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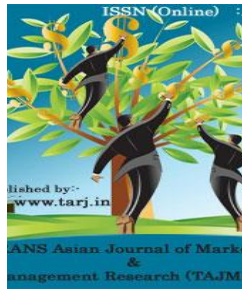


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EXAMINING THE PROFESSIONAL COMMITMENT OF ACADEMICIANS ACROSS MEYER AND ALLEN'S 3D MODEL

Ms. H. Shamina*; Dr. Vijila E Kennedy**

*Assistant Professor,
Wisdom School of Management,
Gomangalampudur, Pollachi (T.K).

** Director,
KCT Business School,
Kumaraguru College of Technology,
Coimbatore

ABSTRACT

Teachers in higher education play a vital role in molding the future leaders of a nation. India has the third largest higher education system in the world. Various researches have thrown light into the areas of the commitment of teachers in higher education. This study attempts to study the professional commitment of teachers in higher education institutions, affiliated to Bharathiar University, Coimbatore. It also aims to find out the influence of personal variables like Age, Education, Designation, Gender and Total years of service in the institution on PC. Meyer and Allen's (1993) model of Professional commitment advocates the APC, CPC and NPC dimensions of PC across which this study measures the PC of teachers. Data was collected from 536 teachers in Arts and science colleges. Multiple regression and F test are used to analyze the data. It was found that the personal variables have an influence on the Professional commitment of teachers in Higher education.

KEYWORDS: (APC-Affective Professional Commitment, CPC- Continuance Professional Commitment, Dimensions, NPC-Normative Professional Commitment, PC- Professional Commitment.)

INTRODUCTION

While India has shown impressive growth in the number of institutes and enrollment in the country, it still faces challenges on several fronts including low and inequitable access to higher education, shortage of faculty, deficient infrastructure as well as low-quality and inadequate research. Today, a key concern for India is the creation of an employable workforce to harness its demographic dividend to the maximum extent. To achieve this, the country needs an education system that can deliver quality in terms of a skilled, committed and industry-ready workforce, without diluting focus on world-class research and innovation.

Our university system is, in many parts, in a state of disrepair...In almost half the districts in the country, higher education enrollments are abysmally low, almost two-third of our universities and 90 per cent of our colleges are rated as below average on quality parameters... I am concerned that in many states university appointments, including that of vice-chancellors, have been politicized and have become subject to caste and communal considerations, there are complaints of favoritism and corruption.

- Prime Minister Manmohan Singh in 2007

TEACHING AS A PROFESSION

Teaching is a complex and demanding profession. It is observed that, with the expansion of higher education over the years in terms of number of universities and colleges and the student strength, its quality and standards have fallen. This issue has engaged the attention of educationists for several years and various committees and commissions have suggested measures for improving the quality of higher education.

Among all the factors responsible, for the deteriorating standards in higher education, the “teacher” has been identified as the key factor. His characteristics, qualifications, his attitude towards the profession, his competency, his professional skills, his capacity for leadership and motivation to work affect the quality of education. The modern society very badly needs teachers who are not only knowledgeable but also highly motivated and committed to their profession and sincere in their efforts for doing well to the society. Unprecedented changes have been forced upon many colleges within the past ten years in higher education. Many faculty members committed to their organizations and professions prior to the changes, no longer hold values that match those of their professions and institutions. If faculty members no longer believe that there is a congruence of values between themselves and their professions, their behaviors may be affected.

PROFESSIONAL COMMITMENT OF TEACHERS IN HIGHER EDUCATION

The term ‘professional commitment’, is taken from the psychology and it's developed from more common concept of organizational commitment. Professional Commitment is defined as the extent to which one is committed to one's profession, identified elements including dedication

and social obligation (Hall 1968). Vandenberg and Scarpello (1994) defined professional commitment as “a person’s belief in and acceptance of the values of his or her chosen occupation or line of work, and a willingness to maintain membership in that occupation” (p. 535).

Commitment has received a great deal of attention in business and organizational studies for important reasons (Kacmar, Carlson, & Brymer, 1999; Keller, 1997). Organizational instability is causing some employees to shift their commitment from increasingly transient work organizations to the relative stability of their occupations (Johnson, 1996; Reilly, Brett, & Stroh, 1993). It seems that a deeper knowledge of professional commitment is needed to better understand the attitudes and behaviors of the modern workforce. The outcomes of commitment are fairly clear. Committed people are more likely to remain with the organization, work toward organizational goals, and invest more effort in their job (Mayer & Schoorman, 1992; Yousef, 2000).

Commitment is significantly and negatively associated with turnover and, to a lesser extent, other withdrawal behaviours such as decreased performance and increased absenteeism (Ostroff, 1997). Relatively little research, however, has addressed commitment among teachers (e.g., Billingsley & Cross, 1992; Grady, 1989). Moreover, although recently there have been attempts to trace the diverse construct of commitment (Firestone & Rosenblum, 1988), most research on teachers’ commitment examined it as a generic construct (e.g., Niehoff, 1997; Reames & Spencer, 1998). According to Salancik (1977), an individual will tend to adhere to the norms and conform to the values and expectations of those to whom are he committed.

PERSONAL FACTORS AND PROFESSIONAL COMMITMENT

Very few research studies have been conducted on teacher educators and their characteristics. A brief account of these studies is provided here. Goyal (1980) indicated that a large majority of teacher educators were favorably inclined towards their profession, satisfied in their job but not well adjusted as well as had low professional interest. For personal factors, they include age, tenure, gender and education level (Fink 1992). Baugh & Roberts (1994) studied professional and organizational commitment among engineers in relation to job performance and satisfaction and revealed that individuals high on both forms of commitment were also high on level of satisfaction and performance.

Hung & Liu (1999) depicted that stay-back is the factor which is most highly and significantly related to commitment. Apart from this, the other factors like marital status, age and tenure were also found to be significantly related to commitment. Bogler & Somech (2004) examined the distinctive relationship of teachers’ professional and organizational commitment with participation in decision making and with organizational citizenship behaviour. It was inferred that participation in managerial domain was positively associated with both the professional and organizational commitment, whereas; participation in the technical domain was positively related with only teachers’ professional commitment.

Choudhury (2007) indicated that no significant relationship exists between professional awareness and job satisfaction of college teachers. The factors like type of institution and educational qualification of teachers at higher level did not seem to have any bearing on relationship between professional awareness and job satisfaction. Usha&Sasikumar (2007) revealed that teacher commitment is the best predictor of job satisfaction among school teachers. Shukla (2009) demonstrated a high positive relation between professional commitment and job satisfaction but the relation between teaching competence and job satisfaction came to be positively very low for most of the dimensions and for some of the dimensions, negative relation was observed. Sylvester (2010) held that the factors like gender, location of institute, educational qualification and years of teaching experience of teacher educators have no impact on their attitude towards teaching profession as well as level of job satisfaction.

Age	Classification	No. of respondents	Percentage
	Less than 25 Years	4	02
	25 – 35 Years	154	28
	35 - 45 Years	225	42
	45-55 Years	147	27
	Above 55 years	06	01
Total		536	100
Gender	Classification	No. of respondents	Percentage
	Male	327	61
	Female	209	39
Total		536	100
Educational Qualn	Classification	No. of respondents	Percentage
	P.G	96	18
	M. Phil	249	47
	NET/SLET	79	14
	Ph. D	112	21

Total		536	100
Designation	Classification	No. of respondents	Percentage
	Assistant professor	436	81
	Associate professor	76	14
	Professors	24	05
Total		536	100
Total service (yrs)	Classification	No. of respondents	Percentage
	Less than 10 years	215	40
	10-15 years	233	43
	15-20 years	46	09
	20-25 years	30	06
	25- 30 years	06	01
	Above 30 years	06	01
Total		536	100

REVIEW OF LITERATURE

It has been a decade since Mathieu and Zajac (1990) conducted meta-analyses of the antecedents, correlates, and consequences of organizational commitment. At that time, researchers were making a distinction between two forms of commitment: attitudinal (e.g., Mowday, Steers, & Porter, 1979) and calculative (e.g., Becker, 1960). Mathieu and Zajac (1990) included form of commitment as a potential moderator in their analyses and found some differences.

Meyer and Allen (1991) offer a further distinction, identifying three components of commitment: 'continuance', 'normative' and 'affective' commitment. These they describe as 'have to', 'ought to' and 'want to'. Each component of commitment has different behavioural outcomes, though an individual may reflect varying degrees of all three components of commitment to a particular focus (Meyer and Allen 1997).

Continuance commitment involves “profit associated with continued participation and a ‘cost’ associated with leaving” (Kanter 1968, p 507). A key predictor of desire to stay or leave is commitment to the organisation (Wong, Hui and Law 1995). Normative commitment is “the internalised normative pressure to act in a way which meets organisational goals and interests” (Wiener, 1982, p 421). This has been studied extensively, especially in the “psychological contract” between an employer and employee (Levinson, Price, Munden, Mandl and Solley 1962; Schein 1965; Rousseau 1990).

Affective commitment is described as “the relative strength of an individual’s identification with and involvement in a particular organisation” (Mowday, Porter and Steers 1982, p27). This is probably the most beneficial component of commitment for an organisation to engender within its employees as it is associated with productive behavior aimed at contributing meaningfully to the organisation (Meyer and Allen 1997). Behaviour associated with affective commitment includes those defined as organizational citizenship behavior (Bateman and Organ 1983). These are behaviors that are “discretionary, not directly or explicitly recognized by the formal reward system, and that in the aggregate promotes the effective functioning of the organisation” (Organ 1988, p4) Those employees with strong affective commitment appear more willing to engage in organizational citizenship behavior than those with weak affective commitment (Meyer and Allen 1986; Shore and Wayne 1993).

THE THREE-COMPONENT MODEL OF PROFESSIONAL COMMITMENT

The multidimensionality of professional commitment is well established in organizational behavior literature. (Allen & Meyer, 1990; Meyer, Allen, & Gellatly, 1990). The three component model of Meyer and Allen (1993) on professional commitment explains the multidimensions of PC viz Affective professional commitment, Normative professional Commitment and Continuance professional Commitment. Their results also indicated that there were differential relationships between each of the three components of professional commitment and other variables (see Meyer et al., 1993).

They contended that a multidimensional understanding of professional commitment could have important implications for understanding the psychological bond between a professional and their particular profession. Meyer et al. (1993) argued that examining multiple dimensions of PC might provide a more complete understanding of an individual’s commitment to their profession. Although all three dimensions may influence the likelihood of an individual remaining in the profession, each dimension of PC may develop differently.

Affective professional commitment (APC) refers to identification with, involvement in, and emotional attachment to the profession. It is based on identification with the profession’s goals and a willingness to assist the profession in achieving those goals. Thus, employees with strong affective professional commitment remain members of their profession because they want to do so. For example, professionals with a strong sense of affective commitment to their profession will keep up with developments in their profession, subscribe to trade journals, attend professional meetings, and participate in their professional association. A person with high APC

will more strongly identify with, and experience more positive feelings about, their profession compared to a person with low APC (Lee et al. 2000). It develops through positive professional experiences or the development of professional skills.

Continuance professional commitment (CPC) refers to commitment based on the employee's recognition of the costs associated with leaving their profession (Nazari&Emami, 2012, p. 3) Employees with strong continuance commitment remain with their profession because they realize that they have much to lose by not doing so like teaching expertise, high status, and rewards.(Ware &Kitsantas, 2007, p. 304). For example, professionals with high levels of continuance commitment might be less inclined to involve themselves in professional activities other than those required to retain membership of their profession (Meyer et al., 1993).Poor labor market conditions, the development of nontransferable skills, and the costs of retraining may limit comparable alternatives, and thus increase CPC.

Normative professional commitment (NPC) refers to commitment based on a sense of obligation to the profession. Employees with strong normative professional commitment remain members of their profession because they feel they ought to do so. Normative professional commitment may develop because of effective professional socialization or the sacrifices involved in becoming a member of a particular profession (Meyer et al., 1993). NPC may arise as a result of experiencing significant benefits from working in the profession, or pressure from colleagues or family that emphasizes the importance of remaining in the profession.(Bagraim, 2003; Ware &Kitsantas, 2007).

Meyer et al. (1993) argue that each dimension of PC may have different implications for the extent of an individual's involvement in a profession. Individuals with high APC and high NPC may be more likely to be involved in activities within the profession and to keep up to date with professional developments, over and above meeting the minimum requirement for maintaining membership. However, individuals with high CPC are less likely to engage such extra-role behavior. Empirical research supports the existence of affective, continuance, and normative PC. Meyer et al. (1993) studied nurses to determine the discriminant validity of each dimension of PC and demonstrated that the three dimensions correlated differently with various antecedents and outcomes. For example, both APC and NPC were positively correlated with job satisfaction. However, CPC was negatively correlated. A sense of obligation to others was positively correlated with NPC and CPC, but not with APC.

All three components of professional commitment have implications for an employee's staying with (or leaving) their profession. Common to the three components is the understanding that commitment is a psychological state that (a) characterizes the employee's relationship with their profession and (b) has implications for the employee's decision to continue or discontinue membership of their profession.

SIGNIFICANCE OF THE STUDY

An educational institution greatly depends upon the teachers for its growth and improvement. Even though educational institutions recruit teachers with more qualifications, skills and academic records, the teacher turnover is a serious issue seen in most of the colleges and the institution has to face a huge loss in terms of quality. This is because experienced teachers when quit, carry their research experience, skills and abilities along with them which cannot be replaced easily. Hence, some other reason should be there for the deteriorating standards and turnover of the teachers. Previous studies reveal that Professionally committed individuals are usually more responsive to making efforts to advance the profession's values as well as improving their own job performance (Larson (1977)). Hence, this study attempts to study the professional commitment of teachers across the three dimensions, APC, CPC and NPC.

OBJECTIVES

1. To study the individual variables influencing the Affective Professional Commitment, Continuance Professional Commitment and Normative Professional Commitment of teachers in Higher Education Institutions.
2. To compare the extent of Affective Professional Commitment, Continuance Professional Commitment and Normative Professional Commitment of teachers in Aided Versus Self-financing colleges.
3. To suggest measures from the outcomes of the findings.

RESEARCH METHODOLOGY

The study was conducted in Arts and science colleges and Aided colleges affiliated to Bharathiar University, Coimbatore. Sample size of 536 teachers working in Aided as well as Self-financing colleges affiliated to Bharathiar University was drawn as samples. Selected colleges were chosen in Coimbatore district for the study and data collection was done with the help of a structured questionnaire. Stratified proportionate random sampling was used to collect the data. The study was a descriptive one.

RESULTS AND DISCUSSION

TABLE 1 REGRESSION MODEL FOR Y-AFFECTIVE PROFESSIONAL COMMITMENT

Variables	Regression Coefficient	Standard Error	t- value (d.f = 528)	R ²
Constant	4.000	0.130	30.852	.174
EDUC-X1	-0.132	0.028	-4.634**	

TSERVICE-X2	0.040	0.006	6.449**	
AGE-X3	-0.017	0.004	-4.042**	
DESIG-X4	-0.201	0.055	-3.682**	

**-. Significant at 1 % .

Regression Fitted $Y_1 = 4.000 - 0.132 X_1 + 0.040 X_2 - 0.017 X_3 - 0.201 X_4$

TABLE 1.1 ANALYSIS OF VARIANCE FOR REGRESSION

Source	S S	D F	M S	F
Regression	29.61204	4	7.40301	27.86**
Residual	140.2663	528	0.265656	

**-. Significant at 1 % level

The multiple regression models indicated that out of the explanatory variables (personal variables) , four variables namely, Educational qualification(X1), Total service in years(X2), Age (X3) and Designation (X4) have significantly contributing to Affective Professional Commitment (Y). The analysis of variance of multiple regression models for APC (Y) indicates the overall significance of the model fitted. The coefficient of determination R^2 value showed that these variables put together explained the variations of APC (Y) to the extent of 17.4 %

TABLE 2 REGRESSION MODEL FOR Y-CONTINUANCE PROFESSIONAL COMMITMENT

Variables	Regression Coefficient	Standard Error	t- value (d.f = 533)	R^2
(Constant)	3.795	0.096	39.531	.107
EDUC-X1	-0.084	0.020	-4.270**	
AGE-X3	-0.011	0.003	-4.189**	

**-. Significant at 1 % .

Regression Fitted $Y_1 = 3.795 - 0.084 X_3 - 0.011 X_1$

TABLE 2 1 ANALYSIS OF VARIANCE FOR REGRESSION

Source	S S	D F	M S	F
Regression	11.45569	2	5.727847	31.99**
Residual	95.40812	533	0.179002	

** - Significant at 1 % level

The multiple regression model indicated that out of the explanatory variables (personal variables) , two variables namely, Age (X3) , and Educational qualification (X1) have significantly contributing to Continuance Professional commitment (Y). The analysis of variance of multiple regression models for CPC (Y) indicates the overall significance of the model fitted. The coefficient of determination R^2 value showed that these variables put together explained the variations of CPC (Y) to the extent of 10.7 %

TABLE 3 REGRESSION MODEL FOR Y-NORMATIVE PROFESSIONAL COMMITMENT

Variables	Regression Coefficient	Standard Error	t- value (d.f = 532)	R^2
(Constant)	4.097	0.110	37.208	.067
DESIG-X4	-0.108	0.036	-2.970**	
AGE-X1	-0.008	0.003	-2.939**	
GEND-X2	-0.072	0.036	-2.000*	

** - Significant at 1 % .

Regression Fitted $Y_1 = 4.097 - 0.108 X_4 - 0.008 X_1 - 0.072 X_2$

TABLE 3.1 ANALYSIS OF VARIANCE FOR REGRESSION

Source	S S	D F	M S	F
Regression	6.187341	3	2.062447	12.68**
Residual	86.49615	532	0.162587	

** - Significant at 1 % level

The multiple regression model indicated that out of the explanatory variables (personal variables) , three variables namely, Age (X1), Gender(X2), and Designation (X4) have significantly

contributing to Normative professional Commitment (Y). The analysis of variance of multiple regression models for NPC (Y) indicates the overall significance of the model fitted. The coefficient of determination R^2 value showed that these variables put together explained the variations of NPC (Y) to the extent of 6.7 %.

Analysis of the extent of APC,CPC and NPC by F-test.

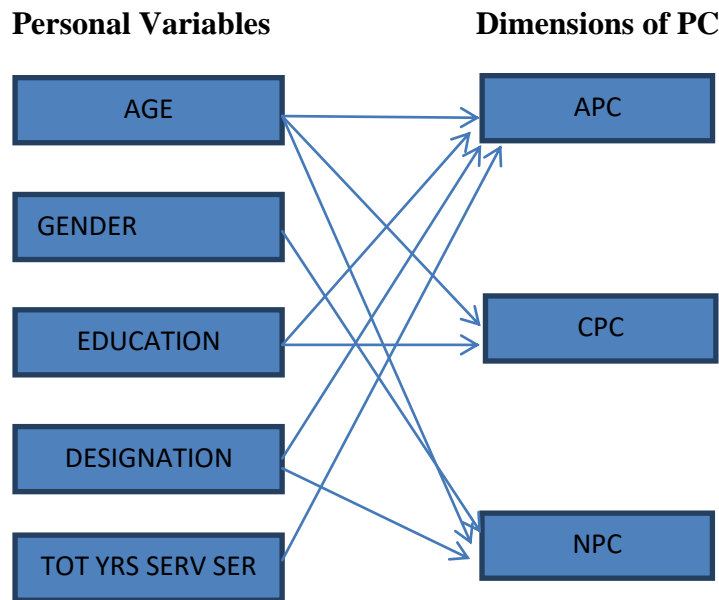
TABLE 4. PROFESSIONAL COMMITMENT

Professional Commitment	Institution		Mean difference	Standard error of mean difference	'F' value
	Aided Mean	Self-finance Mean			
Affective	2.86	3.10	-.24	.048	-4.87**
Continuance	2.42	3.10	-.68	.048	-14.25**
Normative	3.33	3.34	-.008	.049	-.467 ns

** -Significant at 1 % level

ns-non significant at 5 % level

It is seen from the above table that both Affective Professional commitment as well as Continuance Professional commitment is higher in self-financing college teachers than in aided college teachers and the normative commitment is same in both Self-Financing as well as Aided college teachers in colleges affiliated to Bharathiar University.



FINDINGS AND RECOMMENDATIONS

1. The personal variables viz Age, Gender, Educational Qualification, Designation and Total years of service have an influence on the Professional commitment of teachers in Higher education.
2. Affective professional commitment is influenced by Age, Educational Qualification, Designation and Total years of service of teachers in higher education.
3. Continuance professional commitment is influenced by Age and Educational Qualification of teachers in higher education.
4. Normative professional commitment is influenced by Age, Designation and Gender of teachers in higher education.
5. Both Affective Professional commitment as well as Continuance Professional commitment are higher in self-financing college teachers than in aided college teachers and the normative commitment is same in both institutions.

CONCLUSION

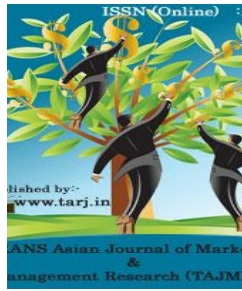
The commitment towards profession is a vital and crucial phenomenon in today's education scenario. Teachers when provided with good working environment, motivation, growth opportunities will develop professional commitment which will make them sculpt a civilized and a socially responsible citizen for future India. Hence educational institutions should understand the individual variable which influence professional commitment among teachers and try to

motivate them to minimize turnover and maximize organizational citizenship behaviours of the teachers in higher educational institutions.

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A STUDY ON LABOUR WELFARE MEASURES IN TITAN (WATCH) INDUSTRIES LTD-HOSUR

R. Abdul Muthalif*

*Ph.D Research Scholar,
K.S.Rangasamy College of Arts and Science,
Tiruchengode.

ABSTRACT

A study on Labour Welfare Measure in Watch division throws light on welfare measures followed in Titan Industries. This study analyses the various dimensions of labour welfare measures that are perceived to the labours. It highlights the perception and level of satisfaction of the labours regarding the various welfare measures and the methods to improve the welfare schemes in Titan Industries Ltd.

KEYWORDS: *labour, welfare, satisfaction, benefits, development.*

INTRODUCTION

Workers welfare should be understood as meaning such services, facilities and amenities which may be established is, or in the vicinity of and undertaking to enable the person employed in them to perform their work in healthy congenial surroundings and provided with amenities, conducive to good health and high Morale. The Scheme of Labour and Labour Welfare Sector are meant for skill formation and development, strengthening and modernization of employment services, promotion of industrial and Mine safety works education promotion of self employment enforcement of Labour laws, Promotion of healthy industrial relations and encouragement of workers' participation in management.

REVIEW OF LITERATURE

Binoy Joseph (2009)², The article points out that the structure of a welfare state rests on its social security fabric. Government, employers and trade unions have done a lot to promote the betterment of workers' conditions.

André Decoster (2010)², The aim of this paper is to apply recently proposed individual welfare measures in the context of random utility models of labour supply. Contrary to the standard practice of using reference preferences and wages, these measures preserve preference heterogeneity in the normative step of the analysis.

Rick Csiernik³ This article explores labour welfare in Canada across three distinct periods of occupational assistance: welfare capitalism that began with the Industrial Revolution and persisted through the depression of the 1930s; occupational alcoholism programming that emerged during World War II and the typically unreported domestic labour strife of the 1940s, lasting through the postwar economic boom into the 1960s; and the employee assistance programming era with the introduction of the broad-brush approach to workplace-based assistance that also witnessed organised labour in Canada provide fundamental supports to workers that were originally introduced by workplace owners during the welfare capitalism period, though now to benefit workers rather than to control.

Karl Aiginger⁴ The purpose of this paper is to reassess the relative impact of labour market regulation on economic performance. Inflexible labour markets combined with high welfare costs are often thought to be the main cause of low growth in Europe. The main result is that regulation impacts on growth, the impact of regulatory change is, however, less easy to demonstrate. The impact of macro economic policy can be demonstrated first by the more growth oriented monetary and fiscal policy in the US and the success of some European countries in bringing private and public costs in line with productivity and tax revenues. However, boosting investment into future growth by encouraging research, education and technology diffusion seems to be the most important determinant of performance.

John Creedy, Guyonne Kalb⁵ this paper examines the computation of welfare measures for use with labour supply with other activities.

OBJECTIVES OF THE STUDY

In this study, the researcher plans to study the following objectives

- To analyses the labour welfare facilities in the titan industry.
- To collect the opinion of the employees about labour welfare facilities in the TITAN industry.
- To give suggestions relating to welfare facilities.

- Identify the types of welfare schemes.
- Described the approaches to labour welfare.
- Identify the different steps in administration of the welfare schemes & described each step.

RESEARCH METHODOLOGY

Research methodology of any study discovers answers to questions through the application of scientific procedures. Research methodology helps in planning, executing bring relevance and in the reviving the purpose of the study. In this chapter the researcher has explained the steps adopted for obtaining the purpose of study.

“Labour welfare as efforts to make life worth living for workmen.”⁶

The scope of the study is to find out how for the existing welfare measures provide the needs of employees of Titan Industries in watch Division. The study will be able to throw light on the dark spots where it need some sort of improvement in the welfare schemes that have been implemented. The purpose of the study is to measure the labour’s attitude regarding the welfare measures provided in Titan Industries in watch Division.

SAMPLING METHOD

- A sample of 100 was chosen in which 100 samples are related to company employees. The questionnaire was designed keeping in view of the objectives of the study. The questionnaire was designed such that it helps to elicit the accurate information. The questionnaires were close ended for the respondents to answer easily.

- Sample size - 100
- Sampling method - Convenience sampling
- Data collection tool used - Questionnaire
- Target audience - Company Employees
- Statistical tools used - Simple percentage method, Chi-square,

LABOUR WELFARE SCHEMES PROVIDED IN TITAN:

The Titan Company to be provided in labour welfare fund being utilized by the company defrays the cost of carrying out the following welfare schemes.

PROVIDENT FUND TRUST

The company has a provident fund scheme managed by trustees and governed by the employees the provident funds and miscellaneous provisions act 1952.

EMPLOYEES PENSION SCHEME

Scheme introduced on 16-11-1995 for the provident fund subscribers, on introduction of this scheme of the existing family pension scheme of 1971, 8.33% of the day maximum monthly salary rs.6500.

BENEFITS TO MEMBERS

- Super annulations pension
- Retirement pension
- Short pension
- Permanent and total disablement pension.

SHIFT ALLOWANCE

Second shift : Rs.12 per day

Third shift : Rs.17 per day

‘L’ LEVEL**LEAVE WITH TRAVEL ALLOWANCE MANAGERS: (L6 & ABOVE)**

LTA payable for the managers and above will be prescribed in the appointment order/latest revision letter. Payment of LTA will be based on the claims made by the managers since payment late is not an automatic payment. Accrual and carry forward of LTA.

CANTEEN SUBSIDY

Canteen subsidy will be paid only at locations where subsidized canteen facilities are not provided. if canteen facility is not availed in hosur, Rs.5 for ‘1’ level employees per working day will be reimbursed quarterly.

BENEFITS TO FAMILY MEMBERS

- Widow pension
- Monthly children pension

- Orphan's pension
- Pension to nominess

SPECIAL FACILITIES

- Canteen
- Canteen-visitors, canteen-regional and corporate employees
- Canteen-requisitions
- Slip-coffee(tea/cool drinks/biscuits/creche)

SALE OF WATCH TO EMPLOYEES

- Free watch
- Discount for 20%
- Ten years service award both levels('e' and 'l')
- 22kt -5 grams-gold coin

BENEFITS TO EMPLOYEES

- Sweater
- Rain coat
- Jerkin
- First year(1999-2000)-rain coat
- Second year (2000-2001)-jerkin
- Third year(2001-2002)-sweater, shoos (one) and socks(three pair)

SOCIAL INFRASTRUCTURE

- Provision and vegetable shop
- STD booth
- Laundry

- Mini canteen eateries
- Barber shop
- Cable TV
- Titan school

TRANSFER

- Inter department transfer
- Inter department transfer as part of job rotation
- Transfer to other locations

TRAVEL FARE**RAIL AND AIR**

- Lodging
- Boarding
- Non hotel stay allowance Transportations of personnel effect

MEDICAL BENEFITS

Responsibility:

HR department and financial departments

APPLICABILITY

All employees.

- Health insurance scheme
- Eligibility and coverage

Festival, advance for `E` level

Eligibility: Rs. 3000

Repayment: 10 installments

LOAN

- House deposit advance
- Personal loan
- Vehicle loan
- Repaid loan

IDENTITY AND PUNCH CARD PROCEDURE

The company has collected Rs.50 from each employee. If the card was missed they collected another Rs.25 for new card. [with in 5 years]

EXIT POLICY

- Registration
- Notice period
- Authorized signatory to issue the relieving letter

PROVIDENT FUND TRUST

The company has a provident fund scheme managed by trustees and governed by the employees the provident funds and miscellaneous provisions act 1952.

EMPLOYEES PENSION SCHEME

Scheme introduced on 16-11-1995 for the provident fund subscribers, on introduction of this scheme of the existing family pension scheme of 1971, 8.33% of the day maximum monthly salary rs.6500.

BENEFITS TO MEMBERS

- Superannuation pension
- Retirement pension
- Short pension
- Permanent and total disablement pension.

AGE

`E` level- 58 years

`L` level- 58years

For division manager and above to years

EMPLOYEE SATISFACTION

The Titan Company to be provides various benefits provided include:

- Township
- Interest subsidy on housing loan.
- Subsidized food in canteen.
- Transportation.
- Service facilities.
- Welfare fund benefits.
- Open houses with senior executives.
- Visit to employee families on Saturdays of third week of month.
- Departments get together.
- Socialization programs.

DATA ANALYSIS AND INTERPRETATION

ASSOCIATION BETWEEN SEX AND LEVEL OF SATISFACTION

The association between Sex and level of satisfaction is analyzed and the results were given in the following Table 1. This table contains the observed frequencies and expected frequencies, which are shown in simple brackets.

Null Hypothesis: H_0 : There is no association between Sex and level of satisfaction

GENDER WISE CLASSIFICATION

		OPINION					
Gender		Highly Satisfied	Satisfied	Dissatisfied	Uncertain	Highly Dissatisfied	Total
Male	Count	22	51	0	0	0	73
	Expected Count	(16.1)	(43.1)	(6.6)	(3.7)	(3.7)	73.0
Female	Count	0	8	9	5	5	27
	Expected Count	(5.9)	(15.9)	(2.4)	(1.4)	(1.4)	27.0
Total	Count	22	59	9	5	5	100
	Expected Count	(22.0)	(59.0)	(9.0)	(5.0)	(5.0)	100.0

CHI SQUARE TEST

	Value	df	Asymp. sig. (2-sided)
Pearson Chi-Square	64.915	4	.000

The table shows that the chi square calculated value is 64.915

Degrees of freedom = 4

“P” value = 0

Since the P value is less than 0.05 we accept the null hypothesis. Hence there is no association between Sex and level of satisfaction

ASSOCIATION BETWEEN AGE AND LEVEL OF SATISFACTION

The association between age and level of satisfaction is analyzed and the results were given in the following Table 1. This table contains the observed frequencies and expected frequencies, which are shown in simple brackets.

Null Hypothesis: H_0 : There is no association between Age and Level of Satisfaction

AGE WISE CLASSIFICATION

		OPINION					
Age		Highly Satisfied	Satisfied	Dissatisfied	Uncertain	Highly Dissatisfied	Total
25-35	Count	22	5	0	0	0	27
	Expected Count	(5.9)	(15.9)	(2.4)	(1.4)	(1.4)	27.0
36-50	Count	0	54	0	0	0	54
	Expected Count	(11.9)	(31.9)	(4.9)	(2.7)	(2.7)	54.0
Above 51	Count	0	0	9	5	5	19
	Expected Count	(4.2)	(11.2)	(1.7)	(1.0)	(1.0)	19.0
Total	Count	22	59	9	5	5	100
	Expected Count	(22.0)	(59.0)	(9.0)	(5.0)	(5.0)	100.0

CHI-SQUARE TEST

	Value	df	Asymp. sig. (2-sided)
	174.576	8	.000

Pearson Chi-Square			
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The table shows that the chi square calculated value is 174.576

Degrees of freedom = 8

“P” value = 0

Since the P value is less than 0.05 we accept the null hypothesis. Hence there is association between age and Opinion on Services.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

Findings of the study of prepare for study based on data analysis important are study as below:

- ✓ On the analysis it was found that majority 54% of the respondents are in the age group of 35-50. 44% of the respondents are in the service in titan 15-20years.
- ✓ Majority 51% of the respondents have satisfied about the drinking water facility.
- ✓ Maximum 41% of the respondents have satisfied about the crèche facility.
- ✓ Most of the respondents 54% have satisfied about the ventilation & lightings facilities.
- ✓ Maximum 54% of the respondents have satisfied about the first aid appliances facilities.
- ✓ Maximum 56% of the respondents have satisfied about the intervals & Lunch break.
- ✓ Maximum 52% of the respondents have satisfied about the medical facilities.
- ✓ Maximum 52% of the respondents have satisfied about the vehicle parking facilities.
- ✓ Maximum 54% of the respondents have satisfied about the salary & wages.
- ✓ Maximum 51% of the respondents have satisfied about the bonus.
- ✓ Maximum 51% of the respondents have satisfied about the Relationship with higher officials.
- ✓ Maximum 55% of the respondents have satisfied about the conveyance.
- ✓ Maximum 59% of the respondents have satisfied about the safety provisions.
- ✓ Maximum 59% of the respondents have satisfied about the Job satisfaction.

- ✓ Most of the respondents have satisfied 52% of the compensation facilities.
- ✓ Maximum 95% of the respondents believe that there is discount provided to watches.
- ✓ Maximum 50% of the respondents have satisfied about the Training programs.
- ✓ Maximum 80% of the respondents believe that there is Labour welfare fund beneficial.

SUGGESTIONS

Based on the inferences from finding of the study, a few suggestions are offered hence for the purpose of improving the labour welfare facilities of the Titan Company in future:

- ✓ On the analysis it was found that only 26% of the respondents have highly dissatisfied about the Transport facilities. it is suggested to give transport facilities for all whenever they increase the facilities for employees.
- ✓ On the analysis it was found that only 21% of the respondents have satisfied about the Over time benefits. It is more than benefits provide more better.
- ✓ On the analysis it was found that only 32% of the respondents have satisfied about the Sports & Games facilities. It is suggested to provide more spare time to utilized game.
- ✓ On the analysis it was found that only 35% of the respondents have satisfied about the Education facilities provided to Children. It is to make it little more better.
- ✓ On the analysis it was found that only 34% of the respondents have satisfied about the rest room. it is suggested to provide more facilities for employees.

CONCLUSION

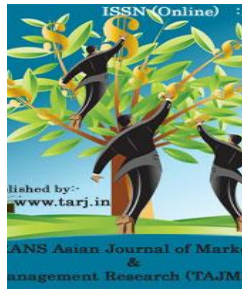
The study was conducted by the researcher in order to find out the labour welfare facilities among the employees at TITAN (WATCH) INDUSTRIES LTD., HOSUR. The sample size was 100. the response from the employees was highly encouraging and they were highly obliging in providing required data for research. The study has enhanced and widened the researcher's knowledge in employers' welfare facilities.

The study reveals that the employees are moderately satisfied with welfare facilities and other facilities provided by the company

The Tata name is unique asset representing leadership with trust. Leveraging this asset to enhance group's synergy & becoming globally competitive is the route to sustained growth & long term success.

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STUDY ON THE ROLE OF CELEBRITY ENDORSEMENT ON PURCHASE DECISION OF RURAL CONSUMERS

Suresh Kamarapu*

*Associate Professor,
Krishna Murthy Institute of Management,
Research Scholar,
Department of Business Management,
Osmania University,
Hyderabad, India.

ABSTRACT

"Think Big"--- Every marketer thinks big to capture more market share, sales, profits & customer satisfaction, to reach that their products should be in the minds of the customers & desire to purchase those. Many brands & products existed in the market, how marketer can effectively project their product features towards customers is a prime task and which celebrity persona can do that task perfectly to promote those. The companies believe that the celebrity changes the purchase intention of the consumers in India. The study is conducted to find out the impact of celebrity on rural consumers of Ranga Reddy district of Andhra Pradesh. In order to analyze the objective of the study the data was collected from 300 respondents belonging to the randomly selected areas of Ranga Reddy. The secondary data was collected through different sources such as- Journals, Magazines, Internet, and Newspaper etc.

KEYWORDS: *Celebrity Endorsements, TV commercials, Consumers, Etc.*

INTRODUCTION

The Indian rural market with its vast size and demand base, offer a huge opportunity that companies can't afford to ignore. To expand the market share more and more companies are foraying into India's rural markets. Among those that have made some headways are HUL, Coco-Cola, Britannia, LG, Philips and Colgate Palmolive to name a few.

Market is unlimited for various brands. Some are very familiar and rest are somewhat. What are the things that distinguish those from rest? It may be brand name, advertisement, royal heritage and may be celebrity endorser who endorses them. E.g. Thumsup has the rich heritage of roping Mahesh Babu as their brand endorser and it has helped them strongly to build their brand in Andhra Pradesh. Businesses have long sought to distract and attract the attention of potential customers that live in a world of ever-increasing commercial bombardment.

Everyday consumers are exposed to thousands of voices and images in magazines, newspapers, and on billboards, websites, radio and television. Every brand attempts to steal at least a fraction of an unsuspecting person's time to inform him or her of the amazing and different attributes of the product at hand. Because of the constant media saturation that most people experience daily, they eventually become sensation less to the standard marketing techniques. The challenge of the marketer is to find a hook that will hold the subject's attention. Also from a marketing communications perspective, it is vital that firms design strategies that help to underpin competitive differential advantage for the firm's product or services. Accordingly, marcom activities back-up other elements in the marketing mix such as designing, branding, packaging, pricing, and place.

NEED OF THE STUDY

In urban areas major population is literate and awareness on global changes, national celebrities, where as rural consumers didn't have awareness on global celebrities and it is tough for them to understand if advertising concept is complex. There are so many variations in socio, economic, culture & geographic factors between the urban & rural consumers. Marketers should keep eye on all the factors when they endorse their products.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVES

- To identify the impact of celebrity endorsement on rural consumers purchase decision.
- To study celebrity endorsement as a source of brand-building.
- To find which type of celebrity persona is more effective.

SECONDARY OBJECTIVES

- To know USP of region celebrities.
- To evaluate rural consumer behavior based on celebrity endorsement.
- To know rural consumers purchase decision parameters.

- To present a social, economic and demographic profile of the different strata of rural consumers under study.
- To examine the inter-relationship among socio-economic variables of the consumers under study.

HYPOTHESIS OF THE STUDY

The null hypothesis that there is no impact of celebrity endorsement on rural consumers was framed for the study.

RESEARCH METHODOLOGY

STUDY AREA

The Study is conducted in the Ranga Reddy city of Andhra Pradesh. Further, the respondents are selected from four different areas namely, Edulabad, Marpalliguda, Aushapur and Ankushapur of Ranga Reddy.

SAMPLING METHOD AND SAMPLE SIZE

The sample method used to select the area for this study is random sampling technique. The sample method that was used to collect data from the population was convenience sampling. Sample size identified for the research is 300 respondents from Ranga Reddy district.

DATA COLLECTION

The Study is based on Primary data and Secondary data both. The primary data is collected through structured questionnaire from the 300 respondents from Ranga Reddy. The secondary data is collected through the magazines, journals, periodicals, people opinion and internet.

ANALYTICAL TECHNIQUES

Analytical Techniques are the statistical tools that are used for analyzing the collected data. The one sample t-test was used to test the hypothesis. ANOVA was used to find out the impact of celebrity on rural consumers. The SPSS 17 statistical software is also used for doing the calculations

RESULTS AND DISCUSSIONS

The study was conducted in rural areas of Ranga Reddy District. Using the random sampling technique the rural areas of Ranga Reddy were selected. The study was done at Edulabad, Marpalliguda, Aushapur and Ankushapur. The total sample size targeted for study was 300 respondents from the selected areas but the responses were received from 277 respondents. The

convenience sampling was used to collect the data from the respondents using structured questionnaires.

TABLE1: AGE GROUP

	Frequency	Percent	Valid Percent	Cumulative Percent
0-10	30	10.8	10.8	10.8
10-20	60	21.7	21.7	32.5
20-30	67	24.2	24.2	56.7
30-40	46	16.6	16.6	73.3
40-50	26	9.4	9.4	82.7
50-60	20	7.2	7.2	89.9
Above 60	28	10.1	10.1	100.0
Total	277	100	100	

The respondents were categorized in the age group 0- 10, 10- 20... and above 60, with the class interval of 10. It was found that maximum number of respondents were in the age group of 20- 30 with 67 respondents, followed by 10- 20 with 60 respondents as represented in Table 1.

TABLE 2: GENDER

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	173	62.5	62.5	62.5
Female	104	37.5	37.5	100.0
Total	277	100.0	100.0	

As per Table 2, the numbers of male respondents were 173 (62.5%) and the numbers of female respondents were 104 (37.5%). This shows that males participated the maximum in the study.

TABLE 3: PREFER CELEBRITY IN ADVERTISEMENT

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	103	37.2	37.2	37.2
No	096	34.7	34.7	71.8
Can't Say	078	28.2	28.2	100.0
Total	277	100.0	100.0	

Table 3 shows the preferences about the celebrities in the advertisements. The respondents are categorized in three categories name yes, no and can't say. The numbers of respondents who prefer the celebrities in the advertisements are 103 which contribute 37.2% of the responded population. Further, 96 respondents responded that they do not prefer celebrity in the advertisements which contribute to 34.7% of the responded population. 78 respondents replied can't say which is 28.2% of the responded population.

TABLE 4: ONE- SAMPLE TEST

	Test Value = 1					
	t	df	Sig. (2-tailed)	Mean Difference	95% confidence interval Difference	
					Lower	Upper
Prefer Celebrity in Advertisement	18.815	276	.000	.91	.81	1.00

NULL HYPOTHESIS: There is no impact of celebrity endorsement on rural consumers.

ALTERNATE HYPOTHESIS: There is impact of celebrity endorsement on rural consumers.

The null hypothesis indicates that there is no impact of celebrity endorsement on rural consumers, to test this hypothesis one-sample t-test is used, and as per the Table 4 the significance value is .000 which is significant at 5% level of significance. Hence the null hypothesis there is no impact of celebrity endorsement on rural consumers is rejected and

alternate hypothesis there is impact of celebrity endorsement on rural consumers can be accepted.

TABLE 5: ANOVA

PREFER CELEBRITY IN ADVERTISEMENT

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	164.614	6	27.436	524.256	.000
Within Groups	14.130	270	.052		
Total	178.744	276			

ANOVA was used to identify the impact of celebrity endorsement on rural consumers. Here age group of rural consumers is considered as dependent variable whereas prefer celebrity in advertisement is considered as Construct. There is a significant impact of celebrity endorsement on rural consumers. The value of significance level is .000, which is significant at 5% level of significance. Therefore, it can be said that there is an impact of celebrity endorsement on rural consumers based on the data collected for the study.

CONCLUSION

The statistical tools were used to determine the conclusion of the hypotheses framed. The tools used for analysis of the data are- frequency distribution, which showed the percentage by which the hypotheses has been accepted, one- sample t-test to test the hypotheses at 5% of significance and ANOVA to analyze the impact of celebrity endorsement on rural consumers.

The following points were concluding observation to satisfy the objectives of the study and prove the hypotheses:

37.2% of the rural consumers prefer celebrities in the advertisements followed by 34.7% of rural consumers who do not prefer celebrities in the advertisements.

There is an impact of celebrity endorsement on rural consumers as it is been proven in the study by calculating the significance level.

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