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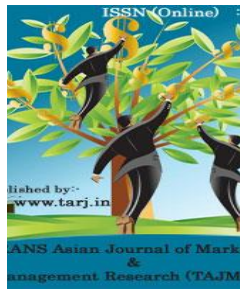
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PROTEST ASSEMBLE ACTIVIST HELPFUL OF ECONOMIC
DEVELOPMENT, SOCIAL EMPOWERMENT**

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ABSTRACTS

India the economic deprive groups peoples, low standard self-business owner practice of political party activist and N.G.O protest assemble activist helpful of economic empowerment of that deprive groups by root of extended peoples option /big size group of peoples option, lobbying business chain helpful. But purpose of deprive group, low standard business owner peoples to fight for evolution to break monopoly of big size self business owners. Peoples not practice of that type political party ,N.G.O phenomena in common to complex have not advantage of extended link of peoples.

INTRODUCTION

The sell of product its have benefit of ,confidential group peoples of link have advantage its not any question. That makes a lobbying concept .But whats have option to make a standard level peoples of groups ?No any question the political party and like that N.G.O of protest assemble give the link of peoples practice .But purpose of deprive group, low standard business owner peoples to fight to evolution for break monopoly.

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IMPACT OF COSMETIC ADVERTISEMENTS ON CUSTOMER PERCEPTION: A STUDY WITH REFERENCE TO WOMEN IN BANGALORE CITY

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ABSTRACT

In the current era of information explosion and the world of media, advertisements play a major role in changing the behavior and perception of consumers towards the products shown in the advertisements. The advertisements not only change the way of product is consumed by user but alter the perception with which they look at the product. All over the world, advertisements have been used since ages for a wide variety of brands. For over the last two decades, a sharp increase in advertisements can be witnessed. Advertisements have great influence in purchasing decision of customers for particular brands. It is a ubiquitously accepted fact that advertisements can bestow special attributes upon a product or service that it may have lacked otherwise. The study focuses on identifying the influence of advertisements on the consumer behavior and perception with special reference to the cosmetic products on youth between 15 to 24 years of age. In order to seek answers to the research problem a descriptive mode of research was employed. The information was collected from the primary as well as the secondary sources. The study was conducted in Bangalore City with a sample size of 100 respondents with main focus on the youth through random sampling method. The data collected was analysed using various statistical techniques through SPSS. The study went on to prove that there is a strong relationship between the cosmetic advertisements and customer perception decision. The result of the study would help various stakeholders to act cautiously and responsibly.

KEYWORDS: Advertisement, Consumers, Behavior, Perception, Decision, Youth.

INTRODUCTION

An Advertisement is one of the topical strategies of many brands for the promotion of their product. The purpose of mass advertisements is to gain attention for the product, ensuring prolonged association with consumers, or for the purpose of recall of their product in customers' mind. For the purpose, it proceeds to analyze the impact of advertisements in influencing the consumer's perception to purchase the cosmetic products like skin-care creams, lotions, powders, perfumes, lipsticks, fingernail and toe nail polish, eye and facial makeup, permanent waves, coloured contact lenses, hair colours, hair sprays and gels, deodorants, hand sanitizer, baby products, bath oils, bubble baths, bath salts, butters and many other types of products.

Today, most of the advertisements come with 'celebrity endorsements' which act as a credible means of spending money. This could be for the reason of their social standing. People want to wear the "right" clothes, drink the "right" beverages and use the "right" fragrances and buy "right" durables. Studying the perception of consumers, it can be stated that if a consumer observes messages for two different firm's products, one product's message containing a better advertisement and the other not, believes the better advertisement's product will definitely have more features and so be of higher value.

A young age group of 15-24, youngsters in India is a regular viewer of various advertisements. They spend most of their free time in front of television, watching programs and channels of their choice. The majority of young generation believes advertisements to be informative and most of them respond to them favorably. Marketers, who take advantage of young people's power to influence family purchase, choose various forms of advertisements that reach the youth.

STATEMENT OF THE PROBLEM

India's retail beauty and cosmetics industry, currently estimated at \$950 million, is likely to almost treble to \$2.68 billion by 2020. Annual growth in the Indian beauty and cosmetics markets is estimated to remain in the range of 15-20 per cent in the coming years, twice as fast as that of the US and European markets. Massooma, Editor at New Age Salon & Spa magazine and knowledge partner for 'International Beauty Mart' (IBM) 2014, believes awareness in India of the latest global beauty trends and the numbers are prompting more international players to set up shop and increase their presence in India.

By creating advertisements with unrealistic images of beauty, it has resulted in anxiety, low self-esteem, and low self-confidence in many women. Most of these negative emotions stems from unhappiness among body and appearance. Therefore this study is an effort to understand how the cosmetic advertisements have an impact on the behaviour and perception of the consumer.

LITERATURE REVIEW

Advertising serve to inform consumers about a product. They add that, advertising increases the demand elasticity for a product and this happens because, it is believe by these scholars that, as information of a product is given, it is assumed the product is of high quality and this can even increase the demand for products which is of low quality in general (Ozga 1960).

Advertising makes demand for a product inelastic and thus ensures increase in the price of the product and this effect might lessen as a result of scale economies. The view also adds that, consumers are unwilling to try new products especially those of unknown quality and this may

deter entry of new producers. These scholars agree that, this view of advertising will only work in the presence of scale economies in production (Comanor, 1967).

There is a simultaneous relationship between advertising and consumption but not a unidirectional. Thus, advertising and consumption seem to work on each other (Weiserbs, 1972).

The principal aim of consumer behaviour analysis is to explain why consumers act in particular way under certain circumstances. The study tries to determine the factors that influence consumer behaviour, especially the economic, social and psychological aspects which can indicate the most favoured marketing mix that management should select. Consumer behaviour analysis helps to determine the direction that a consumer's behaviour is likely to take and to give preferred trends in product development, attributes of the alternative communication method etc. (Proctor, 1982).

A firm's primary mission is to reach prospective customers and influence their awareness, attitudes and buying behaviour. They spend a lot of money to keep individuals (markets) interested in their products. To succeed, they need to understand what makes potential customers behave the way they do. The firm's goal is to get enough relevant market data to develop accurate profiles of buyers to find the common group for communications. This involves the study of consumer behaviour (Arens, 1996).

The Relationship between Advertising and Consumption in India: An Analysis of Causality made use of unit root test, cointegration and error correction model and found out that, fluctuations in advertising expenditure positively impacts consumption expenditure (Philip, 2007).

A consumer would like to attain some status in society and using a certain product is capable of achieving this. What this view means is that, the consumer, in his quest to achieve this social status will be influenced by this advertising (Bagwell, 2001).

Advertising has been a subject discussed over centuries ago, but prior to the 20th Century, this subject was not as important as it seems now. The reason been that, in the 19th century, economist were busy trying to develop the theory of perfect competitive markets, this theory assumed that, there was perfect information in the market and that, consumers had fixed preference for their products which were homogenous in nature. It was then thought of as a waste of resource and an increase in cost of production for one to advertise on products because consumers were not in any way going to respond to that (Bagwell, 2001).

There was no large scale production until the late 19th century when numerous inventions cropped up. The advancement in transportation and technology, made producers rethink their decision to improve their capacity and thus, ensure publicity of their products. (Bagwell, 2011)

Advertising might be useful in providing information to consumers which will help them satisfy their wants. He termed this as a constructive role played by advertising. The second role he calls a combative role played by advertising may provide less information to consumers leading them to shift among products. Marshall gave an insight to the role of advertising but less can be said of its fusion to microeconomics. (Bagwell, 2011)

A market structure in which there are many firms producing and selling similar but not identical products. In this market, Chamberlin believes that advertising may provide consumers with information about their wants but also adds that, it can be persuasive and alter one's demand for

another. Advertising when informative makes consumers responsive to price changes and thus increases the demand elasticity for the product but a persuasive advert will create brand loyalty making the demand for a good inelastic (Bagwell, 2011).

Scale economies play a central role in Chamberlin's work and he believes that, such economies may exist in production and advertising as well. Chamberlin then concluded that, the effects of advertising cannot be determined by theory alone, thus where a firm's demand curve is tangential to its U-shaped average cost of production and selling, but by also considering the extent to which advertising is whether informative or persuasive and also whether scale economies exist (Bagwell, 2011).

Advertising and consumer buying behaviour with special reference to Nestle Limited, India found that, advertising and sales promotion together with the image of a company influence the consumer buying decision. They added that, the quality and price of a product also influences a consumer's purchase of a good (Kumar, 2011).

The rise of companies after trade and liberalisation in the 1990s saw most cosmetic firms enter India with local ones gaining grounds from partnerships. Consumers have since then increase their demand for products of these cosmetic firms. It is in this steady growth that the Associated Chambers of Commerce and Industry in India, estimated the Indian cosmetic market to be valued at \$50 billion. The high demand in cosmetic products has been a great deal for firms and the Indian market has also benefitted from the products provided by these firms (ASSOCHAM, 2013).

There is increase in the buying behaviour among the youth in India especially with regard to personal care products. They attributed the increase in female spending on cosmetic products to an increase in female employability and females being bread winners in their families. They also found out that, men on average spend more on cosmetic products than women, with the men spending averagely about Rs. 1000 - Rs. 5000 on cosmetic products monthly. This, they attributed to men's demand for decent hair care, deodorants and razor blades. The high increase in the spending on cosmetic products is as a result of the youth in India being conscious of their bodies and looking for products to enhance their physical appearance (ASSOCHAM, 2013).

This high growth in demand for cosmetic products makes it worthwhile researching this area to know the motives behind consumers purchase and factors associated with their purchase (ASSOCHAM, 2013).

There is a high increase in the consumption of cosmetic goods among the youth. They added that, men on average spend more on cosmetic products than their female counterparts and attributed this increase to the awareness created on the products (ASSOCHAM, 2013).

As income of females increase, their purchase of cosmetic products also increases. They also, added that, this increase in expenses on cosmetic product is made possible by the advertisement made on them (Junaid, 2013).

OBJECTIVES

The present research work is designed to achieve the following specific objectives with reference to durable products:

- i. To analyse the cultural influence of cosmetic advertisement on customer.

ii. To determine the influence of cosmetic advertisement on customers towards their brand preference.

iii. To determine the impact of information of cosmetic advertisement on customer perception.

METHODOLOGY

STUDY AREA: The study area for the research was Bangalore, which is the capital city of Karnataka State. It is in the Southern part of India.

SAMPLE SIZE: The sample size for the study was 100 youth respondents who reside in Bangalore.

SAMPLING TECHNIQUE: The sample techniques selected in administering the questionnaire was random sampling.

SOURCE AND TYPE OF DATA: The sources of data were primary data, collected from respondents in the study area, observations and interviews conducted with respondents.

RESEARCH INSTRUMENT: Questionnaire was the main device used in the collection of data. Primary data were used. Primary data are the pieces of information elicited from respondents which were directly related to the research topic.

DATA COLLATING/PROCESSING: The collected data was then collated and analysed using SPSS.

HYPOTHESIS

H₀: There is no signification difference between culture and advertisement

H₁: There is signification difference between culture and advertisement

H₀: There is no significant difference between cosmetic advertisement and customer brand preference

H₁: There is significant difference between cosmetic advertisement and customer brand preference

H: Informative advertisement will serve as significant predictors and explain the variance in customer perception towards cosmetic advertisement

FINDINGS

TABLE NO. 1

Age		
Age	Frequency	Percent
Less than 20	95	95.0
Above 20	5	5.0
Total	100	100.0

Source: From the data observed

Explained that 95% of respondent were in the age group of less than 20. Further it shows that teenagers are more attracted towards cosmetics.

TABLE NO. 2

Education		
Education	Frequency	Percent
Undergraduate	93	93.0
Graduate	7	7.0
Total	100	100.0

Source: From the data observed

Explained that 93% of respondents were undergraduate i.e., they are pursuing their graduation and 7% of respondents were completed their graduation.

TABLE NO. 3

Income		
Family Income (in Rs. P.M)	Frequency	Percent
Below Rs. 25,000	32	32.0
Rs. 25,000 to Rs. 50,000	47	47.0
Rs. 50,000 to Rs. 1,00,000	13	13.0
More than Rs. 1,00,000	8	8.0
Total	100	100.0

Source: From the data observed

Explained the respondents family income in that 47% of respondent's family income was between Rs. 25,000 – Rs. 50,000, 32% respondent's family income was below Rs. 25,000, 13% respondents family income was between Rs. 50,000 – Rs. 1,00,000 and 8% respondents family income was above Rs. 1,00,000.

TABLE NO. 4

Religion		
Religion	Frequency	Percent
Hindu	53	53.0
Muslim	10	10.0
Christian	37	37.0
Total	100	100.0

Source: From the data observed

Explained the respondent's religion of which 53% were Hindus, 10% were Muslims and 37% were Christians.

TABLE NO. 5

Mother Tongue		
Mother Tongue	Frequency	Percent
Kannada	13	13.0
Hindi	12	12.0
Malayalam	75	75.0
Total	100	100.0

Source: From the data observed

Explained the respondent's Mother tongue of which 75% were speaking Malayalam 13% was speaking Kannada and 12% were speaking Hindi.

TABLE NO. 6

Spending per Month		
Spending	Frequency	Percent
Less than Rs. 500	77	77.0
Rs. 500 - Rs. 1,000	18	18.0
More than Rs. 1,000	5	5.0
Total	100	100.0

Source: From the data observed

Explain the spending behavior of the respondents towards cosmetics, of which 77% respondents were spending Rs. 500 per month, 18% respondents were spending between Rs. 500 to Rs. 1,000 per month and 5% respondents were more than Rs. 1,000 per month.

TABLE NO. 7

ANOVA												
Variable s	Religion				F	Sig	Mother Tongue				F	Sig
	Hindu	Muslim	Christi an	Total			Kanna da	Hindi	Malayala m	Total		
Customer perceptio n	3.0809 (1.1755 3)	2.2714 (1.3626 9)	3.2819 (1.1251 0)	3.0743 (1.1984 1)	2.908 8	.059	3.428 (1.0301 6)	3.7262 (1.2871 0)	2.9086 (1.17654)	3.0743 (1.1984 1)	3.196 6	.045
Informati ve	3.1627 (1.0821 4)	2.3125 (1.2122 8)	3.3514 (1.0094 3)	3.1475 (1.0978 6)	3.730 0	.027	3.5385 (.80588)	3.7083 (1.2005 4)	2.9900 (1.09084)	3.1475 (1.0978 6)	3.309 9	.041

Source: From the data observed

ANOVA analysis was used to know the influence of religion towards customer perception about cosmetic advertisement. The mean level of advertisement dimensions were compared between respondents religion. An independent sample ANOVA proved that, customer perception towards advertisement with reference to religions ($F = 2.908$, $P = .059$) and with reference to mother tongue ($F = 3.196$, $P = .045$ (which is closer to .05)) even at 5% level there is no significance differences between the religion and mother tongue towards advertisement perception. This is because respondents might think that advertisements regarding cosmetic products are very useful in choosing the brand.

With reference to Information, p value is less than .05 therefore null hypotheses is rejected. Hence, at 5% level there is the significance differences towards religion ($F = 3.730$, $P = .027$) and mother tongue ($F = 3.309$, $P = .041$). Further it shows religions and mother tongue influences in acquiring information regarding the advertisement.

TABLE NO. 8

Independent t test						
Variables	Change				T value	P value
	YES		NO			
	Mean	Std. Deviation	Mean	Std. Deviation		
Customer perception	2.7494	1.16380	3.5050	1.11634	3.271	.001
Informative	2.8355	1.06752	3.5610	1.00718	3.447	.001

Source: From the data observed

To find out whether advertisement influences the customer in changing their cosmetic brands and also to find the relationship between advertisement and customer brand selection, Independent t test was performed. Independent t test helps to measure the significant differences between change in cosmetic brands towards dimensions of advertisement and also these differences helps to analyze the influences of advertisement towards customer brand selection. The test result shows that there is a statistical significant difference between the dimensions of advertisement (customer perception ($t = 3.271$, $p = 0.001$). Informative advertisement ($t=3.447$ $P= .001$)) towards changes in brand, at 1% significant level.

TABLE NO. 9

Model Summary^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. Change	
1	.984 ^a	.967	.967	.21717	.967	2916.722	1	98	.000	.310
a. Predictors: (Constant), INFORMTOTAL										
b. Dependent Variable: CPATOTAL										

Source: From the data observed

The above table shows the model summary of Informative advertisement (Predictor) with the correlation of 98.4% and it also explains the 98.7% of Customer perception towards cosmetic advertisement ($R^2 = 0.967$, $F = 2916.722$, $p < 0.01$).

Table No. 10

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.305	.066		-4.608	.000	-.437	-.174
	INFORMTOTAL	1.074	.020	.984	54.007	.000	1.034	1.113
a. Dependent Variable: CPATOTAL								

Source: From the data observed

The above table explains the coefficient and correlation of independent variable (Informative advertisement) with customer perception as the dependent variable. Informative advertisement predictor variable Customer perception was explained ($\beta = 0.984$, $t = 54.007$, $p < 0.01$). Informative advertisement (x) is predictor then dependent variable Customer perception (y) $Y = -.305 + 1.074x$.

The minimum value in this case .7685 and maximum value was 5.0633. It shows customer who ever attain the minimum value feel that they were moderately perceived information towards cosmetic products and those who ever attain maximum value feel that they were received more information about the cosmetic products. Therefore, it statistically proved that there is a very strong positive relationship between the informative advertisement and customer perception towards the selection of cosmetic products.

CONCLUSION

To conclude, there is a strong influence of culture on cosmetics advertisement on customer. The study also revealed that the influence of cosmetic advertisement on customers towards their brand preference is high. There is also a very strong positive relationship between the informative advertisement and customer perception.

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CLIENT PERCEPTION TOWARDS WOMEN EMPLOYEES WORKING IN VODAFONE: A CASE STUDY OF JALANDHAR CIRCLE, PUNJAB

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ABSTRACT

The 21st century demands to transmit a new administrative centre, one which adapts to a rapidly changing society and constantly satisfying the shifting demands and opportunities of the customers. Over the period of time the economy has become global and is driven by innovations and technological advancements. Therefore, there is a dire need that administrative centres have to transform themselves to serve new customer expectations. The present management system has turned out to be knowledge based and is extremely performance driven. In order to satisfy the objectives of most institutions, there is a need to have a strong organizational setup. Furthermore, the organizations or institutions must have a systematic way to determine which employees is expected to perform desired function or task in order to accomplish the goals of the organization. These jobs, in turn, provide the mechanism for coordinating and linking the various activities that are necessary for success and accomplishment of end results. Moreover, in the era of equality, women also play a vital role in realizing the organizational goal. Keeping the above objectives in mind the researcher in the present paper has made an attempt to assess the client perception towards women employees working in Vodafone and the present data has been collected from customer relationship centres of Vodafone falling under Jalandhar circle of Punjab.

INTRODUCTION

CONCEPT OF CLIENT SATISFACTION

Defining who the clients are and what type of services these clients receive from the program is a necessary first step in designing a satisfaction measurement and monitoring program. This may not be as obvious as one may instinctively think. It often involves long discussions and brainstorming sessions where participation of employees at all levels of the organization is required. The idea is to reach a fairly large consensus throughout the organization on who the clients are exactly and how they are affected by the different outputs of the program. The concept of “client” cannot be applied indistinctively in the private and public sectors.

Client satisfaction is the only key performance indicator that is crucial to success in business. When we are focused on taking care of our client’s best interest and ensure that we are delivering the most effective level of service, innovative solutions that bring value to our client base only then will all the other stuff will automatically fall into place.¹

Client satisfaction surveys are a good way to gather key information about how well your company’s performance compares with the competition, and how you could improve your company’s process to better serve the customer’s needs. Surveys are also an excellent source for customer testimonials and allow you to benchmark your performance for future comparisons.²

CLIENT EXPECTATIONS

Even before entering in contact with the organization, most clients already have more or less precise expectations of the level and quality of service that it should be providing. These expectations may not be in line with what the program is or should be delivering, as stated in its objectives, or with what it can actually provide, given the resources available. Communications efforts are usually needed to inform clients of the goals, limits and possibilities of the program, in order for the clients to have more realistic expectations.

SCOPE OF THE STUDY

In the present work the client perception towards women employees working in the Jalandhar Circle of Vodafone has been studied.

OBJECTIVES of Study

To analyze the client perception while dealing with vodafone employees on the basis of gender.

HYPOTHESIS

The clients are satisfied with the Dealings of women employees working in the Jalandhar Circle of Vodafone.

DATA COLLECTION

The primary data has been collected through the devised research tools: Interview schedules for clients. The Secondary data has been collected from the books, available records, internet sites, journals and documents.

LIKERT SCALE

The interview schedule has included the statements and questions based on the 5 point Likert Scale and responses have been given the score of 5, 4, 3, 2, and 1 for Strongly Agreed, Agreed, Undecided, Disagreed and Strongly Disagreed responses respectively.

SAMPLE OF THE STUDY

The Primary data has been collected from 200 clients of Vodafone, Jalandhar Circle.

In the present paper, the aspect of client perception towards women employees of the Jalandhar Telecom Circle has been examined by posing certain statements to the selected sample of (200) clients of the Jalandhar Telecom Circle.

TABLE: 1: WOMEN EMPLOYEES ARE AS HELPFUL TO YOU AS THEIR MALE COUNTERPARTS

Attributes/ Responses	Ranks	Strongly Agree	Agree	Un-Decided	Dis-Agree	Strongly Disagree
Age (in years)	18-28	8 (7.0)	52 (45.6)	34 (29.8)	20 (17.5)	0 (00.0)
	29-38	0 (00.0)	32 (72.7)	12 (27.3)	0 (00.0)	0 (00.0)
	39-48	4 (15.4)	10 (38.5)	0 (00.0)	8 (30.0)	4 (15.4)
	49-60	0 (00.0)	12 (75.0)	4 (25.0)	0 (00.0)	0 (00.0)

Source: Computed from Primary Data. Figures in parentheses are percentages. n=200

The data presented in the Table 1 has been analyzed in relation to the statement whether women employees are as helpful to the clients who approached them as the male employees are. The trend of the responses evidently favoured that women employees in all the sub categories of age variables were in agreement with the statement establishing thereby that women employees of Bharat Sanchar Nigam Limited (BSNL) were found to be as helpful to the clients as their male counterparts were. On the basis of Age, it was found that high majority of respondents (75.0 percent) in the age group of 49-60 years agreed with statement as against the noticeable proportion of responses (45.4 percent) in the age group of 39-48 years who were in disagreement with the poser.

TABLE: 2: WOMEN EMPLOYEES ARE WELL VERSED WITH THE OFFICE PROCEDURES

Attributes/ Responses	Ranks	Strongly Agree	Agree	Un-Decided	Dis-Agree	Strongly Disagree
Age (in years)	18-28	4 (3.5)	76 (66.7)	22 (19.3)	12 (10.5)	0 (00.0)
	29-38	0 (00.0)	32 (72.7)	4 (9.1)	8 (18.2)	0 (00.0)
	39-48	7 (26.9)	12 (46.2)	4 (15.4)	0 (00.0)	3 (11.5)
	49-60	0 (00.0)	16 (100.0)	0 (00.0)	0 (00.0)	0 (00.0)

Source: Computed from Primary Data. Figures in parentheses are percentages. n=200

On examining the statement that women employees are well versed with the office procedures, it was found, on the basis of analysis presented in the Table 2 that responses varying from fair majority (above 60.0 percent) to cent percent (above 100.0 percent) were in agreement with the statement signifying that women employees were well versed with office procedures. The available trend of the responses established that with the increase in age the proportion of responses also increased thereby implying that senior-in-age clients (100.0 percent) in higher proportion were in agreement with the statement.

TABLE: 3: WOMEN EMPLOYEES RESPOND TO ALL THE WORK RELATED QUERIES

Attributes/ Responses	Ranks	Strongly Agree	Agree	Un- Decided	Dis- Agree	Strongly Disagree
Age (in years)	18-28	32 (28.1)	54 (47.4)	4 (3.5)	20 (17.5)	4 (3.5)
	29-38	12 (27.3)	24 (54.5)	0 (00.0)	8 (18.2)	0 (00.0)
	39-48	12 (46.2)	7 (26.9)	3 (11.5)	4 (15.4)	0 (00.0)
	49-60	4 (25.0)	8 (50.0)	4 (25.0)	0 (00.0)	0 (00.0)

Source: Computed from Primary Data. Figures in parentheses are percentages. n=200

The analysis of the data presented in the Table 3 indicated that majority of respondents varying from fair majority (above 50.0 percent) to significant majority (above 80.0 percent) were in agreement with the statement that women employees responded to all the raised queries. There was noticeable proportion of undecided responses which implied that respondents were not that sure about the statement. There were some responses in disagreement which had insignificant influence on the findings.

TABLE: 4: WOMEN EMPLOYEES HAVE CONCERN WITH THE PROBLEMS OF THEIR CLIENTS

Attributes/ Responses	Ranks	Strongly Agree	Agree	Un- Decided	Dis- Agree	Strongly Disagree
Age (in years)	18-28	0 (00.0)	28 (24.6)	8 (7.0)	74 (64.9)	4 (3.5)
	29-38	0 (00.0)	16 (36.4)	8 (18.2)	20 (45.5)	0 (00.0)
	39-48	4 (15.4)	11 (42.3)	0 (00.0)	11 (42.3)	0 (00.0)
	49-60	0 (00.0)	8 (50.8)	0 (00.0)	4 (25.0)	4 (25.0)

Source: Computed from Primary Data. Figures in parentheses are percentages. n=200

The data of the Table 4 has been assessed and analyzed to test the statement that women employees have concern with the problems of their clients. The responses presented criss-cross pattern where no trend as such was available as the youngest most respondents (18-28 years) in fair majority (68.4 percent) were in disagreement with the statement and so were senior most

respondents (50.0 percent) but the middle age respondents in majority (57.7 percent) were in agreement with the statement. Overall it was case of split responses where women employees were not sure of their concern for the problem of the employees.

TABLE: 5: WOMEN EMPLOYEES TREAT THE SERVICE SEEKER AS A COMPLAINANT RATHER THAN AS A CLIENT OF THE ORGANIZATION

Attributes/ Responses	Ranks	Strongly Agree	Agree	Un- Decided	Dis- Agree	Strongly Disagree
Age (in years)	18-28	12 (10.5)	74 (64.9)	28 (24.6)	0 (00.0)	0 (00.0)
	29-38	4 (9.1)	32 (72.7)	4 (9.1)	4 (9.1)	0 (00.0)
	39-48	4 (15.4)	15 (57.7)	0 (00.0)	7 (26.9)	0 (00.0)
	49-60	4 (25.0)	12 (75.0)	0 (00.0)	0 (00.0)	0 (00.0)

Source: Computed from Primary Data. Figures in parentheses are percentages. n=200

The data presented in the Table 5 has been analyzed in the context of the statement that women employees treat the service seeker as a complainant rather than as a client of the organization. The pattern of the responses indicated that findings were based more on human instincts rather than professional instincts. The respondents varying from fair majority (50.0 percent) to cent percent (100.0 percent) were in agreement with the statement that women employees treated the service seeker as a complainant rather than as a client. On the basis of Age variable, it was found that higher proportion of respondents in the senior most age group were in agreement with the statement. There were no respondents who strongly disagreed with the statement. The agreed responses out-proportioned the strongly agreed responses.

TABLE: 6: WOMEN EMPLOYEES ARE WELL ORGANIZED IN THEIR TASK PERFORMING

Attributes/ Responses	Ranks	Strongly Agree	Agree	Un- Decided	Dis- Agree	Strongly Disagree
Age (in years)	18-28	8 (7.0)	62 (54.4)	32 (28.1)	12 (10.5)	0 (00.0)
	29-38	0 (00.0)	36 (81.8)	8 (18.2)	0 (00.0)	0 (00.0)
	39-48	0 (00.0)	19 (73.1)	7 (26.9)	0 (00.0)	0 (00.0)
	49-60	0 (00.0)	8 (50.0)	4 (25.0)	0 (00.0)	4 (25.0)

Source: Computed from Primary Data. Figures in parentheses are percentages. n=200

It has been examined with the help of drawn responses, as presented in the Table 6 that whether the women employees are well organized in their task. It has been found from elicited responses that majority of the respondents varying from majority (above 50.0 percent) to cent percent (100.0 percent) were in agreement with the statement that women employees were well organised in their task performing. However, lesser proportion of senior most respondents (50.0 percent) on the basis of Age were in agreement with the statement than other categories of the

age variable implying thereby that senior most respondent's didnot find that the women employees were well organized in their task performing. Both strongly agreed and strongly disagreed responses were hardly few in proportion.

TABLE: 7: THE WOMEN EMPLOYEES CLEARLY COMMUNICATE WITH THE CLIENT REGARDING THE REQUIRED INFORMATION

Attributes/ Responses	Rank	Strongly Agree	Agree	Un- Decided	Dis- Agree	Strongly Disagree
Age (in years)	18-28	16 (14.0)	62 (54.4)	28 (24.6)	4 (3.5)	4 (3.5)
	29-38	4 (9.1)	36 (81.8)	4 (9.1)	0 (00.0)	0 (00.0)
	39-48	0 (00.0)	22 (84.6)	0 (00.0)	4 (15.4)	0 (00.0)
	49-60	4 (25.0)	8 (50.0)	0 (00.0)	4 (25.0)	0 (00.0)

Source: Computed from Primary Data. Figures in parentheses are percentages. n=200

The analysis of the data presented in the Table 7 clearly indicated that women employees could communicate clearly to the clients as to what information was required from them for official purposes. The majority of respondents varying from fair majority (above 60.0 percent) to significant majority (above 80.0 percent) were in agreement with the statement that women employees communicated with clarity to their clients regarding the required information.

The trend of the responses in age variable suggested that more of middle aged respondents (above 80.0 percent) were in agreement than younger or senior most clients. There were few undecided responses which made no difference to the results.

Overall the responses projected that clients were in agreement with the statement that women employees clearly communicated with the client regarding the required information.

TABLE 8: WOMEN EMPLOYEES KEEP ON GOSSIPING AROUND MOST OF THE TIME

Attributes/ Responses	Ranks	Strongly Agree	Agree	Un- Decided	Dis- Agree	Strongly Disagree
Age (in years)	18-28	0 (00.0)	16 (14.0)	12 (10.5)	42 (36.8)	44 (38.6)
	29-38	4 (9.1)	8 (18.2)	4 (9.1)	12 (27.3)	16 (36.4)
	39-48	4 (15.4)	9 (30.8)	3 (11.5)	0 (00.0)	11 (42.3)
	49-60	0 (00.0)	0 (00.0)	0 (00.0)	8 (50.0)	8 (50.0)

Source: Computed from Primary Data. Figures in parentheses are percentages. n=200

The cent percent (100.0 percent) of respondents senior most in age were in disagreement with the statement signifying that women employee's didn't gossip around. There were some insignificant proportions of undecided responses which made no difference to the findings.

Overall it was found that in perception of clients that the women employees did not gossip around.

TABLE 9: BENEFITS AND CHOICES OF A SERVICE ARE EXPLICITLY EXPLAINED TO THE CLIENTS BY THE WOMEN EMPLOYEES

Attributes/ Responses	Ranks	Strongly Agree	Agree	Un- Decided	Dis- Agree	Strongly Disagree
Age (in years)	18-28	12 (10.5)	70 (61.4)	24 (21.1)	8 (7.0)	0 (00.0)
	29-38	0 (0.9)	36 (81.8)	8 (18.2)	0 (00.0)	0 (00.0)
	39-48	0 (00.0)	19 (73.1)	3 (11.5)	4 (15.4)	0 (00.0)
	49-60	8 (50.0)	8 (50.0)	0 (00.0)	0 (00.0)	0 (00.0)

Source: Computed from Primary Data. Figures in parentheses are percentages. n=200

Another important aspect of client satisfaction has been examined with the help of data presented in the Table 9. The respondents were put across the poser whether women employees could explain the benefits and choices of a service very clearly to the clients. It has been found from trend of the responses that majority of the respondents were in agreement with the statement.

In the age variable the trend depicted that with the increase in the age the proportion of responses also increased thereby establishing that more of senior respondents were satisfied with the explanation regarding benefits and service provided to them. Overall, the respondents were convinced that women employees could explain to them benefits and choices of services.

TABLE 10: WOMEN EMPLOYEES ARE COMMITTED TO THEIR JOB

Attributes/ Responses	Ranks	Strongly Agree	Agree	Un- Decided	Dis- Agree	Strongly Disagree
Age (in years)	18-28	28 (24.6)	69 (52.6)	22 (19.3)	0 (00.0)	4 (3.5)
	29-38	8 (18.2)	24 (54.5)	12 (27.3)	0 (00.0)	0 (00.0)
	39-48	4 (15.4)	18 (69.2)	0 (00.0)	0 (00.0)	0 (00.0)
	49-60	0 (00.0)	12 (75.0)	4 (25.0)	0 (00.0)	0 (00.0)

Source: Computed from Primary Data. Figures in parentheses are percentages. n=200

The majority of the responses, as presented in the Table 10, has supported the statement that women employees were committed to their job. It has been found that, on the basis of age, high majority of respondents (above 70.0 percent) were in agreement with the statement though no ascending or descending trend was available.

FINDINGS

1. The majority of respondents were in agreement with the statement that women employees were as helpful to you as their male counterparts were.

2. The majority of respondents were in agreement with the statement that women employees were well versed with the office procedures.
3. The majority of the respondents were in the agreement with the statement that women employees responded to the work related queries.
4. The majority of the respondents were in agreement with the statement that women employees had concern with the problems of their clients.
5. The majority of the respondents were in agreement with the statement that women employees treated the service seeker as a complainant rather than as a client of the organisation.
6. The majority of the respondents were in agreement with the statement that women employees were well organised in their task performing.
7. The majority of the respondent were in agreement with the statement that women employees could communicate clearly to the clients as to what information was required from them for official purposes.
8. The majority of the respondents were in disagreement with the statement that women employees kept on gossiping around most of the time.
9. The majority of the respondents were in agreement with the statement that benefits and choices of a service were explicitly explained to the clients by the women employees.
10. The majority of the respondents were in agreement with the statement that women employees were committed to their job.

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TO SALE NEW PRODUCT LAUNCH IN COMPETITION MARKET, OF OLD PRODUCT COMPETITION BY LOBBYING OF GROUPS OF PEOPLES, CASTES, RELIGION OF ETHNIC RACE/GROUP PHILOSOPHY

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ABSTRACTS

Its important aspects of group of peoples lobbying ,castes of peoples lobbying, which group of peoples have to done want new business ,first identification of work together for that develop concept of lobbying of ,castes ,religion ,group of peoples ? Its have automatic natural property to protect of ethnic benefit and same understanding groups benefit. Its very important inherent natural factor indirect/direct way understand by social empowerment increase any backward individual religion/castes reservation philosophy in India and united nations direction International Covenant on Economic, Social and Cultural right.The Strategy Have By Group Of Peoples Lobbying Sale , By Personal Interest OF Match Of Understand. After then hard work (saturation point) done on lobbying group peoples to chain of develop under that focus target of customer .Its give for customer whats product have to useful or not ? .But lobbying concept develop to work very tough to sale product in other lobbying of groups of peoples, castes .

KEYWORDS: *new product, sale, lobbying, which groups, old company, reservation, united nations.*

INTRODUCTION

Its very important inherent natural factor indirect way understand by social empowerment increase any backward individual religion / castes reservation philosophy in India and united nations direction , in multilateral treaty adopted by the United Nations direction of International Covenant on Economic, Social and Cultural Rights (ICESCR) General Assembly on 16 December 1966, and in force from 3 January 1976.[1] It. Also say possible define political economy and other economy mixed strategy.

The strategy to sale/purchase the new product to understand like the business option between the country to export /import. According to – (HQ -economy watch 1358

Fruitville Rd. Ste 210, Sarasota, FL USA 34240 Telephone ,+1 (917) 477-4015, WEB - <http://www.economywatch.com>) some of the countries with which india has strong economic relations in year 2009-10 are -united states of america ,united kingdom, japan, china. Role to sale new launch product in lobbing concept in inter country also remark role of caste, religion , groups of peoples . Important characteristics of lobbying concept in business to run new business and after then to hard work between peoples.

To new product have to sales in competition of old product in market. Its important aspects of group of peoples lobbying ,castes of peoples lobbying, first concept identified of the environment of which group of peoples have to done new business work together for that develop concept of lobbying of ,castes ,religion ,group of peoples. Its have automatic natural property to protect of ethnic benefit and same understanding groups benefit . Identified system mention below.

Its very important inherent natural factor indirect /direct way understand by social empowerment increase any backward individual religion / castes reservation philosophy in india and united nations direction International Covenant on Economic, Social and Cultural right International Covenant on Economic, Social and Cultural Rights (ICESCR).

The Strategy Have By Group Of Peoples Lobbying Sale , By Personal Interest Of Match Of Understand between organizations company and peoples.

After then hard work done on chain of develop under focus target of customer .its give a promotion of basic dealing to the new business whats product have to useful or not ?.after then its have how you work saturation point give the run business under lobbying target? but lobbing concept develop to work very tough to sale product in other lobbing of groups of peoples, castes ,therefore have important aspects keep on mind to new start business.

Natural and important characteristic of way the business by lobbying , its develop that model naturally automatic , so its chain system remove any peoples complex (groups of peoples target of peoples in mind to always run to capture customer under hand , if not it fix point failure /lost point). Therefore always new initiate business its have focus in mind. Due to key of initiate business.

The strategy to sale/purchase the new product to group of peoples lobbying understand like the business option between the country to export /import on interest of country to understand have match of two country.

Also say possible define political economy and other economy mixed economy.

By Indian Government's Ministry of Commerce and Industry 2012-2013 (Apr- Sep, a report show the trends of export-import by country , below mention data of table-1 and 2 .

DATA SUMMARY-TABLE-1

Top ten exporters to India, by value of trade in US\$m and share of total

Country	2012-2013 (Apr- Sep)	%Share (2012-2013 (Apr- Sep)
CHINA	28025.57	11.92
UAE	19622.81	8.35
SAUDI ARABIA	16094.83	6.85
USA	12208.05	5.19

Top ten exporters to India, by value of trade in US\$m and share of total

Country	2012-2013 (Apr- Sep)	%Share (2012-2013 (Apr- Sep)
SWITZERLAND	10779.45	4.59
IRAQ	9803.79	4.17
QATAR	8144.45	3.47
KUWAIT	8134.73	3.46
GERMANY	7154.41	3.04
INDONESIA	6944.86	2.95

Source: Indian Department of Commerce

TABLE-2

Top ten importers from India, by value of trade in US\$m and share of total

Country	2012-2013 (Apr- Sep)	%Share (2012-2013 (Apr- Sep)
USA	19704.05	13.87
UAE	18601.71	13.09
SINGAPORE	6652.77	4.68
CHINA	6417.32	4.52
HONG KONG	6137.9	4.32
SAUDI ARAB	4636.29	3.26
NETHERLANDS	4458.24	3.14
U K	4112.26	2.89
GERMANY	3491.77	2.46
BRAZIL	3042.64	2.14

Source: Indian Department of Commerce

CONCLUSION

To new product have to sales in competition of old market . Its important aspects of group of peoples lobbying ,castes of peoples lobbying, which group of peoples have to want done new business ,first identified the environment work together for that develop concept of lobbying of ,castes ,religion ,group of peoples ? After then hard work done on chain of develop under focus target of customer .natural and important characteristic of way the business of lobbying to very complex to remove chain due to key of initiate business (groups of peoples lobbying about always have attach in a group fix , without that system have not in/enter mind , not success) .

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