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ROLE OF FEES AND ITS IMPACT ON STUDENTS' EXPECTATIONS AND LEVEL OF SATISFACTION IN NAGPUR CITY MBA COLLEGES

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ABSTRACT

An educational institution can pinpoint their strengths and identify areas for improvement by measuring the level of student's satisfaction. Student's satisfaction is related to various factors like infrastructure, quality of education imparted, placements, library, internal marks, fees etc. It is observed that many educational institutions have started considering students as customers because they are the major source of revenue generation and thus more focus should be given on their satisfaction. The decrease in number of admission has encouraged educational institutions to utilize a more student-oriented philosophy in delivering their services.

In this study, regression analysis has been used to examine the extent of contribution of fees, infrastructure, library, faculty quality, placement, training, extracurricular activities and administrative department on students' satisfaction. Independent sample t-test is used to know whether the student's satisfaction is equal or unequal between MBA male & female students and MBA 1st & 2nd year students. For the purpose of this study, total 900 questionnaires have been distributed to students of 20 MBA colleges in Nagpur, India. 356 questionnaires were actually useful for the study and the remaining were either not returned or incomplete or answers written were not related to the question.

One of the observation of this study is that fees, and industry-institute interface is not much contributing to the student's satisfaction. On the other hand, administrative department is the strongest independent variable that leads to student's satisfaction followed by training.

Keywords: - fees, infrastructure, placement and student's satisfaction.

INTRODUCTION

Satisfaction means the willful accomplishment which results in one's contentment, Rad & Yarmohammadian (2006). According to Zeithaml (1988) satisfaction mean the resultant outcome of an institution's administrative as well as educational system's coherent performance. The competitive in the higher education sector is increasing; the MBA student satisfaction is an important component in attracting and retaining high achievers who in turn increase the reputation and standing of the college. According to Elliott & Shin (2002) "focusing on student satisfaction not only enables universities to re-engineer their organizations to adapt to student needs, but also allows them to develop a system for continuous monitoring of how effectively they meet or exceed student needs".

Getting students admitted in any college is a very vital activity. The rapid expansion of colleges and universities, significant increases in college education costs combined with demographic shifts in the population may force colleges to think differently about the role of student satisfaction for their survival (Kotler and Fox, 1995). Survival of the college will be a major challenge when colleges are burgeoning like anything. In Nagpur there has been a drastic increase in number of MBA colleges in last three years. It is important to admit students in the colleges for revenue generation, but it is equally important to satisfy the existing students. In Nagpur, colleges are adopting every possible method to attract students. More the services a college offers, the more will be the cost; as a result the fees collected by the students will also increase. The measurement of student satisfaction can be useful to post-secondary institutions, to help them to pinpoint their strengths and identify areas for improvement. To grasp the complexity of that learning experience, it is not enough to know the degree to which students are satisfied but it is also important to understand the factors that contribute to student satisfaction. Determining which features of the student experience are most closely related to satisfaction may provide information about actions that can be taken to maintain high levels of satisfaction and improve student learning.

OBJECTIVE OF THE STUDY

1. To study the effect of fees on students' satisfaction.
2. To examine the extent of contribution of fees, infrastructure, library, faculty quality, placement, training, extracurricular activities and administrative department on students' satisfaction.
3. To study whether satisfaction of male and female students are equal or unequal.
4. To study whether MBA 1st year and 2nd year students have equal or different opinion on satisfaction.

HYPOTHESIS

1. Satisfaction level of MBA male and female students is equal – H₀

Satisfaction level of MBA male and female students is not equal – H_1

2. Satisfaction of MBA 1st year and 2nd year students is equal – H_0

Satisfaction of MBA 1st year and 2nd year students is not equal – H_1

LITERATURE REVIEW

Letcher and Neves (2010) studied the determinants of overall student satisfaction using undergraduate business exit assessment. Regression analysis was used to determine the strength of relationship between the factors considered for student satisfaction. Regression results show that advising and quality of teaching in the subject matter have little or no effect on overall student satisfaction. Self-confidence, extra-curricular activities and career opportunities, and quality of teaching in general are the factors with greater impact on satisfaction

Palacio et al (2002) conducted a study on Spanish university students; the results revealed that university image influenced the student satisfaction with the university. According to Aldemir & Gulcan (2004), some Turkish university students, the quality of instructors, education, textbooks and being female and informed before attending university considered to important factors of satisfaction. According to Navarro et al (2005) key elements to achieving Spanish student satisfaction and their subsequent loyalty are the teaching staff, teaching methods and course administration.

Institutions of higher education are increasingly realizing that they are part of the service industry and are putting greater emphasis on student satisfaction as they face many competitive pressures. On the one hand, student satisfaction has been related to recruitment and retention and academic success [Athiyaman, 1997; Elliott & Healy, 2001; DeShields et al., 2005; Helgesen & Nettet, 2007] which has lead university administrators to pay great attention to those factors that help them to more effectively attract students and create a supportive learning environment. Administrators and educators also recognize that understanding the needs and wants of students and meeting their expectations are important to develop environments in which students can learn effectively [Seymour, 1993; Gerdes & Mallinckrodt, 1994]. Moro-Egido and Panades (2009) found that part-time students are more likely to report being less satisfied, that women are more satisfied in general, and that students enrolled in more specialized programs are relatively more satisfied with their degree.

Umbach and Porter (2002), Grunwald and Peterson (2003), and Thomas and Galambos (2004) focused on faculty and department roles in shaping student satisfaction, concluding that department where faculty focus on research, students report higher levels of satisfaction. Two concepts of quality in higher education have been proposed by Rapert et al. (2004): process quality attributes and functional or outcome quality attributes. s. In their study of expectations of MBA students, Rapert and her colleagues found that most higher education satisfaction studies focus on process quality attributes, that is, on the delivery and operational aspects of the student educational experience. Kotler and Fox (1995), most students are satisfied with their academic programs

but less satisfied with support services such as academic advising and career counseling. Mai [2005] compared student satisfaction between US and UK students with mixed results. He concluded that US students are in general more satisfied than college students in the UK.

Eom and Wen [2006] used path analysis and found significant correlations between satisfaction and six composite factors: student self-motivation, student learning style, instructor knowledge, instructor feedback, student interactions, and course structure. Ali Kara and Oscar W. DeShields (2004) in their study indicate that students' college experience is positively related to their satisfaction and intentions to stay at college or university. Even though satisfying the wants and needs of customers is not a new organizational concept for these institutions (Cutlip, 1971), customer orientation has been underemphasized in college and universities compared to the profit-oriented organizations. Douglas et al (2006) in their study finds that the most important aspects were those associated with teaching and learning, while the least important were those associated with the physical facilities. Schreiner Laurie A. (2009) in their study found that student satisfaction is indeed connected to student persistence, as well as to the word-of-mouth reputation of an institution. The satisfaction levels not only differ across class level, but contribute differently to student persistence at each level.

RESEARCH METHODOLOGY

Primary as well as secondary data is used in this study. The collection of primary data is done with the help of structured questionnaire and the same has been collected from the Nagpur city. The questionnaire consists of 2 demographic questions and 11 parametric variables. Total 900 questionnaires were distributed to MBA students affiliated to Nagpur University but only 356 MBA students have actually returned the questionnaire which is actually useful. The remaining questionnaire were either not returned or incomplete or answers written were not related to the question Secondary data is collected with the help of literature available in the Nagpur University, various magazines, books, research already done in the field of student's satisfaction etc. Correlation and regression has been used to analyze the primary data

Demographic profile: -

Table 1: Respondent's Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	213	59.8	59.8	59.8
	Female	143	40.2	40.2	100.0
	Total	356	100.0	100.0	

Table 2: Respondent's Year

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MBA 1 year	97	27.2	27.2	27.2
	MBA 2 year	259	72.8	72.8	100.0
	Total	356	100.0	100.0	

59.8% respondents are male MBA students, while 40.2% are female respondents (table 1). Among the total respondents 72.8% are from MBA 2nd year while only 27.2% are from MBA 1st year (table 2).

DATA ANALYSIS

Regression Analysis: -

Regression was used to examine the effect of 10 independent variables on a single dependent variable (student's satisfaction). R-Square, also known as the Coefficient of determination is a commonly used statistic to evaluate model fit. R is the multiple correlations between independent variable and dependent variable. Constant refers to the intercept, while the row containing the name of independent variable refers to the slope.

From model summary table the value of R² is .527 which means that moderate correlation is there between the variables.

Table 3: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.400	.206		-1.944	.053
Fees	.020	.038	.021	.519	.604
Infrastructure	.126	.049	.119	2.569	.011
Library	.164	.051	.154	3.236	.001
Internal Marks	.096	.044	.096	2.196	.029
Faculty Quality	.151	.051	.141	2.952	.003
Placement	.113	.050	.109	2.265	.024

Training	.186	.053	.175	3.497	.001
Extracurricular Activities	-.097	.047	-.099	-2.081	.038
Industry-Institute Interface	.056	.052	.056	1.068	.286
Administrative Department	.293	.049	.276	6.015	.000

a. Dependent Variable: Student Satisfaction

From the above table 3, the administrative department is the strongest independent variable that leads to student's satisfaction (dependent variable), which is having the value of .293. The independent variable, training having the value of .186 is the second most important variable which effects student's satisfaction. If extracurricular activities are reduced then students' satisfaction will increase. On the other hand, if administrative department and training is made more efficient then the satisfaction of student will increase. Fees, and industry-institute interface is not much contributing to the student's satisfaction.

Independent Sample t-test: -

Table 4: Group Statistics

	Respondent's Gender	N	Mean	Std. Deviation	Std. Error Mean
Student's Satisfaction	Male	213	3.2108	1.17430	.08046
	Female	143	3.1867	1.17918	.09861

Table 5: Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference

									Lower	Upper
Student's Satisfaction	Equal variances assumed	.120	.729	.189	354	.850	.02408	.12717	-.22601	.27418
	Equal variances not assumed			.189	303.827	.850	.02408	.12727	-.22636	.27453

From table 4, it is observed that the standard deviation between male and female MBA students is 1.17430 and 1.17918 respectively and there is not much difference. The satisfaction level between male and female MBA students is equal. The significance is .729 from table 5, which means that null hypothesis is accepted and the gender and student's satisfaction are independent of each other.

Table 6: Group Statistics

	Respondent's Year	N	Mean	Std. Deviation	Std. Error Mean
Student's Satisfaction	MBA 1 year	97	3.0258	1.07619	.10927
	MBA 2 year	259	3.2668	1.20489	.07487

Table 7: Independent Samples Test

Levene's Test for Equality of Variances		t-test for Equality of Means						
F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	

									Lower	Upper
Student's Satisfaction	Equal variances assumed	4.569	.033	-1.728	354	.085	-.24102	.13944	-.51526	.03321
	Equal variances not assumed			-1.820	191.581	.070	-.24102	.13246	-.50229	.02024

There is a difference between the standard deviation of MBA 1st year and MBA 2nd year students which is 1.07 and 1.20 respectively as is evident from table 6. There is a slight difference in the satisfaction level between MBA 1st year and 2nd year students. Table 7 indicates that H₁ is accepted as the significance value is .033 and it can be concluded that student's satisfaction and year are dependent on each other.

CONCLUSION

The finding from the analysis shows that administrative department is the most vital and strongest variable that leads to student's satisfaction, followed by training, library and then faculty quality. It is amazing to know the fact that students are satisfied if the training imparted to them is of good quality. The students are expecting quality books in the library and experienced faculty is equally important for their satisfaction. All the MBA colleges are equipped with required number of books, journals, magazines etc. Effort should be made by the colleges to purchase quality books and journals of various authors on a particular subject. MBA colleges in Nagpur are growing like mushrooms but the availability of the experienced faculty is limited thus hampering the teaching learning process. Colleges should focus to hire visiting faculty from industry to impart practical knowledge to the students.

The students' satisfaction will increase, if extracurricular activities are reduced which is a very appalling observation. Generally it is felt that the more the extracurricular activities the more are the students satisfied. In Nagpur, most of the MBA colleges are conducting more and more extracurricular activities but recently colleges are reducing the number of activities organized by them. Fees, and industry-institute interface is not much contributing to the student's satisfaction. In other words, increase or decrease in fees will not make much difference as far as students' satisfaction is concerned.

The study reveals that the satisfaction level of male and female students are equal. Both the variable student's satisfaction and gender are not dependent on each other. On the other hand, student's satisfaction and the year in which they are studying in MBA course are dependent on each other. The level of student's

satisfaction depends upon the year in which the students are studying.

It is compulsory for the MBA student to do a project as it is a part of Nagpur university syllabus. The basic problem students are facing with the projects is the availability of required cooperation from the industry. Students are unable to select projects in the interested topic due to less number of industries in the Nagpur region. Even the industries available are not willing to spare time and information with the students; as a result the students are not having the field training. Most of the companies which come for campus recruitment in MBA colleges in Nagpur are offering sales jobs. As a result of this students of other discipline are not getting the job in their respective area. In spite Nagpur being educational hub for so many years, MBA colleges is unable to attract reputed companies for campus recruitment. It is now high time for all the colleges to satisfy the students because sustainability of college is directly dependent on this.

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RURAL MARKETING IN CHHATTISGARH: A CHANGING PARADIGM

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Abstract

Over the past few years rural Chhattisgarh has witnessed an increase in the buying power of consumers, accompanied by their desire to upgrade their standard of living. Projects, such as MGNREGA, ITC's echaupal, HLL's project Shakti, retail hubs like Kisan Sansar, both from the government and the private companies, have changed the rules of the marketing game in rural Chhattisgarh. Rural markets offer a great scope for a concentrated marketing effort because of the recent increase in the rural incomes and the likelihood that such incomes will increase faster because of better production and higher prices for agricultural commodities. The paper discusses the profile of the rural Chhattisgarh customer and analyses the characteristics of the diverse and scattered rural market. Despite the irregular buying capacity of rural markets of Chhattisgarh, the taboos and traditions in the rural market in Chhattisgarh is a highly lucrative one. The paper goes on to explore how some companies have been able to have an impact in the rural segment through effective marketing strategies. The paper studies the changing paradigm of the Indian rural markets and suggests some ways in overcoming the roadblocks in rural selling. A new rural marketing mix is suggested with special emphasis on the marketing communication mix.

Key Words: *Bottom of Pyramid, Marketing Strategy, Marketing Communication Mix, Changing Paradigm.*

Introduction

Improving the lives of billions of people at the bottom of the economic pyramid is a noble endeavor. It can also be a lucrative one.” C.K. Prahlad.

The rural market of Chhattisgarh is very vast and heterogeneous demand is based upon great lucrative opportunities to marketers. Approx two thirds of consumers live in rural areas and almost half of the state income is generated from rural Chhattisgarh. Chhattisgarh is composed of 27 districts, and approximately 18,000 villages, which can be segmented in different parameters such as literacy levels, accessibility, distribution networks, income levels, market penetration, distances from nearest towns, etc. Recent

developments, which has taken place in the rural areas under the five-year plans and other such special programmes, are phenomenal. The overall growth of the economy has resulted into substantial increase in the purchasing power of the rural communities of Chhattisgarh. Today the rural market of Chhattisgarh offers a vast untapped potential. Development programs in the field of agriculture and related activities such as health education, communication, rural electrification, etc have improved the lifestyles of village population. Rural India, which accounts for more than 70 per cent of the country's one billion population (according to the Census of India 2001), is not just witnessing an increase in its income but also in consumption and production. It is in this background that rural marketing has emerged as a special marketing strategy, but often, rural marketing is confused with agricultural marketing. Agricultural marketing denotes marketing of produce of the rural areas to the urban consumers or industrial consumers. These primarily consist of agricultural commodities and some small scale industry products such as Khadi Gram Udyog products or devbhog dairy products or on the other hand, rural marketing involves delivering manufactured or processed goods or services to rural producers or consumers. As rural markets acquire significance the Chhattisgarh growth story spreads itself to India's hinterlands. In other words, The Rural Market has truly arrived. Some simple facts to support this: last year LIC sold 45% of its policies to rural areas; of over two billion BSNL mobile connections 50% are in small towns or villages; 4 million Kisan Credit cards have been issued as against 22 million credit cum debit cards in urban areas. With the growing market and the growing purchasing power it is therefore natural that rural markets form an important part of the total market of India.

Scope of the study

As rural markets dominate Chhattisgarh marketing scene and they need special attention for the expansion of marketing activities. Over the past few years rural Chhattisgarh has witnessed an increase in the buying power of consumers, accompanied by their desire to upgrade their standard of living. The paper tries to highlight the impact of a host of projects, such as NREGA, ITC's echaupal, HLL's project Shakti, and retail hubs like Kisan Sansar (Tata), Haryali Kisan Bazar (DMC), both from the government and the private companies, and how they have changed the rules of the marketing game in rural Chhattisgarh. The paper also discusses the profile of the rural Chhattisgarh customer and analyses the characteristics of the diverse and scattered rural market. Despite the irregular buying capacity of rural markets, the taboos and traditions it is seeped in, the rural market in India is a highly lucrative one. The paper goes on to explore how some companies have been able to have an impact in the rural segment through effective marketing strategies. The paper studies the changing paradigm of the Chhattisgarh rural markets and suggests some ways in overcoming the roadblocks in rural selling. A new rural marketing mix is suggested with special emphasis on the marketing communication mix. This can also be viewed as part of an organizations corporate social responsibility for providing better life and welfare to the

rural people. Rural marketing and urban marketing are very similar with regard to the basic marketing structure and marketing strategy. However, rural markets and rural marketing have special features and dilemmas as compared to urban markets. The rural markets offer a great scope for a concentrated marketing effort because of the recent increase in the rural incomes and the likelihood that such incomes will increase faster because of better production and higher prices for agricultural commodities.

Literature Review

In the Chhattisgarh rural marketing context the dominant literature is on marketing of agricultural products to the urban areas. We also have indigenous rural marketing literature which primarily deals with other side of rural marketing, namely selling to rural areas. He also propagates the relevance of haats and melas and highlights their under utilization. Agricultural Marketing: Case Studies' discusses through various case studies, product lifecycle of rural product and how they differ from urban products. He has also discussed standardization and grading systems in India and their relevance in rural markets. An in depth analysis on the telecom sector, conducted by Kurian and Tiyama brings out the shift of rural population towards use of technology and modern means of consumers. Researchers have also proposed a number of theoretical frameworks for understanding the reasons for success and failures of rural projects. The research also highlights long term sustainability strategies. While researchers have explored in detail the existing marketing strategies and success stories, few discuss and recommend the future course of action. This paper attempts to bridge that gap.

The Rural Customer: A Profile

The feature of Chhattisgarh, is diverse and varied profiles of customers. Each of these diverse sections of rural Chhattisgarh is embedded in its customs and traditions, which in turn have a deep impact on the psyche of the people. Every aspect of their lives from birth, to education, to marriage, to livelihood is influenced by the deeply imbedded traditions. Rural marketers have been able to understand and often utilize these diversities and traditions. Even the level of infrastructure provided in different regions varies a lot. The diversity in terrain adds to the already varied lifestyle and livelihood of people there. Therefore no marketer can follow a uniform marketing strategy through out Chhattisgarh.. Moreover products are sold loose, giving high competition to branded sealed products. Ignorance and illiteracy are accompanied by strong influence leaders like the local panchayat members, caste and religious leaders etc. Irregular income, dependency on the vagaries of monsoon induces the rural consumer to buy in small quantities. Small Coke worth Rs 5, Chick shampoo sachets have been successful in the past. Since rural population does not have the concept of storing goods and blocking too much capital into it is important for rural marketers to provide products in small quantities as well as good

credit or EMI systems for larger products. It is also important to induce first time purchase and trials so that customer is able to experience products he never has. Credit facility also needs to be extended to the wholesalers. There is hardly any brand stickiness in rural consumption. Nirma is simply referred to as the pila powder and surf as the nila powder. Because of illiteracy the packaging of products plays an important role. It is also easy for spurious products to find a foothold in rural markets. RC Cola packaged as Pepsi and Hello Chips a copy of Lays are widely sold. Therefore it is important that companies give their products shorter names in the local languages and educate the customer about the significance of their brands. Pictures and endorsement by local stars will also help in increasing brand awareness. Over the past few years rural India has witnessed an increase in the buying power of consumers, accompanied by their desire to upgrade their standard of living. Host of projects both from the government and the private companies have changed the rules of the marketing game in rural India. The NREGA (National Rural Employment Guarantee) schemes, as well as other rural employment schemes have given the rural population an opportunity to meet their daily needs. National Rural Employment Guarantee Scheme guarantees 100 days employment to any one member of the rural house hold. Farmers have benefited from loan waver which has again received an extension in the recent budget. Also the increased demand for labour in the urban projects has resulted in more money being sent back home by the immigrant labour. Rural customers have upgraded their lifestyles and as a result are purchasing lifestyle products like cosmetics, beverages, mobile phones, etc, which have become necessities for them. With the initiation of various rural development programmes there have been an upsurge of employment opportunities for the rural poor. The steps taken by the Government of Chhattisgarh to initiate proper irrigation, infrastructural developments, prevention of flood, grants for fertilizers, and various schemes to cut down the poverty line have improved the condition of the rural masses. Yet these are insufficient and inadequate as per the percentage of rural area and population. Secondly the rural populations are largely self dependent and are able to produce most of its consumption needs locally. As a result the global meltdown has not affected it much. According to a study on the impact of the slowdown on rural markets commissioned by the Rural. The rural economy has not been impacted by the global economic slowdown that took place during the last two years. The social status of the rural regions is likely to be low as compared to the urban regions as the income level and literacy is low. This is accompanied by a range of traditional values and superstitious beliefs that have always been a major impediment in the progression of this sector. Infrastructure or rather the lack of it is an important characteristic of the rural market and affects the customers to a great extent. It is in fact a major drawback for the rural marketer. Lack of good road networks, transport and warehousing has hindered the growth of rural markets for long. With a large percentage of rural Chhattisgarh having devised age old ways in which they can substitute the uses of electronic devices like refrigerator, it seemed virtually impossible to sell such commodities to them. Most of the data available is owing to the private efforts of companies and are not

readily shared. Poor media penetration and lack of hoardings, television reach, newspapers and magazines has made the task of marketers rather challenging. It is also because of poor media penetration and low literacy rates that the village people are highly influenced by the local retailers, local vendors, politicians and religious leaders.

Changing scenario of Rural Customer of Chhattisgarh

In recent times, rural Chhattisgarh has witnessed a wave of change. Media exposure and increasing literacy levels, among people in rural Chhattisgarh are now demanding a better lifestyle. The educated rural male is moving out to work in nearby towns and cities, and sending money home to his family. This has created an indirect increase in disposable incomes and a surge in demand for consumer goods. The rural youth are slowly evolving as opinion leaders in influencing brand and product decisions in a market that was swayed by village elders for centuries.” Looking at the challenges and opportunity that rural markets offer, the future looks promising to those who can understand the dynamics of the rural markets and exploit them to their best advantage.

Effective Rural Marketing Mix Strategies

Rural Marketing mix would traditionally include the strategy which encompasses the four Ps namely Product, Price, Place and Promotion that a company uses to promote and sells its brand or product in markets. Apart from that rural marketing also includes four as, namely Affordability, Availability, Awareness and Acceptability. The paper further discusses each of these in detail.

By definition a product refers to anything that is capable of or can be offered to satisfy need or want. Product for rural market must be built or modified to suit the lifestyle and needs of the rural consumers, at the same time keeping in mind their paying capacity as well as their willing to pay. Some particular product strategies for the rural market are new and modified products altered for the rural requirements. For example Nokia develop affordable Mobile phones for rural markets with the unique feature of local language capabilities. Philip developed a TV that can work on the voltage 90-270 volts. Secondly, the product has to be utility oriented. British Petroleum energy cell manufactures and sells smoke less, biomass run stoves. Sophisticated packaging has to be avoided at the same time value packs need to be provided. Coke Rs 5/- bottle, chick shampoo are successful examples. Coca-Cola has also introduced Sunfill, a powdered soft-drink concentrate. The instant and ready-to-mix Sunfill is available in a single-serve sachet of 25 gm priced at Rs 2 and mutiserve sachet of 200 gm priced at Rs 15.

The second P refers to price. Price is the amount the customer has to pay in order to acquire a product or

services. Rural pricing revolves around 3 c's, namely customer value, competitors prices and cost to company. Rural population due to its irregular income and limited resources is highly price sensitive. Ensuring a high market share and deep penetration will ensure large volumes thereby achieving overall economies. This overall price benefit has to be passed on to the consumer who requires value for money products. Godrej has introduced three brands of Cinthol, Fair Glow and Godrej in 50-gm packs, priced at Rs 10 meant specifically for the rural areas of Chhattisgarh, Madhya Pradesh, Bihar and Uttar Pradesh. HUL has launched a variant of its largest selling soap brand, Lifebuoy at Rs 5 for 50 gms.

Place not only refers to point of sale but also the distribution network. Typically Indian villages have a population ranging from a few hundreds to 5,000. A manufacturer has to decide whether coverage of villages with population less than 2,000 is lucrative enough or not. Of late a lot of retail outlets have been set up in the villages. Hariyali Bazar, Haats, Chaupals have already been mentioned. Distances and poor infrastructure also play a deterrent here. To service remote village, companies use auto rickshaws, bullock-carts and even boats in the backwaters of Chhattisgarh in rainy seasons. Coca-Cola uses bullock-carts for transportation to save fuel and cut costs. Companies either follow distribution up to feeder markets/ Mandi towns or tie up for direct contact with rural retail. LG Electronics defines all cities and towns other than the seven metros cities as rural and semi-urban market. To tap these unexplored rural markets of Chhattisgarh; LG has set up 5 area offices and 12 rural/remote area offices.

Promotion implies all the activities undertaken to make the product or service known to and preferred amongst the user and trade. Promotion aspect always creates a challenge in rural markets because of the fact that village have thin population density and are widely spread over large remote areas and poor media penetration. With fewer people having traditional media access and even fewer getting influenced by it non traditional media vehicle like hoardings and wall painting, street plays and musicals are providing greater influence. Poor Media penetration has to be overcome by extensive use of local media, events, presence in high congregation areas like haats and weekly bazaars, fairs etc. Street plays and corporate social responsibility or societal marketing also increase the brand awareness among people. Wall writing, horse cart, bullock cart panels, pamphlet distribution are some other effective means of sending out a message. Retail hubs like Reliance Fresh and Kisan Sansar have also made their presence felt. Therefore communication for rural markets calls for a different kind of outlook. There must be a strong accent on helping the target relate to the message. The entire communication and media strategy has to devise a system based on research findings. These have to be developed in the regional vernacular languages and set in the local culture for easier acceptance and reach. Unlike communication campaigns in urban areas that rely greatly on the mass media, the strategy will be of crying in the wilderness in rural areas. Besides mass and outdoor media, rural extravaganza like temple festivals, melas

and other events where the villagers come together can be used for promotions. Another effective way to capture the attention of the audience is through Event-management. Since rural areas have limited venues for entertainment, conducting an event in rural areas usually brings a good response. A well-planned event can get the required marketing mileage. Some of the interesting events that can be conducted are road shows, meals, street plays, film shows and so on. These make a visually strong impact and build long term brand recall. Rural public are the target audience and hence the portfolio of event management has to be handled professionally with diligent care and broad perspective.

Direct marketing campaigns can also be very effective. Direct marketing is one of the most powerful ways to meet the target customer. As rural folks are highly influenced by the influence groups and word of mouth, direct marketing can play a crucial role in increasing the marketing base. However it is important to remember that any direct marketing campaign will depend on the field workers and their sensitivity and emotional connectivity to rural markets. Once the rural team is trained, to be sensitive to rural culture and beliefs, they can handle activities like Door-to-Door sampling, marketing and product promotion. These activities can also be carried out innovatively at places like local cinema halls, meals and festivals, in the midst of cross-cultural gatherings and conglomerations. Brand building in rural areas also requires special efforts. This is especially so because of abundance of spurious products, poor literacy rate and no brand stickiness. While using the logo, hoardings and exhibits, suitable jargons have to be deployed in the word association. People can be asked what strikes in their mind when they hear the brand's name and brand personification should be used. When building a brand in rural Chhattisgarh, word-of-mouth is a huge motivator. Focused brand-building initiatives like participation at community events such as melas, haats, street theatre, van campaigns, and puppet shows generate positive word-of-mouth and influence buying decisions. Effective rural Market Research is also a critical component for a successful rural marketing strategy. Moreover, the rural markets behave most differently from urban markets. So marketers cannot follow the same strategies that have been successful in the urban markets. While many marketers have tried to market their products in rural areas, just a handful of the same only has succeeded. A strong insight into rural consumer behavior and sensitivity to their values and beliefs is required to understand the rural market.

Conclusion

Rural Marketing is a developing concept in Chhattisgarh, and as a part of any economy has untapped potential; marketers have realized the opportunity recently. Improvement in infrastructure and reach promise a bright future for those intending to go rural. Rural marketing in Chhattisgarh Economy has always played an influential role in the lives of people. In Chhattisgarh, all the cities, district headquarters and industrial

townships are connected with rural markets. Chhattisgarh has a population that is , heterogeneous, largely Hindi / Chhattisgarhi speaking and a cultural heritage that runs back to thousands of years. The most common factor is the lives of more than seventy percent of its population that lives in the rural areas and has similar economic and social circumstances. The major segmentation of mass population is located in rural area. The market potential is huge in rural areas. It is this market strength in rural area that needs to be tapped. Now days even the educational Institutions are concentrating on rural marketing, have developed special management programmes to cater to rural marketing and are doing market research in rural places. Rural markets are rapidly growing in Chhattisgarh but have often been ignored by marketers. The following statistics is enough to throw light on the relevance of rural markets: forty six percent of soft drinks are sold in rural markets, forty nine percent of motorcycles and fifty nine percent of cigarettes are also consumed by rural and small town consumers of Chhattisgarh. Apart from this fifty three percent of Fast Moving Consumer Goods and fifty nine percent of consumer durables have market in the rural belts. There are nearly 970 rural haats (markets) in India.. These statistics clearly show a trend where the rural consumers are not only buying to fulfill their bare necessities but are also taking care of higher needs of comfort and socialization. In concluding remark, if the company wants to capture the rural market of Chhattisgarh, they must first carry on the detailed and earnest analysis of the rural goal market, aiming at the particular characteristics of the rural market, and utilizing different marketing strategy according to concrete situations.

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“CUSTOMER SATISFACTION ANALYSIS”UNDERTAKEN FOR HCL INFOSYSTEMS LTD CAREER DEVELOPMENT CENTRE PUNE

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Abstract:- , HCL Infosystems has ventured into the field of IT career development with an objective to meet the increasing demand for skilled professionals from organizations across the country. HCL Career Development Centre (HCL,CDC) courses have been designed keeping in mind the specific needs of modern day organizations.

Customer do not buy services as such, they buy satisfaction, hence service marketers must be clear about the satisfaction the customer is seeking and check out whether he is actually getting it.

This study has aimed to understand the different dimensions of satisfaction in existing customers.

Keywords: Customer Satisfaction, Feedback, Services

Introduction

Satisfaction reflects a person’s comparative judgment resulting from a product’s perceived performance or outcome in relation to his or her expectation. Meeting the ever-increasing expectation of the service sensitive customer is one of the greatest challenges facing organizations today.

Effective marketing requires a keen understanding of the macro and microenvironment, customers and competitors. Competition is becoming intense with every passing year. Companies need to balance their customers and competitor orientation in order to be successful in the fast changing environment.

OBJECTIVE AND SCOPE

1. Primary objectives:

To analyze the customer’s satisfaction and study where HCL Career Development Centre stands.

2. Secondary objectives:

- a. To get feedback from customers.
- b. To get suggestions from the customer for improvement of the services.

- c. To understand the market trends.

RESEARCH METHODOLOGY

- **Sampling Unit:**

Here sampling units are students of HCL Career Development centre.

- **Sample Size:**

Here sample size is 100

- **Type of Sample Design:**

It is a type of probability sampling, it is also known as random sampling – under this sampling design every item of the universe has an equal chance of including in the sample. It is, so to say, a lottery method in which individual units are picked up from the whole group not deliberately but by some mechanical process.

- **Method of Data collection**

Here, Method of Data collection is Questionnaire Method

No of questions: 10 questions excluding profile

Type of questions: Open ended questions

- **Primary and Secondary Data Sources:**

I did the survey to collect data from the respondents. The survey I conducted in the HCL Career Development Centre was the primary source of information.

The company's website, product leaflets, newspaper, information provided by the marketing team of HCL Career Development Centre was my secondary sources of information.

LIMITATIONS

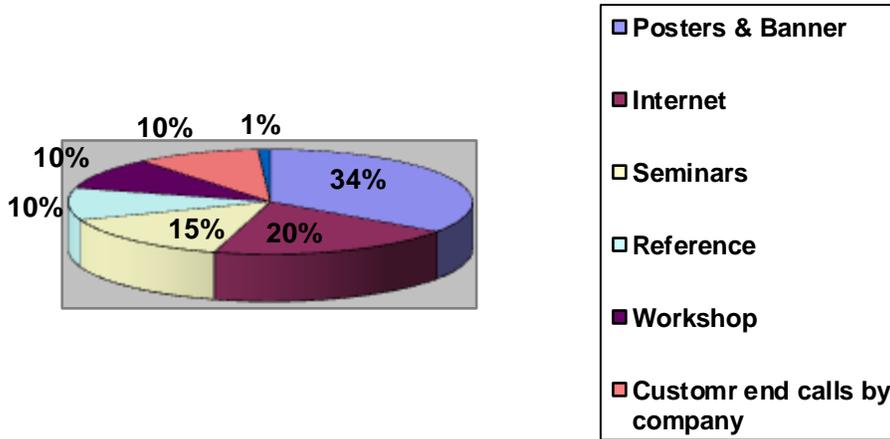
- Language barrier was a problem in some cases
- Appropriate data was not available for competitive analysis.
- A few respondents were not cooperative.
- Time constraint was a problem.

DATA ANALYSIS, INTERPRETTION AND PRESENTATION

SATI SFACTION ANALYSIS

1. On asking how did they come to know about HCL CDC?

Posters & Banners	Internet	Seminars	Reference	Workshop	Customer end calls by company	Any other
20	1	25	45	3	5	1



Interpretation:

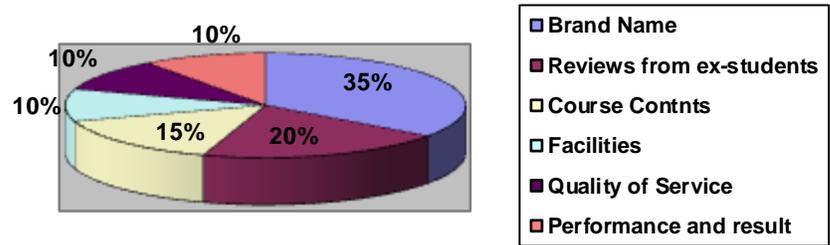
Maximum Respondents came to know about HCL through reference.

- 45 % respondents came to know about HCL CDC through Reference
- 20 % from posters and banners and 25 % from Seminars.
- Rest of the respondents came to know about HCL CDC through internet, workshops and some other reasons

2. On asking what is the main reason behind taking admission in HCL CDC.?

Brand Name	Reviews from	Course Contents	Facilities	Quality of Service	Performance & results
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	ex-students				
35	20	15	10	10	10



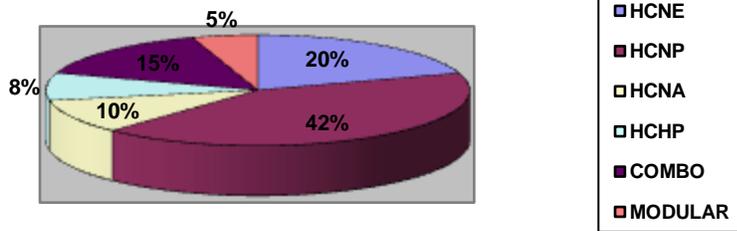
Interpretation:

Most of the students have taken admission because of the brand name of HCL.

- 35 % students have taken admission because of brand name of HCL.
- 20 % students have taken admission because of reviews from ex-students.
- 15 % students have taken admission because of course content.
- 10 % students have taken admission because of quality of service provided in HCL CDC.
- 10 % students have taken admission because of facilities provided in HCL CDC.
- 10 % students have taken admission because of performance and result

3. On asking in which course they have taken admission?

HCNE	HCNP	HCNA	HCHP	Combo	Modular
20	42	10	5	15	8



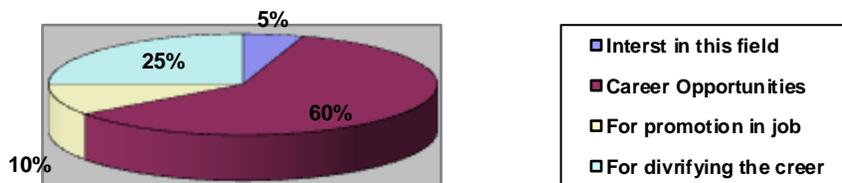
Interpretation:

Most of the students opt for HCNP and after that HCNE.

- 42 % students have taken admission in HCNP.
- 20 % students have taken admission in HCNE
- 15 % students have taken admission in COMBO
- 10 % students have taken admission in HCNA
- 8 % students have taken admission in HCHP.
- 5 % students have taken admission in MODULAR courses.

4. On asking why they have opted for this course?

Interest in this field	Career Opportunities	For promotion in job	For diversifying the career
5	60	10	25



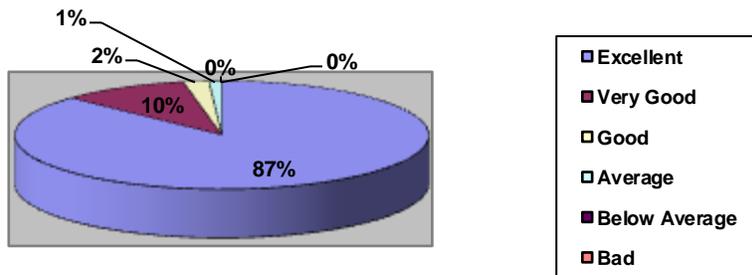
Interpretation:

Most of the students opt for these courses to grasp career opportunities.

- 60 % of the respondents opt for this course for career opportunities.
- 25 % of the respondents opt for this course for diversifying their career.
- 10 % of the respondents opt for this course to get promotion in their job.
- 5 % of the respondents opt for this course because of their interest in this field.

5. On asking what thy feel about the faculty performance?

Excellent	Very Good	Good	Average	Below average	Bad
87	10	2	1	0	0



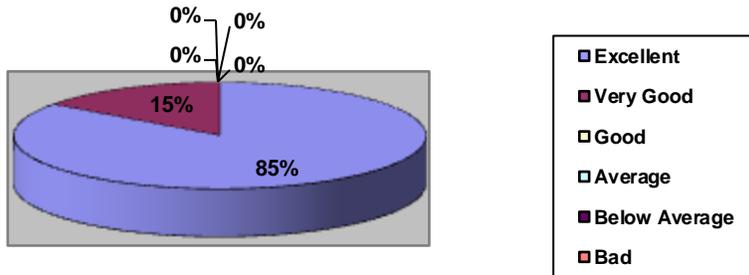
Interpretation:

Most of the respondents feel that faculty performance is excellent in HCL CDC. None of them feels that they are even below average or bad.

- 87 % of the respondents feel that faculty performance is excellent.
- 10 % of the respondents feel that faculty performance is very good.
- 2 % of the respondents feel that faculty performance is good.
- 1 % of the respondents feel that faculty performance is average.

6. On asking what are their views on the study material that they get in HCL CDC?

Excellent	Very Good	Good	Average	Below average	Bad
85	15	0	0	0	0



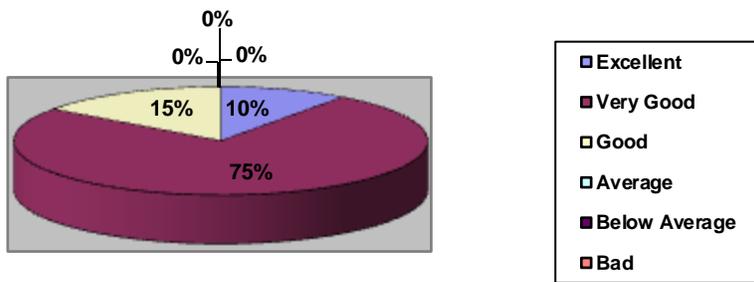
Interpretation:

Maximum number of the respondents thinks that study material provided to them is excellent and rest of them find it very good.

- 85 % of the respondents find the study material provided to them at HCL CDC is excellent.
- 15 % of them find it very good.

7. On asking what are their views on the infrastructure of HCL CDC?

Excellent	Very Good	Good	Average	Below average	Bad
10	75	15	0	0	0



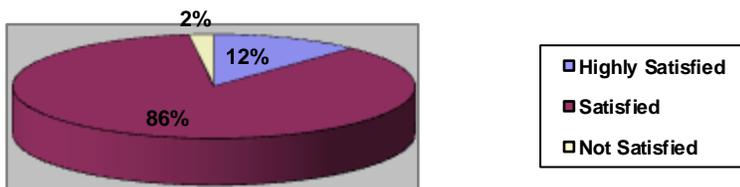
Interpretation:

Most of the students have a view that infrastructure of HCL CDC IS very good.

- 75 % of the students find the infrastructure of HCL CDC very good.
- 15 % of the students find the infrastructure of HCL CDC good.
- 10 % of the students find the infrastructure of HCL CDC excellent

8. On asking are you satisfied with the facilities that you get in HCL CDC?

Highly Satisfied	Satisfied	Not Satisfied
12	86	2



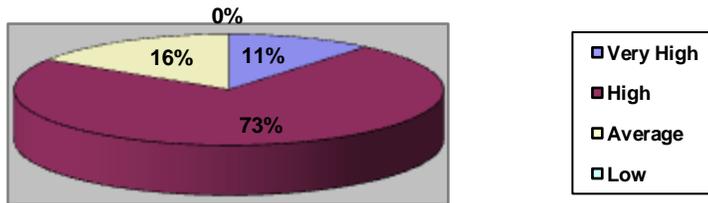
Interpretation:

Most of the respondents are satisfied with the facilities that they get in HCL CDC.

- 86 % of the respondents are satisfied with the services that they get in HCL CDC.
- 12 % of the respondents are highly satisfied with the services that they get in HCL CDC.
- 2 % of the respondents are not satisfied with the services that they get in HCL CDC.

9. On asking what are their views on the fee structure of HCL CDC?

Very High	High	Average	Low
11	73	16	0



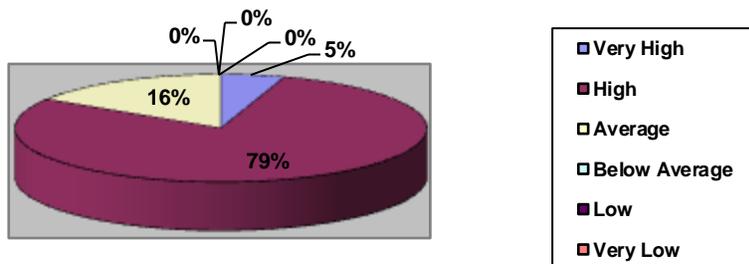
Interpretation:

Most of the Respondents find the fee structure of HCL CDC high.

- 73 % of respondents have a view that fee structure of HCL CDC is high.
- 16 % of respondents have a view that fee structure of HCL CDC is average.
- 11 % of respondents have a view that fee structure of HCL CDC is very high.

10. On asking what is their overall satisfaction level in HCL CDC?

Very High	High	Average	Below Average	Low	Very Low
5	79	16	0	0	0



Interpretation:

Maximum respondents are having high level of satisfaction. None of them have less than average level of satisfaction.

- 79 % respondents have a high level of satisfaction.
- 16 % respondents have a average level of satisfaction.
- 5 % respondents have very high level of satisfaction.

CONCLUSIONS AND SUGGESTIONS

CONCLUSIONS

- Most of the respondents came to know about HCL CDC through Reference.
- Maximum number of respondents has joined HCL CDC because of the Brand name of HCL.
- Among all the courses in HCL CDC, HCNP is the one most of the respondents have joined.
- Most of the respondents have joined the course because of career opportunities.
- Maximum number of respondents feels that faculty performance is excellent.
- Maximum number of respondents feels that study material provide to them at HCL CDC is excellent.
- Maximum number of respondents feels that infrastructure of HCL CDC is very good.

- Most of the respondents are satisfied with the facilities that they get in HCL CDC.
- Maximum number of respondents feels that fee structure of HCL CDC is very high.
- Overall satisfaction level of maximum students is high.
- HCL CDC offers maximum number of courses in hardware and networking.
- HCL CDC has only one centre in Pune.
- Fee structure of HCL CDC courses is almost highest amongst all.
- Duration of courses in HCL CDC is lowest amongst all.
- Strength of HCL CDC is very low as compared to others

SUGGESTION

- It was found in the survey that most of the people join HCL because of brand name so more and more campaigning should be done using its brand name as a main tool.
- HCL CDC should come up with its branches in Pune.HCL CDC has only one centre in Pune which is one of the major drawbacks of CDC.
- Fee structure should be reduced a little.

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