel Kant who formed the Kantian theory, Karl Marx and Friedrich Engels are some of the well-known philosophers who projected ethics as an inevitable and the most required concept of the human behaviour.

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The philosophies of the scholars about ethics are classified based on their nature and approaches. The theories based on deontology instruct the responsibility of an individual while he or she is in a position to take decisions. In this circumstance, the decision should favour the rules which are set up as the code. Similarly, the decisions and activities must be based on the responsibility and obligations to which the individual is engaged. Kant Theory of Ethics supports the Deontology theories because Kant stated that the ethics are nothing but to follow the rules to accomplish the duties. Unlike Deontology, Utilitarianism believes in the maximum benefit for maximum people. In other words, less harm to minimum people. The decisions or actions must be beneficial to the maximum and it is considered to ethical according to the Utilitarian theory. Epicurus, an ancient Greek Philosopher was considered to the predecessor of current utilitarianism supporters. Utilitarian theories concentrate on the happiness of the group than an individual. But Scholars of Ancient Greece like Aristotle and Plato preaches the concepts of virtue that is based on individual characteristics. The philosophers who support virtue as ethics stated that the moral and good characteristics of the individuals are virtue and implementing the virtue in the environment is the ethical practice. Ethical Relativism theory which speaks about the norms of the culture of a particular region or ethnicity to be ethical, have been rejected by the majority of the ethicists. The ethicist argues that many immoral norms of different cultures could not be considered as ethical behaviour universally. Thus, the concepts of ethics have been explained in different manner by different arguments in different period of time. But generally, people have the thoughts that ethics are the moral values and that differentiated good from bad and it also considered as the habit of following the good things which is accepted universally.

Before a decade, the term spiritual intelligence was not been much familiar but in recent years it seems to be an emerging concept and highly related with the fields like psychology, management and philosophy. In spite of the name which indicates religious consciousness, spiritual intelligence has been defined and understood as a psychological term that denotes the character of an individual. Danah Zohar, in the year 1997 first utilized or introduced the term spiritual intelligence in her work named “rewiring the corporate brain”. There is no constant definition for spirituality which could not be accepted or denied at any circumstances. It can be considered as the feel, sense or thoughts that initiate the behaviour of the human beings. Psychologists and Scientists have mentioned that there is a particular part in the brain which induces the

sense of spirituality that leads an individual to be adopting himself to a faith or to be religious. But a research conducted by the University of Missouri in the year 2012 concluded that the thoughts of spirituality has not originated from one particular part, but it is developing from many parts of the Brain. Danah Zohar, who coined the term spiritual intelligence, coordinates the concepts of Intelligence quotient and emotional intelligence with spiritual intelligence. The emotional intelligence, which is the capability of understanding and managing the individual's own emotions are related with the spiritual intelligence. She also stated that the spiritual intelligence is the knowledge of self and the ability to understand and solve the problems. There are different definitions which portrays spiritual intelligence as a spiritual concept, in contrast to the arguments favouring it as a psychological term. But in common, spiritual intelligence is considered to be a moral initiation which is seen as factor that predicts, questions and searching solution or alternative paths for problems in an ethical manner.

## **REVIEW OF LITERATURE**

Joseph and Lakshmi (2012) in their paper on “Spiritual Intelligence at Work” describes the relationship of spiritual intelligence with ethical behaviour in the studies. They have stated that spiritual intelligence initiates the ethical behaviour and the personalities like responsibilities, self-problem solving, decision making and other inter personal qualities of the employees in the work place.

King (2008) in his research on the topic “Rethinking claims of spiritual intelligence” mentioned that spiritual intelligence is a set of psychological capabilities that helps an individual to attain the self-recognition and to enable the deep thinking. He also instructed four components of spiritual intelligence namely Critical Existential Thinking, Personal Meaning Production, Transcendental Awareness and Conscious State Expansion

Emmons (1999) in his work on “The psychology of ultimate concerns” defined spiritual intelligence as a structure that is helpful for identifying the traits and capabilities which tends an individual to attain spiritual consciousness. The author further stated that the spiritual intelligence helps the individual to predict the problems and it also tends the individual to solve those issues in the ways of spirituality.

## **OBJECTIVES OF THE STUDY**

- 1) To study the existence of spiritual intelligence as an ability of human beings
- 2) To relate the spiritual intelligence with the ethical behaviour of human beings

## **SPIRITUALITY AND ETHICS**

India is a place for various religious faiths that normally leads to the spiritual behaviour among the people. The followers of different religions were taught to be spiritual and to be in goodness by the teachings in their faith. Hence it is to be accepted that all the religions have the concepts of goodness and it preaches the essence of truth, spirituality and eternity. The concept of goodness can be highly related to the moral values and ethical behaviour by the human beings. All religious concepts are highly associated with the values like love, affection, truth, honesty, justice, equality etc. These are the key result areas when the human beings are functioning in an ethical manner. Hence spirituality and ethical behaviour are related in their characteristics and their area of implementation. When people are spiritually initiated, their activities will be based on the values, which were framed as the ethics in our culture. That is the why the Spiritual behaviour of an individual always coincides with the ethical behaviour and the set of rules to be followed in the society. Many countries framed their constitution based on the religious books and preaching of the prophets, philosophers and religious scholars.

As discussed earlier, the relativism ethics is based on the rules or culture that is followed within a particular geographical region. The customs which are constituted as laws were followed as ethical codes in many nations. Those customs emerged in the past, based on the religious beliefs of the people of a particular race or ethnicity. In ancient ages, the religious people were respected and considered to be more influential in the kingdom, similar or higher than the king. In such scenario, the preaching of those religious people was made as the laws in those kingdoms which were also considered as the code of ethics. In recent scenario, many ethical codes were under discussions by the scholars, researchers and the atheists who question the origin of such codes. India, a secular state, framed its constitution based the International Bill of Rights and the Universal Declaration of Human Rights which were commonly accepted by many nations of the world. The constitution strictly follows the rule that no discrimination to be found in the society, working environment, service organisations and in the educational institutions. It is also



followed as an ethics in many organisations. Non-discrimination cannot be implied only through laws. It has to be inserted in the minds of the human beings as a spiritual thought, which would convert the human being to abide with law, thinking that it is his/ her spiritual duty or responsibility. Hence the sense of spirituality is considered to be an influential factor for being ethical and goodness. Researches were carried out by many psychologists to prove the existence of spiritual intelligence and its relationship and influence on ethical behaviour.

## **EXISTENCE OF SPIRITUAL INTELLIGENCE**

The argument about the existence of the term God Spot and its related researches were going on after the term spiritual intelligence is being discussed an approach in management. Some researchers argue that the sense of spirituality or spiritual intelligence occurs in human beings due to the existence of a God Spot, a region in brain. Some researchers partially support this argument by stating that spirituality exists in the brain as a neural basis of emotions or self. Many researches are carried out throughout the world to prove or disprove the existence of god spot as a part of human brain. In contrast, other group argues that there is no god spot in the brain that initiates or controls the sense of spirituality. Spiritual Intelligence is influenced by the factors and circumstances that prevail in the individual's environment. Some researchers stated that it is a form of biological trait or a type of personality trait that commonly exists among the human beings. Hence, the concept of spiritual intelligence has not been approved or recognised globally, the intention to prove its existence made the researchers, neurologists, psychologists and other people who are associated with religion and humanities to continue the researches scientifically.

## **RELATIONSHIP OF SPIRITUAL INTELLIGENCE WITH ETHICAL BEHAVIOUR**

In organisations, the code of ethics was framed based on the activities that involves organisation commitments, punctuality, loyalty, integrity, respect towards others, fairness, caring etc. Such principles show the effectiveness of an individual or an employee, as an ethical personality in an organisation. Researchers observed the activities of the employees those who are potential to be ethical and committed to responsibilities, are being spiritual and in their work place (Joseph and Lakshmi, 2012). The people those are found be spiritual and led by moral values are not

affected with negative attitudes and pessimism like ego, anger etc (Mitroff & Denton, 1999). Moreover, spiritual intelligence is helpful in the transformation or implementation of the current management and ethical theories into action. The employees in the organisation with the sense of spirituality were found to be adaptable to the environment with the power of tolerance and they were able to help their colleagues and subordinates to overcome the difficulties. They were also able to build a valued relationship in their workplace with the influence of their spiritual intelligence (Burke, 2006). Sedigheh Tootian Esfahani and Ali Najafi (2015) attempted a research on the relationship between spiritual intelligence and professional ethics in which the employees of service sectors are involved. The four components of SI King (2008) namely, Critical Existential Thinking, Personal Meaning Production, Transcendental Awareness and Conscious State Expansion were taken for consideration in their research. The researchers concluded that when there is an increase in the components of the spiritual intelligence, the employees were found to be enhanced with professional ethics and moral values.

## **CONCLUSION**

The concepts like morality, values, ethics, spirituality and other principles associated with human behaviour were found to be slowly fading among the individuals in current scenario. Every individual has the capability to build a potential value and personality in his/her self, which would be favourable to him and his fellow people. The act of following the above-mentioned principles will create a sense, which can be named as spirituality. People who never believe in spirituality and faith could name it as morality, goodness or in some other terms. The studies and the researches also prove that a person who is having a high sense of spirituality will behave as an ethical personality in the society and in his working environment. They would be able to define the ethics as their behaviour which were initiated by their thoughts. So even if the concepts of spirituality are not yet widely accepted, the values of ethics were understood and accepted by the human race globally.

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## A STUDY ON EFFICACY OF ARTIFICIAL INTELLIGENCE IN STONE INDUSTRIES, INDIA

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### ABSTRACT

*In Today's epoch, technology plays a crucial role and its usage has spectacularly enlarged in every aspects of every field. Machines not only have their own brain but it can over smart human beings. Artificial Intelligence has high prominence to learn and rectify the mistakes which is beyond the human capacity. This paper deals with the Effectiveness of Artificial intelligence in the Indian stone Industry. The stone industries constitute 15 – 20% of overall industries in India. When compared to other countries, Indian stone industry has not well merged with the modern technology. The study brings out how to Foster the efficiency and effectiveness of the stone industries with the help of artificial intelligence. Predictive maintenance & optimization of Machines and Facilities, Interpretation of data that stream across the departments, Improving material and inventory management and so on. The Study concludes that artificial Intelligence leads to increase in productivity and gives less detection of defects in the process.*

**Keywords:** Stone Industries, Indian stone industries, Efficacy, Efficiency.

### INTRODUCTION

Now-a-days and in future, India is one of the biggest exporters of natural stone in the world and it becomes more constructive and attractive industrial area for the development of stone industry. Many countries like China, Spain, Mexico, Italy, United States of America, Canada and India have their Natural stone quarries throughout the world. Natural Stones are used as building material in India rather than many countries. Many Researchers stated that India will become economically stable in future and it will be one of Asia's giants. Researchers predict that in future India will grow economically and it will be one of Asia's giants. People nowadays prefers Natural stones because it acts as primary material for construction and it gives originality in the medium of creativity

Each country has unique soil and granite stones. Indian Granite design and monument are unique and it is hard to compare and copied by other countries. The unique appearance of Indian stone is definitely a competitive advantage that should be considered when planning to export. In global context, India plays a most important

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role in stone industries, thereby contributing revenue, employment opportunities and opportunities to the related industries. During the field research it has been found that many industrialists in India are unaware of using the version 4 and only a few have undergone the version 4. Few industrialists in Foreign countries like Europe, USA has implemented it to increase their efficiency. Such data collection and implementation factors have been analysed in this study.

## **REVIEW OF LITERATURE**

Sunday Ayoola oke (2008), in his research stated that Artificial Intelligence is a combination of detailed and clearly explained technology which can applied in the field. Artificial Intelligence brings the concept of information and technology globally in every Business and Non- profitable organization.

Santhosh (2016) mentioned in his paper version 4 of data has be used to improve the efficiency. During the production time, collective version 4 will be easily understandable and accessible by all types of machines. He further stated that through the implementation of Artificial Intelligence will help in better development in stone industries. New concepts and thoughts in Artificial Intelligence will develop the area of concentration of various industries.

Vasu Jalari and Dr. M. Devaraj ulu (2013) stated in their paper that Chithoor district in Andhra Pradesh is one of the largest exporters of Granites in india. Granite industry is more profitable one but they are facing number of issues and problems in terms of labors. It's hard to get skilled labors to operate the machine.

Mahima Mishra (2015), narrates the challenges and obstacles for stone industries in India in global market. He also stated that the Indian Stone industries have to find new strategies that would help the Indian Exporters to compete with the other countries.

## **STATEMENT OF THE PROBLEM**

Technology plays a vital role in the socio-economic life of all the individuals and community in our society. Industrialists in India do not flourish owing to lack of access to emerging technology globally. Countries like USA, Europe, Spain are dynamically adapting the technology which gives good efficiency and accuracy. In India, we are far away from the new technology and lagging in production level. The paper describes to find out the root causes for the poor Technological level and implementation of version 4 prevailing in the Indian stone industry.

## OBJECTIVES OF THE STUDY

1. To increase the efficiency of productivity in the Indian stone industry
2. To implement the version 4 data in the machine to reach the maximum efficiency

## SCOPE OF THE STUDY

The current research is confined to the stone industry of India, and further, reasons for the hurdle on availing of traditional technology facility alone are ascertained in this study.

## RESEARCH METHODOLOGY

### Data

Primary data are considered to be important for this study. Data were collected based on Questionnaire as well as interview schedule method.

### Sampling

By employing convenience sampling method, the data have been collected from 28 (respondents) stone factories in India.

### Framework of Analysis

The data are analysed by making use of simple percentage.

### Data collection

In early days, machines collect the data randomly from the internal memory and gives input to the process. Version 4 programming helps to retrieve the same data from the memory. Moreover, version 4 programming has their own system and it uses same type of data and compatible. Version 4 programming can be easily understandable by the artificial intelligence.

S. No	Company Name	Country	Programming Language	Time Consumption (%)
1.	Pedrni	Europe	Version 4	50%
2.	Breton	USA	Version 4	50%
3.	Thibhaut	Europe	Version 4	50%
4.	Ehwa	Korea	Version 4	50%
5.	Zenesis	Europe	Version 4	50%

<b>S. No</b>	<b>Company Name</b>	<b>Country</b>	<b>Programming Language</b>	<b>Time Consumption (%)</b>
6.	Promoetec	Korea	Version 4	50%
7.	Zenesis	Korea	Version 4	50%
8.	Cofiplast	Europe	Version 4	50%
9.	Simec	Korea	Version 4	50%
10.	Pelligirini	Europe	Version 4	50%

## **FINDINGS**

It has been found that many industrialists are unaware of version 4 machine language concept in the machine. Version 4 machine programming language retrieves the data from the memory and it makes comparison between current data and learned data. They were made to continue their work by using old technological concept. Some industrialist stated that many of them are not ready to accept the new dynamic features along with spending money and they do not want to come out of the comfort zone level. This also seemed to be one of the reasons for the industrialist to showing disinterest about version 4. The environmental factors too were found to play a major role in reducing the interest level among the industrialists. By Implementing, Version 4 machine programming language retrieves the previous data which is already stored in the machine and it splits the data as an individual data

## **SUGGESTIONS**

Efficiency has been improved if the industrialists were made to implement the version 4 programming. Version 4 consolidated the data with the help of API and it makes the data in to analysis. API helps to collect the data and it gathers the data as an individual data. The different data can be sort out by using API. Manufacturing company has version 4 programming and if the industrialists were used the efficiency and the time saves up to 50%. By Implementing, Version 4 machine programming language retrieves the previous data which is already stored in the machine and it splits the data as an individual data. Version 4 programming helps to bring out the comparison between learned data and the current data. During the process Version 4 brings easy accessibility to the machine, which saves time and increases the efficiency.

## CONCLUSION

Artificial Intelligence makes intelligent machines which replace and enhance the human capacity. In Manufacturing stone industry, version 4 machine language improves the efficiency and consumes time during the production process. Emerging Industrialist could minimise the usage of old version and will encourage the growth in the factories among the Indian stone industrialists. It could be concluded that implementing version 4 programming from manufacturing department will pave way for improving the efficiency among the industrialist. Indian Industrialist have to concentrate more on this and it highly gives good economic level and it brings rapid growth in their cycle.

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## THE IMPACT OF SELF-EFFICACY ON ENTREPRENEURS' SUSTAINABILITY IN COIMBATORE CITY

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### ABSTRACT

*Next to agriculture, significant contribution is made by entrepreneurs for our country's economic growth. So, the government extends a helping hand for the promotion of entrepreneurship. But, only a few entrepreneurs are able to sustain in the long-run, and many incur loss and wind-up their business units. For sustainability, entrepreneurs require not only various skill sets for entrepreneurship but also self-efficacy (SE). The result of the study reveals that managerial skill, opportunity-identification, customer-relationship, self-efficacy etc. significantly influence entrepreneurs' sustainability.*

**Keywords:** Self-efficacy, Entrepreneurs, Sustainability, Entrepreneur Problems

### INTRODUCTION

The Central Government aspires to make Indian economy as \$5 trillion economy, which is possible by with agricultural reforms, containment of inflation, entry into global exports, urbanization, active involvement of women in the work force and, more importantly. development of entrepreneurs. In fast developing economics like India, entrepreneurship plays an imperative role in national development. Considering the significance of entrepreneurship, the Government has introduced numerous schemes for the promotion of entrepreneurship like, Startup India, Standup India, New Generation Innovation and Entrepreneurship Development Centre, A Scheme for Promoting Innovation and Rural Entrepreneurship (ASPIRE), MUDRA Loan, Credit Guarantee Schemes for Startups, Venture Capital Scheme etc. Further, University Grants Commission and All India Council for Higher Education have issued a circular to Higher Educational Institutions for establishing Incubation Centers to extend necessary assistance for the promotion of Startups, Standups etc. for promoting entrepreneurship. Utilizing these schemes a greater number of persons have established their business ventures, though only a few were able to sustain. The reason for the failure may be various internal and external factors. External factors include lack of finance (Reddy and Moorthy, 1979), lack of modern technology (Ambilikumar, 1989), shortage and poor

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quality of raw materials (Jayachandran and Narendra Kumar, 1995), power problem (Usha Umesh, 1999), marketing problems (Maniklal and Ganesan, 2001), shortage of working capital (Embran, 2003) etc. Internal factors include skill sets of entrepreneurs like communication skills, listening skills, technical skills, soft skills etc. (Sumathy, 2019). Self-efficacy of an individual plays a significant role for the success of an entrepreneurship. Self-efficacy is one's belief that he / she has the ability and competency to accomplish an assigned task. Thus, the success of entrepreneurs depends not only on skill sets possessed by them but also on managerial skill, opportunity-identification, functional relationship, self-efficacy etc. (Jegadeeswari, 2016).

## **REVIEW OF LITERATURE**

Fred Luthans and Elina and S Ibrayeva (2006) in their study observed that sustainability of business depended upon the self-efficacy level of entrepreneurs. Edgar Izquierdo and Marc Buelens (2008) in their study identified that a person with high self-efficacy would embark on entrepreneurship. Jose Luis Martinez Campo (2011) in his article revealed that entrepreneurial self-efficacy helped to carry out all preliminary activities for establishing a new business venture. Ayodele, Kolawole Olanrewaju (2013) in his study identified that individual self-efficacy was positively related to entrepreneur sustainability. Kumaresan, R. (2009) in his book specified that self motivation, innovativeness, flexibility to get along with others and an ability to have sound judgement would lead to business sustainability. Mahima Rai (2010) in her article identified that leadership quality, risk-taking ability, creativity skill on innovating new methods on production and marketing, positive response to third party suggestions and interpersonal skills led to sustainability of business. Mary Kay Copeland (2010) in her study pointed out that proprietors' creative ability, risk-taking caliber, the ability to tackle unforeseen business situation led to business sustainability. Nasrul Quadir et al. (2011) in their study identified that maintaining a harmonious relationship with employees will help in business sustainability. Edwige Kamitewoko et al. (2013) in their study observed that the educational qualification of proprietors and their experience in handling trade and finance determined business sustainability. Rohani Mohd et al. (2014) in their study observed that entrepreneurs' SE significantly influenced entrepreneurial success. Chao

Miao, Shanshan Qian, Dalong Ma (2016) in their study ascertained that entrepreneurial SE was an important construct accomplishing entrepreneurial tasks. Edward Turner (2016) in his study observed that innovativeness and self-efficacy contributed to business success. Lawal et al. (2016) in their study identified that the size of a firm, its ability in managing working capital, frequent updating of infrastructure and easy access to finance led to entrepreneurs' sustainability.

### **STATEMENT OF THE PROBLEM**

Real economic progress lies with entrepreneurs. Both Central and State Governments have extended more assistance for the promotion of entrepreneurship. Utilizing Government assistance, many entrepreneurs have established their business units in Coimbatore city. But only a few entrepreneurs have been able to sustain for long, while many have failed miserably. Thus, the survival of entrepreneurs depends on various skills sets required for entrepreneurs (Sumathy, 2019). Above all the survival of entrepreneurs depends on their self-efficacy too (Jegadeeswari, 2016). So, a study has been done to identify the impact of self-efficacy on entrepreneurs' sustainability in business.

### **OBJECTIVE OF THE STUDY**

- ❖ To ascertain the impact of Self-efficacy on entrepreneurs' sustainability

### **RESEARCH METHODOLOGY**

#### **Data**

Primary data required for the study were collected through Questionnaire.

#### **Sample Design**

By employing snowball sampling method data have been collected from three hundred and eighty-four entrepreneurs of Coimbatore city.

#### **Tools Employed**

Regression test is employed for analyzing the data.

## **FINDINGS**

### **Managerial Self Efficacy**

Managerial SE means an individual's skill to extract work from his employees to attain his business goal.

### **Opportunity-Identification Self Efficacy**

Opportunity-identification SE denotes an individual's belief in utilizing the prevailing market opportunity (i.e.) Ability of an entrepreneur to identify customer expectations and manufacturing products to meet them.

### **Functional Skills Self-efficacy**

Functional SE means one's belief in managing unexpected day to day business problems.

### **Relationship Self Efficacy**

Relationship SE means an individual's belief in maintaining harmonious relationship with his employees and customers for the smooth running of business.

### **Tolerance Self-Efficacy**

Tolerance SE means one's belief in managing stress during unfavorable business situations.

### **Financial Control Self-efficacy**

Financial SE is an individual's belief in mobilizing the required financial resources in time and an effective utilization of funds.

### **Innovation Self-efficacy**

Innovation SE denotes one's ability to introduce new process in production, in order not only to minimize the cost of a product but also to improve its quality.

### **Technical Self-efficacy**

Technical SE is an individual's ability to learn and introduce new methods in the production process.

In order to find out the impact of self-efficacy on entrepreneur's sustainability regression test is employed. The following regression equation has been framed to ascertain the impact of the variables on sustainability:

$$SUS = a + b_1 MSE + b_2 OISE + b_3 FS + b_4 RSE + b_5 TSE + b_6 FC + b_7 IRT + b_8 TK + e$$

where,

SUS = Sustainability

a = Intercept Term

MSE = Managerial Self Efficacy

OISE = Opportunity Identification Self Efficacy

FSSE = Functional Skills Self Efficacy

RSE = Relationship Self Efficacy

TSE = Tolerance Self Efficacy

FCSE = Financial Control Self Efficacy

ISE = Innovation Self Efficacy

TSE = Technical Self Efficacy

e = Error term

**Table 1**

**Determinants of Sustainability -Multiple Regression Analysis**

<b>Variables</b>	<b>Regression coefficient</b>	<b>Standard error</b>	<b>t</b>
Managerial Self Efficacy	0.356**	0.061	5.795
Opportunity Identification Self Efficacy	0.144*	0.069	2.091
Functional Skills Self Efficacy	-0.069	0.065	-1.057
Relationship Self Efficacy	6.975**	1.495	4.667
Tolerance Self Efficacy	0.117*	0.057	2.058
Financial Control Self Efficacy	0.117*	0.047	2.505
Innovation Self Efficacy	0.381**	0.041	9.367
Technical Self Efficacy	0.319**	0.040	7.972

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

Constant : 37.157

Std. Error of Estimate : 11.667

$\overline{R}^2$	: 0.441
$R^2$	: 0.463**

The result of regression test reveals that technical innovation, relationship, managerial and financial control and tolerance and managerial self-efficacy significantly influence entrepreneurs' sustainability. Around 46.30 per cent of variation in the level of sustainability is due to the select independent variables.

## SUGGESTIONS

- ❖ Mastering is the way of building self-efficacy. Thus, an individual may establish a business venture after obtaining enough experience.
- ❖ Observation is another mode of building self-efficacy. New entrepreneurs may take successful entrepreneurs as their role models. Budding entrepreneurs may follow the strategies followed by successful entrepreneurs for establishing their business units.
- ❖ Newly established entrepreneurs may fix feasible attainable targets, i.e. production, sales and profit. Once they achieve the target, it will motivate them to move further.
- ❖ To improve self-efficacy and to sustain their business, entrepreneurs should always think positively. Even during the economic slowdown, entrepreneurs should try to find an opportunity for survival.
- ❖ Entrepreneurs should maintain cordial relationship with other entrepreneurs too for sharing their views and experience for enriching their own business.
- ❖ Newly established entrepreneurs should not compare themselves with the market leaders. They should introspect on their progress over the years, which may improve their confidence level and help them sustain their business.

## CONCLUSION

The result of study reveals that managerial self-efficacy, opportunity-identification self-efficacy, relationship self-efficacy, tolerance self-efficacy, financial control self-efficacy, innovation-self efficacy and technical self-efficacy significantly influence entrepreneurs' sustainability. An individual's self-efficacy level can be improved by acquiring the required skill sets. Thus, educational institutions should come forward to extend necessary support to Government authorities by arranging appropriate training

programmes to entrepreneurs for improving their various skill sets and self-efficacy level for their long-term sustainability as well as for our economic progress.

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# A STUDY ON IMPACT OF SOCIAL MEDIA AMONG SELECT ARTS AND SCIENCE COLLEGE STUDENTS IN COIMBATORE CITY

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## ABSTRACT

*Social media offers a platform for consumers to gather necessary information and general public opinion on various products and services, which they prefer to buy (Powers et al., 2012). Now-a-days, social media plays a major role towards consumer purchase decision (Smith, 2009). Thus, social media made consumer more empowered, where they can pass freely pass their comments on various products and services (Mangold and Faulds, 2009). Today, marketers started following the consumers on social media to identify the consumer's comments about their product and to identify the features considered by the consumers before purchase (Darley et al. 2010).*

**Keywords:** Social Media, Students, Purchase Decision

## INTRODUCTION

Social media acts as the fast mode of communication and to inform about the new and existing products and services among large set of consumers. Social media offers a platform for consumers to converse among their friends and community, share their views about social happenings or events, offers feedback about the products and services, which they have consumed. World over, number of users of social media are ever expanding. Considering the social media usage, many forms of social media sites have been hosted for photo sharing, video sharing, instant messaging, etc. The following table illustrates about the select popular social media.

**Table 1**  
**Social Media**

Social Medias	Year of Launch	Country
Facebook	2004	United States
Twitter	2006	United States
WhatsApp	2007	United States
Instagram	2010	United States
Tik Tok	2012	China

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## **REVIEW OF LITERATURE**

Keol Lim and Ellen B Meier (2012) in their study ascertained the utilization level of social media by Korean students. They observe that excessive utilization of social media creates stress among students and affects their health. West Virginia University Students (2011) in their study mentioned that their interpersonal relationship has far improved as a result of using social media websites. Jothi, Neelamalar and Prasad (2011) in their study ascertained that advertising products on social media increases their product brand image.

## **STATEMENT OF THE PROBLEM**

Most of the persons make use of social media websites for chatting with family members and friends. Further, users post their photos post feedback or comments about their experience on using product or services. Presently, young generation consumers depend on social media network for taking buying decision. But, regular and continuous usage of social media will affect both physical and mental health of users. Teenagers are more addictive towards social media than elder persons. Hence, to determine the factors influencing impact of social media among college students, the following study has been carried out.

## **OBJECTIVES OF THE STUDY**

- To identify user's socio economic and social media usage
- To find out factors associated with social media impact.

## **RESEARCH METHODOLOGY**

### **Data**

Primary data collected through structured questionnaire.

### **Sampling**

Data collected by employing convenience sampling method from 120 students in Coimbatore city, who regularly used social media.

### **Framework of Analysis**

Simple Percentage Analysis

Chi-square Analysis

## FINDINGS

The following paragraph discloses about socio-economic profile of social media users.

**Table 2**  
**Socio Demographic Profile**

Particulars	No. of. Respondents	Percentage
<b>Area of Residence</b>		
Urban	49	40.8
Semi Urban	43	35.8
Rural	28	23.4
<b>Gender</b>		
Male	66	55.0
Female	54	45.0
<b>Age</b>		
18-20 yrs	25	20.8
21-23 yrs	64	53.4
24- 27 yrs	24	20.0
Above 30	7	5.8
<b>Marital Status</b>		
Married	21	17.5
Unmarried	99	82.5
<b>Educational Qualification</b>		
UG	58	48.3
PG	34	28.3
M.Phil.	17	14.2
Ph.D.	11	9.2
<b>Family Income</b>		
Below 10000	14	11.7
10000-15000	44	36.6
20000-25000	48	40.0
Above 30000	14	11.7
<b>Family Expenditure</b>		

Particulars	No. of. Respondents	Percentage
Below 10000	41	34.2
10000-15000	43	35.8
20000-25000	25	20.8
Above 30000	11	9.2

**Source: Primary Data**

- ❖ Majority of the social media users are from urban area followed by semi-urban and rural area.
- ❖ Male members use social media more than female members
- ❖ 53.4 per cent of social media users age ranges between 21 and 23 years
- ❖ Majority of the social media users are unmarried and with under graduate educational qualification and monthly ranges from Rs. 20000 to Rs. 25000
- ❖ Most of the social media end user's family expenditure ranges from Rs.10000 to Rs.15000

**Table 3**  
**Social Media Details**

Particulars	No. of. Respondents	Percentage
<b>Information about Social Media</b>		
Friend	56	46.7
Parents / relatives	28	23.3
Advertisement	35	29.2
Others	1	0.8
<b>No. of account in social media</b>		
One	14	11.7
Two	51	42.5
Three	41	34.2
Above Three	14	11.7
<b>Access Mode</b>		
Pc	5	4.2
Laptop	23	19.2
Smart phone	86	71.7
iPod/iPad	6	5.0
<b>Time Spent in Social Media</b>		

Particulars	No. of. Respondents	Percentage
Up to Three	54	45.0
3-5 hours	44	36.7
More than 5 hours	22	18.3
<b>Purpose of Using social media</b>		
Educational purpose	20	16.7
Entertainment purpose	56	46.7
Knowledge	28	23.3
Professional & business	16	13.3

**Source: Primary Data**

- ❖ Most of the users obtain information about social media from their friends followed by advertisements, parents/ relatives
- ❖ Most of the users have two social media account
- ❖ Major of the user access social media with mobile and spent up to 3 hours on social media websites. Most of the users use social media for entertainment purpose

#### **LEVEL OF IMPACT ON SOCIAL MEDIA**

To find factors influencing level of social media impact among select users, chi-square test is employed. The following paragraphs discuss about the result of the study.

**Table 4**  
**Factors influencing Impact of Social Media**

Factors	Level of Impact			Total	Chi-Square Value
	Low	Moderate	High		
Area of Residence					
Urban	6	39	4	49	2.201
	(12.2)	(79.6)	(8.2)	(100.0)	
Semi Urban	4	33	6	43	
	(9.3)	(76.7)	(14.0)	(100.0)	

Factors	Level of Impact			Total	Chi-Square Value
	Low	Moderate	High		
Rural	5	19	4	28	
	(17.9)	(67.9)	(14.3)	(100.0)	
Gender					
Male	10	51	5	66	2.269
	(15.2)	(77.3)	(7.6)	(100.0)	
Female	5	40	9	54	
	(9.3)	(74.1)	(16.7)	(100.0)	
Age					
18-20 yrs.	2	21	2	25	13.218*
	(8.0)	(84.0)	(8.0)	(100.0)	
21-23 yrs.	9	47	8	64	
	(14.4)	(73.4)	(12.2)	(100.0)	
24-27 yrs.	3	18	3	24	
	(12.5)	(75.0)	(12.5)	(100.0)	
Above 30 yrs.	1	5	1	7	
	(14.3)	(71.4)	(14.3)	(100.0)	
Marital Status					
Married	0	17	4	21	4.458
	(0.0)	(81.0)	(19.0)	(100.0)	
Unmarried	15	74	10	99	
	(15.2)	(74.7)	(10.1)	(100.0)	
Educational Qualification					
Under Graduate	6	43	9	58	7.953
	(10.4)	(74.1)	(15.5)	(100.0)	
Post Graduate	2	29	3	34	
	(5.9)	(85.3)	(8.8)	(100.0)	
M.Phil.	4	11	2	17	
	(23.5)	(64.7)	(11.8)	(100.0)	
Ph.D.	3	8	0	11	
	(27.3)	(72.7)	(.0)	(100.0)	

Factors	Level of Impact			Total	Chi-Square Value
	Low	Moderate	High		
Family Income					
Below-10000	2	8	4	14	7.062
	(14.3)	(57.1)	(28.6)	(100.0)	
10000-15000	6	35	3	44	
	(13.6)	(79.5)	(6.8)	(100.0)	
20000-25000	4	38	6	48	
	(8.3)	(79.2)	(12.5)	(100.0)	
Above 30000	3	10	1	14	
	(21.4)	(71.4)	(7.2)	(100.0)	
Family Expenditure					
Below-10000	1	31	9	41	17.475*
	(2.4)	(75.6)	(22.0)	(100.0)	
10000-15000	10	30	3	43	
	(23.2)	(69.8)	(7.0)	(100.0)	
20000-25000	1	22	2	25	
	(4.0)	(88.0)	(8.0)	(100.0)	
Above 30000	3	8	0	11	
	(27.3)	(72.7)	(.0)	(100.0)	

Source: Primary Data

\*Significant at five

percent level

The result of chi-square disclosed that age and family expenditure are significantly associated with level of social media impact. High level of impact is noticed among users, who are above the age of 30 years and low level of impact is noticed with users, whose age ranges between 21 and 23 years. Similarly, users whose family expenditure ranges up to Rs. 10000 have high level of impact and low level of impact is noticed with users, whose family expenditure ranges above Rs. 30000.

### SUGGESTIONS

Spending too much time at social media networks will not only waste time but also creates eye and health problem. Hence, users should not too much time on social media

- ❖ Users can review the user comments about the products, then they may decide to purchase a product or not
- ❖ Parents should keenly watch, what their wards are accessing on social media networks
- ❖ Further, personal and intimacy information should not be disclosed or shared at social media networks

## CONCLUSION

The result of study portrays that age and family expenditure are associated with level of utilization of social media websites. Most of respondents are using social media continuously for entertainment purposes, and spend more time on social media sites. Spending too much time on social media sites will affect their mental health. Hence, they can use social media for essential purpose like education and to verify users' feedback before buying or availing goods or services.

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