A STUDY ON WORK-LIFE BALANCE; AND CHALLENGES TOWARDS TAMILNADU POLICE DEPARTMENT AT CHENNAI

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Abstract
Work–life Balance is a concept including proper prioritizing between "work" (career and ambition) and “lifestyle" (health, pleasure, leisure, family and spiritual development/meditation). The present study gives insight on work-life Balance of police employees and challenges before police department. Therefore, the study attempt in identifying the factors that cause work-life challenges before Tamil Nadu Police Department and to suggest basic model to reduce problems. A convenient sampling technique was adopted to select a sample of 30 respondents out of 60 police employees from one Selected Police Station of Chennai District Police Department. The finding of the study revealed that long working hours, uncertain role, heavy workload, no fix place for duty lead dissatisfaction and will leads health related problems of police employees.

Keywords — Work-life Balance, Police employees, Health problems, uncertain role.

Introduction

Work-Life Balance is broad concept including proper balancing between “Work” (Career and Ambition) on other hand “Life” (health, Pleasures, Family) too. It is very important to balance both side simultaneously. A person who is a workaholic and doesn’t enjoy his family life cannot be termed as a successful person. When life encounters such imbalance then the peace and harmony of life vanishes and there is an adverse effect on the Work-life. Balance between personal work and life is very crucial part. (Forbes, 2015)

It has found that across the countries, including United Kingdom, the United States, Brazil, Mexico, Germany, China, Japan and India, most of the employee’s deals with long working hours, increased work responsibilities, excessive overtime hours, non-
encouraging work environment and limited work flexibility are some of the commonly cited reasons. Whereas, Police department plays a major role in social security by maintaining law and order, while providing social security, personal life of a police get hampered. Family to work interference and Work to family interference has impact on employee’s work-life. It is essential that the police employees should feel happy about job. This can be possible when their work life balance not when work at the cost of life.

Objectives

The Study Challenges before Tamilnadu Police Department while maintain Work-life Balance of employees, researcher intended to study with following objectives:

➢ To Study Challenges before Tamilnadu Police Department to maintain Work-Life Balance.
➢ To Study Factors affecting on Work-life Balance of employees.
➢ To Suggest Model to maintain Work-Life Balance of Tamilnadu Police Department.

Review of Literature

In order to understand the concept of work-life Balance and challenges faced by police department, it is essential to know the views about the concept at various stages. The expression „work-life balance” was first used in United Kingdom in the late 1970’s and in United States, this phrase was first used in 1986, it set forth its presence in India after 1990’s.

(M Madana Mohan, 2003)² Indian police personnel deals with various problems and stand hard to maintain work life balance. Police deals with stress in their day to day life. The Police service deals with internal and external stress, in which external stress includes Societal stress, Systemic stress and political stress whereas Internal stress like Individual stress, Family stress, Task and Organizational stress.

(Anitha & Muralidharan, 2014)³ in this paper researcher studied influential factors of marketing professionals working in two wheeler automobile industry in Coimbatore. It has found that having more experiences leads more work-life balance. Researcher concluded that demographic factors like age, salary, educational qualification, experience, type of family and spouse working have impact on work life balance and work related factors like
target oriented work, working hours, extended benefits, means of transportation facility also have influence of level of work life balance of marketing professionals.

(Padma & Reddy, 2013) as police department have lot many pressure from every angle where female police personal trapped in dilemma and strive hard to maintain work life as well as family life. Researchers were selected 56 female police constable and head constable for research. It has found that Married and unmarried female police personnel group have no differences in balancing their work and personal life.

(Hiral Mehta, 2015) with the objectives of to study the work-life balance of the employee’s and find out work life balance & its impact on employee’s performance in an organization. Researcher used convenience sampling technique with the sample of 100 of different department in Surat district. It has found that more travelling has impact on work life balance of employees. Working hours also lead dissatisfaction. Researcher has suggested arranging family picnic, providing monetary benefits for efficient employees; introducing flexi policy will help to balance work-life of employee.

Research Methodology

The present study is mainly based on primary data collected from 30 police employees out of 60 police employees from selected police station of district police department at Chennai. Researcher used convenient sampling technique to select 30 police employees from, Chennai. Secondary were used from various sources like Journals, books, websites, reports etc.

Data analysis and Interpretation

From selected sample 06 was Head Constables, 07 Constables, 12 Sub Inspectors and 05 Inspectors.
1. Working Hours

![Graph showing working hours](image)

**Interpretation:-**

Is has found that, out of 30 respondents 23 police personnel’s work more than 10 hours in a day, 3 Police employees work 9 and 8 hours in a day and only 1 employee work for 8 hours in a day.

2. Nature of Work

![Pie chart showing nature of work](image)

**Interpretation: -** The study revealed that 64 per cent of respondent engaged in prevention and detection of crime, documentation, outdoor duties like VVIP’s security, election, strike etc.

3. Major Issues Which Dissatisfied at work place
Interpretation:-

The study revealed that 65 percent of police employees said that all the above and uncertain no fix place are the issues which make dissatisfied them to perform in effective manner.

4. Feeling of Leave the Current Job

Interpretation:
It is difficult to maintain work as well as personal life for police employees. It has found that 53 percentage of respondent feel to left job, whereas 47 percentage of respondent never felt to left job.
5. Need of Policy for Work-Life

Interpretation:-
Out of 30 respondents, the study revealed that 67 percentage of employees said there is need of policy regarding work-life Balance, whereas 33 percentages of employees said there is no need for separate policy for work-life Balance.

Suggestion
Police employee’s deals with various issues in their daily working. They cannot find time to look after their family life and it has impact on individual performance. It has found that majority of employees require policy regarding work life balance. Researcher has made police station wise model for work life balance of police employees. For maintain health of individual employee Welfare department should arrange yoga and Meditation program. There should be counseling center under welfare department which will help to solve basic problems of police personnel. It has found that half of the employees not aware about the cause and effect relationship of imbalance in Work and life, police station level awareness camp would perform in effective manner.

Limitation
This study was limited with the one police station only; study can be extended at district level. The sample size was small as particulate police station had 60 employees out of that researcher were selected 30 for the study.
References
REVIEW ON SERVICE QUALITY ANALYSIS – LIFE INSURANCE
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Abstract

The purpose of the present study is to examine various literatures on service quality dimensions, and strategy for service related organizations, especially in the life insurance sector. The review shows some advances but there are many gaps in both theory and methods. This section aims to identify the various dimensions of service quality proposed by different authors and their findings in the services marketing literature and to discuss these dimensions in relation to the insurance sector. This study, focused on service quality issues, will help to understand service dimensions issues for life insurance organization. We identify important gaps between the literature and the challenges of service quality. These gaps include employee, branch office service, insurance agent, technology offered by the insurance companies and industrial growth of the insurance sector.

Keywords: agent, customer, life insurance, service quality.
1. INTRODUCTION

Insurance is one of the fast growing service industries. It is not only running for profit motive, but it is having more social responsibility and indemnity of human life. In India, insurance companies are running more than two centuries through the reveals of knowledge, competence, and courtesy of service employees and their ability to convey trust and confidence. The recent effort of Indian government is Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY), Pradhan Mantri Suraksha Bima Yojana (PMSBY) and Atal Pension Yojana (APY)\(^1\). The service organizer in authenticate the customer’s expectations corresponds to the real satisfaction of customers (Franceschini, Galetto, & Turina, 2010). The policy holders feel that their investment is secure and believe their money is growing and to save their lives.

In India, presently twenty Four life\(^2\) insurance organizations are operating including one large public sector (Life Insurance Corporation of India). The companies are offering more than three hundred products in different headings like endowment, money back, pension plan, child plan and health plan etc. However insurance holders are very few compared with population. For so many reasons the people are not covering the life insurance due to lack of awareness, below poverty line, they feel not necessary, old age peoples, difference in opinion about the agent and branch office service, etc. It is the right time to address this issue. It is necessary to analyse the past service provided, existing service quality and required services in future.

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\(^2\) According to IRDA report as on 12.07.2013
According to Sinha (2011), the rapid growth in the intact insurance sector has been incredible; there key service quality decide to their profitability and success of the insurer. The indemnification of probable losses is secure in way of insurance; the dependence on preventive savings held by companies or households is reduced (Haiss, Peter, & Kjell, 2008). Very few customers are choose the insurance as savings purpose, most of their option is tackle the future shocks and emergencies (Giesbert, Steiner, & Bendig, 2011).

1. OBJECTIVES OF THE STUDY

The aim of the current study is to examine various literatures on service quality dimensions, strategy and policy for service related organizations, especially in the life insurance sector. The review helpful for find out the service gap through previous research, and determine the various service factors affecting the insurance service quality. Based on the review and observation researcher try to find out the research model and frame questionnaire of the further study.

2. METHODOLOGY

The present study has covered different literatures on service, service quality, service dimensions and related to the insurance industries based on India and other developing countries. Mostly secondary data has been bringing together in this study and this data has been collected from focused countries’ literatures, books,
periodical, e-journals, and government publications etc.

The study covered the generic term of service quality, insurance, and life insurance. How the previous research was made in service quality from insurance office, insurance Agent, and online insurance services.

3. DEFINITION

Service is any act or performance that a party can offer to another that is essentially intangible and does not result in ownership of anything (Kotler, 1998). Service is a complex process involving numerous people and facilities and characterized by invisibility, simultaneous production and consumption, heterogeneity and perishability (Lin, Lee, & Jen, 2008).

Service quality as “what the customer gets out and is willing to pay for” rather than “what the supplier (of the service) puts in” (Ducker, 1991). Bloemer and Ruyter (1999) service quality is often “conceptualized as the comparison of service expectations with actual performance perceptions”. Service quality is the distinction between consumers' expectations for service performance and their perceptions of the service received.

The quality defined by the company what actual quality expected by their consumer. In general expectation of consumer quality level is vary from one consumer to another based on their demographical profile.

Service quality is customer actually perceived service worth from the service provider. The measurement of service quality is utmost best service in economically.

4. SERVICE QUALITY

DIMENSIONS
This section intends to identify the dimensions of service quality proposed by different authors in the services quality literature and to discuss these dimensions in relation to the life insurance companies. The proposal of providing adequate service on all dimensions may seem striking to most service marketers and managers (Abdullah, 2006). Zeithaml and Bitner (2003) state that: Service quality is a paying attention of customer's perception in specific dimensions of services are reliability, responsiveness, assurance, Empathy, and tangibles.

Zeithaml and Bitner (2003) states: Service quality is a paying attention of customer's perception in specific dimensions of services are reliability, responsiveness, assurance, Empathy, and tangibles. Siddiqui and Sharma (2010) used the service quality requirements to be measured by a six dimensional hierarchal formation consisting of assurance, competence, personalized financial planning, corporate image, tangibles and technology dimensions in the life insurance. The customer perceptions of automated banking service quality have demonstrated strong unidimensionality, reliability, convergent, discriminant, and criterion related validity (Hawari, Hartley, & Ward, 2010). The organization provides the basic facilities' of cleanliness, temperature and comfort have the largest impact on favorable perception and satisfaction from customer (Raposo, Alves, & Duarte, 2009). Jandaghi, Mehranjani, Seresht, and Mokhles (2011) identifies the Customer’s intention of brand includes image of product and company, trust of employees’ and companies, service quality and customer loyalty. Lynn and Sturman (2010) identify the variables are dispositional gratitude, extraversion, friendliness, and generosity of measure the service quality.

Hardwick and Adams (1999) identifies the possible relation between the usage of derivative instruments and a number of firm-
specific characteristics like firm size, leverage, asset-liability mismatch, reinsurance, organizational form, taxation status and international links.

Insert Table 2 about here

Continued refinement of the retail service quality scale proposed and supported based on further qualitative research and changes in trends (Dabholkar, Thorpe, & Rentz, 1996).

5. LIFE INSURANCE

The growth of life insurance market offers an immense contribution to economic growth (Chen, Lee, & Lee, 2011). Hwang and Greenford (2005) statement that the liberalization of the life insurance market lead to increase the number of insurance companies tend to have a competitive result on products, services, and insurance premium. The varying ethical environment of the life insurance industry is remarkable (Cooper & Frank, 2005).

Chan (2009) statement the development of the life insurance market measured in terms of life premium income. Life insurance cover accident and health policies offer some form of insurance, whereas most life policies and annuities provide in the form of savings.

6. DISCUSSION AND ANALYSIS

Present review has identified a number of theoretical and operational issues which should concern users of the instrument. The service quality evaluation is more difficult, because the Services are intangibility, heterogeneity and inseparability. The dimensions reliability and empathy were the most deficient, and
the any genuine quality intervention strategy should prioritize their improvement. Reliability of service quality based on basic service, service design & recovery, surprising customer, fair play, team work, employee research, and servant Leadership (Berry, Parasuraman, & Zeithaml, 1994). The commonly accepted statement in service quality is a comparison between expectation and performance.

The literature analysis based on the demographic, branch, employee, agent, technology, existing result and criticize.

6.1. Demographic

According to Führer and Michel (2004) present the bigger firm size may allow companies to organize more professional strategies for countering and plummeting policyholder dissatisfaction; on the other hand, minor insurers may take benefit of their closer relationship to policyholders. Larger firms experienced significantly lower efficiency changes than smaller firms (Cummins, Tennyson, & Weiss, 1999). The Salaried class persons are mostly satisfied for taking insurance as a tax exemption tool (Dinesh, Arivazhagan, & Moorthy, 2011).

The consumers obviously expressed their need to have way of life and belief seamlessly integrated into the service delivery, providers felt that the marginalization of the mentally ill population (Mason, Gallo, Bacon, Quilken, Henley, & Fisher, 2004). A culture of service quality measurement presents opportunities to demonstrate the relationship between the staff and customers, expectations and perceptions helps to shape the service that agents provide and the obligation (Filiz, 2010). The determination of life insurance based on salary class or
nature of employment segment (Dutta, Basu, & John, 2008).

**6.2. Branch Office**

The financial services sectors are needed to establish more branches for serve maximum number of customers. The appearance of branch office physical facilities, equipment, personnel and communication channels service quality are enormous and attractive of the investors. Chawla and Singh (2008) statement after privatization, increasing branches, customer’s suitable working hours and timing and visually appealing physical facilities are available. The next most important factor is accessibility to the insurance branch office. Azmi, Ahmad, and Zainuddin (2009) observed that many public organizations had gone to great extent to upgrade and modernize their physical appearance. Reliability is the most important factor which customers give importance while deciding the facilities they should avail. Segal (2003) the efficient firms are able to capture bigger market share by their efficient operations to the consumer in the course of lower prices or better service. The organizations pay attention to the objectives and customer’s satisfaction by the way of appropriate system (Yaghoubi, Salehi, & Moloudi, 2011).

**6.3. Employee**

Employee service quality effect is significant, it based on the information technology, communication, customer focus, and continuous improvement (Samat, Ramayah, & Saad, 2006). In general, customer perceived that employees perform the service right the first time but not fully depend on the employees (Ahmad and Sungip, 2008). Upal (2008) identifies responsiveness as a central element of service quality; characterize it as the willingness of the staff to be helpful and to
provide prompt services to the customers. An employee satisfaction has a strong momentous effect on customer satisfaction (Kantsperger and Kunz, 2005).

According to Pugh (2001) the displayed emotions by employees may have important consequences for organizations, as they were positively related to customer affect and customer evaluations of the quality of service received. Employees are likely to become aware that company policies are not in agreement with their own values, and they will become less fundamentally provoked to follow those (Tyler and Blader, 2005). Ahmad and Sungip (2008) the selection of employees is in a neat appealing are essential of insurance companies. The customers are expecting to their employees who are honest and skilled to handle their transactions. Managers and employees of the industry must identify the customers various need and fulfill to satisfy the customers (Krishnan, Ramaswamy, Meyer & Damien, 1999). The frontline senior managers are ensuring the proper complaint handling by staff lead to success of organization in future (Nikbina. D, Marimuthua. M, Hyunb. S.S., & Ismail. I, 2014).

6.4. Agent

Upadhyaya and Badlani (2011) the salespeople are playing vital role in create, maintain, and interact with their customers for developing strong relationship. The reliability of service should be continuously obtained from customers (Ananth, Ramesh, & Prabaharan, 2010). Trustworthy and honesty considered important because the transactions are deals with money.

The agent caring individualized attention is provided to customers is must. The independent agents and insurance brokers provide better service quality when information services. The agent and policy holder’s contract conclusion rates are used as proxies, while exclusive agents provide
drastically need more supplementary services (Eckardt and Döppner, 2008).

The responsiveness of agent is important of willingness to help customers and provide prompt service. The policy holder’s response characteristic is robustly affected by the professionalism, selling efficiency, information system, and internal relationships (Dror, 2007). Service quality leads to a more positive service encounter and improve the experience will evolve into a longer term client-provider relationship (Brown & Swartz 1989). There is strong relationship between the availability and the selling efficiency needed.

6.5. Technology

Now almost all life insurance companies are offering services through online portal and computerized branches for serve the customers very quickly and accurate data information. Definitely the investors are satisfied with the perceived services from web except few technical errors/difficulties to access the portal. Web portal services are more useful to existing policy holders and new one. They are able to access policy details, product details, premium calculation, product features, terms and conditions and compare with other products. The customer can also choose their products with multiple queries. Organizations using the information technology, offer best better service to their customer in the way of security, price, fast access information, maintain personalized database through online and reliability (Parasuraman, Zeithaml, & Malhotra, 2005). A organized flow of information and knowledge pertaining to the service quality, it propose to store it in the knowledge base of the organization (Barkur, Varambally, & Rodrigues, 2007). The e-service to the customers give the more impression and to be quite satisfied in the areas are security, efficiency, accurate records, convenience
and accurate transactions (Ombati, Magutu, Nyamwange, & Nyaoga, 2010). Dutta and Sengupta (2011) supported that the regulators and policymakers are restructuring in insurance sectors for face high competition and increased the technical efficiency of the life insurance industry.

Insert Table 5 about here

Alipour, Dorodi, and Pishgahi (2011) identify the techniques TELOS (Technical, Economical, Legal, Operational and Seasonal) for e-insurance service and ranking the priorities of this factors. Insurance companies should appoint the highly qualified personnel for handling information technology (Odoyo & Nyangosi, 2011) area for solves the system related queries and provide better online service. The important roles of website portal are providing qualitative and quantitative information (Liu, Dub, &Tsai, 2009).

6.6. Industry Growth

There is no doubt, the hard of work insurance agents to increase the sales, its playing vital role in economic growth. Insurance industry is growing very rapidly; must give the careful attention in the area of service quality dimensions in order to reduce the expectation-perception gap as well as to ensure better service quality (Mohammed & Mohammad, 2003). The mergers and acquisitions are helpful for improve the efficiency and better service by economically in the industry (Cummins et al., 1999).

The banks are turned to doing the insurance business in additional or part of expansion of their business (Singh & Kumar, 2010). According to Charitos et al. (2011) banking and insurance company combinations have become progressively
more in domestically and globally. Karakaya (2009) the organization of the dependency insurance, adjustments and successive changes reveal that the long-term care insurance system.

6.7. Analyzing Tools

The statistical tools such as correlation analysis, factor analysis and cluster analysis are used to confirm the variables of close relationship among the service quality. The recent days SEM models or PLS using for checking the reliability and validity of data.

Hardwick and Adams (1999) identify the Heckman two-stage regression suggest that the scope of derivatives use is optimistically connected to firm size, and that stock life insurance firms have larger holdings of derivatives than mutual firms.

6.8. Existing Result

Baksi (2010) the SERQUAL results acquired is a positive correlation between the dimensions of the service quality and perceived service quality. Ozturkcan et al., (2009) suggest the analysis of courtesy, assurance, responsiveness, empathy, tangibility and reliability variables are positive effect on satisfaction. Rajaram (2010) identify and confirmed the causal relationships among service quality, customer satisfaction and customer loyalty. The direct path of service is quality to value and indirect path of quality to loyalty reflect the relative importance of service quality (Wen, Lan, & Cheng, 2005). Siami and Gorji (2011) statement reliability and guarantees the uppermost important factor for customers and the expected bare minimum standards empathy in the insurance sector. Most of the researcher focused on their study in Policyholders service quality satisfaction. Few studies only measure the service quality of insurance agent, employee and mangers.
Insert Table 6 about here

According to Pottier (2010) the competence scores compare firms with comparable inputs and outputs based on broadly accepted economic principles, like cost minimization, revenue maximization and profit maximization. The standards of the participating policies can be highly sensitive to changes in the time to maturity, guaranteed interest rate; market interest rate, and investment policy (Jensen, Jørgensen, & Grosen, 2001).

Filip and Lazăr (2008) insurers can estimate the single premiums for life insurances that afford sums insured indexed with the current inflation rate. Lin (2010) the insurance industry should make use of all possible measures to develop customer loyalty and launch good relationships with customers. Adams and Hardwick (2003) found that larger life insurance firms are facing average claims-to-premium ratios than smaller firms.

The toughness of the measurement items in provisions of validity and reliability can always stand improvement (Huang, Kuo, & Xu, 2009). The standardization and optimization have to be appraised according to the level to which they take these differences in the natural and social circumstances (Schwarze, Schwindt, Hannemann, Raschky, Zahn, & Wagner, 2011).

Availability of good quality and quantity of service at reasonable prices are the key factor of impacting customer perception of service quality (Geetika & Nandan, 2010). Chowdhury (2007) suggested that taking steps to eradicate hustle in getting claim amount after any incident. Filiz (2010) identifying the responding items are “Never be too busy to respond”, “Instilling confidence in customer” and “Safe feeling in transaction”
more impact on service quality. Ahmad, Awan, Raouf, and Sparks (2009) identified that “empathy” is not a critical dimension of service quality in distributors-retailers crossing point of pharmaceutical supply chains.

6.9. Criticize

The lack of effective quality analysis and development methodologies is a major hindrance to improving the competitiveness of the service industry (Kim et al., 2006). The majority of the studies brought about disagreements on two major issues of service quality, and the relationship between satisfaction and quality. Customer satisfaction influenced by perceptions of service quality, product quality, and price in addition to situational and personal factors. Customer satisfaction did not have a noteworthy of customer loyalty regarding medical services (Hu, Cheng, & Hong, 2011).

Insurance companies staffs essential to consider the lack of individual attention of the policy holders (Ahmad & Sungip, 2008). Due to high commission in new policy business compare with existing policy renewal premium, the most of the agents are concentrating on new business. The life insurance industry continuously facing the difficult in regulate the insurance market and its transactions (Cooper & Frank, 2005). Reliability and responsiveness were the dimensions with severest quality deficiencies/gaps (Rand & Graham, 2004). According to Smith and Blum (2000), the service quality pressure is based on the firm size.

Switch over the customer one firm to another firm; it’s based on the service provided by the present organization service Quality (Lin, 2010). The perceptions ratings put forward placing the same importance on improving responsiveness and empathy, the insurance company has a bigger problem
with responsiveness as the SERVQUAL scores reveal (Parasuraman, 1993).

According to Padhy and Swar (2009) use of technology in products, services, systems and environment so as to make sure fast, correct, competence, and there are still many bottleneck which need to be take in hand. Liao and Chuang (2004) statement that service quality measures are consist of a choice of factors, a few of which were clearly beyond the control of individual.

7. CONCLUSION

As our review, the research of service quality in life insurance and progress is manifest of many areas. On the other hand progress is also over shadowed by several conceptual and methodological issues. The life insurance is a long term contract. Based on the studies, no doubt, insurance companies are providing high quality services due to retain the existing customers, face the competition, and strict control and monitoring through insurance regulation authorities. Singh and Kumar (2010) find out the most of the policyholders show their importance in life insurance having higher risk coverage and tax saving purpose. The policy holders perceived service quality depending on the insurance firm’s efficiency, employee and agent involvement. The customers are also having more responsiveness and interested to hold the insurance policies. Customers expect to reach their insurance company at any time, by phone, online or direct. Managerial proceedings such as technical support, improved working environment, and concern employees’ welfare should additional strengthen frontline employees’ of service quality (Babakus, Yavas, & Avci, 2003). Insurance Companies should be fixing the reasonable premium amount (Nwankwo & Durowoju, 2011) is encourage the opening more new policies. Best premium amount will be determined based on the customers buying competence. If
customers are satisfied any single valuable transaction, they are committed and bounded with the organization in life long (Wong, Chan, Leung, & Pae, J. H. 2008).

The service quality of life insurance companies are differing due to volume of sales, huge customers, official staff attitude and nature of risk. In general line, the number of customers increasing the quality of service is slightly reduced due to more transactions and shortage of timings. We offer some recommendations to address these foundational issues with the goal of service quality and stimulating more advance in future research.

8. SCOPE FOR FURTHER RESEARCH

The study opens up further research in service quality. It is strongly recommended that a study should be conducted to identify the insurance’s perceptions and expectations about the service quality and the subsequent initiatives taken by them. Comparative studies between two or more insurance can also be taken up using service quality model. Eling and Luhnen (2010) point out the many of important issues regarding efficiency in international insurance markets still need to be address. The conceptual frameworks in the areas are little prior research work has been done.

9. REFERENCE


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### Table 1: The Empirical Studies of Insurance

<table>
<thead>
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<th>Sl.</th>
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Table 2 : The Empirical Studies of Service Quality Dimensions

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<td>Innovative Service Quality in the Banking Sector: An Assessment Based on SERVQUAL Measures</td>
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Table 3 : The Empirical Studies of Service Quality Dimensions in Life Insurance

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<td>Assessment Of Perceived Service Quality In Reliance Life Insurance Company Limited At South Tamilnadu</td>
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<td>Australian Journal of Business and Management Research</td>
<td>Studying the effect of brand loyalty on customer service in Kerman Asia insurance company</td>
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<td>Siddiqui &amp; Sharma</td>
<td>Jour. of Targeting, Meas. and Analysis for Marketing</td>
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<td>Online at <a href="http://mpra.ub.uni-muenchen.de/10703/MPRA">http://mpra.ub.uni-muenchen.de/10703/MPRA</a> Paper No. 10703.</td>
<td>The Quality of Insurance Intermediary Services – Empirical Evidence for Germany</td>
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<td>Suuroja</td>
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<td>Linking perceived service quality and service loyalty: a multi-dimensional perspective</td>
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(Source: Compiled from the various studies)

**Table 5: The Previous studies in E- Service Quality**

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<td>Rand, &amp; Graham K</td>
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(Source: Compiled from the various studies)

Table 6: The Previous Research Concentrating on Policyholders, Agents, Employees and Manager (based on Sample Size)
EMERGING TRENDS TO DEAL WITH THE CHALLENGES OF WORK-LIFE CONFLICT OF EMPLOYEES IN THE SELECTED AUTOMOBILE SECTOR IN INDIAN CONTEXT

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Abstract

Due to Changing labor market and the changing nature of work, work-life Conflict is now at the top of the agenda for government and Private Bodies. Work life Conflict can lead indirectly to productivity gains through increased retention and helps the organizations to respond to customer needs more effectively. In any business and industrial activities, it is of extreme importance to have well trained, well groomed and emotionally Conflicted workers available to take up employment challenges. This highlights the need among the companies to pay adequate attention to the work life Conflict of the workers. Globalization makes the people working across countries; As a result, concept of fixed working hours is vanishing. Instead of just 7 or 8 a day, people are working as much as 12-16 hours every day in office. Therefore, tension and work related pressure, responsibilities at family makes an individual difficult to find Conflict between work and personal life. Professional working in BPO industry, Automobile industry top executives, doctors, nurses, bank Employees and IT professionals are the few examples that are facing the burden of work life conflict constantly. Today organizations are setting up policies for maintaining a work life Conflict. They are introducing innovative methods to keep their employees happy and satisfied, as it makes office a better place to work and also impact positively on productivity.

Through this paper, the researcher wants to find out different trends and strategies used by some renowned industries to tackle the problem of work life Conflict. Researcher selected some of the famous organizations from different industry in Indian Context.

Key Words: Globalization, Productivity, Work Life Conflict
Introduction

A Conflict between work and life is supposed to exist when there is a proper functioning at work and at home with a minimum of role conflict. Therefore, the incompatibility between the demands from the work and non work domain give rise to conflict and consequently, people experience a lack of WLB. There is confirmation of the fact that people entering the workforce today are laying emphasis on the importance of WLB more than their predecessors.

In spite of this, the extent to which this Conflict is being achieved is far less than what is desired. In fact, the researchers bring to mind that graduates are being drawn into situations where they have to work for progressively longer hours and so experience an increasingly unsatisfactory Conflict between home life and work life. Work life and personal life are the two sides of the same coin. People have to make tough choices even when their work and personal life is nowhere close to equilibrium. There are different personal and professional factors affecting work life Conflict like, there are various personal and professional factors affecting work life Conflict of employees.

Components of Work Life Conflict

Work: Work is physical or mental efforts put by us to do/produce or accomplish something. It is generally referred as a job or activity that you do regularly especially in order to earn money.

Life: Life is broadly related to certain aspects like ambition, acquisition, achievements etc., which may promote stress while part of life should be taken as stress releasing agent also.

Work-Life Conflict: Work life Conflict is about the interaction between paid work and other activities, including unpaid work in families and the community, leisure, and personal development

Meaning

Work life Conflict is used to describe the equilibrium between responsibilities at work and responsibilities outside paid work; having a work life Conflict means that this equilibrium is in the right position for the individual concerned. For some people it means spending more time in paid work and less time at home, while for others it means ensuring that paid work does not infringe on time needed for other responsibilities. It is about managing our work commitments.
with career goals, and our responsibilities at home and the wider community. Work life and personal life are inter-connected and interdependent. Now many organizations come up with new schemes, procedures and policies to deal with work life imConflict problem.

Objectives

➢ To study various factors affecting work life Conflict of employees
➢ To study emerging trends to deal with work life Conflict.

Personal Factors

Age, education, marital status, family background & support, spouse support, elder dependency, child responsibility, multiple roles etc. Research shows that the women between the age group 25 to 50 face the problem of work life Conflict. Increased rate of literacy and women empowerment open the doors of employment for women. So the traditional role of women i.e. home maker is added with job opportunity.

Research shows married employees are more likely to face work life Conflict problem. The transactional shift in the trend of society i.e. moving from joint family structure to nuclear family also cause work life imConflict problem. The employees has to play multiple roles i.e. as a husbands/wife, as a parent, as a employee, as a colleague, as a child for their old parents which indirectly create pressure. Because of globalization, increased number of Multinational companies and tough competition in the market, the work life is not easy. The job is not constrained with fixed working hours. Because of mobiles employees are accessible anytime, anywhere in the world. Companies providing, mobiles, computers, laptops, tablets, free internet connection to their employees for doing work. So indirectly companies stolen the employee’s time which was reserved for the family.

Professional Factors

Working conditions- tight deadlines, extensive travelling and long and/or odd working hours,, organizational culture, organizational policies, working hours, work load distribution, amount and frequency of overtime required, inflexible work schedules, unsupportive supervisor, job resources, colleague support, unfair critics, career orientation, career stage etc. are some work related or professional factors affecting work life Conflict of the employees.

Importance of Work Life Conflict in Today’s Scenario

From the prospective of employees, WLB is the maintenance of a Conflict
between responsibilities at work and at home. Work life initiatives are those strategies, policies, programs and practices initiated and maintained in workplaces to address flexibility, quality of work life and work family conflict. In other words, WLB is about people having a measure of control over when, where and how they work. Strategies of WLB in organizations include policies covering flexible work arrangements, child and dependent care and family and parental leave. Several studies have shown the benefits associated with the provision of work life in organizations.

Though work-life Conflict was initially construed as the concern for working mothers, it has been recognized as a vital issue for all classes of employees (Bird, 2006). Despite increased interest in work-life issues, the organizational philosophy towards work-life concerns is varied. Many organizations still see them as individual not organizational concerns. Some organizations resonate the sentiment ‘work is work and family is family— and basically, the two do not mix’ (Bailyn et al, 1997). Other organizations view work and personal life as competing priorities in a zero-sum game, in which a gain in one area means a loss in the other (Friedman et al, 2000). Hence, it would be interesting to study organizational perspectives on work-life Conflict. Work-life Conflict is about creating and maintaining supportive and healthy work environments, which will enable employees to have Conflict between work and personal responsibilities and thus strengthen employee loyalty and productivity.

Today’s workers have many competing responsibilities such as work, children, housework, volunteering, spouse and elderly parent care and this places stress on individuals, families and the communities in which they reside. Work-life conflict is a serious problem that impacts workers, their employers and communities. It seems that this problem is increasing over time due to high female labour force participation rates, increasing numbers of single parent families, the predominance of the dual-earner family and emerging trends such as elder care. It is further exasperated with globalization, an aging population, and historically low unemployment.

**Effects of Poor Work Life Conflict on the Organization**

Workers Punctuality, Teamwork, Customer service, work supervision responsibility, group behavior, peer interaction and leadership initiative by workers are reduced due to Lowered self-worth and morale in workers due to conflict in work life Conflict.
Creativity, new job-expertise learning and innovation of worker is grossly undermined due to lowering of work related enthusiasm among workers.

Workers having problem balancing work roles and family roles set bad standard in the company work setting and often upset the friendly work ambience.

Workers problems get reflected negatively on company turnover, operating profit and Conflict sheet.

Substantial increase in the cases of workers being absent on the job and in extreme cases leaving.

**Work-Life Conflict in Selected Companies**

Poor work life Conflict create stress, tension in the employees. This not only affects the efficiency but also the productivity of the company. That is the reason why company is paying more attention towards work life Conflict. Following are the examples of some selected companies along with their strategies to deal with the problem of work life imConflict.

**Tata**

TATA is having very good organizational culture. Their main focus is to foster a productive work environment within the working day. If employees need to work outside, then this should be facilitated through the internet and mobile phones. Giving more opportunities for people to work from home if they want to and make work more flexible is one of the strategy used by TATA. So it may not be necessary that the entire workforce of Tata comes to office every morning at the same time. Such an approach will also cut down on commuting time and enable employees to spend more time with their families. Work-sharing is another way in which couples, or any two people, share the work. All this would not mean less productivity but result in happier employees.

**Tvs Motors**

Work Environment they offer an open environment, professional freedom and responsibilities to excel and grow with the organization, allowing individuals to have the perfect Work-Life Conflict. They are having the tagline of *‘Work Smart, Play Hard’*. Their environment is a mix of formal and friendly, which allows professional development with the highest regard for individual and collective contribution towards organization’s growth. TVS is known for its flexible work conditions, amity across the organization, enthusiasm towards work and inclusive decision.
General strategies used by the industries to deal with the Problem of work life Conflict of employees.

Changed scenario, tough completion make organizations to understand the pressures and challenges faced by employees. It’s very difficult for employees who trying to Conflict work with personal interests and responsibilities.

When it comes to work/life Conflict, a one-size-fits-all approach simply won’t applicable. Their programs are designed to recognize that not all employees are the same and that employees' needs may change over time. Following are the trends used by the organizations for work life Conflict

Flexible work arrangements (e.g., telecommuting, flex-time, job-share, reduced or compressed workweek) flexi time is an arrangement where employees work a full day but they can vary their working hours. These arrangements are usually established with specific guidelines so that a core working day exists.

Eg-7.00 a.m-3.30p.m Monday-Friday (half hour lunch), 9.00 a.m-6.00p.m Monday-Friday (One hour lunch)

Compressed Work Week: This option allows employees to work a 40-hours week in less than the traditional 8-hour day, 5-day work week. For e.g.- An employee works four 10-hours/day

Job Sharing: Job sharing is a work arrangement in which two people work part time and share the responsibilities of one full time job. For e.g.-Half or spilt days, e.g.-one employee works in the morning and the other employee in the afternoon. Half or spilt weeks.

Reduced time/Part time: A part time working arrangement means working fewer than 40 hours per week. Salary is prorated for the actual number of hours worked.

Eligibility for benefits, vacation and sick leave may be affected.

For e.g. - An employee on a 50% time appointment works Monday-Friday from 8.00 am – 12 pm

Leaves and Sabbaticals: Leaves and Sabbaticals are authorized periods of time away from work without loss of employment rights. Paid or unpaid leaves are usually granted for family, health care, education or leisure reasons. Sabbaticals are usually paid (or partly funded) and occur on a regular basis in addition to vacation time.

Summer hours – employees work extra time Monday-Thursday and head out early on Fridays On-site full-time childcare plus backup care, school’s out and summer programs. On-site seminars, fairs and workshops on such topics as stress, nutrition and safety. Company store and cafeteria

Fly-backs: Help support work/life Conflict for employees with significant travel, often
with various organizations. The organization also has to go for people engagement to reduce the stress level. The work is not restricted with time and space. Companies understand the need of work life Conflict. Accordingly many companies come with innovative strategies to provide work life Conflict. The strategies like flexible work arrangement, work from home, job sharing, maternity/paternity leaves, counseling programs, medical assistance etc.

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CUSTOMER SATISFACTION IN BANKING SECTOR – INFLUENCES IN IT INDUSTRY OVERVIEW

Dr. T. SELVAKUMAR
INTRODUCTION:

The Indian banking sector is also trying to wake up from sleep and become proactive till 1990, the Indian banks have been working in a very comfortable and protected environment. However, since then they have been pushed into intense competition due to changed economic policies. The technology is lifting the competition in the banking sector. Traditionally, banks have been using technology to improve their products and efficiency. Today, technology is not only changing the environment but also the relationship with customers. Technology has not broken many barriers but has also brought about superior products and channels.

Technological revolutions sometimes bring unexpected opportunities for countries. India, a relative laggard among developing countries in terms of economic growth, seems to have found such an opportunity in the IT revolution as an increasingly favoured location for customized software development. India’s success at software has led to speculation about whether other developing countries can emulate its example, as well as whether this constitutes a competitive challenge to software industries in the developed world.

IMPACT OF BANKING INDUSTRY:

Indian banking industry, today is in the midst of an IT revolution. Direct deposit allows Companies and Governments to electronically transfer the payments into various accounts. Debit cards which can also be used as ATM cards, instantaneously deduct money from an account when the
card is swiped across a machine. Electronic banking by phone or computer allows customers to access information such as account balances and statement history, pay bills and transfer money from one account to another. Advancements in technology have also led to improvements in the ways in which banks process information. The progress of technology and the development of worldwide networks have significantly reduced the cost of global funds transfer.

**IMPACT OF IT ON PRIVACY**

Data being stored in the computers is now being displayed when required on through internet banking mobile banking, ATM”s etc. all this has given rise to the issues of privacy and confidentially of data are: The data processing capabilities of the computer, particularly the rapid throughput, integration, and retrieval capabilities, give rise to doubts in the minds of individuals as to whether the privacy of the individuals is being eroded. So long as the individual data items are available only to those directly concerned, everything seems to be in proper place, but the incidence of data being cross referenced to create detailed individual dossiers gives rise to privacy problems. Customers feel threatened about the inadequacy of privacy being maintained by the banks with regard to their transactions and link at computerized systems with suspicion.

**CHALLENGES**

It has not been a smooth sailing for banks keen to jump onto the IT bandwagon. There have been impediments in the path like the obduracy once shown by trade unions who felt that IT could turn out to be a threat to secure employment, Further. The banks face difficulties to expand its branch networks in remote areas due to lack of facilities. Another challenges the banks have had to face corners the inability of banks to retain the trained and talented personnel, especially those with a good knowledge.
Increasing used of IT in banks has also brought up security concerns. The passing of IT Act has come as a boon to the banking sector and banks should now ensure to abide strictly by its covenants. An effort should be also made to cover e-business in the country’s consumer laws. The choice of right channel, justification of IT investment on ROI, E-Governance disclosures, customers relationship management, penetration of IT in rural areas, outsourcing of IT operations are the major challenges and issues in the use of IT in banking operations.

WORKING CONDITIONS

Hours- To improve customer service and provide greater access to bank personnel, banks are establishing centralized phone centers, staffed mainly by customer service representatives. Employees of phone centers spend most of their time answering phone calls from customers and must be available to work in evening and weekend shifts. Administrative support employees may work in Impact of Information Technology on customer services.

WORK ENVIRONMENT:

Branch office jobs particularly teller positions require continual communication with customers, repetitive tasks and a high level of attention to security. Tellers also work for long periods in a confined space. Commercial and mortgage loan officers often work out of the office, visiting clients, checking loan applications and soliciting new business. Loan officers may travel to meet out-of-town clients or work in evenings if it is the only time at which a client can meet. Financial service-sales representatives may also visit clients in the evenings and on weekends to go over the client’s financial needs.

REVIEW OF LITERATURE

Ovia, (2005), It is a concept that is having a remarkable effect on almost entire aspects of
the human endeavours. This implies that it involves the application of principles to engage physical component in achieving an intended goal. The merging of computer and telecommunication after about four decades of applying computers to routine data processing, mainly in information storage and retrieval, has created a new development where information has become the engine of growth around the world.

Irechukwu (2000), it reveals that some bank services that have been revolutionized through the use of ICT as including account opening, customer account mandate, and transaction processing and recording. Information and Communication Technology has provided self-service facilities (automated customer service machines) from where prospective customers can complete their account opening documents direct online. It assists customers to validate their account numbers and receive instruction on when and how to receive their cheque books, credit and debit cards. ICT products in use in the banking industry include Automated Teller Machine, Smart Cards, Telephone Banking, Electronic Funds Transfer, Electronic Data Interchange, Electronic Home and Office Banking.

OBJECTIVES

The main objective of this research work is to assess the impact of information technology in India banking Industry. Specifically, the study aims at achieving the following objectives:

(i) To find out the extent to which the use of technology will improve the service provided by the banking sector,

(ii) To know the perception of the customers for introducing new technology in banking industry,

IMPORTANCE OF THE STUDY:
The importance of the study is impact on information technology in bank industry at kanchipuram district. The analysis of information technology enables one to understand the various problems and the benefits and what are the adverse met by customers, overcome the consequences of IT in bank industry. Thus an attempt has been made to study the various dimensions Impact of information technology in banking sectors special reference to kanchipuram district.

METHODOLOGY OF THE STUDY

The researcher has used both primary and secondary data. It was analyzed with appropriate statistical tools.

Research Design

This study describes the information technology impact of bank industry

Data collection:

The required data have been collected from both primary and secondary sources.

Primary Data.

Primary data for the study was collected in the following manner. It was decided to use a questionnaire to collect the opinions of the customer about the bank industry. As most of the customers are educated, a questionnaire was scheduled and used to collect information from them.

Secondary Data

The secondary data have been collected from both published and unpublished sources. The secondary data was collected from books, journals, seminar and conference papers, reports, web portals and Economic Times, Nasscom and website relating to various unpublished records of national and international software companies. The information from these sources was cross-checked with each other.
ANALYSIS OF DATA

Table No.1 Correlations co-efficient between the among the groups

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</tr>
<tr>
<td>customer needs</td>
<td>.108</td>
<td>.372</td>
<td>.551</td>
<td>1.000</td>
<td>.124</td>
</tr>
<tr>
<td>Customer programs</td>
<td>.532</td>
<td>-.016</td>
<td>.216</td>
<td>.124</td>
<td>1.000</td>
</tr>
<tr>
<td>Customer satisfaction</td>
<td>-</td>
<td>.021</td>
<td>.191</td>
<td>.064</td>
<td>.000</td>
</tr>
<tr>
<td>Customer grievance</td>
<td>.191</td>
<td>.439</td>
<td>.</td>
<td>.000</td>
<td>.001</td>
</tr>
<tr>
<td>Customernedds</td>
<td>.064</td>
<td>.000</td>
<td>.000</td>
<td>.</td>
<td>.040</td>
</tr>
<tr>
<td>Customer programs</td>
<td>.000</td>
<td>.413</td>
<td>.001</td>
<td>.040</td>
<td>.</td>
</tr>
<tr>
<td>Customer Satisfaction</td>
<td>200</td>
<td>200</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>Customervalue</td>
<td>200</td>
<td>200</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>Customer grievance</td>
<td>200</td>
<td>200</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>Customernedds</td>
<td>200</td>
<td>200</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>Customer programs</td>
<td>200</td>
<td>200</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
</tbody>
</table>

The correlation co-efficient between customer value and customer satisfaction is -0.144 which indicate 14 percentage negative relationships between customer value and customer satisfaction and is significant at 1% level. The correlation co-efficient
between customer grievances and customer satisfaction is 0.062 which indicate 6 percentage positive relationship between customer grievances and customer satisfaction and is significant at 1% level. The correlation co-efficient between customer needs and customer satisfaction value is 0.108 which indicate 11 percentage positive relationship between customer needs and customer satisfaction and is significant at 1% level. The correlation co-efficient between customer programs and customer value is -0.016 which indicate 1.6 percentage negative relationships between customer programs and customer value and is significant at 1% level.

The correlation co-efficient between customer grievances and customer grievance is 0.551 which indicate 55 percentage positive relationships between customer grievance and customer grievances and is significant at 1% level. The correlation co-efficient between customer needs and customer value is 0.372 which indicate 37 percentage positive relationships between customer needs and customer value and is significant at 1% level. The correlation co-efficient between customer programs and customer grievances is 0.216 which indicate 22 percentage positive relationships between customer grievances and customer value and is significant at 1% level.
The correlation co-efficient between customer programs and customer needs is 0.124 which indicate 12.4 percentage positive relationships between customer programs and customer needs and is significant at 1% level.

Table No.2 the Anti-image Matrices between among the groups

<table>
<thead>
<tr>
<th></th>
<th>Customer Value</th>
<th>Customer Grievance</th>
<th>Customer Needs</th>
<th>Customer Programs</th>
<th>Customer Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Anti-image Covariance</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customer Value</td>
<td>.765</td>
<td>.186</td>
<td>-.298</td>
<td>-.074</td>
<td>.163</td>
</tr>
<tr>
<td>Customer Grievance</td>
<td>.186</td>
<td>.618</td>
<td>-.342</td>
<td>-.146</td>
<td>.105</td>
</tr>
<tr>
<td>Customer Needs</td>
<td>-.298</td>
<td>-.342</td>
<td>.542</td>
<td>.055</td>
<td>-.116</td>
</tr>
<tr>
<td>Customer Programs</td>
<td>-.074</td>
<td>-.146</td>
<td>.055</td>
<td>.675</td>
<td>-.363</td>
</tr>
<tr>
<td>Customer satisfaction</td>
<td>.163</td>
<td>.105</td>
<td>-.116</td>
<td>-.363</td>
<td>.670</td>
</tr>
<tr>
<td><strong>Anti-image Correlation</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customer value</td>
<td>.313a</td>
<td>.270</td>
<td>-.463</td>
<td>-.104</td>
<td>.227</td>
</tr>
<tr>
<td>Customer grievance</td>
<td>.270</td>
<td>.414a</td>
<td>-.591</td>
<td>-.227</td>
<td>.163</td>
</tr>
<tr>
<td>Customer needs</td>
<td>-.463</td>
<td>-.591</td>
<td>.435a</td>
<td>.091</td>
<td>-.192</td>
</tr>
<tr>
<td>Customer programs</td>
<td>-.104</td>
<td>-.227</td>
<td>.091</td>
<td>.488a</td>
<td>-.540</td>
</tr>
<tr>
<td>Customer satisfaction</td>
<td>.227</td>
<td>.163</td>
<td>-.192</td>
<td>-.540</td>
<td>.439a</td>
</tr>
</tbody>
</table>

a. Measures of Sampling Adequacy (MSA)
The Anti-image matrices between customer grievances and customer values are 19 percentage relationships. The Anti-image matrix between customer needs and customer values is 30 percentage negative relationships. The Anti-image matrices between customer programs and customer values are 7 percentage negative relationships. The Anti-image matrices between customer satisfaction and customer values are 16 percentage relationships.

**FINDINGS:**

1. The customer value and customer satisfaction is -0.144 which indicate 14 percentage negative relationships between customer value and customer satisfaction.

2. The customer grievances and customer satisfaction is 0.062 which indicate 6 percentage positive relationship between customer grievances and customer satisfaction.

3. The customer needs and customer satisfaction value is 0.108 which indicate 11 percentage positive relationships between customer needs and customer satisfaction.

4. The customer programs and customer needs is 0.124 which indicate 12.4 percentage positive relationships between customer programs and customer needs.

**SUGGESTION:**

1. The banker should create awareness to customers about the new technology implemented by the bank.

2. The customer expectation should fulfill by the bank in appropriate time.

3. The banker should arrange special training camp.

4. The banker should simplify the rules and regulation for the customers to getting benefits.
CONCLUSIONS

E-banking is a borderless entity permitting anytime, anywhere and anyhow banking. This facilitates us with all the functions and many advantages as compared to traditional banking services. During this step of the process, controls that could mitigate or eliminate the identified risks, as appropriate to the organization’s operations, are provided. The goal of the recommended controls is to reduce the level of risk to the IT system and its data to an acceptable level.

REFERENCES


A STUDY ON FACTORS AFFECTING CUSTOMERS INVESTMENT TOWARDS LIFE INSURANCE POLICIES, KANCHIPURAM DISTRICT.

Dr. T.SELVAKUMAR
Assistant professor in commerce
Sri sankara arts and science college, kanchipuram

ABSTRACT:
Human life is a most important asset and life insurance is the most important type of insurance which provides financial protection to a person and his family at the time of uncertain risks or damage. Life insurance provides both safety and protection to individuals and also encourages savings among people. LIC of India plays a vital role in the welfare of human well-being by providing insurance to millions of people against life risks such as uncertain death or accident. The present exploratory and descriptive based study was selected with an objective to identify those factors which influence customers policy buying decision and also analyze the preferences of customers while life policy investment decision-making.

INTRODUCTION
Life insurance is a must for everyone because life is very precious. With a population of over one billion, national and international life insurance companies, see India as a land of opportunities and a market for big business. Until 1999, the business of life insurance in India was the monopoly of life insurance Corporation of India (LIC). Privatization witnessed dynamic changes in the insurance industry and most of the private insurance companies are joint ventures with recognized foreign players across the globe. Customers are the main pillar of life insurance business. Every company tries to attract and retain existing customers to keep their profits high. The proper understanding of customers, their needs and expectations help insurance providers to bring improvement in product as well as services offered. When compared with the developed foreign countries, the Indian life insurance industry has achieved only a little because of low consumer awareness, poor affordability, delayed customer services, lack of suitable products. In today’s cut throat competition, it becomes essential for
life insurers to provide better customer services, spread more awareness, emphasis on need based innovative products and reasonable price. So that, every individual may avail the benefits of insurance and protect their lives against future uncertainties.

Review of Literature

Praveen Kumar Tripathi (2008), in his summer training project report titled “customer buying behavior with a focus on market segmentation” conduct a research based study on buying pattern in the insurance industry with a special focus on standard life insurance. The various segments of the markets divided in terms of insurance needs, age groups, satisfaction levels etc were taken into account to know the customer perception and expectation from private insurers.

Garima Malik, Tarvi Predham, (2011) on their study found that product features like tax rebate, investments, advertising and agents knowledge, low premium are the key factors in determining selection of a insurance company. The study suggested that proper training should be given to the agents in all aspects like product knowledge, behavioral aspects, communication etc. More concentration should be given to advertisements- how the products reach the customers. More care has to be taken in fixing the premium for the target customers.

Dalip Raina, Kritika Khajuria (2012), suggested that marketers must be able to know the customer’s preference, how they evaluate the advertisement and decide to purchase the product. So they have to adopt a effective marketing strategy and to develop a catchy advertisement. The study identified that public insurance company like LIC has the majority customer base and customers find policy as enables for tax rebate, investment, risk coverage and some are influenced by agent’s product knowledge also.

NEED OF THE STUDY

The insurance industry is one of the fastest growing industries in India and offers abundance growth opportunity to the life insurers. Kanchipuram one of the fast development district in Tamil Nadu When compared with the developed district, the kanchipuram life insurance industry has achieved only a little because of the lack of insurance awareness, ineffective marketing service, poor guidance and low investment in life insurance products. The huge and ever rising population levels in kanchipuram...
areas due to more industries and companies but only 30% people's lives are insured. The study is basically intended to discover and examine the factors affecting customers' decision towards investment in life insurance policy.

OBJECTIVES OF THE STUDY

1. To explore the various factors influencing customer investment decision in life insurance.

2. To know customer investment in LIC at kanchipuram branch

3. To know services provided by LIC to policy holders

4. To study and analyze the impact of various demographic factors on customers life insurance investment decision.

HYPOTHESIS

1. Age and income has no significant impact on the customer life insurance investment decision.

2. Occupation and gender are independent of the customer life insurance investment decision.

3. There is an immense need to focus on product innovation and customers need based policies for market expansion.

RESEARCH METHODOLOGY

The present study is an exploratory and descriptive type of research study. The study aims to find out the factors influencing customers life insurance investment decision and their preferences at the time of policy buying decision. In order to conduct this study, 100 policyholders of kanchipuram district have been surveyed for a period of 6 months from 1 August 2014 to January 2015 and questionnaire method was used for data collection.

SOURCES OF DATA

The data for the study has been collected from both primary and secondary sources. The primary data has been collected through a well-drafted questionnaire method. The secondary data has been collected from annual reports, insurance journals, magazines and insurance website.

DATA COLLECTION METHODS

The data collection method used to obtain the desired information from primary sources has been through direct interview,
and questionnaire has been used as an instrument.

RESEARCH PLAN

Target population and universe: kanchipuram district Sampling unit: life insurance policyholders Sampling method: purposive sampling Sample size: 100

STATISTICAL TOOLS AND TECHNIQUES

For measuring various phenomena and analyzing the collected data effectively and efficiently to draw sound conclusions, a number of statistical techniques including chi-square, correlation, weighted average score have been used for the testing of hypotheses.

DATA ANALYSIS & INTERPRETATIONS FACTORIAL ANALYSIS AT KANCHIPURAM

The respondents of different age groups, occupation, income and gender for study have been selected through purposive sampling method in order to achieve the research objectives.

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Socioeconomic factors such as age, income, occupation and gender are some of the important determinant in the decision of life insurance. The study is conducted with reference to the customers of kanchipuram district, Tamil Nadu. The demographic profile of the respondents is analyzed on the basis of age, monthly income, gender and occupation. The distribution of sample respondents is shown in the following table and it is quite evident from the table that a majority of the respondents (52%) fall in the age band of 30-40 years. Out of 100 sample drawn, 72 (72%) are male and it depicts the domination of male in the life insurance sector. Occupation-wise, around 44% respondents are govt. Employee followed by private/businessman, professionals, agriculture occupied respondents with 18%, 15% and 23% respectively.

| TABLE 1 DEMOGRAPHIC DETAILS OF THE RESPONDENTS (IN PERCENTAGE) |
|----------------------|----------------------|----------------------|
| Age group of the respondents | Frequency | Percentage |
| 20-30 | 26 | 26 |
| 30-40 | 52 | 52 |

Amount of the respondents

<table>
<thead>
<tr>
<th>Monthly income</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000-15,000</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>15,000-20,000</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>20,000-25,000</td>
<td>32</td>
<td>32</td>
</tr>
<tr>
<td>25,000-30,000</td>
<td>22</td>
<td>22</td>
</tr>
<tr>
<td>Above 30,000</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Occupational levels of the respondents

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Govt. Employees</td>
<td>44</td>
<td>44</td>
</tr>
<tr>
<td>Private employees</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>Professionals</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Agricultural</td>
<td>23</td>
<td>23</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Gender of the respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>72</td>
<td>72</td>
</tr>
<tr>
<td>Female</td>
<td>28</td>
<td>28</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Age and customer investment decision in life insurance

H1: age and income has a significant impact on the customer life insurance investment decision.

TABLE 2. CALCULATION OF COEFFICIENT CORRELATION BETWEEN AGE OF RESPONDENTS & LIFE INSURANCE INVESTMENT DECISION

<table>
<thead>
<tr>
<th>Age</th>
<th>X</th>
<th>x=X-X 40</th>
<th>x²</th>
<th>Y</th>
<th>y=Y-Y 25</th>
<th>Y²</th>
<th>Xy</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-30</td>
<td>25</td>
<td>-15</td>
<td>225</td>
<td>26</td>
<td>1</td>
<td>1</td>
<td>-15</td>
</tr>
<tr>
<td>30-40</td>
<td>35</td>
<td>-5</td>
<td>25</td>
<td>52</td>
<td>27</td>
<td>729</td>
<td>-135</td>
</tr>
<tr>
<td>40-50</td>
<td>45</td>
<td>5</td>
<td>25</td>
<td>20</td>
<td>-5</td>
<td>25</td>
<td>-25</td>
</tr>
<tr>
<td>Above 50</td>
<td>55</td>
<td>15</td>
<td>225</td>
<td>2</td>
<td>-23</td>
<td>529</td>
<td>-345</td>
</tr>
</tbody>
</table>
here, the value of correlation (r)

Correlation \( r = \frac{450}{2520} = 0.18 \)

Since the calculated value of r is positive, it is concluded that there is a significant relationship between monthly income and customer insurance investment decision. Hence income is one of the important determinants in customer life policy buying decision.

**H2: occupation and gender are independent of the customer life insurance investment decision.**

**CHI-SQUARE TEST:**

Chi-square test is applied to test the goodness of fit, to verify the distribution of observed data with assumed theoretical distribution. Therefore it is a measure to study the divergence of actual and expected frequencies; karl pearson’s has developed a method to test the difference between the theoretical (hypothesis) & the observed value. The researcher has
used chi-square test to test the impact of occupation and gender on customer investment decision.

**TABLE 4 CALCULATION OF ASSOCIATION BETWEEN OCCUPATION OF RESPONDENTS AND LIFE INSURANCE INVESTMENT DECISION**

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Investment Decision</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>High</td>
<td>Medium</td>
</tr>
<tr>
<td>Govt. Service</td>
<td>25</td>
<td>15</td>
</tr>
<tr>
<td>Businessman</td>
<td>12</td>
<td>5</td>
</tr>
<tr>
<td>Professionals</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>Agricultural</td>
<td>14</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
<td>30</td>
</tr>
</tbody>
</table>

Chi – square test ($x^2$) = $\frac{(o - e)^2}{e}$

Degrees of freedom = $v = (r - 1) (c -1)$

were, here $x^2$ calculated= $\frac{(o - e)^2}{e} = 14.09$

5% level of significance for 6 df, the calculated value of chi-square is 0.829 Since the chi-square calculated < chi-square tabulated, it is concluded that there is significant association between occupation and customer insurance investment decision. Hence occupation influences the customer life policy buying decision.

**Table No.5 Type of policy**

<table>
<thead>
<tr>
<th>Policy types</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Endowment</td>
<td>31</td>
<td>31</td>
</tr>
<tr>
<td>Term plan</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Unit linked</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Money back</td>
<td>37</td>
<td>37</td>
</tr>
<tr>
<td>Others</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>
INTERPRETATION: it is quite evident from the table no. 4 and graph no. 1, there are various types of life insurance policies with customized features and value additions catering to the needs of specific target segments. That a majority (37%) of the respondents preferred money back policy, followed by 15% of the respondents preferred unit linked plans and 31% preferred endowment plans. Out of 100 samples drawn, only 10% of the respondents preferred term plans. Thus it can depict that among many plans available, the most preferred one among the mass is money back plan. This plan helps you to withdraw your money at regular intervals and still.

FINDINGS

1. The consumer decision to purchase insurance product from different insurance companies can be affected by several factors like age, gender and income level. From the analysis, it is inferred that respondents belonging to the age group between 30 to 40 years (which contribute 52% to the total respondents) found to be more interested in buying a life insurance policy as compare to other age group.

2. The government employees mostly invested in LIC out of 100 samples drawn, a majority (44%). The second place occupied private employees 18%.
3. The male respondents dominated in investment amount of the policy in LIC for 72% remaining place occupied female employees.

4. Correlation (r) 0.18 the calculated value of r is positive, it is concluded that there is a significant relationship between monthly income and customer insurance investment decision. Hence income is one of the important determinants in customer life policy buying decision.

5. Correlation (r) 0.65 Since the calculated value of r is positive, it is concluded that there is a significant relationship between age and customer insurance investment decision. Hence age affects the customer life policy buying decision.

6. The value of chi-square is 0.829 Since the chi-square calculated < chi-square tabulated, it is concluded that there is significant association between occupation and customer insurance investment decision. Hence occupation influences the customer life policy buying decision.

7. A majority (37%) of the respondents preferred money back policy, followed by 31% of the respondents preferred unit linked plans and 15% preferred endowment plans. Out of 100 samples drawn, only 10% of the respondents preferred term plans.

Suggestions:

1. The government employees occupied the LIC investment highly due avoidable of income tax, the LIC should create awareness to all kind of peoples.

2. LIC should be providing good service to the public because most of the non-educated people not ready to invest in LIC.

3. The Agent of the LIC should be covered the policy amount all category of people and said the new policy plan system.

4. The LIC officer should be providing good service at the time of payment of money at counter, they are before the closing time also not provides service to customers.

5. LIC officer should be processing possible to quick for settlement of the maturity policy, it may be
major cause of influencing investment of LIC.

CONCLUSION

Life insurance is an important form of insurance and essential for every individual. Life insurance penetration in India is very low as compare to developed nation where almost all the lives are covered and stage of saturation has been reached. Customers are the real pillar of the success of life insurance business and thus its important for insurers to keep their policyholders satisfied and retained as long as possible and also get new business out of it by offering need based innovative products. There are many factors which affect customers investment decision in life insurance and from the study it has been concluded that demographic factors of the people play a major and pivotal role in deciding the purchase of life insurance policies.

REFERENCES


8. MS. BABITA YADAV*; DR. ANSHUJA TIWARI**(2012)
TRAINING METHODS ADOPTED IN THE HOSPITALITY INDUSTRY – A CONCEPTUAL STUDY.

U. Madhan Rajan

ABSTRACT

Training is considered as an investment from which a huge return comes back in terms of increase in productivity in any industrial sector. In the hospitality industry it is mandatory since the quality of service is the measuring tool for customer satisfaction. The purpose of this paper is to compare and contrast the available training methods with special focus on the Indian Hospitality Industry. A few of the distinctive and industry specific training methods are front office module, housekeeping training module, food production module and food and beverage service training module. This is because of their convenience to use and its output is desirable. Orientation, one to one training, lecture method, role play, and management games are the other popular methods used at present. The top managements have also understood the importance of training and the significance of investing in training.
INTRODUCTION

In a rapidly changing global marketplace, characterized by increased technological advancement, organizations demand a more flexible and competent workforce to be adaptive and to remain competitive. Thus, the demand for a well-qualified workforce becomes a strategic objective. In turn, an organization’s human resource training and development (T&D) system is a key mechanism in ensuring the knowledge, skills and attitudes necessary to achieve organizational goals and create competitive advantage (Peteraf 1993).

Man is dynamic in nature, the need to be current and relevant in all spheres of human endeavor’s make staff development a necessity, to keep track with current event and methods. Griffin, (1978) Ajibade, (1993) Adeniyi, (1995) and Arikewuyo (1999) have drawn the attention of the entire sundry to the inestimable value of training and development. It is an avenue to acquire more and new knowledge and develop further the skills and techniques to function effectively. Scholars, experts, social scientist and school administrators now recognize the fact that training is obviously indispensable not only in the development of the individuals but also facilitate the productive capacity of the workers. Training is not coaxing or persuading people to do what is wanted but rather a process of creating organizational conditions that will cause personnel to strive for better performance.

TYPES OF TRAINING USED IN HOSPITALITY INDUSTRY

ORIENTATION TRAINING: -

This is a kind of training given to the new joiners of the organisation to get know to the environment they are going to work with. Their workplace, the nature of the job, their immediate boss to whom he/she will report to, the peers and subordinates whom they are going to work with. All this information will be taught to the trainees.

STANDARD OPERATING PROCEDURES TRAINING: -

As soon as the orientation training is over the new employee gets settled with their job the next training is Standard Operating Procedures training(SOP training) which describes about the standard procedure of doing any particular task in that organisation. In hotels this training is
very important since every type of service you deliver reflects the standard of the hotel. In large category star hotels each and every activity will be standardized and it will be done according to that only.

DEPARTMENTAL TRAININGS: -

These are the training which is given on a regular basis to update their employees about the new innovations in that industry. There are four major departments in a hotel namely, 1. Front office 2. Housekeeping 3. Food production and 4. Food and beverage service. So there is four major departmental training which happens at regular interval as 1. Front office module 2. Housekeeping training module 3. Food production training module 4. Food and beverage service training module. According to the organizational policy this training is conducted once in a month or once in three months.

CERTIFICATION TRAINING: -

After this kind of training, employee get professional certificate on practical or theoretical tests. It aims to improve employees’ skills and motivates them when they pass the tests.

COMMUNICATION SKILLS TRAINING: -

This is one of the very important training given in the hotel industry because all the staffs are going to communicate with their guests at any time in any way. So they must possess good communication skills. So in this training they will be taught to communicate to guests in a standard manner using standard phrases, and the most important thing is that they also will be taught with telephone etiquettes how they should speak to a guest over the phone.

HOTEL ADMINISTRATION TRAINING: -

This training is more focused on a specific subject according to the request of improving administration and services, guest relations, sales skills, public relations general information and application, safety and first-aid etc.

CROSS TRAINING: -

To ensure the communication among departments and increase the ability of adjusting to distinguished environments, cross training is used to assist employees to receive knowledge and skills from other departments.
GENERAL TRAINING METHODS USED IN HOSPITALITY INDUSTRY

On the Job Training:

1. Coaching: It is also called as understudy method. Here an experienced worker or the trainee’s supervisor trains the employee.

2. Job Rotation: In this method, an employee moves from job to job at planned intervals.

3. Apprenticeship Training: This is a process by which people become skilled workers, usually through a combination of formal learning and long-term on-the-job training.

4. Job Instruction Training: Many jobs consist of a logical sequence of steps and are best taught step-by-step.

5. Lectures: Lecture is a quick and simple way to present knowledge to large groups of trainees, as when the sales force needs to learn a new product’s features.

6. Audio visual-Based Training: Audio visual-based training techniques like DVDs, films, PowerPoint, Videoconferencing, audiotapes, and videotapes can be very effective and are widely used.

7. Simulated Training: Simulated training (occasionally called Vestibule Training) is a method in which trainees learn on the actual or simulated equipment they will use on the job, but actually trained off the job. The Stanford University medical students in the virtual reality training room use simulated training.

8. Computer-Based Training: With computer-based training uses interactive computer-based and/or DVD systems to increase his or her knowledge or skills.

9. Electronic Performance Support Systems: EPSS are computerized tools and displays that automate training, documentation, and phone support.

10. Internet Based Training:
Employers make extensive use of Web-based learning. Many firms simply let their employees take online courses offered by online course providers such as saba.com. Others use their proprietary internal intranets to facilitate computer based training.

OFF-the-Job Training: -

1. Case Study method: -

Case Study method presents a trainee with a written description of an organizational problem. The person then analyses the case, diagnoses the problem and present his or her findings and solutions in a discussion with other trainees.

2. Management Games: -

With computerized Management Games, trainees, divides into five or six person groups, each of which competes with the others in a stipulated marketplace.

3. Outside Seminars: -

Many companies and universities offer Web-based and traditional classroom management development seminars and conferences.

4. University-Related Programs: -

Many universities provide executive education and continuing education programs in leadership, supervision, and the like.

5. Role Playing: -

The aim of role playing is to create a realistic situation and then have the trainees assumed the parts of specific persons in that situation.

6. Behaviour Modeling: -

Behaviour Modeling involves (i) showing trainees the right (or “model”) way of doing something, (ii) letting trainees practice that way, and then (iii) giving model feedback on the trainees’ performance.

7. Corporate Universities: -

In-house development centres typically offer a catalogue of courses and special programs aimed at supporting the
employers’ management development needs.

8. Executive Coaches: -

An executive coach is an outside consultant who questions the executive’s boss, peers, subordinates, and family in order to identify the executive’s strength and weaknesses, and to counsel the executive so he or she can capitalize on those strengths and overcome the weaknesses.

9. SHRM Learning System: -

The Society for Human Resource Management encourages HR professionals to qualify for certification by taking examinations.

CONTINUOUS TRAINING AND DEVELOPMENT: -

UK hotelier Rocco Forte recognises that attracting, training and motivating able staff is the key to continuous existence: 'Training is a natural part of our everyday workload and we are always aware that we could not continue to survive for long without it. Customers are invariably prepared to pay the right price for good service and only by constant investment in training can we deliver what they seek' [Forte, 1982]. Forte says that most junior management entrants to the industry come with sound academic qualifications which invariably include a period of industrial release. Nevertheless, further training is required as part of their development. Is the hospitality industry realising and providing continuous training and development for every level of staff?

THE GAP WITHIN THE HOSPITALITY INDUSTRY: -

According to Teare and Brotherton [1990], 'there is already evidence to show that the hospitality and tourism firms are reviewing and improving their responsiveness to human resource problems, needs and potential in the 1990s'. For instance, the UK-based contract catering firm Gardner Merchant has recently modernised its advanced training and development facility at Henley which aims
to update skills and knowledge at every level in the organisation [Johnston, 1995].

On the other hand, recently the personnel and training manager of a national hotel chain in the UK stated that the personnel and training function has a long way to go. He is constantly called to do other tasks, leaving no time to concentrate on training and development. A regional personnel specialist of a hospitality organisation further commented: 'People are terribly undervalued for their level of responsibility. The industry is characterised by short-termism and the attitude of getting by. Labour is seen as a cost and not an asset' [Roberts, 1995].

CONCLUSION: -

Even though different training methods are used in the hospitality industry that industry specific training methods are preferred more since it gives the desired result of increasing productivity and decrease in the training cost. Advanced training methods are also used now a day to improve the training efficiency. Top management has understood the importance of training and also its significance.

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ANALYSING THE CUSTOMER SATISFACTION TOWARDS HOTEL INDUSTRY IN VELLORE

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ABSTRACT

This project is aimed at studying customer satisfaction with respect to Hotels in and around Vellore District. The main objective is to explore the level of customer satisfaction towards hotel industry in Vellore and to sustain the customer in the business and to give direction to the hotel management for improvement of customer services and to know the factors which motivate the customers towards hotels. A well structured Questionnaire is used to collect primary data. Sample size is 100, variance and confidence methods are used for determining sample size. The researcher adopted simple random sampling for the study. Finally, it has been proved that the overall assessment of customer satisfaction in hotel industry is good.

Key Words: Customer Satisfaction, Hotel Industry, and Service Sector.
INTRODUCTION

The 'Customer is the king!' And, if we believe this time tested and accepted philosophy, then we also know as to how difficult it is to make the 'King' happy. The new age customer is highly demanding as far as expectations of hospitality services from hotels. Human interaction is an important part of managing all facets hotel operations. Each interaction between the customer and the hotel staff plays an important role in customer’s unique experience at the hotel. Therefore, human interaction is the key to making a customer feel like a king. This project is aimed at studying customer satisfaction with respect to Hotels in and around Vellore District. Hence the project is limited to Vellore. Apart from studying the level customer satisfaction this study also aims at finding out the important ingredients for satisfying any customer.

There are diverse studies that address the customer satisfaction and the influencing variables that leverage the process. In business, customer satisfaction is a tactic of making money and this money can only be generated by having a satisfied and loyal customer base. With the world dwindling into the globalization the intensity of competition has augmented to an outlying mark.

LITERATURE REVIEW

Customer satisfaction is a business philosophy which tends to the creation of value for customers, anticipating and managing their expectations, and demonstrating ability and responsibility to satisfy their needs. Qualities of service and customer satisfaction are critical factors for success of any business (Gronoos, 1990; Parasuraman etal., 1988). As Valdani (2009) points out: enterprises exist because they...
have a customer to serve. The key to achieve sustainable advantage lies in delivering high quality service that results in satisfied customers (Shemwelle et al., 1998).

Service quality and customer satisfaction are key factors in the battle to obtain competitive advantage and customer retention. Customer satisfaction is the outcome of customer’s perception of the value received in a transaction or relationship, where value equals perceived service quality, compared to the value expected from transactions or relationships with competing vendors (Blanchard & Galloway, 1994; Heskett et al., 1990; Zeithaml et al., 1990). In order to achieve customer satisfaction, it is important to recognize and to anticipate customers’ needs and to be able to satisfy them. Enterprises which are able to rapidly understand and satisfy customers' needs, make greater profits than those which fail to understand and satisfy those (Barsky & Nash, 2003).

Since the cost of attracting new customers is higher than the cost of retaining the existing ones, in order to be successful managers must concentrate on retaining existing customers implementing effective policies of customer satisfaction and loyalty. This is especially true in the hotel industry.

Hotels are increasing their investments to improve service quality and the perceived value for guests so as to achieve better customer satisfaction and loyalty, thus resulting in better relationships with each customer (Jones et al., 2007). Relationship quality has a remarkable positive effect on hotel guests’ behavior: it creates positive word of mouth (WOM) and increments repeated guest rates (Kim et al., 2001). In this paper, after a review of the main literature on customer satisfaction and retention in the hotel industry, we confront a real case (Hotel Sporting Club of Cefalù, Sicily, Italy) and analyze, using a qualitative
methodology, whether there is a positive correlation between the customer oriented business philosophy, adopted by the management of Sporting Club, and the achievements obtained in terms of customer satisfaction.

In the past, tourism has been often considered as the natural outcome of environmental and cultural resources of a specific territory. In this view, the role of hospitality enterprises cannot influence demand levels and is merely limited to the supply of services to tourists. Le Blanc & Nguyen (1996) suggest that marketing efforts should be directed to highlight the environmental characteristics of the location in order to attract new customers. The constant increase of demand of touristic services, and the request for higher standards by the guests, has enforced the competition among hospitality suppliers and highlighted how the attractively of the touristic destination is influenced by the standards of the services provided by the local hotels.

Hence, both exploring the importance for customers of single attributes in hotel selection and to systematically survey their level of satisfaction are indispensable. Research on the topic of guest satisfaction, which translates into the consideration of whether or not customers will return to a hotel or advice it to other tourists, is pivotal to the success of the hospitality business. Neglecting to pay attention to those hotel attributes considered most important by guests leads to negative evaluations of the hotel, thus restricting the chance of repeat patronage.

The booming firms define their strategies in customer oriented comportment. Kotler (2000) defined satisfaction as a person’s feelings of pleasure or disappointment resulting from comparing a product’s perceived
performance (or outcome) in relation to his or her expectations”. But Oliver (1997) took a more myopic view and stated customer satisfaction as a consumer’s fulfillment response. It is a judgment that product or service feature, or the product or service itself, provides a pleasurable level of consumption related fulfillment. In other words, it is the overall level of contentment with a service/product experience”.

**METHODOLOGY**

The study is conducted in customer satisfaction towards hotel industry in Vellore. It covers the various strategies applied by the hotel industry to satisfy the customers. At present some of the customers are not satisfied with the service provided by the hotels. That will be identified based on the data analysis and some value information would be provided for improvement of the service in hotel industry.

The topic taken for the study is customer satisfaction towards hotel industry in Vellore. The reason why took up this topic is because today hotel industry is among the fastest growing sector in the market and provides more business opportunity to the public, whereby people will be spent their time in hotels to have relaxation with their family through them project work can expect to come up with meaningful analysis of customer satisfaction towards hotel industry.

The main objective is to explore the level of customer satisfaction towards hotel industry in Vellore and to sustain the customer in the business and to give direction to the hotel management for improvement of customer services and to know the factors which motivate the customers towards hotels.

**RESEARCH DESIGN:**

Descriptive approach is one of the most popular approaches these days.
In this approach, a problem is described by the researcher by using questionnaire or schedule. This approach enables a researcher to explore new areas of investigation. A well structured Questionnaire is used to collect primary data. The research was conducted at Vellore, Tamilnadu, India. Sample size is 100 regular customers of Six hotels in Vellore, Tamilnadu. Variance and confidence methods are used for Determining sample size. The researcher adopted simple random sampling for the study.

ANALYSIS

Table 1. Cleanliness and comfort, Spaciousness, Hygienic, Complementary items

<table>
<thead>
<tr>
<th>Description</th>
<th>Highly Satisfied</th>
<th>Satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Dissatisfied</th>
<th>Highly Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleanliness and Comfort</td>
<td>16%</td>
<td>64%</td>
<td>10%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Spaciousness</td>
<td>17%</td>
<td>51%</td>
<td>23%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Hygiene</td>
<td>30%</td>
<td>41%</td>
<td>17%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Complementary Items</td>
<td>16%</td>
<td>41%</td>
<td>24%</td>
<td>12%</td>
<td>7%</td>
</tr>
<tr>
<td>Performance of Staff</td>
<td>26%</td>
<td>47%</td>
<td>15%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>Accuracy food orders</td>
<td>18%</td>
<td>49%</td>
<td>18%</td>
<td>11%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Table 2. Quality of food, Variety of basic products and services, room services and, affordability of prices.

<table>
<thead>
<tr>
<th>Description</th>
<th>Highly Satisfied</th>
<th>Satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Dissatisfied</th>
<th>Highly Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of food</td>
<td>24%</td>
<td>46%</td>
<td>13%</td>
<td>12%</td>
<td>5%</td>
</tr>
<tr>
<td>Products and services</td>
<td>18%</td>
<td>54%</td>
<td>13%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>Room Services</td>
<td>12%</td>
<td>55%</td>
<td>17%</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>Price Affordability</td>
<td>18%</td>
<td>46%</td>
<td>21%</td>
<td>9%</td>
<td>6%</td>
</tr>
</tbody>
</table>

RESULTS

64% of the respondents are satisfied with the cleanliness and comfort of rooms. 51% of the respondents are satisfied with the spaciousness of rooms. 41% of the respondents are satisfied with the hygienic restrooms. 41% of the respondents are satisfied with the complementary items. 52% of the respondents are satisfied with brochures and pamphlets than other. 45% of the respondents are satisfied with the availability of non-smoking areas in restaurant. 47% of the respondents are satisfied with the staff performing services right at the first time. 48% of the respondents are satisfied with the staff with good communication skills. 49% of the respondents are satisfied with the accuracy of food orders by the hotels. 37% of the respondents are satisfied with the advance information about services. 42% of the respondents are satisfied with the availability of services provided by the staffs. 43% of the respondents are satisfied with the variety and quality of food and recreational facilities. 46% of the respondents
are satisfied with the quality of food in restaurant. 54% of the respondents are satisfied with the variety of basic products and services offered. 55% of the respondents are satisfied with the availability of room services. 37% of the respondents are satisfied with the timely housekeeping services. 46% of the respondents are satisfied with the satisfactory level related to affordability of prices. 48% of the respondents are satisfied with the delivery of services at the time of promised. 37% of the respondents are satisfied with the comfortable clean and mattress, pillow, bed sheets and covers. 47% of the respondents are rated that the availability of conference hall is good. 41% of the respondents are rated that the telephone facilities available in the hotel is good. The hotel manager should understand about the customer expectation and level of satisfaction based on that they have to service. Make necessary arrangements like proper chairs and tables, refreshers rooms, ventilations and other arrangements of which customer expected at the time of service provided by the hotels.

CONCLUSION

As the study focused on the customer satisfaction, has been clearly analyzed with appropriate methodology based on the objectives as the findings valuable suggestions and recommendations are given according to the data analysis. This would help to make the hotel industry more perfection towards the customer satisfaction much more effective way. Finally, it has been proved that the overall assessment of customer satisfaction in hotel industry is good.

REFERENCES


PERFORMANCE OF HOUSING DEVELOPMENT AND FINANCE CORPORATION WITH SPECIAL REFERENCE FROM HOME LOAN DISBURSEMENTS

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INTRODUCTION

Home is a dream of a person that shows the quantity of efforts, sacrifices luxuries and above all gathering funds little by little to afford one’s dream. Home is one of the things that everyone one wants to own. Home is a shelter to person where he rests and feel comfortable. Many banks providing home loans whether commercial banks or financial institutions to the people who want to have a home. HDFC-(Housing Development And Finance Corporation) Home Loan, India have been serving the people for around three decades and providing various housing loan according to their varied needs at attractive & reasonable interest rates. Owing to their wide network of financing, HDFC Housing Loans provides services at your doorstep and helps you find a home as per your requirements. Many banks are providing home loans at cheapest rate to attract consumers towards them. The more customer friendly attitude of these banks, currently offer to consumers cheapest loan over homes. In view of acute housing shortage in the country, and keeping in mind the social – economic role of commercial banks in the present times, the RBI advised banks to encourage the flow of credit for housing finance.

With the RBI reducing bank rate, the home loan market rates nose-diving by 50 basis points. The HDFC Bank and Standard chartered bank has become the first player in this sector to announce a housing loan for a 20 years period. No doubt it will enhance the end cost people
to plan their house over longer duration now; it has been made easy for a person to buy that dream house which he dreamt of long ago. HDFC also provides with Home Improvement Loan for internal and external repairs and other structural improvements like painting, waterproofing, plumbing and electric works, tiling and flooring, grills and aluminium windows. HDFC finances up to 85% of the cost of renovation (100% for existing customers). Current status is that HDFC reduced home loan rates by 50 basis points for all its existing floating rate customers.

**OBJECTIVES OF THE STUDY**

**ANALYSIS AND INTERPRETATIONS**

The Business of commercial bank is primarily to hold deposits, give loans and make investments in profitable securities. Lending of funds to the traders, businessman and industrial enterprises constitute the main business of banking company. A major portion of bank’s fund is employed by the way of loans and advances.

There is no strongest foundation for your dream home, than a cheap loan. Home loans have become that stronger foundations for people who want to own a home. The main objectives of the study are as follows:-

The main objective of this study is to study about home loans disbursement of HDFC housing development finance corporation LTD, An Analysis of comparative study over the period of time and To offer suggestions to generate good business to the company by promoting and selling the products of HDFC LTD.

In this chapter an attempt is made to analyse the trend in various loan and advance provided by the Housing development Finance Corporation limited Main branch, Chennai, against the different types of securities offered by the borrowers. The graphical representation for the various tables is presented at the end of this chapter.

**Total Outstanding and recovery over the study**

<table>
<thead>
<tr>
<th>YEAR</th>
<th>TOTAL LOAN SACTIONED [RS. IN]</th>
<th>TOTAL LOAN RECOVER</th>
<th>TOTAL LOAN OUTSTANDING [RS. IN LAKHS]</th>
<th>PERCENTAGE OF RECOVERY</th>
<th>PERCENTAGE OF LOAN OUTSTANDING</th>
</tr>
</thead>
</table>


<table>
<thead>
<tr>
<th></th>
<th>LAKHS]</th>
<th>[RS.IN LAKHS]</th>
<th>TO LOAN SANCTIONED</th>
<th>TO LOAN SANCTIONED</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-2012</td>
<td>966.19</td>
<td>500.41</td>
<td>465.78</td>
<td>51.79</td>
</tr>
<tr>
<td>2012-2013</td>
<td>1461.27</td>
<td>839.97</td>
<td>621.3</td>
<td>57.48</td>
</tr>
<tr>
<td>2013-2014</td>
<td>1974.25</td>
<td>1065.76</td>
<td>908.49</td>
<td>53.98</td>
</tr>
<tr>
<td>2014-2015</td>
<td>2530.23</td>
<td>1406.11</td>
<td>1124.12</td>
<td>55.57</td>
</tr>
<tr>
<td>2015-2016</td>
<td>3187.68</td>
<td>1831.49</td>
<td>1356.19</td>
<td>57.45</td>
</tr>
</tbody>
</table>

Source: Annual Reports

It is observe from the above table, show the overall recovery position of the loan sanctioned by the ICICI bank. It showed an increasing trend over the study period 48.21% to 42.54%.

It slightly increases to 48.21% in 2011-2012 and thereafter it has decreased to 42.54% in 2015-2016. Hence the overall recovery position of the HDFC bank is quite good.

FINDINGS, SUGGESTIONS AND CONCLUSION

The HDFC bank limited, main branch is playing an important role in providing financial assistance through various schemes. The housing loan is forming the major portion of the total loan and it shows an increasing trend. The personal banking division main branch Chennai provides special attention to individual needs. The total loan is providing by the bank shows an increasing trend. The bank recovery position is good. The recovery constitutes more than 96% of the outstanding loan during the study period.

The bank must ensure that the funds obtained borrowers are used for the same purpose. Public should be educated about the prompt repayment of loans so that they can avail once again or the funds will be available to other needy public. Documentation process should be made simple, to reduce time involved. Public or not fully aware of various facilities available from the banks. Hence, more publicity has to be made. Booklet pamphlets are to be printed and distributed to the public.
CONCLUSION

The role of nationalized banks in developing countries is tremendous. The HDFC generally players are important role in developing the economic condition of the country. Of all the functions of a modern bank lending is the most important function, because the strength of a bank is primarily judged by the soundness of its advanced. The study brings out the fact that the various types of loans and advances granted by the bank had proved its worthiness. To have a further better financial position, the bank can have a close follow up with regard to the purpose for which the loan is borrowed and to increase the recovery position. Different attractive media can be selected to create awareness among the public about the various facilities available in the bank. By doing so, the Housing development and Finance Corporation Limited., main branch, can not only improve its financial position but also contribute more positively to the economic welfare to the people in Chennai.

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