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INFLUENC OF GREEN MARKETING MIX ON GREEN PRODUCTS PURCHASE INTENTION OF CONSUMER: A MEDIATION EFFECT OF CONSUMERS' ENVIRONMENTAL CONCERN ATTITUDE

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Abstract

Green marketing is a recent concept which has been adopted by consumers, organizations government all over the world to save the natural resources & to protect the environment for the sustainable development of the resources. The research purpose here is to find the mediation effect of environmental concern attitude of consumers between companies green marketing mix strategies and its influence on consumer purchase intention of green products. From literature review three factors were adopted for primary research such as green marketing mix strategies, consumers' environmental concern attitude and purchase intention of green products. The factor of green marketing mix strategies of company were measured using four variables, likewise the factor of environmental concern attitude of consumers were measured using our variables and also the factor of purchase intention of consumers were measured using five variables. The primary research was done using survey questionnaire using random sampling of 300 respondent in Tirunelveli city. The research reveals that consumers with more environmental concern attitudes are more willing to purchase green products. The study reveals that company managers & government should focus on increasing awareness & knowledge among the consumers to accept the environment friendly products.

Keywords: Green product, purchase intention, mediator, consumer and environmental concern .

Introduction

Green marketing has come into effect as a result of environmental degradation caused by the abundance of natural resources. Even though green marketing is not a completely new phenomenon, the emergence of green consumerism and socially conscious consumers are strong indicators of the green movement (Menon, Chowdhury and Jankovich, 1999; Sivadas, 1997). Likewise, companies are slowly introducing green marketing into their business practices by reducing the impact of production, manufacture and energy usage on the environment (Grant, 2008). Moreover, companies are using green marketing as a means for creating a competitive advantage (Han, Hsu, and Sheu, 2010).

Green Marketing

Green marketing concept came in prominence in late 1980s & early 1990s, which incorporates many activities like product modification, change in production process, change in packaging, advertisement changes, etc. (Polonsky, 1994). According to Soonthonsmai (2007), green marketing is defined as activities performed by environment concerned firms to deliver the environmentally sound goods/services to provide satisfaction to consumers. A green marketing strategy for firms was proposed by Harrison (1993) to influence the purchase decisions of consumers by positioning green product benefits in minds of consumers. Green marketing is a management process to identify, anticipate & satisfy the requirements of consumers/ society in more profitable & sustainable way (Peattie, 1995; Welford, 2000).

Green Consumers & Green Products

According to Ottman (1993), Green consumers actively seek & support the products which satisfy their needs and have less impact on environment. Macdonald (2006) said that all consumers are potentially green consumers. He added that when a consumer has option to buy two similar kinds of products, he will tend to buy the environment friendly product among these two. Mainieri (1997) suggests that women are more environmentally conscious to purchase green products. Pickett (2008) found that market segments followed by demographic characteristics like age, income, education are positively related to consumer attitude for environment. Green product is an ecological or environment-friendly product. According to Shamdasami et al., (1993), green product will not pollute earth, or deplore scarce resources, they will be recycled or conserved. Now a days, being conscious for environment is not only an activist's ideology but it is also a matter of competition in market (McCloskey & Maddock, 1994). D'Souza (2004) mentioned that the green vision being a reality needs to be functionally understood by the marketer to serve green customer's need.

Statement of the problem

Awareness about environmental issues is growing day by day. Product choice and buying behaviour of products are changing every day. With regard to product attributes, environmental consideration is the key factor influencing buying decision of green products among consumers. The purchase decision is based on direct involvement in consumption of the products, whereas knowledge and attitude are at the other end in the consumption of products. Hence, the study focuses on examining the level of acceptability and reach of green products among consumers in the market.

Objectives of the study

1. To measure the total effect on consumer's purchase intention in relation with the green marketing mix strategies.
2. To measure the direct and indirect effect of green marketing mix strategies on Green product purchase intention through consumers' environmental concern attitude.

Result Analysis & Managerial Implication

Reliability & Validity of Measure

First, Cronbach's alpha coefficients were used to measure the internal consistency of each identified dimension of construct, and items with adequate Cronbach's alphas were retained for the scales. The general criteria for the cronbach coefficient alpha should be greater than 0.6. below table gives the details of constructs of the model & the number of items representing each construct along with the alpha value. As all the constructs have alpha value satisfying the criteria, all of the constructs were acceptable and a total of 13 items were retained for the three constructs in the study.

Table 1 Cronbach Alpha of Constructs

Constructs	Number of items	Cronbach's Alpha
Green Marketing mix strategies	4	0.73
Attitude towards environmental concern	4	0.69
Purchase Intention	5	0.67

Table-2 represents the convergent validity of all the constructs using Composite Reliability. Individual item's reliability will be checked using Cronbach Alpha, while to test the reliability of construct or latent variables composite reliability is used. The composite reliability varied from 0.61 to 0.80, satisfying the criteria of 0.6.

Table 2 Convergent Validity of Constructs with Composite Reliability

Convergent Validity of Construct	Green Marketing mix strategies	Purchase Intention	Attitude towards Environmental concern
Green Marketing mix strategies	0.73		
Purchase Intention	0.66	0.69	
Attitude towards environmental concern	0.67	0.61	0.67

Next, a confirmative factor analysis (CFA) with Amos 20.0 Graphics software (SEM package) for the measurement model with six constructs was performed. All factor loadings were significant at 0.05 level, except PI2 which will be eliminated from model, satisfying the convergent validity criteria as per Table-3. The goodness-of-fit statistics indicated that most criteria met the recommended values in the measurement model

Items of individual constructs:

Construct 1 : Green Marketing mix strategies

MM1 - Green product: Products attributes such as energy saving, organic etc. that leads to reduction in resource consumption and pollution.

MM2- Green price: Most consumers will pay additional value if there is a perception of extra product value.

MM3 - Green place: Aiming to reduce carbon footprint by way of managing logistics to cut down transport emanations.

MM4- Green promotion: To address the relationship between a product and the environmental, to promote green life style, and to present a corporate image of environmental responsibility

Construct 1 : Attitude towards environmental concern

EC1- To save energy, I drive my car as little as possible

EC2- I try to buy energy efficient household appliances

EC3- I have purchased light bulbs that were more expensive but saved energy

EC4 - I switch off lights/fans when I leave office/class/public buildings

Construct 1 : Purchase Intention

PI1- I would like to purchase those products which are costlier but causing less environmental pollution

PI2- I would like to purchase those products which are inferior in quality but causing less environmental pollution

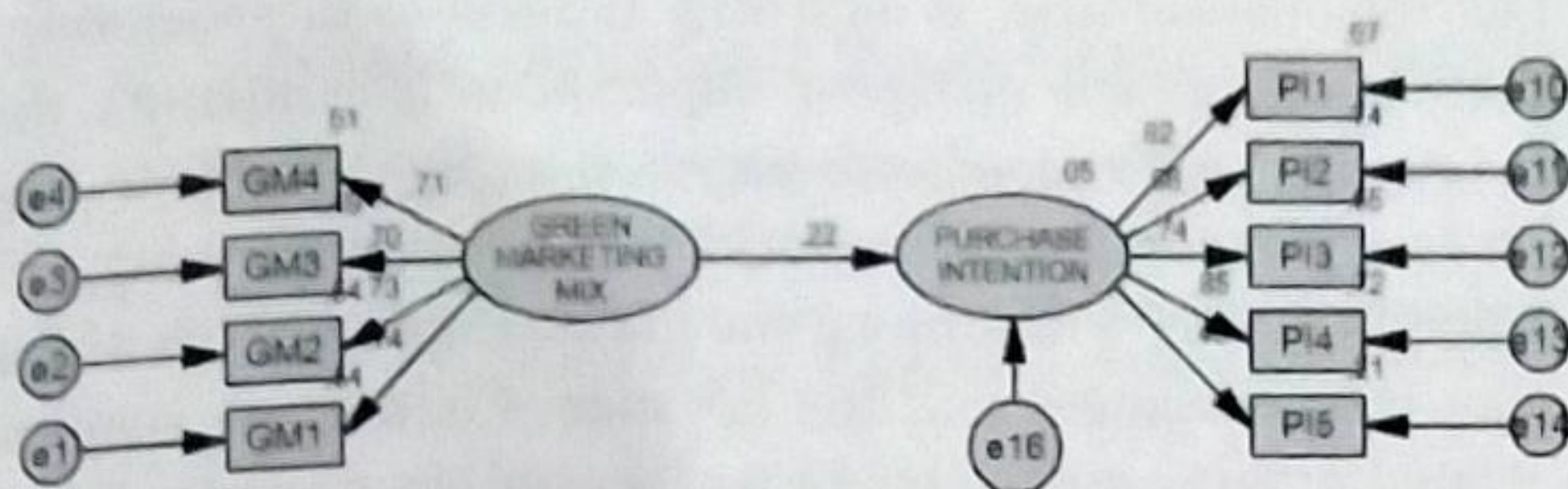
PI3- I have switched products for ecological reasons

PI4- I have convinced members of my family or friends not to buy some products which are harmful to the environment

PI5- When I buy products, I try to consider how my use of them will affect the environment and other consumers

H0₁ - There is no significant effect between green marketing mix and purchase intention of green product.

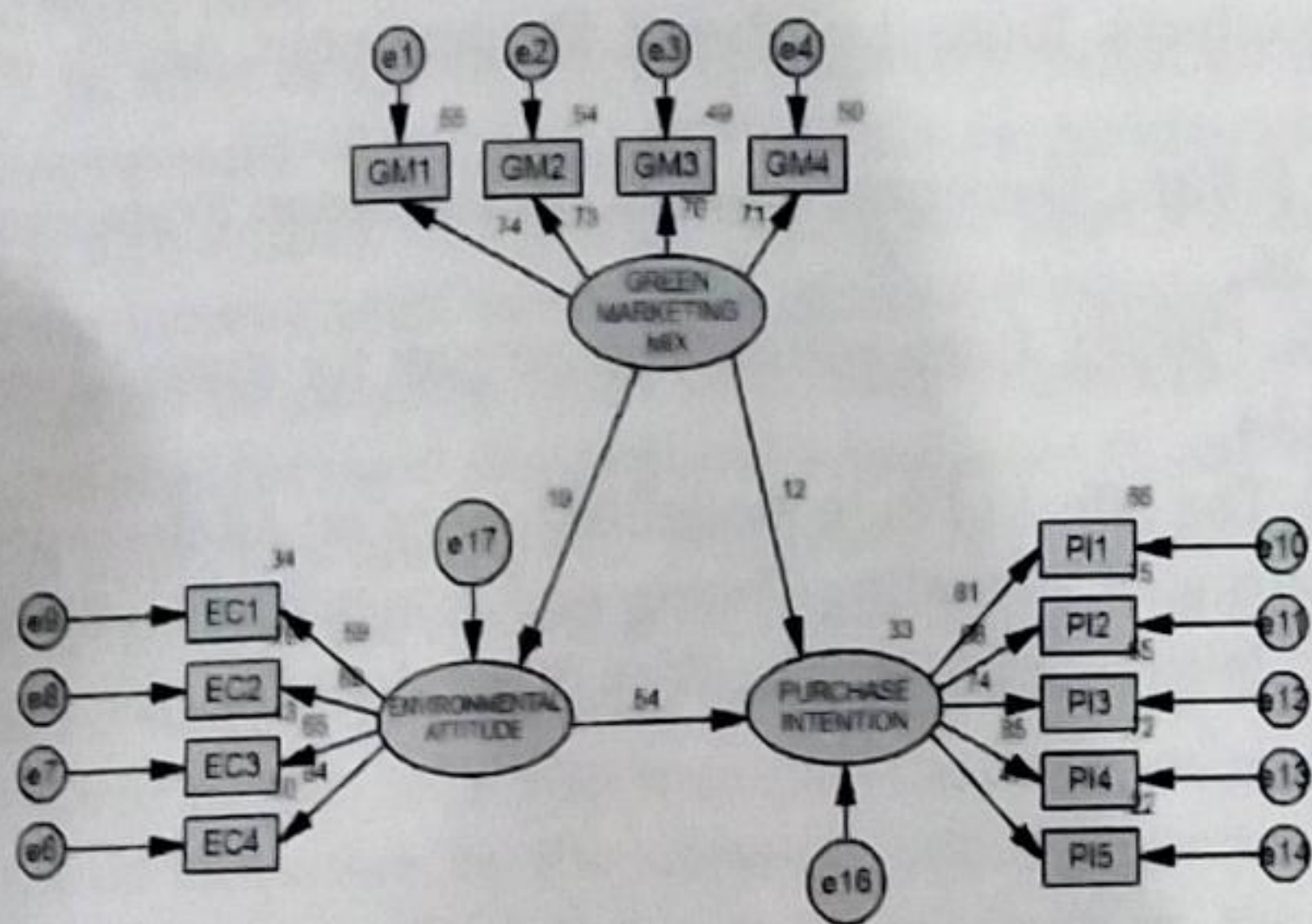
Fig 1 Standardized estimates of total effect on consumer's purchase intention in relation with the green marketing mix strategies.



From the above figure, it is inferred that, green marketing mix strategies of company has a positive effect on green product purchase intention. I.e marketing mix strategies is increased by 1 standard deviation, purchase intention on green products increase by 0.22 (0.004**).

Total effect of green marketing mix strategies on purchase intention of green products is 0.22. H_0_2 - There is no significant indirect effect of green marketing mix on purchase intention of green products through environmental concern attitude of consumers.

Fig 2 - Standardized estimates of the direct and indirect effect of green marketing mix strategies on Green product purchase intention through consumers' environmental concern attitude



The mediation analysis shows the direct and indirect effect on dependent variables, while environmental concern attitude of a consumers acts as a mediator.

All of the fit measures indicated that the structural model was moderately acceptable ($df = 3.44$ at $p=0.00$; $GFI=0.89$; $AGFI=0.86$; $CFI=0.79$; $RMR=0.6$, and $RMSEA=0.136$). Along with the model's general fit for the data, its parameters were tested to decide whether to accept the proposed relationships between exogenous and endogenous constructs (Hair et al., 1998).

The result shows the direct effect of green marketing mix strategies of company has a positive effect on green product purchase intention. i.e marketing mix strategies is increased by 1 standard deviation, purchase intention on green products increase by 0.12 ($p=0.013^*$).

Modifications in the influence on purchase intention while environmental concern attitude act as mediator. The result shows the indirect effect of green marketing mix strategies of company has a positive effect on green product purchase intention through environmental concern attitude of consumer. i.e marketing mix strategies is increased by 1 standard deviation, purchase intention on green products increase by 0.102 ($0.19 * 0.54$) ($p=0.003^{**}$). The mediator could account for roughly half of the total effect, $P_M = .47$. (47%) . so role of the mediator is effective.

Suggestions and conclusion

In the world of globalization, consumer products abound in the market. With products from India and abroad through consumers, they are, as it goes without saying, at sixes and sevens in choosing the right one. Despite the high competition within products, there are certain strategies that the companies follow to persuade their consumers directly or indirectly to make them buy

their products. One of the various strategies that the companies follow is Green Marketing Mix Strategy that influences consumer's purchase intention of eco friendly or green products. A consumer is made to buy products in terms of its price, product, place and promotion.

When a consumer had concern over the environment, it indirectly influences in promoting the eco friendly or green products. Infact, this so called mediator supersedes a company's direct advertising of its green products. This reveals that the mediator plays an important role in urging the purchase intention of consumers. It's very important in the world, which is fast warming, to buy and use eco friendly products. Eco friendly products will prolong the life on Earth and life of Earth. So it's vital to create awareness among the consumers and the lay man. Conducting awareness programs, campaigning and society related organisations should be focused on periodically or at regular intervals. Such programs will change the mindset of the people towards buying green products.

Therefore, in order to promote green products and to save the world from global warming, it's of vital importance to make people understand the grave of the situation and buy green or eco friendly products.

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**BRAND ENDORSEMENT BY INDIAN SPORTS CELEBRITIES:
IT'S IMPACT ON PURCHASE INTENTION OF LOW AND HIGH INVOLVEMENT
PRODUCTS**

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ABSTRACT

It is a well-known fact that advertisement plays a major role in increasing the sales of any product introduced in the market. Particularly advertisement that uses the image of a celebrity has huge impact. But as the trends change, the current trend is to use the celebrities from the field of sports. Using sports celebrities in the advertisements in order to reach wider audience has become a trend in the Indian context and moreover huge amount of money is being spent for this purpose. That is the reason why the present research has focused on this particular area. The major focus of the present research is to identify the impact of sports celebrity advertisements on the purchase intention of the consumers. It has included both high involvement product as well as low involvement product. Mixtures of 450 U.G. students and faculties from 10 colleges which are affiliated to Manonmaniam Sundaranar University, Tirunelveli have been selected for analysis. The respondents were chosen using convenience sampling method. the present research has suggested that in the case of Low Involvement Product sports celebrity advertisements can be used to increase the purchase intention of the consumers. But in the case of High Involvement Product, sports celebrity advertisements can be used only while introducing new products and for popularising it.

KEYWORDS: Sports Celebrity, Advertisement, Purchase Intention, Low Involvement and High Involvement product.

INTRODUCTION:

Today, use of celebrities as part of marketing communication strategy has become a fairly common practice for major firms to hold brand imagery. These firms juxtapose their brands with celebrity endorsers in the hope that celebrity may boost the effectiveness of their marketing. Companies invest large sums of money to align their brands and themselves with endorsers. Such endorsers are dynamic with both attractive and likeable qualities. Companies ensure that these qualities are transferred to products via promotional activities. Furthermore, because of their fame, celebrities serve not only to create and maintain attention but also to achieve high recall rates for Advertisement messages in today's highly cluttered environments.

Celebrities are worshiped, given respect and trusted. So marketers know that they are very influential on consumers. Television remains the most effective medium in India for reaching today's youth, and most efficient for introducing young people to various brands and in helping to shape their decisions about purchasing. The usage of celebrities by the Indian advertising agencies has experienced a phenomenal increase in the last ten years. Effective communication between the marketer and the consumers is the need

of the hour and celebrity endorsement is a strategy that is perceived to make full use of this opportunity. Most of the countries have adopted this strategy as an effective marketing tool and even India is carving out space for itself in this arena.

Indian people idolize the stars of the celluloid world. Since its inception in India, media and sports celebrities have played a vital role as endorsers for many products. Firms offer huge pay packages for stars like Mr.M.S. Dhoni, Mr.Shahrukh Khan, Mr.Sachin Tendulkar, Mr.Aamir Khan, Mr.Amitabh Bachchan and many others to get them on board with their brand. Celebrities in India not only mean film stars. Television industry has become as popular as film. Television stars are seen many times in a week as the daily soap has become a part of life style for every Indian. As cricket is a passion for most of the Indians, the cricketers are given more importance in India. Most common practice is roping in well-established and good players for advertisements. But nowadays the trend is like even if a new comer performs well even in a single match, they are immediately brought into commercials. Cricketers earn quite a lot of money through this. It can be rightly stated that celebrities have been quite successful in India in communicating right messages and influencing their purchasing behaviour. Celebrity endorsements in India have produced positive impact on consumers buying behaviour by increasing public attention and sales volume of the endorsed brands.

Celebrity endorsement business has become a multi-million rupees industry in India. Marketers use celebrity endorsers to influence the purchase decision of consumers in order to increase their sales and extend their market shares. Here, researcher has a question on whether the sports celebrity endorsement has a same impact or influence on consumer purchase intention of both Low and high involvement product. This study focuses on the celebrity endorsement by Indian sports celebrities and their impact on purchase intention of both Low and high involvement product.

STATEMENT OF THE PROBLEMS

In such a scenario, the present research is focusing on the concept of sports celebrity branding. The present research is focusing at various levels, starting from understanding the effectiveness of sports celebrity branding. Are these advertisements attracting the audience enough? Are the customers buying the product because of these advertisements? Are there any difference in the impact upon the consumers based on the sports person? These are some of the major questions for which the present research is trying to find answers.

If these advertisements are having an impact, are there any difference in the impact that it has among the high involvement products such as cars, mobile phones, computer and low involvement products such as chocolate, pastes, newspaper. The present research doesn't stop at analysing the impact that these sports celebrity branding has among the consumers, but it goes a step further by analysing the risk factors involved in such advertisements. One sports person is involved in more than one brand advertisement and what are the risk that it creates for the products that is being advertised and what kind of impact that it creates among the consumers is also another pertinent question that the present research is focused on.

Moreover, the popularity of the sports persons is a temporary concept. If one fine day their performance in the sports deteriorates, then their popularity also decreases. The present research is also concerned about this concept and what is the impact that this has upon the advertisement, the consumer who buys the product or services.

OBJECTIVE OF THE STUDY

1. To measure the mediations effect of Consumers positive attitude and perceived risk towards sports celebrities advertisement on purchase intention towards low and high involvement product.

RESEARCH DESIGN

In this study the researcher has used the descriptive research design with single cross sectional method. The sampling plan was adopted by the researcher to collect responses from the best possible accurate samples as discussed further.

Sampling Plan for Primary Survey:

- I. Universe: Students and Faculties of colleges affiliated to Manonmaniam Sundaranar University in Tirunelveli district.
- II. Population: Under Graduate students and Faculty members
- III. Sampling Unit: Sports or Sports Knowledge student pursuing undergraduate and sports faculty members or with sports knowledge.
- IV. Sampling plan and size: The Convenience sampling technique under Non probability sampling method is used for the research to be conducted. In this research, the sample consists of Undergraduate students and faculty members of Arts and Science colleges affiliated to Manonmaniam Sundaranar University owing to the fact that these people are interested and have knowledge on sports or being a sports person himself. To begin with, 30 students and 30 faculties of a college are selected as samples for this study. 10 colleges were selected from Tirunelveli district, 600 questionnaires were distributed among them, Out of 600, only 512 filled questionnaires are received. Of these, 450 questionnaires were filled and had complete information and hence were used for the analysis.

ANALYSIS AND DISCUSSION

Table No. 1
Consolidated Table of Moderated Mediation Analysis – Gender wise

Profile	Classification	Type of product	Mediator	Mediation Type	Result (Mp) Mediation %
Gender	Male	LIP	Positive Attitude	Half Mediation	75%
			Perceived Risk	No Mediation	-
		HIP	Positive Attitude	Half Mediation	12%
			Perceived Risk	Half Mediation	59%
	Female	LIP	Positive Attitude	Half Mediation	66%
			Perceived Risk	Half Mediation	8%
		HIP	Positive Attitude	No Mediation	-
			Perceived Risk	No Mediation	-

The above is a consolidated table that provides the overall impact of the mediation on the purchase intention of the consumers. The moderation variable used here is gender. The result arrived at is that in the case of both low involvement products as well as high involvement products, the mediation of positive attitude of sport celebrity advertisements is high on the male respondents compared to the female respondents. Moreover, only in the case of low involvement product, there is an impact of the positive attitude on the purchase intention of the female respondents, in the case of high involvement product there is no mediation effect. With regard to perceived risk, only in the case of high involvement product, there is high mediation effect upon the purchase intention of the male respondents but they still have an intention to buy the product. But, in the case of female respondents there is no mediation of the perceived risk on high involvement product, because of the reason that there is no mediation effect on the positive attitude and therefore there is no mediation of the perceived risk also.

Table No. 2
Consolidated Table of Moderated Mediation Analysis – Family Income wise

Profile	Classification	Type of product	Mediator	Mediation Type	Result (Mp) Mediation %
Family Income	Below 25,000 rupees	LIP	Positive Attitude	Half Mediation	17%
			Perceived Risk	Half Mediation	9%
		HIP	Positive Attitude	No Mediation	-
			Perceived Risk	Half Mediation	71%
	25,000 - 50,000 rupees	LIP	Positive Attitude	Half Mediation	62.9%
			Perceived Risk	No Mediation	-
		HIP	Positive Attitude	No Mediation	-
			Perceived Risk	No Mediation	48%
	Above 50,000 rupees	LIP	Positive Attitude	Half Mediation	89%
			Perceived Risk	No Mediation	-
		HIP	Positive Attitude	Half Mediation	18%
			Perceived Risk	Half Mediation	41%

The above is a consolidated table that provides the overall impact of the mediation on the purchase intention of the consumers. The moderation variable used here is family income. The result that is highlighted in the here is that in the case of people with low family income, there is a small percentage of mediation effect with respect to positive attitude. But in the case of medium and high income groups, the mediation effect of positive attitude is high in the case of low involvement product. In the case of high involvement product, there is no mediation effect. With regard to low involvement product, there is no mediation effect on medium and high income groups, but in the case of low income group the perceived risk affects slightly the purchase intention of the consumers. With regard to high involvement product, there is high mediation effect in the case of all the income groups. But it can be seen here that as the income becomes high, the mediation effect of perceived risk on the purchase intention becomes lesser and lesser.

Table No. 3
Consolidated Table of Moderated Mediation Analysis – Type of respondents wise

Profile	Classification	Type of product	Mediator	Mediation Type	Result (Mp) Mediation %
Type of Respondents	Faculty	LIP	Positive Attitude	Half Mediation	74%
			Perceived Risk	No Mediation	-
		HIP	Positive Attitude	Half Mediation	6.8%
			Perceived Risk	Half Mediation	57%
	Student	LIP	Positive Attitude	Half Mediation	77%
			Perceived Risk	No Mediation	-
		HIP	Positive Attitude	No Mediation	-
			Perceived Risk	No Mediation	-

The above is a consolidated table that provides the overall impact of the mediation on the purchase intention of the consumers. The moderation variable used here is the type of respondents. With regard to faculty members, in the case of low involvement product there is very high mediation effect of positive attitude on the purchase intention of the respondents. In the case of high involvement product, there is slight mediation effect on the purchase intention and there is high mediation effect of perceived risk on the purchase intention of the consumers. With regard to students, only in the case of low involvement product there is very high mediation effect of positive attitude on the purchase intention of the respondents. With

regard to perceived risk, there is no mediation effect. In the case of high involvement product, there is no mediation effect of perceived risk as well as positive attitude.

MANAGERIAL IMPLICATION AND CONCLUSION

1. The attitude towards advertisement of low involvement products as well as high involvement products is good among the respondents. But with the case of purchase intention - for the low involvement products, the purchase intention is good while for the high involvement products the purchase intention is questionable. So, in the case of low involvement product, companies may use sports celebrity endorsement when a new brand/product is being introduced as well as for the sales improvement of the existing product/brand.
2. In the case of high involvement products, when introducing a new product/brand the sports celebrities can be used in order to create awareness or positioning among the consumers about the product. But in the case of an existing product/brand which is already popular, sports celebrities are not advisable. The consumers do a lot of ground research and take expert opinion while going for a purchase of high involvement product. Therefore, instead of spending on advertisement with sports celebrities, they can spend the money on improving the quality, features and technology of the product. If the quality is increased, the consumer base might automatically increase and therefore increasing the sales of the product.

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Abstract

E-resources play a major role in current educational scenario. Most of the institutions have been shifting their all type of resources / data into e resources. Reason of technological up-gradation the students' community is having facilities to access e resources in any time at any places. Researcher focuses on the usage of e-resources by students of central university of Tamil Nadu. It is one of the leading universities in Tamil Nadu which has successfully maintained e-resources in their campus in order to benefit their students. The main objective of the paper is to analysis the impact of ICT knowledge, Library Infrastructure facilities and Motivational factors on Students' usage of E-resources. For this purpose, researcher has collected 110 questionnaires from the students. The data was collected using systematic random sampling method. Tool is validated through Confirmatory factor analysis (CFA). Structural Equation Modeling (SEM) is used to analysis the data. The major findings are ICT knowledge of student is the main source to increase the usage of e-resources and professors & Library staff members are the major motivator to boost the usage of e-resources of student. So, library members and Professors may conduct various seminars and workshops in order to enhance the ICT knowledge of students.

Keywords: *E-resources, Library, ICT Knowledge, Infrastructure, Motivation and Usage.*

Introduction

In any educational institutions, libraries play a colossal role that cannot be dispensed with. They act as the hub of learning resources and activities both for teachers and students. It is the spring board and the destination that the core of learning takes place. In a nutshell, libraries cater to the needs of ones who have thirst for learning. One could witness a drastic change between the traditional libraries and modern libraries. The former extracted much work from its users while the latter eases things for its users with the aid of technology. The modern day paves the way for its users to use the libraries at their utmost and fullest satisfaction. The bottom-line is libraries save its users' time hugely. The credit goes to technology. Across the board, libraries with the great help of computers benefit its users to the core. the library professionals could avoid repetition and duplication of their work and ensure a smooth running of the show in library service. The twenty first century is a huge leap to the modern day use of computers benefitting the mankind. In this regard, a basic and working knowledge of computer is essential to help things run smoothly. Libraries are one of the most important supports that the world runs on its right track, by and large. Their use to the process called globalization is colossal. It acts as a hot line that one can always come into contact to keep themselves updated. Libraries with the help of computerized media data keep the world alert, dynamic and sophisticated. The modern day adverts such as E-books, E-journals, E-conferences, known as e resources, save people's time and money in many ways. One could witness that the world is under great transition from print to electronic media. Technology has spread its effective arms far and wide to the four corners of the world. In regard to managing libraries, there are great many changes one could have seen such as the users changing to the new technology based library activities. It is quite natural that people switch over to these new technological supports in order to keep themselves abreast.

About CUTN

Central University of Tamil Nadu (CUTN), the brainchild of the Government of India and founded along with eight other Central Universities, through an Act of Parliament in 2009. It is part of the greater role that the Central Government assumed in making higher education accessible to aspirants from the weaker sections of the society. The Central University of Tamil Nadu is set in Tiruvarur, a region of cultural and historical significance. The University functions with quality infrastructure facilities in two campuses set in a serene atmosphere in the Neelakudi

and Nagakudi villages in the Cauvery delta region. In spite of the recent origin and a humble beginning with a single course and few students, the University has established itself in different streams of education within the last two few years, attracting students from far and wide. The University offers Postgraduate, Integrated PG and Doctoral Programmes in various subjects through the Schools of Basic & Applied Science, Mathematics & Computer Sciences, Social science & Humanities, Behavioural Science, Commerce and Business Management, Communication, Education and Training, Technology, Performing Arts & Fine arts, Earth Sciences, and Life Sciences. The University atmosphere offers a creative and multicultural learning atmosphere for the students with dynamic curricular and extracurricular activities. The University also opens up space for expert learning through collaboration with State and National level institutions of academic excellence. The University which functions in a rural setting also caters to the development of the rural locales by providing quality education and training to those from the marginalized communities.

About the Library

Readers could find themselves among a huge collection of books in The Central library of CUTN. Resources in the library cater to the needs of the students, research scholars and faculty. There are more than 35,500 books, 150 CDs/DVDs and 140 printed journals available in the library. It is no exaggeration that the library has access to more than 9000 online electronic journals through UGC-INFONET, e-ShodhSindhu, J-Gate, SciFinder and the like. The Scopus, EBSCO, IEEE CSDL, DELNET, IndiaStat.com, database have also been subscribed aiming at the usefulness of the researchers and students. Falling in line with the modern day needs, The library has been completely and fully automated with online portals to be accessed by the users across the globe. The library is credited with owing KOHA. It is an open source software package and it is integrated to the library management system. This system supports all housekeeping operations of the library. Koha consists of modules on acquisition, cataloguing, circulation serials control and OPAC. Anyone can access these services within the campus only. Recently the RFID technology is being used for security purposes. One could find an exclusive digital library with 30 working computers with high speed internet. Altogether, these libraries pave the way for more than 100 users to use at a time. It is available for the users from Monday to Friday (8am - 8pm) on Saturday (10am - 6pm) and during Sundays (10.00am - 2.00pm). In order to cater to the needs of the users, the reprographic facility is made available in the library.

Other salient features include air conditioners, availability of portable water and property counter. The Urkund & iThenticate Anti-Plagiarism Software access are enabled by Central Library to check the theses and other publications for the benefits of users' community. The library system and staff is meticulously focused for providing comfortable, user friendly environment so as to enables learning and knowledge creation.

Review of Literature

Dillip K. Swain (2010) the paper highlights the practicality of the use of electronic resources, compared to print, among the students of business schools of Orissa (India). He study finds that students express keen interest in the use of e-journals, followed by e-books, e-newspapers, e-reports, and e-articles. Least interest is shown towards the use of electronic theses and dissertations. The study reveals that the majority of students are aware of EBSCO, and Emerald Management Xtra. However, the awareness of all other databases is not quite so encouraging. Further, it is revealed that the use of printed materials is slightly more compared to that of e-resources. Use of Web OPAC is also less than expected.

Samuel Dery, et al., (2016) conducted a study on knowledge and use of ICT among students of the College of Health Sciences at the University of Ghana. This was a cross-sectional study conducted among students in all the five Schools of the College of Health Sciences at the University of Ghana. A total of 773 students were sampled from the Schools. Sampling proportionate to size was then used to determine the sample sizes required for each school, academic programme and level of programme. Simple random sampling was subsequently used to select students from each stratum. Computer knowledge was high among students at almost 99%. About 83% owned computers ($p < 0.001$) and self-rated computer knowledge was also 87 % ($p < 0.001$). Usage was mostly for studying at 93% ($p < 0.001$). This study shows students have adequate knowledge and use of computers. It brings about an opportunity to introduce ICT in healthcare delivery to them. This will ensure their adequate preparedness to embrace new ways of delivering care to improve service delivery.

Tintswalo Pascalis Tlakula (2017) this paper aims to establish the level of use of the electronic resources at the University of Venda, which is one of the previously disadvantaged universities in South Africa. It identifies the different electronic resources used at the university, determines the level of awareness and training in the use of these resources and suggests ways in which electronic resources may be enhanced. The rapid changes in the information and communication

technology (ICTs) have influenced service delivery in academic libraries in terms of how information is gathered, accessed, retrieved and used. Hence, electronic resources are invaluable research tools in academic libraries in the twenty-first century. A qualitative research methodology was adopted, and semi-structured interviews were conducted with each participant to get in-depth information. The target population was all third-year students registered with the School of Human and Social Sciences at the University of Venda. The third year undergraduate students from this particular school were chosen because statistics revealed that these students were ranked among the top in the use of computers. The findings revealed that the level of usage of these resources by undergraduate students is elementary and limited to SABINET and EBSCO host. Undergraduate student's level of awareness of the different electronic resources is low. They confused electronic resources to Web-based internet sources. It also revealed that the level of awareness and training in the use of these resources is still generic, as training is mostly a once off orientation at the first year.

Parminder Singh and Payare Lal (2017) commented on the usage of electronic resources by library users of Desh Bhagat University and Chitkara University, Punjab. The main purpose for the study is to know the search strategies used by the respondents searching e-resources of selected universities, to know if the various e-resources' services and facilities are sufficient for the respondents, to know the quality of information retrieved through e-resources and to check the awareness about e-resources. The study has been done through issuing questionnaires to 200 persons which include 25 faculty members, 25 research scholars and 50 students from selected universities. The response rate was 100%. The study found that the majority of the respondents were aware of E learning, many respondents were lacking time and knowledge to use the resources, majority of the respondents use e-resources for research and education, and many think that e resources are highly required for career development. Some suggestions for the improvement are important. The libraries should subscribe more e-resources. The Libraries should conduct user awareness. There is a need to improve software and highly configured computer hardware's.

R. Vijayalakshmi, B. S. Swaroop Rani and S. Ally Sornam (2017) reviewed a study on Electronic Information Resources Usage Pattern among Students and Faculty in Chennai Medical College Hospital and Research Centre, Trichy. The objectives of this study were to find out various types of electronic information resources used by the faculty and students, to

investigate the core medical science databases accessed by the faculty and students, and to find out the overall rating of e-resources collection of the library. The questionnaires were issued to 250 random students and faculty members and 230 questionnaires were filled and received. Considerable findings of the study were 90% positive response regarding the awareness of e-resources, 71% of the students were aware of the electronic resources, 31% of the respondents are using the resources daily and weekly, 53% of the respondents depend on college library for accessing e-resources and 89% of the respondents used Google as a search engine. It is suggested that the faculty and students should be trained in using various search options and the library and information center should send alerts regarding newly available e-resources. Hence there is an urgent need for effective user education orientation, programme, workshops, seminars etc by which the students can exploit the maximum benefit of e-resources.

Ebenezer Ankrah (2018) the focus of the present research is to analyze the University of Cape Coast postgraduate students' use of electronic resources. The findings of the study reveal that postgraduate students are comfortable in using and quite aware of the available e-resources in the library. Yet another finding of the study is that most postgraduate students choose to access information from Google scholar, and other web based databases often as against the databases of the library. Poor internet connection is said to be one of the most significant reason that act as hurdle In order to access e-resources.

Objectives of the Study

- To analysis the direct effect of ICT knowledge, Library Infrastructure facilities on Students' usage of E-resources
- To analysis the in-direct effect of ICT knowledge, Library Infrastructure facilities on Students' usage of E-resources with the mediation of motivation

Scope and Limitation

The present study zeroes in on analyzing the use of the Central university of Tamil Nadu students' e-resources. The major motivating factors students use about the available e-resources in the library is taken for study in the present research. This study tries to understand the predominant reason that motivates the students to use the available e-resources in the library, it can be implemented in actuality and students' reading habit could be drastically increased.

The present research has taken into account 110 students for the analysis. Using a less number of respondents is a major limitation of the study. Furthermore, the present study has taken students who are well versed in using e-resources. Students' opinions and response could provide different information to improve the usage of e-resources among the students.

Methodology of the Study

The universe of the study is the students of Central University of Tamil Nadu. The population is the library users of the CUTN. The total sample size is 110 and it was collected using systematic random sampling technique from probability method. The tool was validated and reliability test was also done through confirmatory factor analysis (CFA). Further analyses were done by structural modeling equation using AMOS 24.

Data Analysis and Discussion

Table No.1 Gender of the Respondents

Gender	Frequency	Percentage
Male	73	66.4
Female	37	33.6
Total	110	100

The above table provided the gender profile of the respondents for the present research. Most of the respondents (66.4%) are male while the remaining respondents are female (33.6%).

Table No.2 Category of the Respondents

Category	Frequency	Percentage
P.G.	80	72.7
M.Phil	21	19.1
Ph.D.	9	8.2
Total	110	100

The above table revealed the category of the respondents for the present research. Most of the respondents (72.7%) are P.G. student, some (19.1%) of them are doing their M.Phil and the remaining respondents are doing Ph.D. (8.2%).

Instrument Validation

H₁ – The model has good fit.

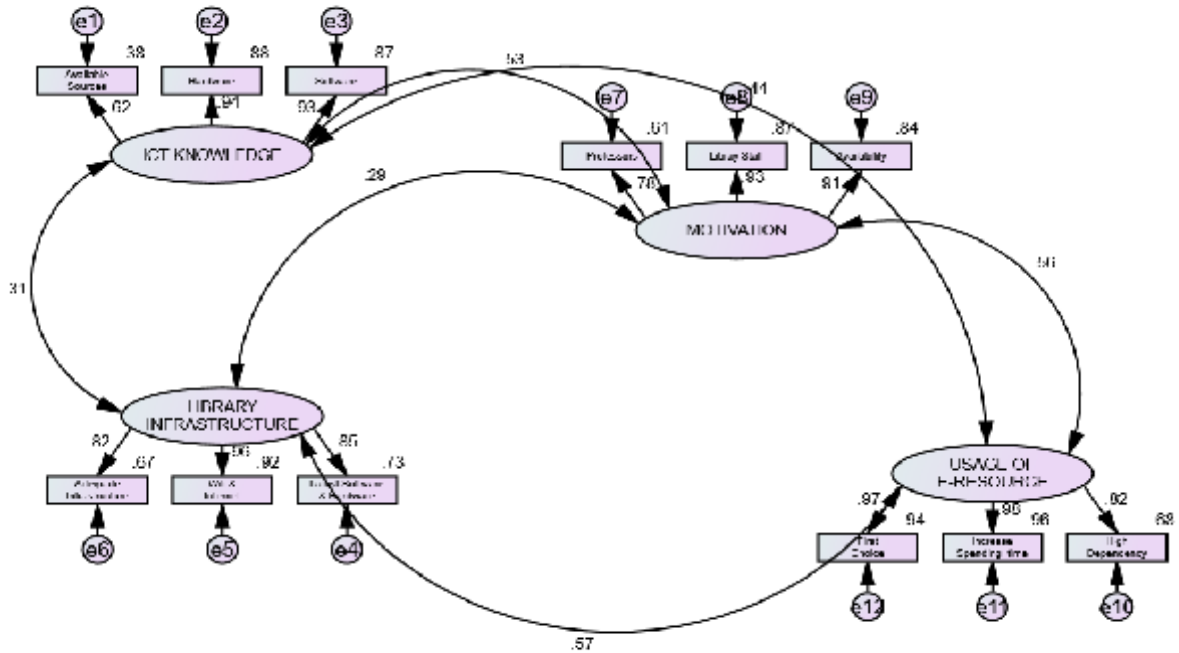


Figure - 1 Confirmatory Factor Analysis

Table No.3 Model Fit Summary

CMIN					
Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	30	39.429	48	.806	.821
Saturated model	78	.000	0		
Independence model	12	1191.209	66	.000	18.049
RMR, GFI					
Model	RMR	GFI	AGFI	PGFI	
Default model	.055	.945	.911	.582	
Saturated model	.000	1.000			
Independence model	.804	.292	.163	.247	

From the model fit summary, it reveals that the fit measures indicated that the structural model was acceptable (CMIN/df = 0.821 at P=0.806; GFI=0.945; AGFI=0.911; CFI=0.95; RMR=0.055 and RMSEA=0.049). Along with the model's general fit for the data, its parameters were tested

to decide whether to accept the proposed relationships between exogenous and endogenous constructs (Hair et al., 1998). This model has good fit. So it can be concluded that the tool is highly recommendable for further analysis and this result is highly reliable.

Table No.4 Construct Reliability

Variables		Construct	standard Estimate / factor loading	item reliability (square of factor loading)	delta = 1 - item reliability	AVE= Average Variance Extracted	Construct Reliability
Available Sources	<---	ICT Knowledge	0.619	0.383	0.617	0.713	0.841
Hardware	<---	ICT Knowledge	0.94	0.884	0.116		
Software	<---	ICT Knowledge	0.934	0.872	0.128		
Latest Software and Hardware	<---	Library Infrastructure	0.853	0.728	0.272	0.771	0.886
Wifi / Internet	<---	Library Infrastructure	0.957	0.916	0.084		
Adequate Infrastructure	<---	Library Infrastructure	0.819	0.671	0.329		
Professors	<---	Motivation	0.783	0.613	0.387	0.771	0.886
Library Staff	<---	Motivation	0.93	0.865	0.135		
Availability	<---	Motivation	0.914	0.835	0.165		
High Dependency	<---	Usage of e-resources	0.824	0.679	0.321	0.860	0.940
Increase Spending time	<---	Usage of e-resources	0.982	0.964	0.036		
First Choice	<---	Usage of e-resources	0.968	0.937	0.063		

Average Variance Extracted

A good rule of thumb is an AVE of 0.5 or higher indicates adequate convergent validity. An AVE of less than .5 indicates that on average, there is more error remaining in the items than there is variance explained by the latent factor structure you have imposed on the measure.

Construct Reliability

The rule of thumb for a construct reliability estimate is that 0.7 or higher suggests good reliability. Reliability between .6 and .7 may be acceptable provided that other indicators of a model's construct validity are good. High construct reliability indicates that internal consistency exists. This means the measures all are consistently representing something

Table No.5 Discriminant validity

Construct	ICT knowledge	Library infrastructure	Motivation	Usage of e-resources
ICT knowledge	0.713			
Library Infrastructure	0.096	0.771		
Motivation	0.281	0.081	0.771	
Usage of e-resources	0.193	0.323	0.316	0.86

All variance extracted (AVE) estimates in the above table are larger than the corresponding squared inter construct correlation estimates (SIC). This means the indicators have more in common with the construct they are associated with than they do with other constructs.

Impact of ICT knowledge and Library Infrastructure facilities on Students' usage of E-resources with the mediation of Motivational factors

H0 – there is no mediation effects between ICT knowledge and Library Infrastructure facilities on Students' usage of E-resources.

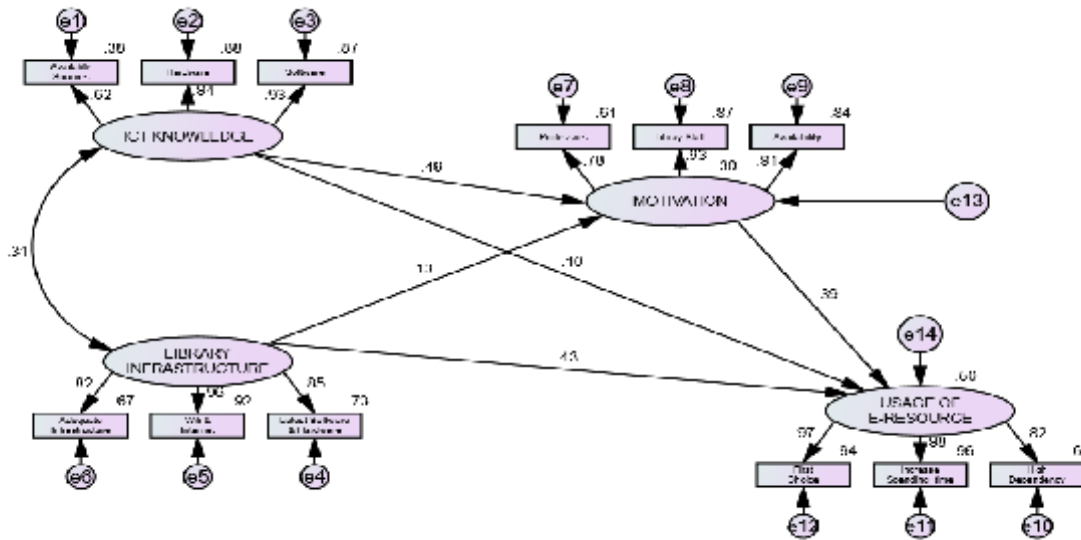


Figure - 2: Structural Equation Analysis

Table No.6 Regression Weights

Dependent Variable		Independent Variable	Estimate	S.E.	C.R.	P
Motivation	<---	ICT knowledge	.652	.156	4.171	***
Motivation	<---	Library infrastructure	.154	.108	1.423	.155
Usage of e-resources	<---	ICT knowledge	.125	.111	1.131	.258
Usage of e-resources	<---	Library infrastructure	.445	.090	4.953	***
Usage of e-resources	<---	Motivation	.352	.089	3.963	***
Available sources	<---	ICT knowledge	1.000			
Hardware	<---	ICT knowledge	1.359	.181	7.500	***
Software	<---	ICT knowledge	1.382	.184	7.497	***
Latest Software and Hardware	<---	Library infrastructure	1.000			
Wi-Fi / Internet	<---	Library infrastructure	.975	.075	13.033	***
Adequate Infrastructure	<---	Library infrastructure	.908	.084	10.758	***
Professors	<---	Motivation	1.000			
Library Staff	<---	Motivation	1.166	.107	10.924	***
Availability	<---	Motivation	1.158	.108	10.776	***
High Dependency	<---	Usage of e-resources	1.000			
Increase Spending time	<---	Usage of e-resources	1.380	.097	14.258	***
First Choice	<---	Usage of e-resources	1.366	.098	14.000	***

Standardized Total Effects (Group number 1 - Default model)

Construct	Library infrastructure	ICT knowledge	Motivation	Usage of e-resources
Motivation	.134	.488	.000	.000
Usage of e-resources	.478	.291	.386	.000

Standardized Direct Effects (Group number 1 - Default model)

Construct	Library infrastructure	ICT knowledge	Motivation	Usage of e-resources
Motivation	.134	.488	.000	.000
Usage of e-resources	.426	.103	.386	.000

Standardized Indirect Effects (Group number 1 - Default model)

Construct	Library infrastructure	ICT knowledge	Motivation	Usage of e-resources
Motivation	.000	.000	.000	.000
Usage of e-resources	.052	.188	.000	.000

From the analysis of mediation, researcher measures the total, direct and indirect effects between ICT knowledge, Library Infrastructure facilities on Students' usage of E-resources, while motivation acts as a mediator.

The result shows the direct effect of ICT knowledge and library resources have a positive effect on e-resources usage of students. i.e. ICT knowledge is increased by 1 standard deviation, e-resources usage of students is increased by 0.103 .

Modifications in the influence on ICT knowledge while motivation act as mediator. The result shows the indirect effect of ICT knowledge has a positive effect on e-resources usage of students through motivation. i.e. ICT knowledge is increased by 1 standard deviation, purchase e-resources usage of students increase by 0.188. The mediator could account for roughly more than half of the total effect, $P_M = 0.65$. (65%). so role of the mediator is more effective.

Implications

1. One of the major findings of the present research is that ICT knowledge of the students is the main source of increasing the usage of e-resources. Therefore, it is imperative for any institution or a university to conduct various awareness and training programs for the students so that their ICT knowledge improves.
2. The present research also found out that the professors and library staffs are the major source of encouragement and motivation to boost the usage of the e-resources available in the library. Therefore, the professors and library staffs need to keep encouraging and motivating the students in order to increase the usage of the e-resources.
3. There are various kinds of benefits for utilizing the e-resources like the ease of accessibility, ability to access any resource throughout the world and eco-friendly nature. The students need to be enlightened about these factors and then it might automatically increase the usage of e-resources by the students.

Conclusion

In the present times, the whole world is functioning in the digital. Almost all the day-to-day activities are done electronically. The vast reservoir of books and articles available throughout the world is no exception. It is very easy today to access any resource available at any corner of the world by just logging into a computer with internet facility. Instead of going to various libraries around the globe, a student can sit in front of a computer and access any resource that he wants. These are called e-resources and almost all the institutions in the world today are investing huge amounts of money to enhance their e-resources facility. The present research also tried to show the importance of utilizing the e-resources of an institution and what are the factors that can increase the usage of the e-resources by the students. There are two major motivating factors such as the ICT knowledge of the students and the influence of their teachers. The mediation of the motivation increases the usage of the e-resources manifold.

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**The Mediating Role Of Self Factors On Relationship Between Corporate
Social Responsibility And Employee Commitment.**

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ABSTRACT:

Corporate Social Responsibility is realized by many organizations and they are concerned with it. This research paper deals with the effect of CSR on employee commitment with the mediating effect of self factors. It aims to analyze the CSR relationship on employee commitment with mediating effect of self factors such as meaningfulness, self-esteem and emotional appeal among selected home appliances company. The hypothesis is tested using Process macro (Hayes 2013). The findings revealed that there is direct relationship between CSR and employee commitment. It is also proved that there is a mediating effect of self factors between the CSR and employee commitment.

KEYWORDS:

Meaningfulness, Emotional Appeal, Self-esteem, Affective Commitment, Corporate Social Responsibility, Social Identity Theory.

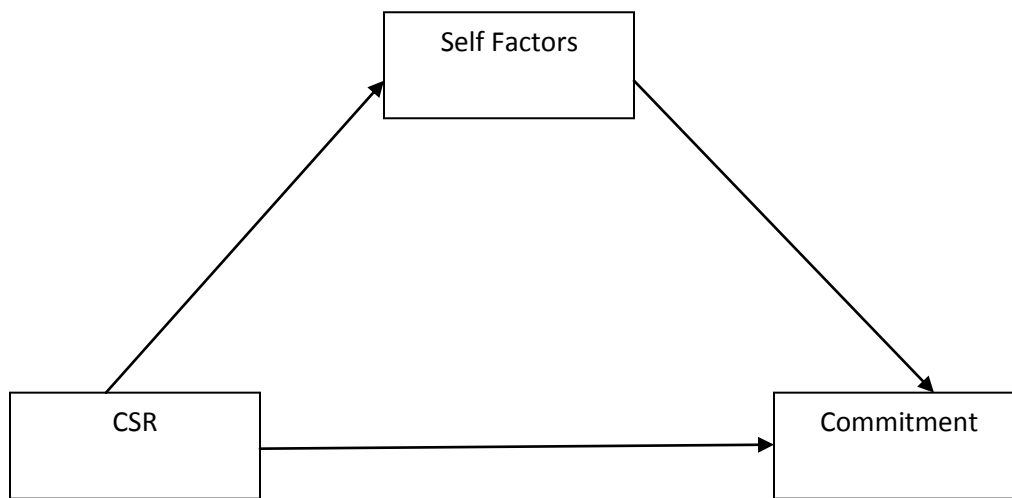
INTRODUCTION:

Corporate Social Responsibility (CSR) is the concept in which the business intermingle social and environmental concerns of their business operation. It also means that the business is not only accountable for their business performance but also for their fair activity towards the society and environment as well.

Researchers have proved CSR as strategic plan to improve the reputation of the organization and to stay competitive. The researches have proved that there is positive relationship between CSR and employee commitment, In such cases the CSR were considered as Internal CSR and External CSR and many have taken Carroll's four dimensions of CSR. In our research the last two dimensions mentioned in carroll's model such as Ethical and Philanthropy is taken and environmental dimension is also considered as the environment aspects are considered for sustainability. There are researches booming in the ESR (Environmental Social Responsibility), ECSR(Environmental Corporate Social Responsibility) and hence environmental dimension is considered in this research. Environmental CSR includes the activity such as planting trees, efficient use of electricity, efficient use of water, managing industry waste and so on. Recent days many companies focus on environmental sustainability and it also drew academic interests. Albinger and Freeman (2000), Duygu Turker (2009), stated that corporate social contribution attracts motivated potential employees and improves commitment level of existing employees. Brammer et al. (2007) noted that CSR increased employee organizational commitment.

Based on social identity theory, employees perceive meaningfulness from volunteering will tend to classify themselves with an organization as organizational members. As they identify with the organization, they will likely become integrated and congruent with the organization. Subsequently, organizational identification will regulate an individual's perceptions and behaviors within an organizational context. Meaningfulness provides employees with a strong sense of connection with their organization because organizational support of such activities is a basis of pride, Douglas R.May (2004)

Gobe, (2001) noted that the emotional aspect of brands makes a key difference to the consumers. Author argues that people call the brands that are able to create an emotional bond with their clients, because the emotional bond shares a set of common values. Here we see it in employees view.



Conceptual framework(Authors model)

OBJECTIVE

- To know the relationship between CSR and Employee commitment
- To know whether the self factors have effect between CSR and employee commitment

RESEARCH GAP

The researches have shown that corporate social responsibility has relationship with employee commitment. But there lack of research showing how CSR is related to employee commitment. This research fills the gap by introducing self factors based in Social Identity Theory.

HYPOTHESIS:

H1: CSR has positive effect on self factors

H2: CSR and Self factors have positive effect on Employee commitment

H3: CSR has positive effect on Employee Commitment

H4: Self factors have positive mediation effect between CSR and Employee commitment

METHODOLOGY:

The study is intended to determine the direct and indirect effect of CSR on employee Commitment. The research design is descriptive. Sample technique is simple random sampling. The primary data is collected through the questionnaire which comprises of Section A where in CSR items were considered Eun Mi Lee (2013). Section B consists of meaningfulness scale of Spreitzer(1995), emotional appeal scale used by Nabeela Mushtaq(2013) and self esteem questions from Rosenberg M. (1965) is used. In section C the affirmative commitment scale of Alan M. Saks (2006) is used. 200 employees from various departments and various levels of employees from selected home appliances company were considered as stakeholders through simple random sampling. This study made use of the Process macro (Hayes 2013) to test the proposed mediation. A 95% bias-corrected confidence interval based on 5000 bootstrap samples.

ANALYSIS:

H1: CSR has positive effect on self factors

Table 1

Model Summary

R	R-sq	MSE	F	df1	df2	P
.8681	.7535	.1274	911.0417	1.0000	298.0000	.0000

Table 2

	Coff.	Se	T	P	LLCI	ULCI	Decision
Constant	.3362	.1257	2.6740	.0079	.0888	.5837	Significant
CSR	.9153	.0303	30.1835	.0000	.8557	.9750	Significant

From Table 1 it is clear that the model is fit as the p value is .001** and the R-sq value is .7535 which shows that the data is very close to the regression line. We can report that 75% ability in self factors is explained by CSR.

From Table 2 we can infer that the CSR has positive effect on self factors as the p value is .001** and the t value is greater than 1.96 and hence the CSR can be the predictor variable. The range between Lower Limit of the Confidence Interval and Upper Limit of the Confidence Interval does not fall between zero and both the values are positive and hence we can say it is significant.

H2: CSR and Self factors have positive effect on Employee commitment

Table 3

Model Summary

R	R-sq	MSE	F	df1	df2	P
.7156	.5120	.2320	155.8154	2.0000	297.0000	.0000

From Table 3 it is clear that the model is fit as the p value is .001** and the R-sq value is .5120 which shows that the data very close to the regression line. We can say that 72% of the employee commitment is explained by CSR and self factors.

Table 4

	Coff.	Se	T	P	LLCI	ULCI	Decision
constant	1.2188	.1717	7.0999	.0000	.8809	1.5566	Significant
CSR	.5720	.0824	6.9405	.0000	.4098	.7342	Significant
Self	.1589	.0782	2.0336	.0429	.0051	.3127	Significant

From Table 4 we can infer that the CSR has positive effect on employee commitment as the p value is .001** and the t value is 6.9405 which is greater than 1.96 and hence the CSR can be the predictor variable. The range between Lower Limit of the Confidence Interval and Upper Limit of the Confidence Interval does not fall between zero and both the values are positive and hence we can say it is significant. We can also infer that Self factors also have positive impact on employee commitment as the p value is 0.429, t value is 2.0336 and the range between LLCI and ULCI is positive.

H3: CSR has positive effect on Employee Commitment

Table 5

Direct Effect of X on Y

Effect	SE	T	P	LLCI	ULCI	Decision
.5720	.0824	6.9405	.0000	.4098	.7342	Significant

In table 5 CSR is the X which is the independent variable and employee commitment is the Y which is the dependent variable. The range between Lower Limit of the Confidence Interval and Upper Limit of the Confidence Interval does not fall between zero and both the values are positive and hence we can say it is significant.

H4: Self factors have positive mediation effect between CSR and Employee commitment

Table 6

Indirect Effect of X on Y				
Effect	Boot SE	Boot LLCI	Boot ULCI	Decision
.1455	.0643	.0205	.2733	Significant

The Indirect effect is positive as the Boot LLCI and Boot ULCI value lies between zero and are positive and hence we have significant mediating effect. That is the self factors mediate the relationship between CSR and employee commitment.

Note:

Level of confidence for all confidence intervals in output is 95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals is 5000

DISCUSSION AND CONCLUSION

We can conclude that CSR has a positive effect on employee commitment. When the self factors such as meaningfulness, self esteem and emotional appeal of employees was introduced between

the relationship of CSR and employee commitment it also shows positive effect which means the self factors mediates the relationship between CSR and employee commitment. It shows half mediation effect as the CSR has positive effect on employee commitment and when self factors are introduced it also shows positive effect.

The finding of this study matches the social identity theory of Tajfel and Turner. He says that the person's self concept comes from the group to which he belongs and the person feels affiliated with their group ; the same way here our research findings says that employees self factors is caused by CSR through which the employees feel committed to the company.

We can conclude that CSR makes employees feel that their company's CSR is meaningful for their career, they feel that CSR contributes to their personal growth, and the work they do makes the world a better place. The employees feel satisfied, proud, worth, good and they carry positive attitude about themselves due to their companies CSR. Employees admire, respect and trust their companies CSR due to which they feel affectively committed to the company, that is employees are happy to work at the company till they retire, they feel proud to tell others about their company, CSR also developes a sense of belongingness on the company they work, they also enjoy to discuss about their companies CSR to the people outside.

LIMITATIONS AND SCOPE FOR FURTHER RESEARCH

Scope for further study is to improve the sample size and use Structural Equation Model. Here the researcher used Social Identity Theory for testing the mediator, future research can focus on various other theories.

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EXPLORING ETHICAL VARIABLE OF CORPORATE SOCIAL RESPONSIBILITY CONSTRUCT THROUGH CASE STUDIES

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ABSTRACT:

Leading CSR model says that the first responsibility of the company is to satisfy the economic responsibility, which means being profitable, then being legally responsible which means obeying law, then comes the ethical responsibility which means being ethical with moral values and finally comes the philanthropic responsibility which means being a good corporate citizen. The core responsibilities of the business which is prescribed and regulated are Economic and legal responsibilities, on the other hand the responsibilities that are optional and non-mandatory are ethical and philanthropy responsibility. This is the qualitative research based on case studies. The main objective of the research is to explore the ethical variables of the CSR (Corporate Social Responsibility) construct and to know the reasons, notions and actions of ethical responsibility.

INTRODUCTION:

Corporate Social Responsibility is the concept where the company integrates social, economic and environmental concerns into the company's values, culture, and into the whole operations that must be transparent to all stakeholders. As per the stakeholder theory the stakeholders are Share holders, Employees, Customers, Suppliers and Community. CSR focuses on the triple bottom line which is mentioned in 3P's Planet, People and Profit. The notion of CSR is to run the business which is economically sustainable, socially sustainable

and environmentally sustainable. CSR is needed for the company to create good will among shareholders, helps in competitive advantage, creates good public image and increase profit.

India is the first country which mandates CSR as per the amendment in The Companies Act 2013 in April 2014. It is mentioned that any public and private company which earns Rs 50 million or more need to spend 2% of the average net profit from 3 years towards CSR. Many companies invest in education, skill development, health care, sanitation, rural development and environment protection. India today report says that most of the Indian companies invest in education and its allied aspects. Reliance and ONGC (Oil and Natural Gas Company) are the top Indian companies which invest in education CSR.

The first two economic and legal are general to all companies, these are the prescribed ways that the company need to work but the last two ethical and philanthropy are not mandatory but expected responsibility. We can say that the first two are the required basic mission of the company and last two are the expected responsibility

Ethical Responsibility:

McGuire (1963) says that the corporation is not only responsible for economic and legal obligation but also do the business ethically. It is the action of the company that is morally upright. It is the obligation of the company to be right and fair without harming the stakeholders. Ethical responsibility contains the activities and practices that are expected or prohibited by societal members even though it is not notified in law. Ethical responsibility must have concern to all stakeholders like Employees, customers, suppliers, shareholders and society.

OBJECTIVE:

- To explore the ethical variable of CSR construct.
- To know the notions of ethical responsibility.
- To learn the issues faced by the company related to ethics and the ways adopted by the company to solve the problem.

CASE OF SHELL GLOBAL SOCIAL RESPONSIBILITY INITIATIVES:

Many managers think environment, diversity, human rights and community issues are soft for business but now they are really hard for the business. They are difficult to manage at the

same time cannot be ignored as they get the business wrong. When it is managed well it becomes the source of competitive advantage.

To keep the image as socially responsible company Shell collaborated with various environmental and developmental organizations for promoting sustainable development. Shell established foundations which focus its observation on finding sustainable solution to social and environmental problem linked to energy production and consumption as well as to enhance the development process of unsafe or vulnerable communities.

Shell faced setbacks when its operations shutter down and its tankers were destroyed during second world wars. In despite of such situation their sales increased and oil output and supply was also good.

CSR and Shell:

Shell was one of the first oil companies to realise the importance of CSR and weaved it towards sustainable development. This is understood from one of its business principle mentioned in its annual report. It is mentioned that their principle was to conduct business as responsible corporate members of the society, to observe the laws of countries in which they operate, to express support for fundamental human rights and to give proper concern to health, safety and the environment consistent with commitment to contribute to sustainable development.

Reason for the principle:

The reason for adopting above principle was due to 'Green peace' protest which happened against the company's plans to sink the Brent Spar Oilrig in the Atlantic Ocean. The Brent Spar Oilrig had been used as a loading buoy and storage tank for crude oil for 15 years. An environmental outcry raised when the news spread that Shell was planning too sink the structure in Atlantic Ocean. Environmental activists from Green peace protested against sinking the toxic chemicals and oil. The campaign done by the activists were supported by the public and many people across Europe. They started to boycott Shells product and petrol stations. These resulted in huge loss upto millions of dollars. This resulted in Shell choosing a decommissioning plan for The Brent Spar Oilrig.

Another public outcry of Shells activity was against the execution of 'Ken Saro- Wiwa. Royal Dutch Shell had operated in Nigerian Delta and extracted billions of dollars worth oil.

Shell's operations left very worst environmental legacies. It let more oil spills in Nigerian Delta and continuous gas flaring as well. This leads to destruction of fertile lands. Large oil spill also killed the fishes and destroyed the agriculture crops and polluted the water. This created serious consequences for the communities and families who resided nearby. The local community people protested a Rally for environmental disaster. This becomes an eye opener for Shell and started CSR initiatives such as invested in community programmes, Shells foundation started independent charity organization, dealt with developmental projects like bio-diversity, Started 'Breath easy' programme which dealt with development of non polluting and fuel efficient cooking methods, Shell involved in various development programmes in the countries where it operated such as its partnership with a welfare organization in African continent contributed \$ 3.4 million on health care project in the Nigeria Delta, which aimed to prevent spread of malaria in the region. It provided mosquito nets impregnated with insecticides and it also supported the local people who manufactured these mosquito nets locally, it engaged in sustainable social development and contributed \$15 million to a project of (USAID) United States Agency for International development in areas such as agriculture, health care and business enterprise in Nigeria, it engaged in Sustainable community development programmes and partially funded 'Cantho project' which aimed at educating the villagers and created awareness about environment resource management and educated them to make use of the resources available. This helps to reduce the poverty problem. It developed a renewable energy programme in India, which developed an alternative to chullah(traditional oven that used biomass for fuel) as smoke emitted during cooking was hazards to health. It engaged in education and community development project in Gujarat. It invested 3 crores in wasteland and rural development projects in Rajasthan. It conducted AIDS/HIV awareness programmes in Canada. Shell invited the public to engage with the company by developing an e-mail facility and uncensored website forms in the name "Tell Shell".

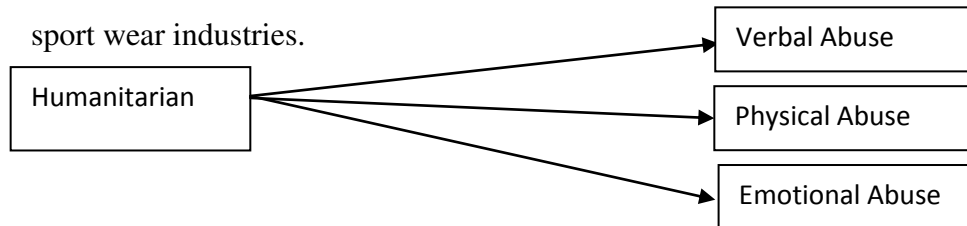
CASE OF SWEATSHOPS IN ASIA: SPORTSWEAR INDUSTRY

Sweatshops are the factory especially in the clothing industry, wherein manual workers are employees at very low wages for long hours and under poor conditions. The use of sweatshop labour in developing countries is spreading, where poverty and unemployment is prevalent more. Sweatshops in Asian country for production of foot ware, apparels and sport equipment are widening. The following companies are heading for a change in their labour policies as they are in exploitation of workers and violation of human rights.

Exploitation of workers in the poor countries by MNC are happening against globalization. Especially Sportswear industries are accused of using cheap sweatshop labour in Asia. In 21st century anti-sweatshop campaigns emerged from workers, activists also from socially conscious consumers.

Issue

Violating the fundamental labour and Human rights in workplace are the major issue with sport wear industries.



NIKE:

The problems of Nike are engaged Child labour, workers inhale toxic chemicals caused respiratory illness, and wage violation. Human and labour right violations are documented in the report.

To solve the problem Nike drafted its code of conduct in 1992, which was distributed to its contracted factories world over in their local languages. Nikes Code of conduct included

- The issues of child labour
- Forced labour
- Compensation
- Benefits
- Hours of work/ overtime
- Environment safety and Health documentation and inspection.

The company directed the contract factory to set the minimum age of employees for apparels as 16 and for foot wear it was 18.

REEBOK:

Reebok was criticized for violating labour rights and for using child labour in their production units in several Asian countries. As a response to the problem Reebok set up new factory without child labour and it increased 38% of minimum wages for workers.

ADIDAS:

Adi Dassler and Rudolf Dassler are the brothers of famous sports shoe producing company. These brothers parted into two separated companies. Adi founded Adidas and Rudolf founded Puma. Adidas stepped into apparels and sports equipment production. It employees around 15,686 employees and its one-year employee growth has been 6.6%.

The notion of Adidas was to improve the working conditions in production unit and hence the company declared a code of conduct “Standard of engagement” which includes

- Employment Standard
- Forced Labour
- Child labour
- Discrimination
- Wages and benefits
- Hours of work
- Freedom of Association and Collective bargaining
- Disciplinary practices
- Health and safety
- Environmental requests
- Community involvement.

Adidas factory workers worked for longer working hours 61-85 hours per week instead of 54 hours per week which is the legal duration. Women were affected by sexual harassment. Women’s menstrual leave was deducted from their pay. The company failed to pay minimum wages and the workers were also threatened for dismissal for refusing to work overtime.

60% of the suppliers in Asia, declined to work with such firms until they show improvement in their record.

GAP INC:

Gap Inc owns renowned brands in apparel industry- Gap, banana, Republic, and old navy. It employed around 1,53,000 people and supports 3,000 stores in the United States, UK, Canada, France, Germany and Japan. It engaged in designing, merchandising, marketing and selling of cloths and the creation of apparel brands.

The company drafted a code of vendor but its subcontracting companies failed to comply with the standards of code. The garment workers in Saipan filed a lawsuit against the clothing companies, including Gap, for imposing long working hours, harsh conditions and low wages. In such case 17 companies settled the case and agreed for independent monitor of labour conditions but Gap declined the settlement and outside monitoring, instead Gap cancelled its contracts with 136 factories as they were involved in serious violations. Of these 42 were China, 31 in India, and another 9 in Europe. Gap sent a strong message that child labour is unacceptable and revoked approval. The problem in this case is long working hours, harsh conditions, low wages.

As Asia became popular for its sweatshops many consumers started to boycott goods made by the sweatshop labour and changed their mindset from ‘Made in china’ or ‘Made in Indonesia’ or any Asian country to ‘Made in USA’ as USA implied “Sweatshop free”.

In 1999, Lion Apparel factory, a Military Uniform Supply company, for United States Defence department was accused for running sweatshops. The problem was due to workers headaches, rashes, short breath and also low wages and lack of union. The garment brands in US got accused for employing sweatshop labour in Saipan. Saipan is the commonwealth of US and the labour laws related to wages and immigration are not subject to US laws. Yet the companies used the label “Made in USA”. Several law suit were filed and protest were made lead against the sweatshop in saipan and this improved the working conditions there.

ETHICAL RESPONSIBILITY:

PROBLEMS DUE TO ETHICAL VIOLATION	NOTION TOWARDS ETHICAL RESPONSIBILITY	ACTIONS FOR ETHICAL RESPONSIBILITY
<ul style="list-style-type: none"> • Protests • Rally • Boycott products • Public outcry • Operation shut down • Child labour 	<ul style="list-style-type: none"> • Ethical shopping • Dignity return • Improve the working conditions in production unit • Sustainable Development • Competitive advantage 	<ul style="list-style-type: none"> • Investment in community development programmes • Collaboration with various environmental and developmental organization • Establishing foundations for social and environmental problems

<ul style="list-style-type: none"> • Forced labour • Wage violation • Labour right violation • Employee health and safety 	<ul style="list-style-type: none"> • Support fundamental human rights • Concern to safety, health and environmental consequences • Concern to Humanitarian issues such as verbal abuse, physical abuse and emotional abuse 	<ul style="list-style-type: none"> • Investing in various community programmes. • Starting independent charity organization. • Dealing with developmental projects. • Action towards non polluting environment. • Renewable energy programme • Engaging in education development project. • Rural development projects. • Conducting awareness programmes. • Drafting code of conduct. • Drafting standard of engagement.
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(Compiled by the Author)

DISCUSSION AND CONCLUSION

From the case studies discussed above we can understand Ethics plays a vital role in Corporate Social Responsibility. Most cases discuss ethics only when something of unethical happens, this scenario has to be changed and ethical behaviour has to be embodied in all decision making process. Ethics is like electricity it cannot be seen, but it will be visible when the power is turned on. The company must be ethical and should not lead to public outcry. The Ethics should not be like a makeup on the face it should be like the blood in the body. Ethics should run through all the parts of the business. It is understood that Ethics need to be inculcated in every decision making. It is also understood from the cases that customers prefer the products of the company which do its business ethically.

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The Impact of Organizational Identification and Employee Engagement on Intellectual Capital Assets: An Empirical Study

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Abstract:

The aim of this research is to assess whether there is an association between Organizational Identification and Employee Engagement among the intellectual capital assets of a selected textile retail outlet. In order to find out the intended research objective, the researchers have selected 87 employees using proportionate stratified random sampling technique and the data were collected through structured questionnaire. The questionnaire consists of demographic variables, Items of Organizational Identification Scale and Items of Employee Engagement Scale. The researchers have used the Non-Parametric tools such as Mann-Whitney Test, Kruskal Wallis test and Spearman's Rho Correlation for the purpose of statistical analysis. Based on the analysis of how the demographic variables and Organizational Identification Factor are associated with Employee Engagement, the researchers have made few recommendations to the textile retail outlet.

Keywords: Intellectual capital, Organizational Identification, and Employee Engagement.

Article History

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Introduction:

The increasing competition in the market makes organizations inevitably compete their rivals with unique capabilities. Intellectual capital is the prime resource of any organization which cannot be imitated, copied, adopted, and stolen merely by someone from outside. Though it is easily seen and observed by others, it is the human values which give benefits for organization. This is because of the unique set of Skills, Knowledge and Attitude of its human capital. No individuals can have the same set of these three capabilities. Today, the challenge faced by every organization is the retention of its workforce. Simply retaining best talents is alone not a solution to reinstate the growth lost but, engaging

that human capital at work brings in more values to outperform over the competitors in the market.

Employees with the highest levels of engagement perform 20% better than others and are 87% of them less likely to leave the organization indicate that engagement is linked to organizational performance (Lockwood RN, 2007). Retaining these engaged workforce enables the firm attain sustainable competitive advantage and lifts its reputation which in turn fosters even the loyalty of customers. Therefore Employee Engagement is a potent differentiator. Engaged employees do not just see about their job but they understand how much their daily actions impact their organization's business. They go extra-mile to create value to the business

and it differentiates their organization from their competitors.

Organizational identification refers to how an employee identifies him/her as an associate of the organization and the degree to which he/she feels a sense of cohesion with the organizational value (Schuh et al, 2016). The identity the employees feel, within the group membership, influences them to have a feeling of pride and a sense of belongingness towards their organization. The researchers intended to find out whether Organizational Identification (OID) and Employee Engagement (EE) have significant relationship.

Aim of the study

The objectives of this study is to check whether Organizational Identification (OID) and Employee Engagement varies based on demographic variables such as Gender, Age, Designation, Experience and Monthly income. It would assess whether there is an association between Organizational Identification (OID) and Employee Engagement (EE) it assist the retail outlet in understanding how Demographic variables and organizational identity plays a role in Employee Engagement.

Hypotheses

H01: There is no significant median difference between Organizational Identification and dimensions of Employee Engagement such as Vigor, Dedication and Absorption with respect to Gender, Age, Designation, Experience and Monthly income

H02: There is no significant median difference between Organizational Identification and dimensions of Employee Engagement with respect to Gender, Age, Designation, Experience and Monthly income

H03: There is no association between Demographic Variables such as Age, Experience with Organizational Identification

H04: There is no association between Organizational Identification and each Dimension of Employee Engagement

H05: There is no association between Organizational Identification and Employee Engagement (EE).

Research Methodology

This research is descriptive in nature. The sample group comprised of Salespersons and Supervisors of an organized textile retail outlet in Tirunelveli. The population size is 288 comprised of 230 Salespersons and 58 Supervisors. 30 percent from each category was selected as representative sample using Proportionate stratified random sampling method. This gives a sample size of 87 including 69 Salespersons and 18 Supervisors. Both primary and secondary sources were used for collecting data. The questionnaire used in this survey is comprised of three sections explaining the Demographic profile of sample respondents, 17 items measuring Employee Engagement and 12 items measuring Organizational Identification. Utrecht Work Engagement 17 item Scale Questionnaire (Vigor - 6 items, Dedication - 5 items and Absorption - 6 items) and Organizational Identification 12 item Scale Questionnaire (Membership - 3 Items, Loyalty – 6 items and Similarity – 3 items) were used. All the items of Engagement scale were anchored in a Seven-point Likert scale ranging from 0 (Never) to 6 (Always) and items of Organizational Identification were anchored in a Seven-point Likert scale ranging from 1 (Strongly Disagree) to 7 (Strongly Agree). Cronbach’s Alpha coefficients were calculated for Organizational Identification and Employee Engagement. The Reliability test results, revealed the alpha values for the research constructs of Factors under study, are given in the table.

Table 1: Reliability Statistics

Factors	Constructs	No. of Items	Cronbach's Alpha	Reliability
Organizational Identification (IV)	Membership	3	.65	Moderate
	Loyalty	6	.70	High
	Similarity	3	.63	Moderate

Employee Engagement (DV)	Vigor	.70	6	High
	Dedication	.65	5	Moderate
	Absorption	.74	6	High

From the Reliability Statistics, it is understood that the questionnaire used in this survey, to measure Organizational Identification the level of employee engagement, is statistically reliable. Research

hypotheses were tested using statistical tools such as Percentage Analysis, Mann-Whitney Test, Kruskal Wallis Test and Spearman's Rho Correlation in SPSS 20.0.

Analysis

Table 2: Constructs of Organizational Identification Scale

	N	Mean	Std. Deviation
Membership	87	5.9770	1.20699
Loyalty	87	5.4598	1.20211
Similarity	87	5.9234	.82547

Among the three constructs of Organizational Identification, Membership and Similarity have the mean scores of 5.97 & 5.92 and Loyalty has scored least mean value of 5.45.

Organizational Identification versus Gender

The table below explains whether the constructs of Organizational Identification vary with respect to Gender.

Mann-Whitney Test

Table 3: Ranks

	Gender	N	Mean Rank	Sum of Ranks	Z Value	Asymp. Sig. (2-tailed)
Membership	Female	38	46.22	1756.50	-.737	.461
	Male	49	42.28	2071.50		
	Total	87				
Loyalty	Female	38	48.47	1842.00	-1.458	.145
	Male	49	40.53	1986.00		
	Total	87				
Similarity	Female	38	51.50	1957.00	-2.477	.013
	Male	49	38.18	1871.00		
	Total	87				

The Mean ranks of Mann Whitney Test show that Female has more membership (46.22), Loyalty (48.47) and Similarity (51.50) than the Male. However, the significance p-values show that Membership (p-value = .461) and Loyalty (p-value = .145) do not differ significantly with respect to Gender except Similarity (p-value = .013).

Organizational Identification and Employee Engagement versus Gender, Designation and Monthly Income

The table below explains whether Organizational Identification and Employee Engagement vary with respect to Gender, Designation and Monthly Income.

Table 4: Rank

Dependent Variables	Demographic Variables	Categories	N	Mean Rank	Sum of Ranks	Z Value	Asymp. Sig. (2-tailed)
OI	Gender	Female	38	49.97	1899.00	-1.945	.052
		Male	49	39.37	1929.00		
		Total	87				
EE		Female	38	50.20	1907.50	-2.017	.044
		Male	49	39.19	1920.50		
		Total	87				
OI	Designation	Sales Executive	69	41.63	2872.50	-1.715	.086
		Supervisor	18	53.08	955.50		
		Total	87				
EE		Sales Executive	69	44.46	3067.50	-.330	.741
		Supervisor	18	42.25	760.50		
		Total	87				
OI	Monthly Income	0-10000	55	39.60	2178.00	-2.132	.033
		10000-20000	32	51.56	1650.00		
		Total	87				
EE		0-10000	55	43.84	2411.00	-.079	.937
		10000-20000	32	44.28	1417.00		
		Total	87				

The Mean ranks of Mann Whitney Test show that with respect to Gender, Organizational Identification is high among the Female (49.97) than the Male (39.37); with respect to Designation, Organizational Identification is high among the Supervisors (53.08) than Salespersons (41.63); with respect to Monthly Income, Organizational Identification is high among the employees fall in the income group of 10000-20000 (51.56) than employees fall in the income category 0-10000 (39.60). However, the test statistics are insignificant for Organizational Identification with respect to Gender and Designation because there is no enough evidence to prove that there is a significance difference in Organizational identification based on Gender (.052) and Designation (0.086). But, the test statistic is statistically significant for Organizational Identification with respect to Month Income (.033).

The Mean ranks of Mann Whitney Test show that with respect to Gender, Employee Engagement is high among the Female (50.20) than the Male (39.19); with respect to Designation, Employee Engagement is high among the Salespersons (44.46) than Supervisors (42.25); with respect to Monthly Income, there is no much difference in mean score of the income group 0-10000 & 10000-20000. However, the test statistics are insignificant for Employee Engagement with respect to Designation and Month Income because there is no enough evidence to prove that there is a significance difference in Employee Engagement based on Designation (.741) and Monthly Income (.937). But, the test statistic is statistically significant for Employee Engagement with respect to Gender (.044).

Kruskal Wallis Test

Constructs of Organizational Identification versus Monthly Income

The table below explains whether constructs of Organizational Identification vary with respect to Monthly Income.

Table 5: Ranks

	Monthly Income	N	Mean Rank	Asymp. Sig. (2-tailed)
Membership	0-10000	55	39.10	.016
	10000-20000	32	52.42	
	Total	87		
Loyalty	0-10000	55	40.05	.056
	10000-20000	32	50.78	
	Total	87		
Similarity	0-10000	55	41.28	.181
	10000-20000	32	48.67	
	Total	87		

The ranks of Kruskal-Wallis Test for Constructs of Organizational Identification with respect to Monthly Income show that Membership (52.42), Loyalty (50.78) and Similarity (48.67) is high among the employees fall in the income group of 10000-20000. However, the significance p-values show that there is no significance difference in Loyalty (.056)

and Similarity (.181) with respect to Monthly Income except Membership (.016).

Organizational Identification & Employee Engagement versus Age Group and Experience

The table below explains whether Organizational Identification and Employee Engagement vary with respect to Age Group and Experience.

Table 6: Rank

Dependent Variables	Age Group Categories	N	Mean Rank	Asymp. Sig. (2-tailed)	Experience Categories	N	Mean Rank	Asymp. Sig. (2-tailed)
OI	18-28	24	35.19	.026	0-10 Years	51	39.62	.060
	28-38	31	39.90		10-20 Years	25	46.80	
	38-48	25	51.70		20-30 Years	8	51.06	
	48-58	4	68.38		30-40 Years	3	76.33	
	58-68	3	60.17		Total	87		
	Total	87						
EE	18-28	24	38.00	.141	0-10 Years	51	41.87	.469
	28-38	31	39.58		10-20 Years	25	43.42	
	38-48	25	50.78		20-30 Years	8	55.19	
	48-58	4	60.75		30-40 Years	3	55.17	
	58-68	3	58.83		Total	87		
	Total	87						

The ranks of Kruskal-Wallis Test for Organizational Identification with respect to Age Group shows that Organizational Identification is high among the employees belonging to age group of 48-58 years (68.38) followed by the age group of 58-68 years (60.17), 38-48 years (51.70), 28-38 years (39.90) and low among the age group of 18-28 years (35.19). The test statistic also shows that there is a statistically significance difference in Organizational Identification with respect to Age Group (.026). The ranks of Kruskal-Wallis Test for Employee Engagement with respect to Age Group shows that Employee Engagement is high among the employees belonging to age group of 48-58 years (60.75) followed by the age group of 58-68 years (58.83), 38-48 years (50.78), 28-38 years (39.58) and low among the age group of 18-28 years (38.00). However, the test statistic shows that there is no significance difference in Employee Engagement with respect to Age Group (.141).

The ranks of Kruskal-Wallis Test for Organizational Identification with respect to Experience shows that Organizational Identification is high (76.33) among the employees having experience of 30-40 Years followed by 20-30 years (51.06), 10-20 years (46.80) and 0-10 years (39.62). The ranks of Kruskal-Wallis Test for Employee Engagement with respect to Experience shows that Employee Engagement is high (55.2) among the employees having experience of 20-30 Years and 30-40 years compared to 10-20 years (43.42) and 0-10 years (41.87). However, the test statistics show the difference in Organizational Identification and Employee Engagement with respect to Experience with the current employer is insignificant (.060 & .469).

Organizational Identification Versus Age & Experience : Spearman's Rho Correlations

The table below explains whether there is any relationship between Organizational Identification and Age and Experience and Employee Engagement.

Table 7: Spearman's rho

			Org_Ident
Spearman's rho	Age	Correlation Coefficient	.320**
		Sig. (2-tailed)	.003
		N	87
	Experience (in Years)	Correlation Coefficient	.194
		Sig. (2-tailed)	.072
		N	87

Spearman's Rho Correlation table shows that age and Experience has positive moderate correlation with Organizational Identification (r = .320 & r = .194). The p-values show that Age is significantly correlated with Organizational Identification (.003) and the correlation between Experience and

Organizational Identification is statistically insignificant (.072).

Age, Experience, Employee Engagement Versus Constructs of Organizational Identification

The table below explains whether there is any relationship between Age, Experience, Employee Engagement and Constructs of Organizational Identification

Table 8: Spearman's rho

			Membership	Loyalty	Similarity
Spearman's rho	Age	Correlation Coefficient	.419**	.308**	.091
		Sig. (2-tailed)	.000	.004	.403
		N	87	87	87
	Experience (in Years)	Correlation Coefficient	.300**	.161	.087
		Sig. (2-tailed)	.005	.137	.426
		N	87	87	87
	Emp_Eng	Correlation Coefficient	.344**	.541**	.352**
		Sig. (2-tailed)	.001	.000	.001
		N	87	87	87

Spearman's Rho Correlation table shows that the age has positive moderate relationship with Membership ($r = .419$) and Loyalty ($r = .308$) and the p-values show that the Age is significantly correlated with Membership (.000) and Loyalty (.004) and the correlation between Age and Similarity is statistically insignificant (.403). The Experience has positive moderate relationship with Membership ($r = .300$) and the p-values show that the Experience is significantly correlated with Membership (.005) and the correlation between Experience and Loyalty (.137) is statistically insignificant and the correlation between Experience and Similarity (.426) is statistically insignificant.

Employee Engagement has positive moderate relationship with Membership ($r = .344$), Loyalty ($r = .541$) and Similarity ($r = .352$) and also p-values show that Employee Engagement is significantly associated with Membership (.001), Loyalty (.000) and Similarity (.001).

Organizational Identification Versus Employee Engagement & its Dimensions

The table below explains whether there is any relationship between Organizational Identification and Employee Engagement & its Dimensions.

Table 9: Spearman's rho

			Dedication	Vigor	Absorption	EE
Spearman's rho	Org_Ident	Correlation Coefficient	.445**	.471**	.421**	.523**
		Sig. (2-tailed)	.000	.000	.000	.000
		N	87	87	87	87

Spearman's Rho Correlation table shows that Organizational Identification has positive moderate correlation with Employee Engagement ($r = .523$) and its dimensions Vigor ($r = .471$), Dedication ($r = .445$) and Absorption ($r = .421$) and the relationships are statistically significant (.000).

Findings and Discussions

From the analysis it is understood that among the dimensions of Organizational Identification such as Membership, Loyalty and Similarity, Membership is high which means that the employees are having psychological association with the organization. This would definitely help the organization to retain employees in the long-run. The analysis revealed that there is a difference in Organizational similarity with respect to Gender. The mean ranks also convey

that Organizational Identification is high among Female than male. From this it is inferred that the female employees have the feeling of belongingness, loyalty towards the organization and they feel that there is a similarity in shared values and beliefs. Organizational Identification is high among Supervisors compared to Salespersons. This is also connected with the income the employees earn. Therefore, the organization may revise the salary it offers to its employees.

It is also noted that Employee Engagement is significantly different with respect to Gender and Female employees have higher level of employee engagement than Male but contrast to Organizational Identification finding, Employee Engagement is high among the Salespersons compared to Supervisors. This may increase the sales of the company through its engaged salespersons as a fact that the salespersons are directly dealing with customers in the retail showrooms. The analysis discovered that there is a significant difference in Organizational Identification based on Age Group. Organizational Identification increases as the age of employees increase. It is inferred that older the employees become lesser they become alienated from the work and their organization. Employee Engagement increases as the age of employees increase. The retail showroom may start focusing on engaging its younger workforce to contribute more as they can easily align themselves with the organizational goals. Organizational Identification and Employee Engagement increases as the experience of employees increase. This shows that the employees at present they feel contented about their employer and so the company is able to retain its workforce. This would impact on the firm's sales.

The study analysis revealed that the age is positively associated with Membership and Loyalty and the Experience has positive moderate relationship with Membership. Therefore older the employees become higher the feeling of belongingness they will have and will be more loyal to the organization. The

psychological connection the employees have will also related to the number of years they serve for their employer. The analysis result shows that the employee engagement is positively associated with Membership, Loyalty and Similarity. Psychological belongingness, Devotion towards organization and shared beliefs and values may influence the employees engage more with the employer. Overall the Organizational identification is positively associated with the Employee engagement. The management may concentrate on framing policies that will positively influence organizational identification which in turn will bring Engaged workforce.

CONCLUSION

When employees have the sense of belongingness towards the organization they will become more loyal to the organization and will show discretionary efforts that will have an impact on productivity. This study gives a special finding that female employees of the selected retail showroom has higher level of organizational identification than male employees and it increases as age, income and number of year of services with the current employer increase. It is suggested to the firm that it should start investigating the reason why female employees are easily identified with the organization and connected more the work they do. The organization should also take a genuine effort in making their employees understand that they are being valued by the employer, so that the employees will be dedicated and psychologically be connected with their work. The common values they share, the culture they experience may also have an impact on employee engagement. Therefore it is concluded that when employees start identifying with their organization, employees become engaged and become competitive advantage for the firm they work for.

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Is Consumer Behaviour Varying Towards Low And High Involvement Products Even Sports Celebrity Endorsed?

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Abstract: The major focal point of the present research is to recognize the effect of sports celebrity ads on the purchase intention of the buyers. Both high involvement products and low involvement products have included in the research. A combination of 450 undergraduate students and teachers has been chosen for the investigation. The respondents were picked utilizing Stratified sampling technique. The information were dissected utilizing Hierarchical Cluster Analysis and K-Mean Cluster Analysis. The significant finding of the present research is that on account of Low Involvement Product, there is an effect of sports celebrity ads on the purchase intention of the customers, and there is no effect on account of perceived risk factor. On the other hand, on account of High Involvement Product, there is a high effect in the perceived risk factor on diminishing the purchase intention of the customers. In this manner, the present research has proposed that on account of Low Involvement Product sports celebrity promotions can be utilized to expand the purchase intention of the purchasers. Yet, on account of High Involvement Product, sports celebrity promotions can be utilized just while presenting new products and for increasing its popularity.

Index Terms: Sports celebrity, Advertisement, Involvement Level ,Purchase Intention, Risk factor, Product, Popularity.

1 INTRODUCTION

Celebrity promotion is a specific technique utilized Kotler (2014) by advertisers to publicize an item from such a stage through which the customers can connect themselves with the brand value from the viewpoint of the celebrity's personality. In India a celebrity is revered in the mind of the customer so huge that any activity can be profited by their tremendous fan base (Erdogan, 1999). Along these lines the tremendous and binding connection between celebrity advertisement and customer conduct can't be disregarded or undermined in a contending business environment like India. In the present situation, the advanced marketing procedure of most business firms depends vigorously on imaginative publicizing so as to promote their items among their prospective customers. A definitive objective of the present publicizing methodology is in the influence of clients, who are well educated, modern and at the same time very selective. Due to this reason, there is a huge competition in the market. Having a decent item alone isn't sufficient to contend in business sectors of elevated requirements. Clearly, the adjustments in business sectors and purchaser way of life are driving advertisers to concentrate on increasingly convincing methods for advancing their items. Because of this, in a day in day out basis, consumers receive numerous calls besides the advertisements in newspapers and other media. In the competitive world, various brands are in the race to attract consumers and exploit their time in the process of introducing their products.

Amidst a number of products in the market, the manufacturers are forced to use tactics of various kinds to make the consumer turn towards their products. Celebrity endorsement is one of the tactics used by the companies. In the process of passing their time, consumers of the modern era tend to overlook commercials altogether. However, the attraction of the celebrity is always welcomed by consumers across the age. Along these lines, it is understood that celebrity endorsements in commercials has more prominent effect on the products and its increasing sales. Organizations use celebrities to sell their items through such promotions. The impact and image of the celebrities are coordinated with the products' important features. This causes the buyers to pick a product in the midst of various products in the market. Notwithstanding its effortless nature, the structure of such campaigns and the ensuing achievement in accomplishing the ideal outcome requires a top to bottom comprehension of the product, the brand objective, choosing a celebrity, connecting the celebrity with the brand, and a system for estimating the viability.

2 STATEMENT OF THE PROBLEM

Advertisement plays a crucial role in popularizing a product among the people who might have the necessity to buy the product. Whenever there is a new product that is being launched in the society, the first medium through which the knowledge about the product reaches the consumer is through the advertisements. Therefore the advertisements act as a bridge between the people, the manufacturer and the society as a whole. There are many strategies that are being used by the advertisers in order to attract the consumers. One of the most popular strategies used today is the involvement of celebrities in the advertisements. It is also known as celebrity branding. Celebrity branding has a long history. It is recorded that as early as the 1760s celebrity branding was used by companies to advertise and popularize their products. Though, it was not as popular until the introduction of the modern media. When the modern media such as newspaper, television, radio and internet were introduced, the advertisements at large and celebrity branding in particular

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have become very popular. The current trend in the advertisement field is the branding of sport celebrities in advertisements. In the present world where there are various television channels which are dedicated to sports programmers along and various websites that give exclusive coverage of sports events, the sports celebrity branding has gained momentum. Even the common man is more involved today in sports activities unlike the pre-media era. There are dedicated fan clubs for sports activities and teams just like the media celebrities. Therefore, sports celebrity branding is the trending activity in the present context. Therefore, the present industries invest a huge amount in sports celebrity branding by involving many sports personalities from various sports activities. Lakhs and Crores of rupees are being invested in these sports celebrities in order to popularize a particular brand or product. The case of Mr. Virat Kohli, the captain of Indian cricket team is the best example. He features in the top list of sports person who earned a lot of money through sports celebrity branding. Similarly there are many such sports persons today who have earned a lot of money through advertisements. If these advertisements are having an impact, are there any difference in the impact that it has among the low involvement products and high involvement products.

3 OBJECTIVES OF THE STUDY

1. To Cluster the product list according to respondents' level of involvement during their purchase.
2. To identify the customers' profile of Low and High Involvement product.

4 REVIEW OF RELATED LITERATURE

The research undertaken by Natalie Braganca Dusenber, et. al. (2016) has uncovered that demographic factors greatly affect the results of the celebrity endorsements. It features that men are more pulled in towards the reliability of the celebrities and ladies are more affected by the attractiveness of the celebrity. It additionally uncovers that the inclusion of customers in sports and related activities likewise affects the purchase intention of the customers. Ling Chang (2011), assessed factors that influence buyers' purchasing choices. The outcomes showed that demeanours by customers towards a specific brand, of which they have high involvement, are essentially not quite the same as the dispositions of specific items with low involvement. Positive buyer frame of mind attitude towards endorsed items can be accomplished through creating and executing a system which incorporates all the key factors that impacts customer's needs and purchasing choices. Celebrity endorsed items have an extraordinary potential to form shopper's perspectives, thoughts and sentiments about a specific brand. This is to a great extent in light of the fact that such things serve to satisfy certain mental needs of people. Scientists have proposed that purchasers are fulfilled by procuring an item which adds to upgrading their idea of self, that communicates and fortifies their self-character and which enables them to implement their peculiarity and declare their character. Irene Rozen

(2008) deals with the impact and effect of celebrity endorsement on different items and customers of various needs. She makes it very clear that the impact of such advertisements results in increased sales. The examination has utilized questionnaires to break down the impacts of female celebrity endorsers at the worldwide level as against the different product categories such as high involvement, low involvement and the beauty related products. The researchers have concluded her investigation that the inclusion of female celebrities appears to be helpful in increasing the sales, particularly in the case of beauty products. They could gain lower scores for chocolates with low involvement and PCs with high involvement. Iwasaki and Havitz (1998) found that there was a connection between significant levels of product involvement and elevated levels of brand loyalty. They likewise recognized that individual and social-situational factors, for example, individual qualities or convictions, cultural and social standards, impacted the loyalty. Vaughn (1980) further adds that items that are high in cost, ego inducing, social worth, freshness and risk require more data and consideration regarding process. Then again, low involvement products attract little interest, are less risky and in this manner require less information and exertion.

5 RESEARCH GAP

There are various researches available in the area of advertisements and particularly researches focusing on the influence of advertisements among the consumers towards all products. There is also commendable number of researches that focuses on the influences of celebrity branding advertisements upon the consumers. Moreover these researches have focused on all the products in common. Therefore there are very few researches that are focusing on the influence of sports celebrity branding upon the consumers with particular focus on high involvement product and low involvement product. Here, researchers find the gap of whether there is any difference in Consumer Behaviour on low and high involvement products even sports celebrity endorsed, the present research is trying to fill this gap and focuses on this little researched area.

6 RESEARCH DESIGN

In this study the researcher has used the descriptive research design with single cross sectional method. Systematic Random sampling technique under probability sampling method is used for the research to be conducted 600 questionnaires were distributed among them, Out of 600, only 512 filled questionnaires are received. Of these, 450 questionnaires were filled and had complete information and hence were used for the analysis. Clustering the product list according to respondents' level of involvement during on purchasing

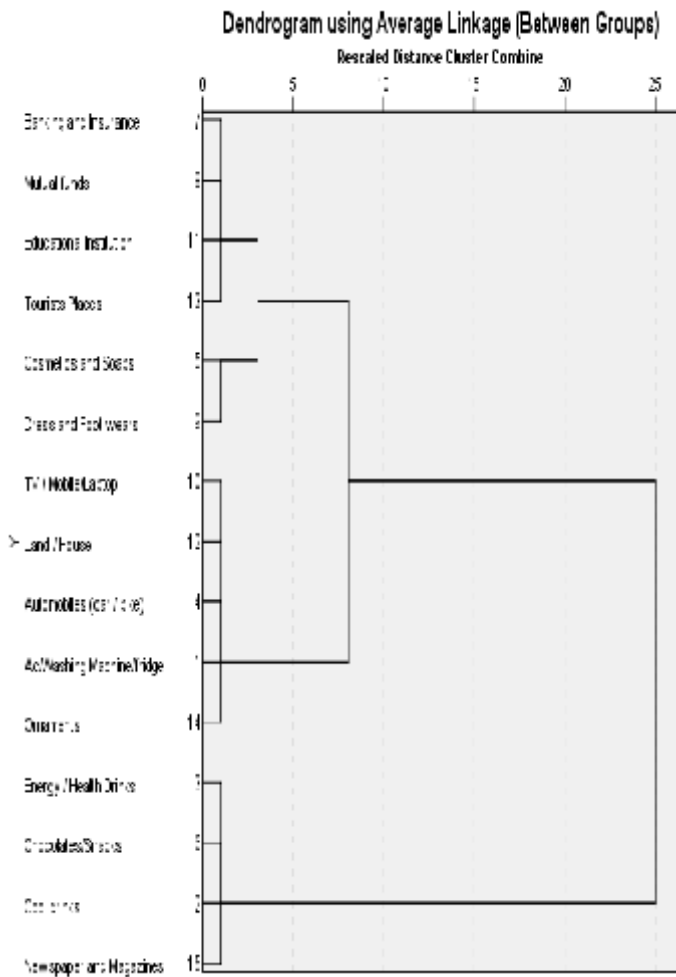


Figure: 1 Dendrogram for clustering products

The Dendrogram shows two cluster solution based on following cases

Cluster 1 (High Involvement Product List) - Ac / Washing Machine / fridge , Automobiles (car / bike) , Cosmetics and Soaps , Banking and Insurance, Mutual funds, Dress and Foot wears , TV / Mobile/Laptop, Educational Institution , Land / House , Tourists Places and Ornaments.

Cluster 2 (Low Involvement Product List) - Cool drinks, Energy / Health Drinks, Chocolates /Snacks and Newspaper and Magazines

Table: 1 : Grouping products with involvement wise

Cluster 1		Cluster 2	
High Involvement product		Low Involvement product	
Product Name	Mean	Product Name	Mean
Land / House	6.86	Newspaper and Magazines	2.98
Automobiles (car / bike)	6.87	Cool drinks	3.14
Ac/Washing Machine/fridge	6.81	Energy / Health Drinks	3.04

Ornaments	6.80	Chocolates/ Snacks	3.05
TV / Mobile/Laptop	6.71		
Cosmetics and Soaps	5.89		
Dress and Foot wears	5.86		
Banking and Insurance	4.97		
Mutual funds	4.97		
Educational Institution	4.95		
Tourists Places	4.92		

From the mean value, products in the list of cluster 1 are having high mean value than products in the list of cluster 1. Hence, it can be concluded that customers have been showing high involvement while purchasing the below listed products that are Ac / Washing Machine / fridge , Automobiles (car / bike) , Cosmetics and Soaps , Banking and Insurance, Mutual funds, Dress and Foot wears , TV / Mobile/Laptop, Educational Institution , Land / House , Tourists Places and Ornaments. Likewise, customers have been showing Low involvement while purchasing the below listed products that are Cool drinks, Energy / Health Drinks, Chocolates /Snacks and Newspaper and Magazines. From this, customers' involvements are vary according to the price range, technology level and risk incurred. Customers show high involvement When these factors are high as well as they show low involvement When these factors are low [Vaughn (1980)].

Table: 2 Cluster the customer with percentage

Cluster Distribution				
		N	% of Combined	% of Total
Cluster	1	195	43.3%	43.3%
	2	255	56.7%	56.7%
	Combined	450	100.0%	100.0%
Total		450		100.0%

The above tables are the output of K-mean cluster analysis. The respondents were divided into two clusters of 195 and 255 respondents.

Table: 3 Low and High Involvement customers' profile

Elements	Cluster 1 Low involvement customer Mean value	Cluster 2 High involvement customer Mean value
Interest on sports	12.231	20.294
Attitude towards Advertisement	31.615 & 26.231	61.235 & 52.235
Purchase Intention	24.538 & 23.923	49.118 & 42.765
Perceived risk	14.962 & 22.962	11.588 & 17.000
Profile of the customers		
Gender	Female	Male
Income	25,000 Rupees	More than 25,000 Rupees
Domicile	Rural	Urban

Player / Non player	Non player	Player
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In the cluster profile the interest, intention, attitude, and risk taking trait of the respondents are being analysed. The cluster profile has been analysed separately for the low involvement products and high involvement products. From the table it can be gauged that in the case of the low involvement products, the first cluster respondents have low mean with regard to the interest, intention, attitude but they have high mean value when it comes to risk taking. Therefore, it can be understood that the people in the first cluster are not ready to take risk. But in the second cluster, the interest, intention, attitude has high mean value. When it comes to risk taking, the mean value is low, therefore it can be understood that they are ready to take risks. It is the same case with regard to high involvement products also. The next table talks about the income of the respondents. In the first cluster people who have less than rupees 25,000 per month income are high in number. But in the case of the second cluster, the respondents are high in number in the category of between 25,000 to 50,000 rupees and the number is even more in the category of people who earn more than 50,000 rupees per month. The next table gives the details of the gender distribution of the respondents. In the first cluster female are more in number and in the case of the second cluster, all the respondents are male. In the case of domicile, rural respondents are high in number compared to the urban respondents in the first cluster. But in the second cluster the respondents are mostly from the urban area compared to the rural area. The final table talks about the player and non-player distribution among the respondents. In the first cluster, the non-players are high in number (191), but in the second cluster, the players are high in number (251).

7 SUGGESTIONS

For the companies

1. The present research revealed that, high technological, highly priced, high risk and beauty oriented products are high involvement products. Therefore companies give more importance to such products and their advertisements. Low technology and low priced products are low involvement products and companies should be judicious in spending money on advertising these products.
2. The attitude towards advertisement of low involvement products as well as high involvement products is good among the respondents. But with the case of purchase intention - for the low involvement products, the purchase intention is good while for the high involvement products the purchase intention is questionable. So, in the case of low involvement product, companies may use sports celebrity endorsement when a new brand/product is being introduced as well as for the sales improvement of the existing product/brand.
3. In the case of high involvement products, when introducing a new product/brand the sports celebrities can be used in order to create awareness or positioning among the consumers about the product. But in the case of an existing product/brand which is already popular, sports celebrities are not advisable. The consumers do a lot of ground research and take expert opinion while going for a purchase of high involvement product. Therefore, instead of spending

on advertisement with sports celebrities, they can spend the money on improving the quality, features and technology of the product. If the quality is increased, the consumer base might automatically increase and therefore increasing the sales of the product.

4. When compared to male, female consumers are not ready to take risks in the case of both high involvement as well as low involvement products. This is possibly because of the prevalence of male sports celebrities being used in the advertisements. So, in order to cover the female consumers, the companies may use female sports celebrities who have achieved fame in any sports.

For Celebrities

1. Being a celebrity is a great responsibility and it shows that people like you and believe in you. Therefore, the celebrities can make sure that the product that they endorse is of good quality, useful for the society and beneficial for the consumers. They need to be very careful not to sell their image and popularity just for money.
2. The celebrities can also focus on social advertisements for popularising ideas such as avoiding tobacco or alcohol, following traffic rules and obeying laws. This can be done for no/low payment and when this is done it will be of great help for the larger society. And moreover this will increase the fame and popularity of the celebrities and not the other way around.

For the Consumers

1. The consumer can be careful and well informed before buying any product. Just because a celebrity is endorsing a product, it doesn't mean that the product is good and worthy of consumption. Check twice and be sure before purchasing or investing in any product.

8 CONCLUSION

The importance of advertisements cannot be neglected in the present context. Any product that enters the market, if it is not advertised properly, will not be a success with the consumers. Companies use various techniques while advertising their products. One of the major techniques used today is the sports celebrity endorsement. Because of the popularity of sports among the people today, sports celebrity endorsement is a hit among the consumers. But the companies that advertise a product must be very careful before choosing their brand ambassadors. The relationship between the company and the consumer is a mutual benefit relationship and the role of the brand ambassador is to strengthen this relationship. In the present research the impact of the sports celebrity endorsement is analyzed and it has been found that the impact that is has is significant. But the impact is based on certain factors and it also varies based on high involvement products and low involvement products. Therefore, the companies have to follow certain principles, which are given as suggestions in the present research, in order to get the complete benefit for the money that they spend on the sports celebrity endorsements. Some of the major findings that were arrived at in the present research are When any product involves high risk, high technology and high price, the

consumers give high involvement before purchasing that product. But when the product involves low risk, low technology and low price, consumers give low involvement for that product. For any product, the attitude of the consumers towards advertisements is good. But when the purchase intention is taken into consideration, in the case of high involvement product, it is weak and in the case of low involvement product, it is good. Similarly, most of the female, low income, rural and non-players show low involvement with regard to all kinds of products. Most of the males, high income, urban and sports players show high involvement and have high positive attitude towards sports celebrity advertisements. Based on these findings, there were suggestion given in the present research. One of the major suggestions that was provided in the present research is that not just spending in advertisement can increase the sales of any product, but other factors are also involved in creating the purchase intention among the consumers. Therefore, investing in improving the quality of the product can give great dividends in the long run. The present research has not only given suggestion for the companies, but it has given suggestions for the celebrities as well as the consumers so that none of the party in the triangle of business feels cheated. Business is completely based on trust and if and when the companies build that trust, their business grows. When the trust is broken either by providing a faulty product or by using an inappropriate celebrity endorsement, the loss is not only for the company, but for the consumers as well as the celebrities is at a loss.

9 ACKNOWLEDGMENT

NA.

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FACTORS CONTRIBUTING TO AND IMPEDING CAREER SUCCESS AMONG MBA STUDENTS

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ABSTARCT

In India, management institutions have mushroomed and as a result there is mismatch between demand and supply of MBA graduates. These institutions do not provide job guarantee. Parents and Students are really victims because even after investment of Rs. 3 to 4 lakhs for MBA course, there is no 100 percent guarantee of getting expected job opportunity. The specializations, syllabus, project work, skills developed and overall system is not in tune with the changing times. MBA graduates lacks in required skills and practical knowledge. As a result most of the degrees holders are remain unemployed. The present study is based on both primary and secondary data. The primary data has been collected from 122 MBA pass out students. It has undertaken to understand the student's opinion about the institutional efforts taken by their institutions, competency of their teachers and current status of their career achievements. In this paper the contributing factors in career success of students are studied with the help of model.

INTRODUCTION

Over the past decade, there is lot of changes in the higher education. Its performance is not up to the expectation. There is a need for the development of the educational sector to meet the need of the emerging opportunities and challenges of 21st century. This is not only the talk about management students, but the overall education system produces graduates that are unemployable because there are skill shortages. Enhancing general knowledge, providing exposure, enhancing employability skills are the necessary activities which have to conduct.

There are significant gaps between Indian universities and those outside the world in terms of quality standards. A major shortfall in this direction is the inability of our institutes to attract and retain the qualified and trained faculty. Packages offered by the corporate sector are extremely attractive vis-à-vis those offered by our institutions of higher learning. It results into brilliant and talented youth opt for corporate sector and the candidates who are rejected by the corporate sector enter into teaching carrier. The shortage of qualified and skilled teachers itself become a major hurdle in realization of our dream of making India a major hub of research and development and knowledge super power by 2030. The Mushroomed MBA colleges, less number of teachers, lecturers on small amount of salary, lack of experienced teachers, lack of institutions rapport with

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industries etc are main reasons for reducing quality of MBA course. As a result of this sub standard MBA course is that, the MBA graduates are not seeking the jobs.

With liberalization and Globalization of economic activities, there is a need to develop skilled human resources of a high caliber is must. Multinationals are looking for brighter individuals who are crisis managers as well as trend setters. It is necessary to prepare the management students to achieve core competencies, to face global requirements successfully. Management institute need to be innovative, creative, entrepreneurial in their approach to ensure skill development amongst the students. The responsibility of Management schools has increased manifold as they are responsible for churning competent future managers. MBA is a professional course, it's not confined to mere education. Management education needs a lot of innovation and experimentation and it needs appropriate changes in current curriculum. Students are not up to the market and that's why they are not employable in the market. The rationale behind the summer project is that the students should acquaint with the industry, its working, its problems, procedure to solve the problems etc.

On this background, researcher felt, it is necessary to study about the student's skill development through MBA course, Institution's efforts to enhance specific skills among the students and their career success in life.

STATEMENT OF THE PROBLEM

As institutions are supposed to appoint the eligible teachers and to take promotional efforts to enhance the skills among the management students, it is necessary to study whether there is a connection between promotional efforts taken by the institution, skill enhancement among the students and their career success. The present study is undertaken to check the student's opinion about their institutions efforts, their teachers and to check the achievement in skill enhancement to get success in career.

OBJECTIVES OF THE STUDY

1. To study the different factors contributing for career success of MBA graduates.
2. To make suitable suggestions if any for improving the existing situation.

LIMITATIONS OF THE STUDY

The present study considers only respondents belonging to Management colleges in Sangli city in Maharashtra. For the present study only successfully passed out MBA graduates are selected as respondents. Many respondents have a little interest about the objective of study.

RESEARCH METHODOLOGY

Sample size selection

At 95 % confidence level and at 5 percent confidence interval the sample size is considered which is 122. There are five different management institutes in Sangli city. Total 178 students are the MBA passed out students from these institutions. Out of total population i.e. 178 passed out MBAs, 122 MBA graduates are selected as a respondents for the present study. So the selection of sample size comes to 68.54 %. Simple random technique is used for the selection of respondents by using Kohran's sampling method.

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Data Collection

The present study is based on both primary and secondary data. The primary data is collected through scheduled questionnaire method. Both open ended and closed ended questions were used in the questionnaire. Likerts five point scale is used to collect student's opinion. Secondary data is obtained from Research paper, articles published in University News or Journal of Management Research.

Statistical tools used for data analysis:

For data analysis and interpretation percentage is used. For developing structural equation Model and for the analysis of covariance between the institutional efforts, students' skill enhancement and their career success and to draw the model graphically AMOS statistical software is used. For data processing and analysis SPSS software is used.

Discussions and interpretation

Likert's five point scale model was used to collect student's opinion regarding institutional promotional efforts. The following variables are used to understand the promotional efforts undertaken by the institutions. Likert's scale was used here. ES=extremely satisfied, VS= Very satisfied, MS= moderately satisfied, SS= slightly satisfied, NS= Not satisfied

Table 1**Variables used to understand Student's satisfaction about Promotional Efforts.**

Particulars (Following variables were taken)
Satisfaction regarding Guest lecturers & seminars
Found good interface with industries
Successful entrepreneurs were invited
Institution's rapport with local entrepreneurs
Satisfaction regarding opportunity of campus interview facility provided
Interview skill development programme were organized
Opportunity to interact with entrepreneurs
satisfaction about job fairs/ campus drives organized by institutions

Institutions are expected to incur part of their revenue for arranging guest lectures, organizing workshops, inviting successful entrepreneur's etc. proper rapport with local entrepreneurs and arrangement for Campus interview and Job fairs, these are all contribute for the enhancement the employability skills sets among students.

Table 2**Variables used to know the opinion about the capacity of faculties.**

Particulars (Following variables were taken)
Teachers are well qualified and research oriented
Teachers have through subject knowledge
Teachers take continuous assessment of students
Teacher supports in understanding the technical, practical subjects more efficiently

Likert's Scale: SA= strongly agree, A= Agree, N=neutral, DA=Disagree, SDA-Strongly disagree. A student joins an institute to prepare herself or him for seeking a job or career success in their life. Institution has

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to commit itself to the career development of its students. It's a duty of institution to create appropriate structures, competent personnel have to be appointed. Teacher's qualification, their subject knowledge, continuance assessment of students etc are also the contributing factors career success of the students. Image building of any institute depends on its experienced, knowledgeable, active, research oriented faculty members. Institution should appoint the faculties on merit basis.

Table 3

Variables for understanding opinion about skill Enhancement pondents

Variables taken for enhancement of skills
Thinking Analytically
Leadership
Speaking Effectively
Writing Effectively
Analyzing quantitative problems
Strategic thinking skill
Solve Complex Problems
Capacity to work in International Environment
Time management Skill
Emotional maturity

Likert's Scale: SA= 5=strongly agree, A= 4=Agree, N=3=neutral, DA=2=Disagree, SDA=1=strongly disagree Today's industries require skilled employees for their organization. Different skills such as analytical thinking, leadership, soft skills, strategic thinking, solving complex problems, time management, emotional maturity etc factors are contributing factors to build the capacity to work in international organizational environment and overall career success.

Table 4

Current status of selected respondents in carrier success.

Current Status of Graduates (variables taken)
1. Got Job through campus interview
2. Got job through off campus interview
3. Doing their own business
4. Jobless , not doing anything
5. Further giving competitive exams / banking exams

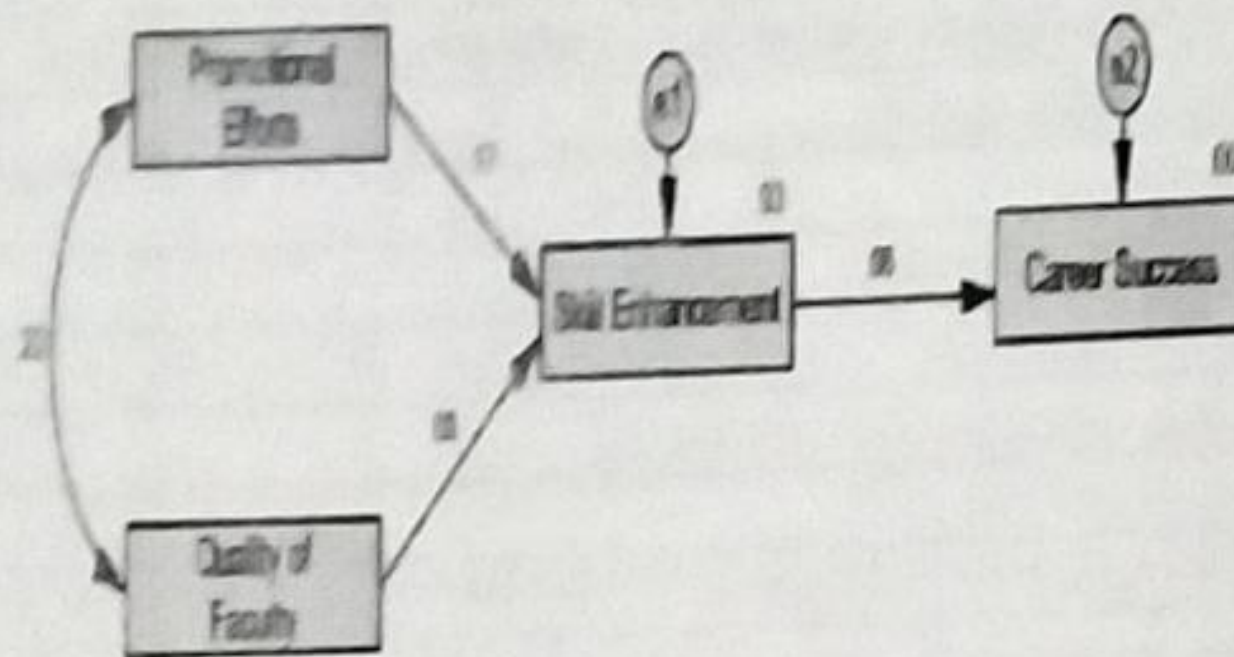
Every ideal education should develop all the required skills sets among the students which will help him or her in career success in their life. Once they have taken their degree in their liking field, they are expected to be employable in the market. If the students are not up to the mark with the industry's expectations, they will remain unemployed. Even after investing huge money for fees, time and efforts to seek the degree in a particular specialization area without enhancing the knowledge and skills, career success is far away from the students. If they are not able to fulfill the industry expectations, they will remain vacant and need to give competitive exams or they become ready to accept the job offered by local organization with below expectation salary.

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Structural MODEL for Career success of MBA students

To check the contributing factors for career success the AMOS was used to get the results. It has been used to develop structural equation Model and for the analysis of covariance between the institutional efforts, students' skill enhancement and their career success and the following graphical model has been developed through AMOS statistical software.



Standardized Total Effects (Group number 1 - Default model)

	Quality of Faculty	Promotional Efforts	Skill Enhancement
Skill Enhancement	-.004	.167	.000
Career Success	.000	.010	.062

Standardized Direct Effects (Group number 1 - Default model)

	Quality of Faculty	Promotional Efforts	Skill Enhancement
Skill Enhancement	-.004	.167	.000
Career Success	.000	.000	.062

Standardized Indirect Effects (Group number 1 - Default model)

	Quality of Faculty	Promotional Efforts	Skill Enhancement
Skill Enhancement	.000	.000	.000
Career Success	.000	.010	.000

INTERPRETATION

With the use of AMOS structural equation model has been developed to understand the contributing variables for career success. It is observed that Institutions promotional efforts for the skill enhancement among the students are the contributing factors for the career development. The quality of teaching is not an important contributing factor for the career success. Now a day's internet, virtual classes, tuitions, huge material, E-notes are helping the students to update their knowledge but the need of an hour is to enhance their skill sets.

SUGGESTIONS

- To make a successful manager, there is need of the industry interface which builds confidence among the students. It needs their exposure to local organizations, their problems, measures undertaken by them.

2. Being a professional degree, it requires preparing the students to accept the challenges in business environment. For this it is important to prepare the students for managing the uncertainties and complexities which may arise.
3. On behalf of only classroom teaching, teachers should develop different pedagogies to promote student engagement and develop the different skill sets as per industry expectations.
4. Institutions should continuously organize seminars, conferences, guest lectures and competitions for student's enrichments.
5. Institute should arrange for regular interactions of students with successful entrepreneurs which will facilitate for inculcating the entrepreneurial values among the students and career success.

CONCLUSION

In order to preserve, maintain and advance the position of our country in the world, it is imperative that the management Institute should provide comprehensive programme of multi-skill development among the MBA students. The need of the hour is that all Management Institutes need to take efforts for qualitative improvements by enhancing new managerial skills, strategic skills, entrepreneurial skills among the students.

Today's world is a digital age where all information is made available at figure tip of the students. Now a day's teacher's role has been changing from mere instructor to a facilitator, mentor, trainer etc. Accordingly by giving up the classroom lecture method, teachers are expected to enhance the various skill sets among the students. The theoretical knowledge is like a Pizza base which will not be tasty without toppings. The different skill sets are the toppings which are very important for meeting the industrial expectations. As our government has announced make in India campaign, there is a crying need for a healthy co-operation between private industry and academia. Industry has to recognize that support for education is beneficial, universities should take cognizance of the changing needs of enterprises in planning professional course.

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A STUDY ON CONSUMER PERCEPTION TOWARDS GREEN ADVERTISEMENT IN TIRUNELVELI

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Abstract

Advertising is the process by which companies can introduce their products and services in front of the consumer to gain their attention towards their products and services and to convey messages easily. Now a days with the demand of eco- friendly products is increased. So many organizations produce eco friendly products and taken into consideration of environmental protection and safety consumers are turning towards more on ecological products for the betterment of self as well as environment. “Product promotion based on environment related situations is the central idea of green advertising”. Green advertising promotional campaigns are associated with the eco friendly products. Companies claims of using green/eco friendly products constitute a form of green advertising. In this paper should focus on consumer perception towards green advertisement. The sample of this study is 60 respondents in tirunelveli. T-test, independent t-test, one-way anova are used for analysis.

INTRODUCTION

In an era when major social issues can be discussed and analyzed freely by the masses due to the advancement of the tools of social media and mobile Internet, advertisers often try to predict what consumers might want and how brands should be portrayed through these channels. An emerging trend in today’s marketplace is the notion of being environmentally friendly, also phrased as “going green.”

Going green used to be as simple as turning off the lights after leaving a room to save energy. It has now grown into a whole market ranging from environmentally-friendly cars to energy efficient appliances. Major automobile manufacturers have at least one low-emission vehicle in their lineup and often stress low fuel costs for their other cars. Many of the companies should go green movement and adopt 3R strategy(Reduce, Recycle, Reuse) then only sustain in the market.

Attitude towards green advertisement:

Previous research in to consumer attitude and perception towards green advertisement was very comprehensive.(Frankel, 1992) consumer responses towards green advertisement and products & services in terms of loyalty. (Phillips 1999, Schlossberg 1992) consumer are willing to pay high prices for green advertisement products.(Davis 1994, Wheeler 1992) Consumer perception towards green

products are safe to use and protect the environment. (Manrai, Lascu and Rynas 1997) green advertisement strengthen the company's image.

Objective of the study:

1. To study on the consumer perception towards green advertisement
2. To find the green advertisement strategies in conjunction with the environmental makeup of their customers

Reliability analysis:

The overall cronbach's alpha for the consumer perception towards green advertisement is 0.95.(9 items)

Methodology:

Percentage, t test for single mean, independent t test, one way anova are used for analysis.

HYPOTHESIS I

Null Hypothesis: Opinion regarding Statements on consumer perceptions of green advertisement are equal to Average level

HYPOTHESIS II

There is no significant difference between Male and Female with respect to perception of green advertisement

HYPOTHESIS III

Null Hypothesis: There is no significant difference among Age Group with respect to Factor of consumer perception towards green advertisement

Table 1

Variables	Opinion	Percentage
Gender	Male	55
	Female	45
Age group	Below 25	8.3
	25-35	25
	35-45	36.7
	45-55	13.3
	Above 55	16.7
Occupation	Business	35
	Professionals	21.7
	Employment	43.3
Influence on shopping	High	43.3
	Medium	41.7
	Low	15

HYPOTHESIS I

Null Hypothesis: Opinion regarding Statements on consumer perceptions of green advertisement are equal to Average level

Table 2. (t test for Specified value (Average = 3) of Statements on consumer perceptions towards green advertisement)

Statement on consumer perception	Mean	SD	t value	P value
Green advertisement leads people more social responsible	2.60	1.138	17.358	< .001**
Green advertisement shows that consumer that the firm is addressing consumers environment concerns	2.55	1.281	15.114	< .001**
Products are advertised green are safer to use	2.53	1.396	13.782	< .001**
Green advertisement is a good way to addressing environment problems.	1.92	.979	14.765	< 0.001**
I tend to be more loyal that the companies uses green advertisement practices	2.63	1.340	14.934	< 0.001**
Green advertisement results in high prices for products	2.18	1.334	12.388	< 0.001**
Reuse, Recycle, Reduce are important for save natural resources	2.00	1.135	13.309	< 0.001**
Green advertisement is helps to solve environment problems	2.73	1.247	16.669	< 0.001**
Green advertisement helps to increase the company's image	2.55	1.156	16.751	< 0.001**

Note : ** denotes significant at 1% level

Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance with regard to all the Statements on consumer perception towards green advertisement. Hence the opinion regard to all the Statements on consumer Perceptions of green advertisement is not equal to average level. Based on mean score, opinion regard to all the Statements is below the average level.

HYPOTHESIS II

There is no significant difference between Male and Female with respect to perception of green advertisement

Table 3

(t test for significant difference between Male and Female with respect to perception of green advertisement)

Factor of consumer perception	Gender				t value	P value
	Male		Female			
	Mean	SD	Mean	SD		
Green advertisement leads people more social responsible	2.67	1.16	2.52	4.08	0.207	0.651
Green advertisement shows that consumer that the	2.58	1.25	2.52	3.83	0.027	0.869

firm is addressing consumers environment concerns						
Products are advertised green are safer to use	2.64	1.39	2.41	4.18	0.017	0.898
Green advertisement is a good way to addressing environment problems.	2.00	1.09	1.8	3.80	20.010	0.162
I tend to be more loyal that the companies uses green advertisement practices	2.61	1.39	2.67	3.64	0.321	0.573
Green advertisement results in high prices for products	2.09	1.13	2.3	1.56	1.665	0.202
Reuse, Recycle, Reduce are important for save natural resources	1.94	1.03	2.07	1.27	1.636	0.206
Green advertisement is helps to solve environment problems	2.70	1.212	2.78	1.311	0.067	0.796
Green advertisement helps to increase the company's image	2.58	1.2	2.52	1.12	0.430	0.515

There is no significance difference between male and female respondents with regard to perception about green advertisement, since P value is greater than 0.05. Hence the null hypothesis is accepted at 5% level .

HYPOTHESIS III

Null Hypothesis: There is no significant difference among Age Group with respect to Factors of consumer perception towards green advertisement

Table 4
ANOVA for significant difference among Age Group with respect to Factors of consumer perception

Factor	Age group					F value	P value
	Upto 25	25-35	35-45	45-55	Above 55		
Perception of consumers about green advertisement	12(a) (0.00)	26(b) (5.45)	25.8(b) (11.98)	14.2(a) (4.02)	19.7(a) (8.9)	5.164	0.001

Note : The value within bracket refers to SD

Since P value is less than 0.01, null hypothesis is rejected at 1% level with regard to age and consumer perception towards green advertisement. Based on DMRT, the age group upto 25, 45-55, above 55 is significant difference from the age group of 25-35 and 35-45.

Findings:

- Majority of the respondents are male(*Table 1*)
- Majority of the respondents are 35-40 age group. (*Table 1*)
- Majority 43.3% of the respondents are employment in public and private sector. (*Table 1*)

- Majority of the respondents shopping trend is highly influenced.(Table 1) on green advertisement.
- The consumers perception about green advertisement is not equal in the average level(Table 2)
- Male and female respondents perception about green advertisement is same because it is highly influence on the buying behaviour.(Table 3)
- There is a significant relationship between age group and level of perception of green advertisement. Based on DMRT, the age group upto 25, 45-55, above 55 is significant difference from the age group of 25-35 and 35-45. .(Table 4)

Limitations and Future research: The current study is focus on tirunelveli area only, additionally the sample size (60) was relatively small for performing scale purification , given number of variables in a scale.

In a future research should use wide range of age group, education, and income. Twight and Mohai (1987) found that age is highly related to environment concern, and the further researchers find that various variable like high level of ecology behavior, more educated, high occupational status are strongly related to environment behaviors.

CONCLUSION

With the demand for eco friendly products, most of the companies are going green. Companies like whirlpool, LG, haier, PepsiCo are adopt (reduce, reuse, recycle) 3 R strategies and green practices for sustain in the market. So green advertisement is a innovative tool to grab the attention of consumers by highlighting the environment safe products which are obviously safeguard for the environment.this study also focus on consumers perception towards green advertisement. The findings of the study is both male and female are more environment responsible and they are ready to pay high prices for eco friendly advertised products.

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A Study On Green Advertisement And Its Influence On Customer's Purchase Intention In Tirunelveli

S. Yasmin Kathija, Dr. K. Sheik Mydeen

ABSTRACT:

In the era, many of the social issues are occurred, and it can be discussed and analysed by the people in their social media, mobile and network. In today's marketplace concept is being environmentally friendly and also called going green. Green advertisement is developed in recent days, it is a specific type of advertisement and focus on environmental benefits rather than product benefits. This study aims to find green advertisement and its influence on customer's purchase intention in Tirunelveli. The data were collected from 225 respondents in Tirunelveli.

Key words- Attitude towards green advertising, Purchase Intention

INTRODUCTION

In the recent year many of the social issues can be discussed and analyzed by the people in their social media, mobile and internet. Most of the advertisers are assessed to what consumers might want and how brands should be portrayed through these channels. In recent trend in today's marketplace concept is being environmentally friendly, also phrased as "going green."

Going green used to be as simple as turning off the lights after leaving a room to save energy. It has now developed into a whole market ranging from environmentally-friendly cars to energy efficient appliances. Major automobile manufacturers have at least one low-emission vehicle in their lineup and often stress low fuel costs for their other cars.

Most of the products come to being environmentally friendly and "going green," The marketers are very struggled to find the effective way to promote their product.

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GREEN ADVERTISEMENT

It is the specific type of advertisement and that is concentrated to promote the product through environmental benefits rather than product benefits. In most of the companies that use green advertisement also use environment friendly operations and product packaging as well. It is focus on promoting environment healthy persons ,places, and things. Very environmentally friendly operations and product packaging is key to such promotions.

If you recently happened to turn on the television, Internet or a magazine, you will noticed that “green” is no longer only the favorite color of environmental groups. “Green” has become “very important” and turned into a large business.

Now a days a marketplace is greenwashing, that explains a company that spends more effort, time and money claiming to be green through advertising than reduce the negative impacts of environment. Its perceived more attention and it has raised the eyebrows of environmentalists, various authorities and lawmakers alike.

LEVEL OF CONSUMER INVOLVEMENT:

Elaboration likelihood model, an influential model of attitude formation and change, describes how consumers make evaluations in both low and high involvement circumstances. There are two factors induced in this model like central route and peripheral route. The central route where that the attitude formation or change is based on perservice, rational thoughts of the most important of the product information, and peripheral route where the attitude formation and change is based on any reliable sources, celebrity endorsement or any objects that generates positive feelings.

A consumer’s level of involvement means how they are interested to buy and consume the product. There are two types of involvement like low involvement and high involvement. Low involvement products means low level of risk and inexpensive. So the consumers buy the products automatically. For examples are toothpaste, soaps, snacks etc., when the consumer buy toothpaste most of the brands are unique quality except for the preference of the consumer. Highly involvement means these products are high level

of risk and more expensive. For example car, gold, diamonds, house etc., if a consumer want to buy a car, he will collect more information about various models, different specifications etc., the consumer is highly involved to purchase , because there is a high risk involved and spend more money to purchase these goods

ATTITUDE TOWARDS GREEN ADVERTISING

Consumers feelings and judgments are created when they are exposed to an advertisement which will influence consumers attitudes towards the advertisement itself and their beliefs regarding the brand or the product (Batra and Ray, 1986). It is necessary to investigate the differences between consumers affective response which is consumers feelings from ad exposure) and cognitive response which is consumers judgments towards the ad (Button and Lichtenstein, 1988). In the previous researches, consumers affective responses are influenced by other ads, consumers emotions and the present circumstance (Gardener, 1985; Aaker *et al.*, 1986). Therefore, how the consumers feel about the ad that they are exposed will affect their assessments of the brand (Edell and Burke, 1987). The study of consumers attitudes towards green advertising has been very comprehensive. Consumers who are environmental concerned normally have generated positive attitudes towards green advertising and environmental issues (Carlson *et al.*, 1993).

CONSUMER RESPONSE

many researches were conducted to study consumers responses to advertising claims and products. To understand the how consumer react to message in green advertisement is critical to green marketing, because people now somewhat have questions about the reliability of products presented through green advertising (Kangun *et al.* 1991; Mayer *et al.* 1993; Kim and Damhorst, 1999) even if products from companies that have been perceived as “green” and have good reputation of environmental safe are still more acceptable than conventional products by consumers (Stisser, 1994; Ottman Consulting, 1991). In this study, the researcher intends to investigate how consumers response to green advertising itself.

OBJECTIVES OF THE STUDY

1. To study the consumers response towards green advertisement
2. To study the consumers attitude towards green advertisement and influence on purchase intention.

LIMITATIONS AND FURTHER RESEARCH

The sample is collected only limited respondents in Tirunelveli. Therefore, results must be used with caution. Consequently, the results of this study are not capable of generalization to all populations of consumers. Also, the scope and results may vary for the other product categories and brands,

Therefore, the research taking multiple exposures into account with more real existing brands, involving a larger and much heterogeneous sample.

METHODOLOGY:

Primary Data:

Primary data has been collected from 225 respondents through questionnaires from various customers residing around Tirunelveli..convenience Sampling Technique is adopted to collect the data.

Secondary Data:

Secondary data has been collected from the articles in various journals and books.

STATISTICAL TOOLS USED:

1. Percentage Method
2. Weighted average
3. Chi Square analysis

RESEARCH FINDINGS*Descriptive Analysis:*

Table1: Summary of Demographics represented by Highest Percentages Consumer Profile	Variables	Percentage (%)
Gender	Female	62.8
Age level	31-40 years old	39.8
Marriage status	Married	47.8
Income	6,001-10,000	43.5
Education level	Bachelor degree	65.3
Employment category	Private sector employed	32.5

TABLE : 2**Green advertisement is valuable to the society**

Sl.No	Particulars	No. of Respondents	Percentage
1	Strongly Disagree	12	5.3%
2	Disagree	23	10.2%
3	Neutral	74	32.8%
4	Agree	38	16.8%
5	Strongly Agree	78	34.9%
	Total	225	

Source: Primary Data

Inference : Majority of the respondents are strongly agree that green advertisement is valuable to the society.

TABLE : 3
Green advertisement leads people to be more socially responsible

Sl.No	Particulars	No. of Respondents	Percentage
1	Strongly Disagree	28	12.4
2	Disagree	49	21.7
3	Neutral	88	39.1
4	Agree	23	10.2
5	Strongly Agree	37	16.6
	Total	225	

Source: Primary Data

Inference : Majority of the respondents are neutral in green advertisement leads people more socially responsible.

TABLE : 4
Green advertisement leads to solve the environmental problems

	Particulars	No. of Respondents(W)	Percentage
1	Strongly Disagree	65	28.8
2	Disagree	37	16.4
3	Neutral	43	19.1
4	Agree	34	15.1
5	Strongly Agree	46	20.5
	Total	225	

Source: Primary Data

Majority of the respondents are strongly disagree that the green advertisement leads to solve the environmental problems.

TABLE : 5
Green advertisement results in better products

Sl.No	Particulars	No. of Respondents	Percentage
1	Strongly Disagree	21	9.3
2	Disagree	43	19.11
3	Neutral	76	33.8
4	Agree	52	23.11
5	Strongly Agree	33	14.68
	Total	225	

Source: Primary Data

Inference : Majority of the respondents are neutral in green advertisement results in better products.

Green Advertisements Generates More Purchase Intention On Low Involvement Products

S.no	Particulars	Respondents	Percentage
1	Yes	147	65.33
2	No	78	34.67
	Total	225	

Green Advertisements Generates More Purchase Intention On High Involvement Products

S.no	Particulars	Respondents	Percentage
1	Yes	89	39.56
2	No	136	60.44
	Total	225	

CHI SQUARE:

Test of Independence between gender and consumers purchase intention toward green advertising

Ho: There is no relationship between gender and consumers purchase intention toward green advertising

H1 :There is significance relationship between gender and consumers purchase intention toward green advertising value is higher than the table value,(9.488 > 8.73) so hypothesis is rejected. It is conclude that the significant relationship between the gender and consumer purchase intention towards green advertising.

There is no relationship between gender	Table value	Calculated value
and consumer purchase intention towards green advertisement	8.73	9.488

In the degree of freedom 4 at 5% level of significant. It is found that the calculated value is higher than the table value,(9.488 > 8.73) so hypothesis is rejected. It is conclude that the significant relationship between the gender and consumer purchase intention towards green advertising.

FINDINGS:

- Majority of the respondents are strongly agree that green advertisement is valuable to the society.
- Majority of the respondents are neutral in green advertisement leads people more socially responsible.
- Majority of the respondents are strongly disagree that the green advertisement leads to solve the environmental problems.
- Majority of the respondents are neutral in green advertisement results in better products.

- Majority of the respondents are say yes, that the green advertisement generates more purchase intention on low involvement products
- Majority of the respondents are say no, that the green advertisement is not generates more purchase intention on high involvement products
- The significant relationship between the gender and consumer purchase intention towards green advertising.

SUGGESTION & CONCLUSION:

Today consumers are listening and remembering various environment problems. so the companies to do well this kind of advertisement, a vast amount of research and testing is required. Otherwise any wrong message sent to the consumers that is affected entire organization. Marketers and advertisers should use true and fair environmental claims in their advertisements in order to increase sale and profits. Marketers must design strong brand development and brand awareness strategies in order to create and maintain the image of “being green” in target customers.

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