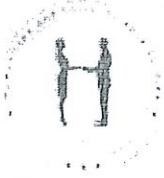


3.3.3 Number of books and chapters in edited volumes/books published and papers published in national/international conference proceedings per teacher during last five year

S.No	Metric Description	Page.No
1	Books and Chapters in edited volumes/books published	1- 99



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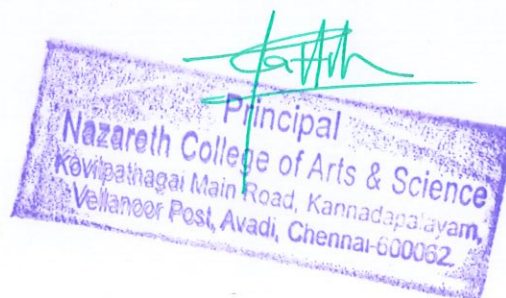
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IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOUR- A STUDY WITH REFERENCE TO TIRUVALLUR DISTRICT

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ABSTRACT:

The study explores how celebrity endorsements affect customer purchasing decisions. Companies frequently use the marketing practise of celebrity endorsement for popularising and creating brand image to their particular product. The significant goal of this research was to know the crucial components that celebrity endorsements may use to influence customer purchasing decisions. . The literature was given a thorough overview of the ideas surrounding consumer behaviour and celebrity endorsement. This study's research design was analytical and descriptive, and both primary and secondary data were gathered. 140 replies were gathered in total. The research identifies consumer perceptions of celebrity endorsement.

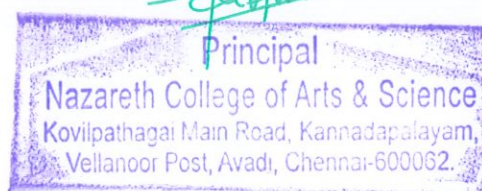
Keywords: *Celebrity Endorsement, Brand, Consumer Behaviour,*

INTRODUCTION:

Celebrities' recommendations or marketing of a logo's products can increase recognition, familiarity, believe all of that are crucial issues when making a buy desire. If a celeb they recognize or can connect to is selling a brand's goods, clients have a tendency to relate to it. Extending brand and product awareness is the main goal of advertising. The businesses use a variety of marketing techniques to promote their goods, with the ultimate goal being to raise the product's demand and profitability level. These tactics, in large part, have a significant impact and further affect customer purchasing behaviour. Celebrity product endorsements are one such tactic, and they are undoubtedly not new to the industry. For this form of marketing and advertising plan, actors and actresses in films, athletes, and politicians are among those who are contacted.

REVIEW OF LITERATURE:

Muhammad Amir Adam and Nazish Hussain (2017), impact of celebrity endorsement on consumers buying behaviour, main goal of the study is impact celebrities have on the consumers buying intention in regards of credibility. In order to understand and clarify the connection between celebrity endorsement and consumer purchasing behaviour, the investigator uses an inference technique. Totally 289 samples collected through questionnaire. SPSS software used for analysis. The results are shown that celebrity



endorsement is effective and a relationship with credibility and Expertise.

Baljit Singh Saini and Ritu Rani(2018), Impact of Celebrity Endorsement on Consumer Buying Behaviour towards home and particular care products, the ideal of study is the part of celebrity mark in the determination of consumer buying actions towards home and particular care products. The investigator gives a study in theoretically. The study concludes that the strong bond between endorser and the product gives a strong development.

OBJECTIVES OF THE STUDY

- To know the consumer attitude towards celebrity endorsements.
- To examine the crucial components that celebrity endorsements may use to influence customer purchasing decisions.

SCOPE OF THE STUDY

The objective of the study was to evaluate how consumers felt about celebrity endorsements. In the Tiruvallur District, self-administered questionnaires were distributed to gather consumer feedback.

RESEARCH METHODOLOGY

Researchers utilised Google Form to send out structured questions using the convenience sampling technique.

140 samples in all were gathered in the Tiruvallur District. Chi-square test and percentage analysis were the tools employed in the present study.

CONCEPTUAL FRAMEWORK

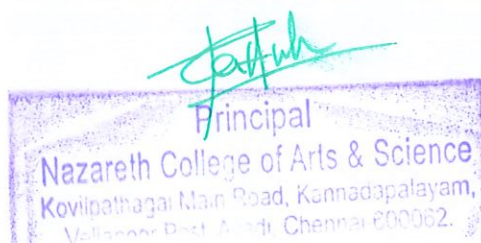
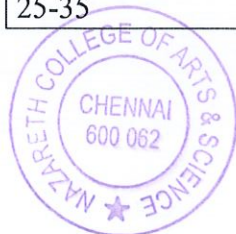
Endorsements are a sort of marketing that uses famous personalities or celebrities who enjoy a high level of public awareness, respect and/or recognition. By advertising goods or services using their real names or likenesses, these individuals act as brand ambassadors. Advertising agencies and companies think that the endorsement of a celebrity or their brand will positively influence consumer behavior. For example, Actor Vijay endorsed the Jewellery of Jos Alukas which can influence young women who look to him as a role model.

DATA ANALYSIS AND INTERPRETATION

I. PERCENTAGE ANALYSIS

Table No.1.1

I Personal details of the Respondents		
Details	Respondents	%
1. Age		
Below 18	2	1%
18-25	100	71%
25-35	22	17%



35-45	10	7%
Above 45	6	4%
2. Gender		
Male	61	44%
Female	79	56%
3. Educational Qualification		
Upto 12 th	8	6%
UG	50	36%
PG	64	46%
Professional Degree	8	5%
ITI/Diploma	10	7%
4. Income Level		
Below 10000	58	41%
10000-15000	34	25%
15000-20000	20	14%
20000-25000	14	10%
Above 25000	14	10%
5. Occupation		
Entrepreneur	32	23%
Private Employees	100	71%
Govt Employees	8	6%

Interpretation:

The table shows that most of the respondents accounts to, 71% are belongs to 18-25 Years age group, 56% of respondents are Female respondents, 46% of respondents are Post graduates, 41% of respondents are belongs to below 10,000 Income group, 71% of respondents are accounts to Private Employees.

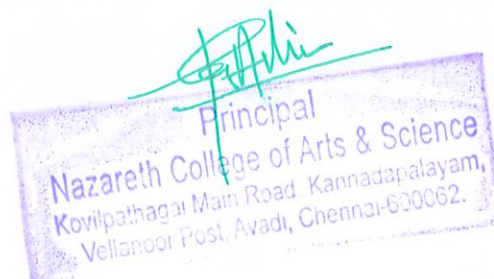
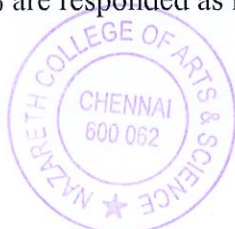
I (a) Celebrity Endorsement is an Effective Marketing strategy

Table No. 1.2

Opinion	No. of Respondents	Percentage
Yes	76	54%
No	18	13%
Maybe	46	33%

Interpretation:

The most of the respondents belongs to, 54% of respondents are believed the celebrity endorsement is an effective marketing strategy for attracting customers, remaining respondents, 13% are responded No, 33% are responded as maybe an Effective marketing strategy.



I (B) CELEBRITY ENDORSEMENT INFLUENCE THE CONSUMER BEHAVIOUR**Table No. 1.3**

Opinion	No. of Respondents	Percentage
Yes	82	59%
No	10	7%
Maybe	48	34%

Interpretation:

The results shows that maximum of 59% of respondents are influence with the celebrity endorsed products, 7% are not influenced, 34% are sometimes they influenced and purchased a product.

I (c) Advertisements are influenced most on consumer behaviour**Table No. 1.4**

Opinion	No. of Respondents	Percentage
Celebrity Endorsed Ad	116	83%
Non celebrity Endorsed Ad	24	17%

Interpretation:

The results shows that superiority of 83% of respondents are mostly influence with the celebrity endorsed advertisements, 17% of respondents are interested with non-celebrity endorsement products also.

II. CHISQUARE TEST**BUY A PRODUCT ON THE ATTRACTIVENESS OF THE CELEBRITY.**

Hypothesis

Ho: There is no significant association between gender and buy a product on the attractiveness of the celebrity.

H1: There is significant association between gender and buy a product on the attractiveness of the celebrity.

$$\text{Expected Value} = \frac{\text{observed frequency Row Total} \times \text{observed frequency Column Total}}{\text{Grand Total}}$$

TABLE OF EXPECTED FREQUENCY

TABLE NO.2.1.1

GENDER	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
MALE	18.6	19.5	13.3	6.2	4.4	62
FEMALE	23.4	24.5	16.7	7.8	5.6	78
Total	42	44	30	14	10	140

$$\text{Chi Square } (X)^2 = \frac{(\text{Observed Value} - \text{Expected Value})^2}{\text{Expected Value}}$$

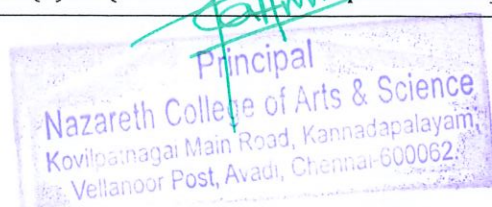


TABLE OF CHI-SQUARE TEST

Table No.2.1.2

(O)	(E)	O-E	(O-E) ²	(O-E) ² /E
16	18.6	-2.6	6.76	0.36
24	19.5	4.5	20.25	1.04
14	13.3	0.7	0.49	0.04
4	6.2	-2.2	4.84	0.78
4	4.4	-0.4	0.16	0.04
26	23.4	2.6	6.76	0.29
20	24.5	-4.5	20.25	0.83
16	16.7	-0.7	0.49	0.03
10	7.8	2.2	4.84	0.62
6	5.6	0.4	0.16	0.03
TOTAL				4.05

Degrees of Freedom = (column -1) (row-1)

= (5-1) (2-1) = 4 x 1 = 4

Significance level (α) = 0.05

X² Tabular Value = 9.49

X² Calculated Value = 4.05

INTERPRETATION:

The result of Chi-square value is less than table value. So, accept the H₀ at 5% level of significance. Hence interpreted that there is no significant association between gender and buy a product on the attractiveness of the celebrity.

PEOPLE PURCHASED A CELEBRITY ENDORSED BRANDS TO IMPROVE SOCIAL STATUS

Hypothesis

H₀: There is no significant association between Income levels and people purchased a celebrity Endorsed brands to improve social status

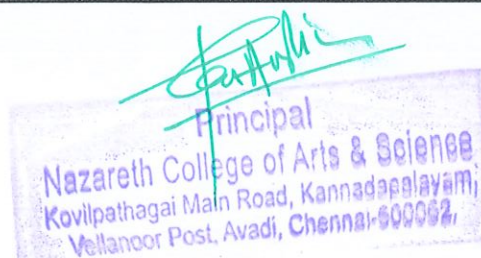
H₁: There is a significant association between Income levels and people purchased a celebrity Endorsed brands to improve social status.

Expected Value = observed frequency Row Total x observed frequency Column Total / Grand Total

TABLE OF EXPECTED FREQUENCY

TABLE NO.2.2.1

Income Level	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Below 10,000	5.01	8.64	5.57	8.08	10.80	39
10000-15000	4.11	7.09	4.57	6.63	9.60	32



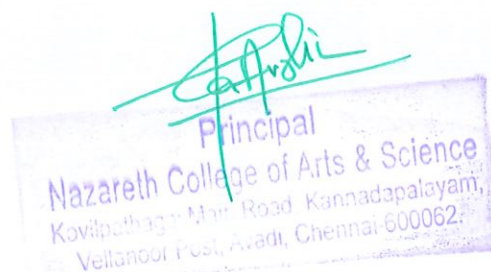
15000-20000	2.96	5.09	3.29	4.76	6.90	23
20000-25000	3.73	6.42	4.14	6.01	8.70	29
Above 25000	2.19	3.76	2.43	3.52	5.10	17
Total	18	31	20	29	42	140

$$\text{Chi Square } (X)^2 = (\text{Observed Value} - \text{Expected Value})^2 / \text{Expected Value}$$

TABLE OF CHI-SQUARE TEST

TABLE NO. 2.2.2

(O)	(E)	O-E	(O-E) ²	(O-E) ² /E
8	5.01	2.99	8.9401	1.78
10	8.64	1.36	1.8496	0.21
9	5.57	3.43	11.7649	2.11
2	8.08	-6.08	36.9664	4.58
10	10.8	-0.8	0.64	0.06
3	4.11	-1.11	1.2321	0.30
8	7.09	0.91	0.8281	0.12
2	4.57	-2.57	6.6049	1.45
4	6.63	-2.63	6.9169	1.04
15	9.6	5.4	29.16	3.04
4	2.96	1.04	1.0816	0.37
4	5.09	-1.09	1.1881	0.23
2	3.29	-1.29	1.6641	0.51
8	4.76	3.24	10.4976	2.21
5	6.9	-1.9	3.61	0.52
0	3.73	-3.73	13.9129	3.73
4	6.42	-2.42	5.8564	0.91
3	4.14	-1.14	1.2996	0.31
12	6.01	5.99	35.8801	5.97
10	8.7	1.3	1.69	0.19
3	2.19	0.81	0.6561	0.30
5	3.76	1.24	1.5376	0.41
4	2.43	1.57	2.4649	1.01
3	3.52	-0.52	0.2704	0.08
2	5.1	-3.1	9.61	1.88
TOTAL				33.33



Degrees of Freedom = (column -1) (row-1)

= (5-1) (5-1) = 4 x 4 = 16

Significance level (α) = 0.05

X² Tabular Value = 26.30

X² Calculated Value = 33.33

INTERPRETATION:

The result of Chi-square value is greater than table value. So, rejects the H₀ at 5% level of significance. So, interpreted that there is association between Income levels and people purchased a celebrity Endorsed brands to improve social status.

FINDINGS:

- Female respondents are highly influenced to celebrity endorsed advertisements.
- Youth find celebrity-endorsed things to be very appealing and have a lot of faith in the celebrities.
- The majority of customers believe that using celebrities as brand ambassadors is a successful marketing tactic.
- The majority of responders strongly agreed that the possibility of celebrity helps attract new clients.

SUGGESTIONS:

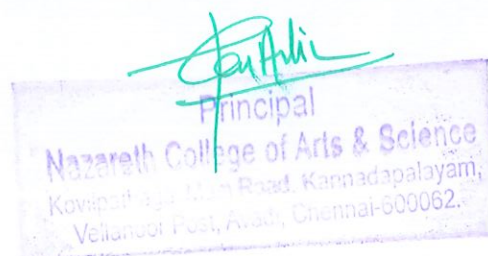
- The endorser need to be fascinating, have a good reputation in society, and be seen as possessing the required knowledge.
- As the public trust them, the celebrity must select and promote reliable products that are safe for them.

CONCLUSION:

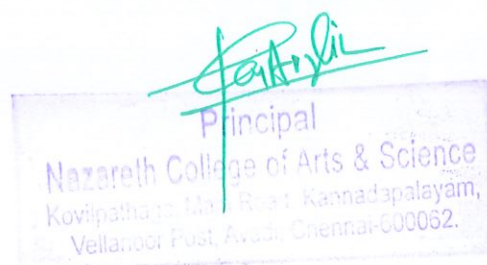
This study conclude that Advertisements with endorsements from famous individuals were more desirable compared with those without. When introducing new items, the celebrity must provide the appropriate information to the public. The research brought to light that there is association with income level and celebrity endorsed brands that create a social status. As a result, the company's marketing division selects the ideal celebrity to help its products create a positive image.

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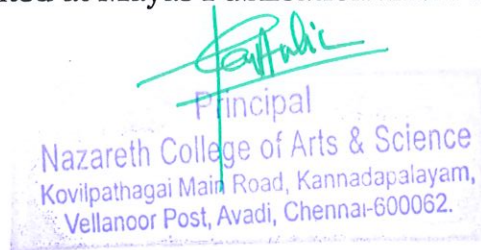
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A Study on the Factors Affecting the Customer Satisfaction in Food Retail Supermarkets

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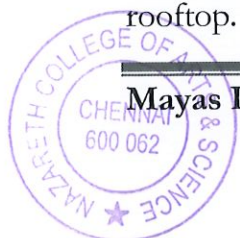
Abstract

Numerous examinations concentrate on have been directed in the territory of retailing administrations, yet there has been no exploration that considers both administration quality and retail location highlights and recognizes the elements that prompt consumer loyalty in nourishment retail stores. Consumer loyalty is characterized as the degree to which an item or administration meets or surpasses the clients' desires. The significance of such a study is tremendous in one of the quickest developing retails advertises like India, where the effect of administration quality and retail location highlights on consumer loyalty from the retail clients' perspective is an exceptionally essential field of dialog. In the wake of removing distinctive variables of administration quality and retail location highlights from contemplating a collection of writing on administrations in sustenance retail general stores, this study expects to recognize the fundamental components that prompt consumer loyalty in nourishment retail grocery stores. The fundamental elements are extricated from the free variables utilizing component examination. At that point relapse investigation is done taking the separated elements as autonomous variables and consumer loyalty as reliant variable. Likert scale and various decision inquiries are utilized as a part of the survey. There are 17 autonomous variables which by component investigation are decreased to 5 principal elements which are found to essentially affect consumer loyalty in sustenance retail stores.

Keywords: Customer Satisfaction, Retail Supermarkets, retail service quality

I. INTRODUCTION

Globalization has prompted increment in rivalry with each nourishment retail grocery store attempting to pull in clients, guarantee consumer loyalty, maintenance and dependability. This will prompt clients rehash buy from the same sustenance retail grocery store. Additionally, administrators the world over trust that enhancing consumer loyalty prompts enhanced business results regarding organization deals and gainfulness. Development of shopping center society has prompted increment in rivalry in the nourishment retail market industry. Shopping center society is gradually and consistently developing in India. Numerous brands are dispatched in the Indian business sector. The strength of such shopping centers is that they offer an extensive variety of changed marked items, all under single rooftop. A portion of the well-known sustenance store retailers are Food world,



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Spar, Spencer's, Dependence Fresh etc. With such a large number of contenders, the nourishment general store retailers need to discover approaches to guarantee consumer loyalty when clients visit their sustenance retail locations.

Review of Literature

Generally speaking, operational components identified with item accessibility, item condition, conveyance unwavering quality, and conveyance speed, notwithstanding social components, for example, correspondences, responsiveness, and cost components have been found to impact consumer loyalty and obtaining designs decidedly. Seth et al (2005) in their model recommend that administration quality is reliant on the connections between the administration supplier and recipient. Individual communication with administration staff can upgrade the shopping knowledge or make it disappointing (Fitzsimmons and Fitzsimmons, 2004). Cost assumes a focal part in the choice to keep up an association with a retailer since it is a critical driver of the view of quality, which, thus, affects fulfillment (Varki and Colgate, 2001). The nature of administration cooperations between the administration staff/supplier and the client decides the fulfillment toward the administration (Grönroos, 2001). The conduct of the administration staff is essential due to the elusive components of administrations, and underscores the reliance clients feel on the administration staff to take care of their issues (Sharma and Stafford, 2000). McIlroy and Barnett (2000) propose that it is vital to consolidate consumer loyalty when building up a client devotion program. Subsequently, "seeing how or why a feeling of dedication creates in clients stays one of the essential administration issues of our day" (Pritchard et al., 1999). As indicated by Disney (1999), "as associations turn out to be progressively client engaged and driven by client requests, the need to meet the clients' desires and hold their reliability turns out to be more basic".

Research Design

The sample size decides the precision of the information gathered. With the end goal of this study, the populace picked is a blend of individuals from various demographics and financial foundations. A specimen size of 500 was taken, who are clients of nourishment retail market stores. Comfort examining procedure is taken after as the clients are drawn closer at nourishment retail market stores where they are advantageously accessible for overseeing the poll and accumulation of information from the retail general store buyers. Essential information and auxiliary information are utilized as a part of this exploration. Essential information is gathered through review technique.

Data Analysis

- ✓ SPSS and MS Excel were utilized for the examination reason.
- ✓ Factor examination was performed to decide the relationship between the variables and exceedingly connected variables are consolidated and spoke to by a



Factor. This is to guarantee Data Reduction, rather than a few variables they are spoken to by few central points.

✓ Regression Analysis-To recognize the effect of the Factors distinguished in Factor Analysis (Independent Variables) on Customer Satisfaction (Dependent Variable) and to determine.

✓ ANOVA was performed to concentrate on the circumstances and end results of one or more factors (independent variables) on a solitary ward variable. It is utilized for Hypothesis Testing as well (rejection of invalid theory if p-esteem from F-test is $< .05$ at 95% certainty level).

II. CONCLUSIONS

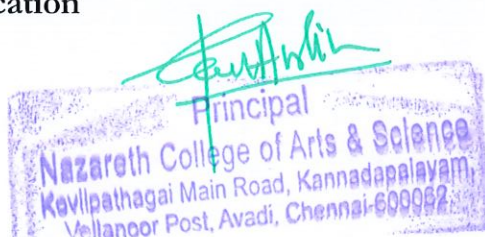
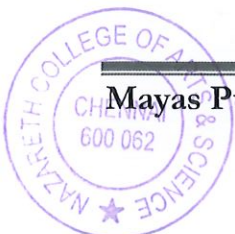
This study catches the 5 principle calculates that effect consumer loyalty in sustenance retail general stores, which can help nourishment grocery store retailers detail methodologies and promoting exercises to draw in and hold clients.

Findings

The significance of such a study is huge in one of the quickest developing retail advertises like India, where the effect of administration quality and retail location highlights on consumer loyalty from the retail clients' perspective is an extremely pivotal field of examination. In the wake of separating diverse variables of administration quality and retail location highlights from contemplating a collection of writing on administrations in sustenance retail general stores, this study plans to distinguish the fundamental components that prompt consumer loyalty in nourishment retail grocery stores. The primary components are extricated from the autonomous variables utilizing element examination.

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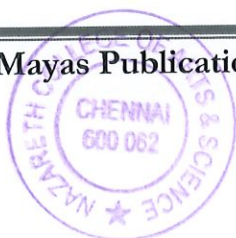
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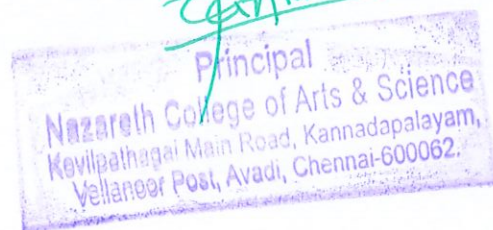
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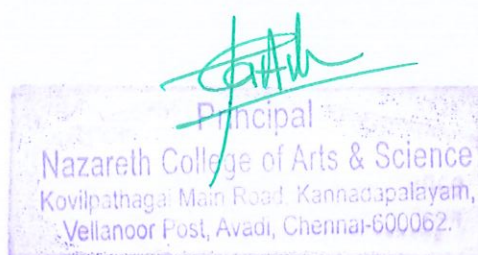
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A STUDY ON THE EMPOWERMENT OF LEADERSHIP PERFORMANCE

SUGANYA. C

Assistant Professor, Department of Commerce, Nazareth College of Arts and Science, Kovilpathagai, Chennai-600062.

ABSTRACT

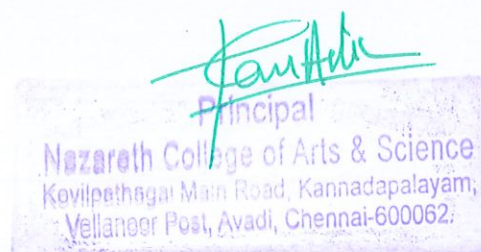
In the first place, the paper begins with the importance of force and strengthening and talks about the idea of engaging initiative. It outlines the develops and measuring instruments of engaging authority by writing investigation. Second, on the premise of exact investigates, it breaks down the predecessors also, viability and in addition interceding variables. At long last, it brings up the restrictions of ebb and flow explores and some prospects for the future examination.

1. INTRODUCTION

The most punctual examination that utilizations logical technique can be followed back to initiative attribute hypothesis in the mid twentieth century . And after that, more inquires about on authority hypothesis are sprung out, including four-diagram hypothesis of Ohio State University, initiative framework model hypothesis of College of Michigan, situational initiative hypothesis, the way objective hypothesis, two element hypothesis of transformational authority and value-based initiative. As of late, ventures are confronting significant innovation and business upset. These progressions bring level also, brought together association outline, adaptability, client introduction, the change of value and

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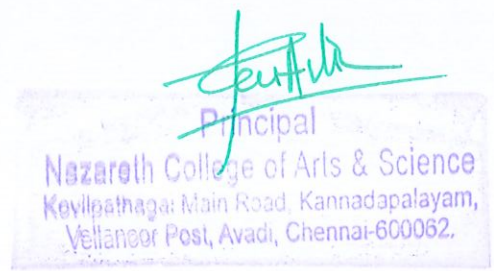
proficiency.

What's more, the nature of work has changed a considerable measure. It turns out to be more perplexing and requests more comprehension. "Scholarly worker" turns into the center of the rapidly expanding work. Under the foundation of such a change, the strengthening authority is conceived as an extraordinary sort of pioneer. The idea of strengthening authority was proposed in 1990s. Manz initially called strengthening administration as "super authority". Pearce developed administration hypothesis and proposed four element hypothesis comprised of transformational authority, value-based initiative, instrumental administration and strengthening initiative by investigating variable examination . What's more, he affirmed its legitimacy through corroborative element examination with the third test. So strengthening initiative could be disengaged as an autonomous sort of administration. Contrast from conventional initiative style, strengthening authority underlined the procedure of subordinate's self-impact of level control.

2.THE MEANING OF EMPOWERMENT LEADERSHIP

As indicated by social trade hypothesis, force is an idea that can reflect social idea. It speaks to the related social capacity and the awry control of assets and results with regards to a specific circumstance what's more, social relations. This definition infers two qualities of force: controlling others and be autonomous of others with a specific end goal to accomplish their objectives. Power fills in as a control system.

The person who claims force can drive others to help them accomplish their objectives. In another word, force is the capacity not affected by others. A man will be liable to others without force and he will be generally free with force. Power source can be the individual's capacity to give important assets to the association. It can likewise be his position in the association structure,



proficient abilities and chance to access to particular learning or data, and so on. From this point of view, strengthening is a sort of asset distribution procedure that can diminish the reliance on high power. The strengthening authority conduct can be characterized as a progression of administration works on, including decentralization, interest, data sharing and preparing.

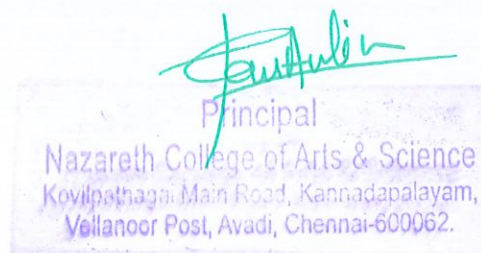
3.PSYCHOLOGICAL MOTION PERSPECTIVE

In the psychological literature, power and control are used to describe the state of belief individual's internal inspiration or desire. For instance, the individual is considered to have the requirement for force . In another word, he has the inside need to impact and control others. Power and control have drawn numerous therapists' consideration. Their studies incorporate inside/outer control, securing, the principle/auxiliary control. Person's control needs will be met when they see that they have force or they trust they can enough handle life occasions, circumstances or individuals connected to them.

Under the point of view of this examination, force is identified with an inward self determining request or a confidence in individual self-viability . Strengthening administration practices from this viewpoint incorporate any administration choice or innovation that can enhance worker's internal level of inspiration by improving his self-deciding interest or self-effectiveness . Thomas trusted that strengthening was a change on the level of inherent inspiration, and proposed the idea of "mental strengthening" . Spreitzer clarified workers' view of power as the four parts of worker's view of work significance, self-viability, self-sufficiency and impact .

4.CONSTRUCTION AND MEASUREMENT

From these two hypothetical viewpoints, researchers have made distinctive discourses on the structure and estimation strategy for the strengthening initiative. From the point of view of mental strengthening, Thomas

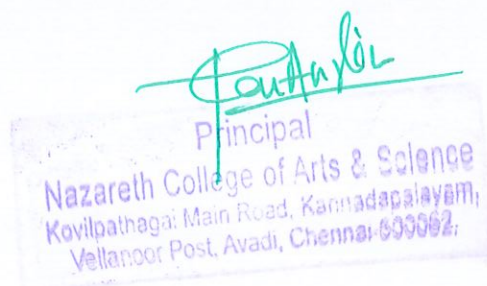


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 proposed an intellectual model made out of feeling of significance, feeling of competency, feeling of independence and sway . On the base of this model, Spreitzer built up a multidimensional size of mental strengthening . What's more, he affirmed the legitimacy of this four-measurement scale through the two-request corroborative element investigation. Utilizing exact exploration technique, Li Chapping et al. confirmed the pertinence of Spreitzer'si mental strengthening scale on the foundation of Chinese society through twice poll reviews on 23 organizations .Also, he inspected strengthening's effect on worker state of mind with this scale. Ahearne separated the strengthening authority conduct into four measurements , and built up a strengthening administration scale on the premise of subjective investigation of Conger and exact investigation of Hui and Thomas .

The scale has the high dependability with the interior consistency coefficient of 0.88. From the point of view of administration practice, Arnold investigated the structure of strengthening authority through a subjective study and two quantitative studies . Firstly, he started on an exhaustive meeting of 195 individuals from three associations, including outer pioneers and inward individuals and getting the preparatory measurement of strengthening initiative conduct.

5.FINDINGS

A relative absence of exploration on the structure and estimation of strengthening administration under limitation foundation impedes the advancement of strengthening authority hypothesis in China. The current research for the most part receives the single estimation strategy for survey which is anything but difficult to deliver mistake. Strengthening administration should be measured from alternate points of view by consolidating with multiplex strategies as contextual analysis and in-depth meeting to guarantee the exactness.



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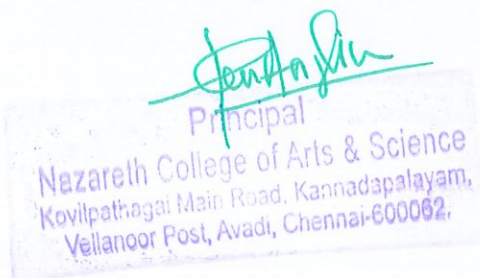
Also, future exploration ought to join more weight to the test of legitimacy of strengthening authority scale. Besides, the functional hugeness of strengthening authority has been affirmed by countless. In any case, there is little research on the best way to construct approved association keeping in mind the end goal to accomplish effective administration.

6. CONCLUSION

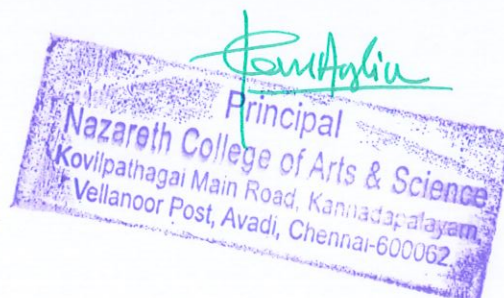
At last, western culture that started from the product economy is described by solid independence what's more, little power differential. Yet, Chinese culture that began in the normal economy has a long history of incorporated framework which implies a major force differential. The future study can concentrate on the distinction of strengthening administration under various social foundations from the point of view of cross society. The test of the impact of strengthening administration for the most part receives cross-sectional study strategy previously. Be that as it may, strengthening initiative conduct has a tendency to be fluctuant after some time to adjust to the change of hierarchical environment. In this manner, future exploration ought to pay consideration on the use of longitudinal examination strategy and make the exploration comes about all the more agreeing with the truth of big business.

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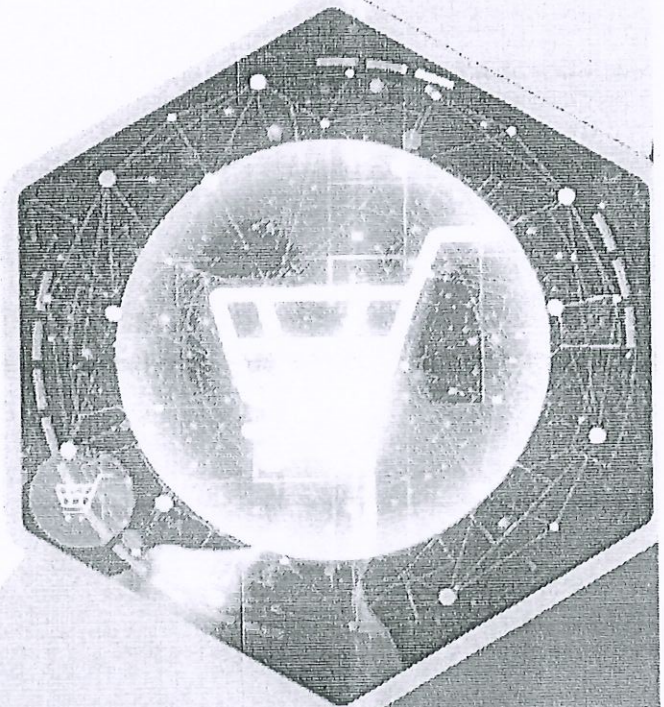
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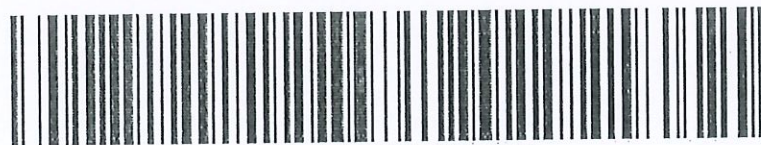
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EFFECT OF BRANDING ON CONSUMER BUYING BEHAVIOR- A STUDY WITH REFERENCE TO RELIANCE TRENDS

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Abstract:

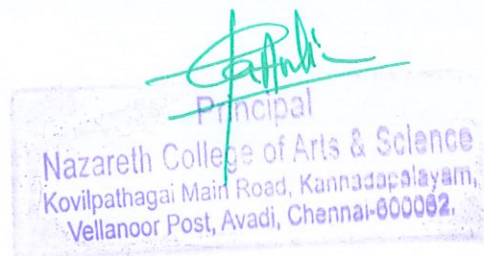
Nowadays, brands serve as indicators of wealth. Consumers everywhere favor products with brands. The purpose of this study is to examine how brands affect customer purchasing decisions. A comprehensive analysis of the theories concerning buying behavior and celebrity endorsement was provided to the literature. Quantitative and descriptive research methods were applied to collect secondary as well as primary information for this study. A total of 160 responses had been collected. Consumers' views of branding in relation to reliance trends are identified by the research.

Keywords: Brand, Consumer Behavior, Brand Loyalty

Introduction

A brand can be seen as an indicator of social standing. The brand's goods are preferred by consumers in worldwide. Is the high standard or some other relevant component what draws customers to the brand? The purpose of this research is to examine how brand affects customer purchasing decisions.

Businesses in the fashion sector are fighting for percentage of the market, and among these businesses, branded apparel and accessories have changed people's interests and customary styles. There are two brands with identical qualities and traits, one marketed at an expensive cost



and the other at low costs. Because of its significance and close relationship to customers, brand studies have always attracted the focus of marketing professionals.

Brands are used by marketing to gain an economic advantage over rivals, and they are crucial to a company's achievement. A brand is very significant in the lives of consumers. To prevent uncertainties and quality-related difficulties, consumers select brands and place their trust in them in the same manner that they do with friends and family. India's economy is expanding successfully, and in recent years, the nation's fashion industry has made great strides. The growing consumption of fashion items and the Both international and local brands are drawn to the developing market to offer services to its clientele.

Review of Literature

1. BhadrappaHaralayya(2021) Effect of Branding on Consumer Buying Behavior at Vijay Bharat Motors Pvt Ltd, Bidar, The aim of the research is to study about the Effect of Branding on Consumer Buying Behavior of Ford Cars. The data are collected through questionnaire from a sample of 50 Ford car users. They were selected as convenience sampling method. The results of this study was many of the consumers got good experience with the Ford Car.
2. Dr. P. Yasodha& Ms. C. Sarnitha (2021), A Study on Effect of Branding on Consumer Buying Behavior, the aim of the study is to analyze the consumer perception towards Branding, Totally 100 response were collected and analyzed using percentage analysis method. The article revealed that Both women and men are influenced by brand in purchasing decisions.
3. Abdul Azees K A &Parimalakanthi.K (2016), Effect of Branding on Consumer Buying Behavior A Study in Relation to Fashion Industry, Objective of this study is the effect of brands on consumer buying behavior in relation to readymade garments. The researcher collected 50 responses from the consumers. The findings of the study is Perspectives on motivation of consumers for adopting new styles include psychological, economic, and sociological models of fashion.
4. NeyatiAhuja (2015), Effect of Branding On Consumer Buying Behavior: A Study in Relation to Fashion Industry, the Main objective of this study is to analyze the effect of brands on consumer buying behavior in relation to Fashion goods & accessories. Consumer Survey on the effect of brands on their buying behavior through questionnaire totally they collected 100 respondents. The key results of the study are 80% people believe that Brands in fashion industry have become a status symbol.



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5. Fatima Sarwar et al. (2014), The Impact of Branding on Consumer Buying Behavior, the purpose of the research is to analyze the Impact of Branding on consumer Buying Behavior, The study used the Explorative method and they framed an important hypothesis as brand knowledge affects consumer behavior and the results shows that brand knowledge has a great impact on consumer behavior.

Objectives of the Study

1. To study the Consumer perception towards Branding.
2. To Study the effect of Branding on consumer Buying Behavior.
2. To analyze the factors on brand towards consumer Buying Behavior

Scope of the Study

The primary objective of the study was to evaluate how consumers buying decisions affect through branding. In the Tiruvallur District, self-administered questionnaires were distributed to gather Reliance Trends consumer feedback.

RESEARCH METHODOLOGY

Researchers utilized Google Form to send out structured questions using the convenience sampling technique.

160 samples in all were gathered in the Tiruvallur District. Chi-square test and percentage analysis were the tools employed in the present study.

Concept of the research

Definition of a Brand

The approach that creates a strong, favorable impression of a business, its goods, or offerings in the mind of the public through the use of components such a logo, design, mission statement, and a recurring theme in all marketing materials is known as branding.

Phases of a Brand:

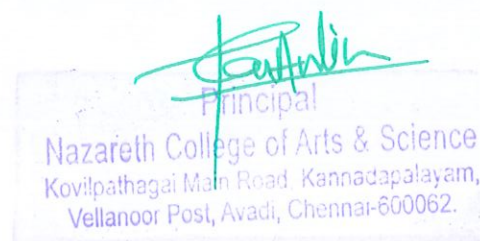
1. Awareness of brands

Creating customer awareness of your brand is the first step for creating a brand after it has been given an identity. This can be accomplished by using a variety of marketing techniques.

2. Recognition of Brands

Customers reach this stage when they can identify it in commonplace circumstances. It's a sign of a strong brand identification and recognition when you reach this level.

3. Brand Engagement



It is important to motivate the customer to interact with the brand in some way and have practical knowledge with it. This can be accomplished, for instance, by asking the customer to inquire, attend an event, enter a competition, or merely examine the product or service.

4. Brand Choosing

After recognizing and interacting with the brand, a consumer must select the brand for their personal gain in order to reach this level of brand development. A customer has to believe that their preference is their own, even though this can be influenced and promoted by restricting options or by keeping things simple.

5. Brand Retention

It is considered that a customer has grown committed to a brand when they routinely choose your brand over competitors. At this point, it's critical for the company to confirm the consumer's newly discovered gratitude and instill trust.

6. Brand Insistence

A customer will not choose another brand even if their preferred brand—Your brand— isn't available once they have become devoted to it and their choice has been continually reinforced. Reaching this highly sought-after stage ought to be the ultimate objective for each emerging brand. Reaching this point could seem unattainable and take a long time.

7. Brand Maturity

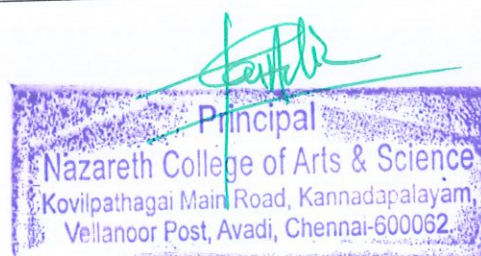
When a demanding customer feels comfortable and given confidence, they stop being customers and instead become advocates for the business. These supporters will speak up for the brand in public and stand up to anyone who criticizes it. Reaching this point will do great favors to the business since brand trustees are inherently loyal to it.

Data Analysis and Interpretation

I. PERCENTAGE ANALYSIS

Table No.1.1

I Personal Profile of the Respondents		
Details	No of Respondents	Percentage
1. Age		
Below 18 Years	2	1%
19-25 Years	53	33%
26-35 Years	90	56%



36-45 Years	11	7%
Above 45 Years	4	3%
2. Gender		
Male	42	26%
Female	118	74%
3. Family Income		
Below 15000	20	13%
15001-20000	21	13%
20001-25000	10	6%
25001-30000	104	65%
Above 30000	5	3%
4. Present Position		
Entrepreneur	7	4%
Private Employees	24	15%
Student	129	81%

Interpretation:

From the above table the majority of respondents belongs, 56% of respondents are belongs to 26-35 Years age group, 74% of respondents are Female respondents, 65% of respondents are belongs to 25001 – 30000 Income group, 81% of respondents are accounts to Students.

I (a) Focus a Brand while Purchasing

Table No.1.2

Opinion	No. of Respondents	Percentage
Yes	147	92%
No	13	8%

Interpretation:

From the above table the majority of respondents belongs, 54% of respondents are focus the brands while they make purchasing decisions, remaining respondents, 8% are respondents are not focusing the brands.

I (b) Customer Familiar with the Brands

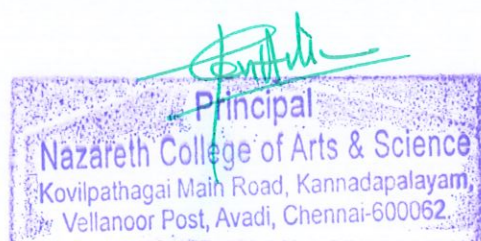


Table No. 1.3

Opinion	No. of Respondents	Percentage
Yes	148	93%
No	12	7%

Interpretation:

From the above table shows that majority of 93% of respondents are Familiar with the brands available in the market and remaining 7% are not familiar with the brands.

I (c) Customer make purchase the following products as Branded

Table No.1.4

Opinion	No. of Respondents	Percentage
Accessories	24	15%
Casual Clothes	117	73%
Office Wear	3	2%
Watches	12	7%
Bags	4	3%

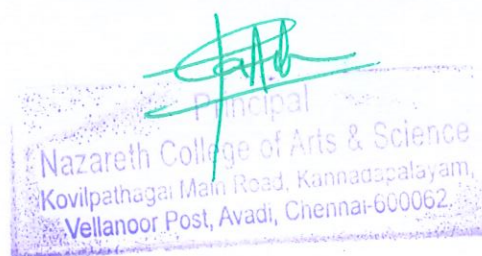
Interpretation:

From the above table shows that majority of 73% of respondents are mostly purchase a casual clothes in branded one and remaining respondents are purchase, 15% of respondents are Accessories, 7% of respondents are Watches, 3% of respondents are Bags, 2 % of respondents are Office Wear.

I (d) Customer make purchase in the Reliance Trends

Table No.1.4

Opinion	No. of Respondents	Percentage
Once in a Month	13	8%
2-3 Times in a Month	3	2%
Once in 3 Month	105	65%
Once in 6 Month	19	12%
Once in a Year	20	13%

Interpretation:

From the above table shows that majority of 65% of respondents are purchase in a Reliance Trends at once in a 3 Month, and remaining respondents are purchase, 13% of respondents are Once in a Year, 12% of respondents are Once in 6 Month, 8% of respondents are Once in a Month, 2 % of respondents are 2-3 times in a Month.

II. CHISQUARE TEST

2.1 Buy a product in Branded one for a Self Esteem.

Hypothesis

Ho: There is no significant association between gender and self esteem to buy products in branded.

H1: There is significant association between gender and buy self esteem to buy products in branded.

Expected Value = observed frequency Row Total x observed frequency Column Total /Grand Total

TABLE OF EXPECTED FREQUENCY

TABLE NO.2.1.1

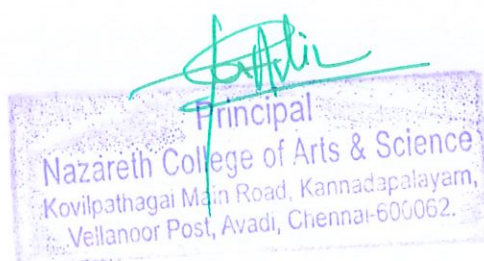
GENDER	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
MALE	8.40	14.70	6.30	6.83	5.78	42
FEMALE	23.60	41.30	17.70	19.18	16.23	118
Total	32	56	24	26	22	160

$$\text{Chi Square (X)}^2 = \frac{(\text{Observed Value} - \text{Expected Value})^2}{\text{Expected Value}}$$

TABLE OF CHI-SQUARE TEST

Table No.2.1.2

Observed Value(O)	Expected Value(E)	O-E	(O-E) ²	(O-E) ² /E
4	8.40	-4.40	19.36	2.30
20	14.70	5.30	28.09	1.91
14	6.30	7.70	59.29	9.41
2	6.83	-4.83	23.28	3.41
2	5.78	-3.78	14.25	2.47
28	23.60	4.40	19.36	0.82



36	41.30	-5.30	28.09	0.68
10	17.70	-7.70	59.29	3.35
24	19.18	4.83	23.28	1.21
20	16.23	3.78	14.25	0.88
				26.45

Degrees of Freedom = (column -1) (row-1)

$$= (5-1) (2-1) = 4 \times 1 = 4$$

Significance level (α) = 0.05

X² Tabular Value = 9.49 X² Calculated Value = 26.45

INTERPRETATION:

Since the calculated Chi-square value is more than table value. So, accept the H₁ at 5% level of significance. Hence conclude that there is significant association between gender and self-esteem to buy products in branded

2.2 Purchase in Reliance trends is based on Quality

Hypothesis

H₀: There is no significant association between Age and Quality of Products purchased in Reliance Trends

H₁: There is a significant association between Age and Quality of Products purchased in Reliance Trends

Expected Value = observed frequency Row Total x observed frequency Column Total / Grand Total

TABLE OF EXPECTED FREQUENCY

TABLE NO.2.2.1

Income Level	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Below 10,000	0.61	0.88	0.33	0.18	0.14	2
10000-15000	16.23	23.19	8.61	4.64	3.64	53
15000-20000	27.56	39.38	14.63	7.88	6.19	90
20000-25000	3.37	4.81	1.79	0.96	0.76	11
Above 25000	1.23	1.75	0.65	0.35	0.28	4
Total	49	70	26	14	11	160

$$\text{Chi Square (X)}^2 = (\text{Observed Value} - \text{Expected Value})^2 / \text{Expected Value}$$

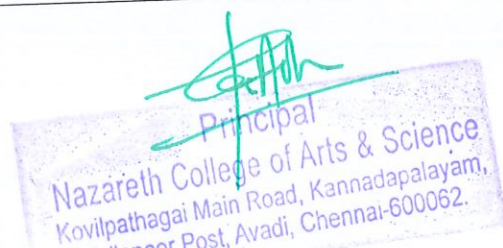


TABLE OF CHI-SQUARE TEST

TABLE NO. 2.2.2

Observed Value(O)	Expected Value (E)	O-E	(O-E) ²	(O-E) ² /E
1	0.61	0.39	0.15	0.25
0	0.88	-0.88	0.77	0.88
1	0.33	0.68	0.46	1.40
0	0.18	-0.18	0.03	0.18
0	0.14	-0.14	0.02	0.14
14	16.23	-2.23	4.98	0.31
26	23.19	2.81	7.91	0.34
13	8.61	4.39	19.25	2.24
0	4.64	-4.64	21.51	4.64
0	3.64	-3.64	13.28	3.64
25	27.56	-2.56	6.57	0.24
40	39.38	0.63	0.39	0.01
10	14.63	-4.63	21.39	1.46
14	7.88	6.13	37.52	4.76
11	6.19	4.81	23.16	3.74
6	3.37	2.63	6.92	2.06
3	4.81	-1.81	3.29	0.68
2	1.79	0.21	0.05	0.03
0	0.96	-0.96	0.93	0.96
0	0.76	-0.76	0.57	0.76
3	1.23	1.78	3.15	2.57
1	1.75	-0.75	0.56	0.32
0	0.65	-0.65	0.42	0.65
0	0.35	-0.35	0.12	0.35
0	0.28	-0.28	0.08	0.28
TOTAL				32.87



Degrees of Freedom = (column -1) (row-1)

$$= (5-1) (5-1) = 4 \times 4 = 16$$

Significance level (α) = 0.05

X2 Tabular Value = 26.30

X2 Calculated Value = 32.87

INTERPRETATION:

Since the calculated Chi-square value is greater than table value. So, rejects the H0 at 5% level of significance. Hence conclude that there is a significant association between Age and Quality of Products purchased in Reliance Trends.

Findings:

1. Female respondents are highly preferred to buy fashionable things in Reliance Trends.
2. Middle age group people are mostly prefer in their mind for branded items
3. The majority of customers are purchase casual items in Reliance Trend Shopping.
4. The majority of responders strongly agreed that the customer care and ambience of the show room is good

Suggestions:

1. Reliance Trends Products are Quality wise is very good. But the customers felt it was slight costly. So the management must try to more attract middle income group people.
2. The management must give effective ads to attract and maintain the customers.
3. This will be necessary for marketers to put in more effort to comprehend how customers perceive comfortable and attractiveness. Entrepreneurs ought to identify this information through routine investigation.

Conclusion:

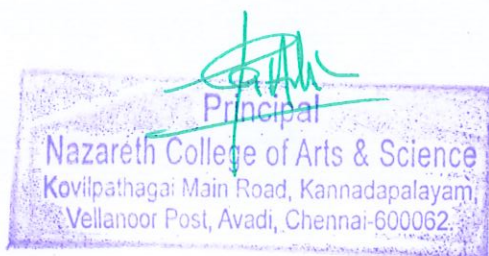
The study's findings lead the researcher to the conclusion that there may be an association between a brand and the age component that consumers exhibit while making purchases. Customers are highly knowledgeable about the different brands available, therefore their opinion matters a great deal when choosing a product, particularly when it comes to quality. Friends and family do have a significant influence on consumers' purchasing decisions.

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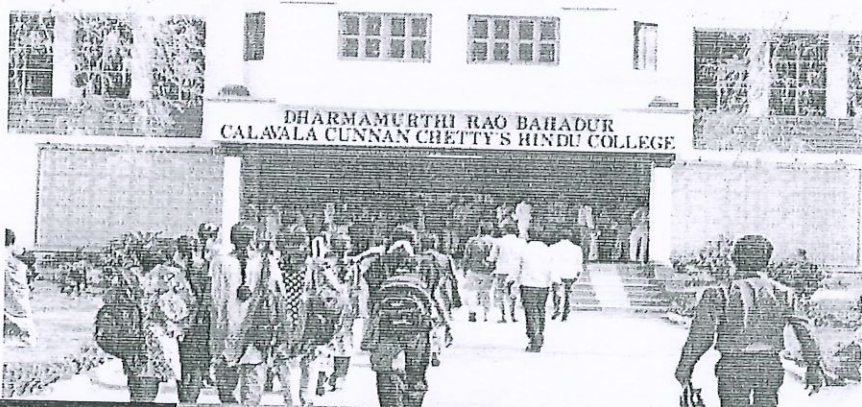
ECONOMIC RENAISSANCE : INDIA'S GROWTH OUTLOOK AND ITS IMPLICATIONS

EDITORS

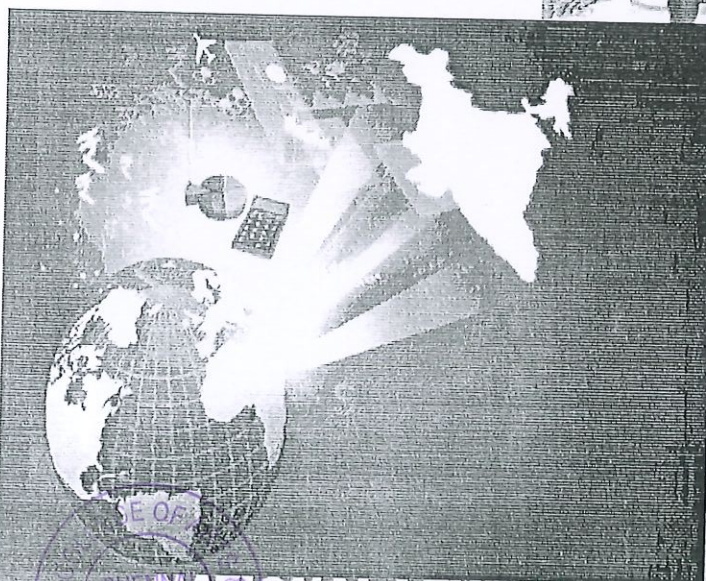
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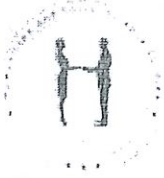
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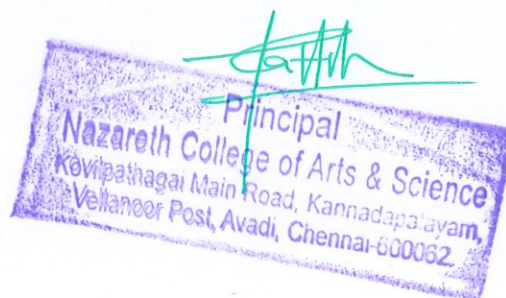
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IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOUR- A STUDY WITH REFERENCE TO TIRUVALLUR DISTRICT

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ABSTRACT:

The study explores how celebrity endorsements affect customer purchasing decisions. Companies frequently use the marketing practise of celebrity endorsement for popularising and creating brand image to their particular product. The significant goal of this research was to know the crucial components that celebrity endorsements may use to influence customer purchasing decisions. . The literature was given a thorough overview of the ideas surrounding consumer behaviour and celebrity endorsement. This study's research design was analytical and descriptive, and both primary and secondary data were gathered. 140 replies were gathered in total. The research identifies consumer perceptions of celebrity endorsement.

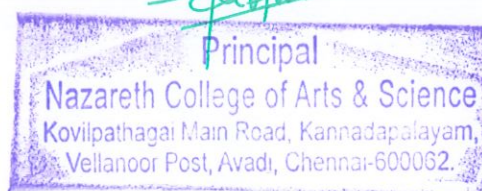
Keywords: *Celebrity Endorsement, Brand, Consumer Behaviour,*

INTRODUCTION:

Celebrities' recommendations or marketing of a logo's products can increase recognition, familiarity, believe all of that are crucial issues when making a buy desire. If a celeb they recognize or can connect to is selling a brand's goods, clients have a tendency to relate to it. Extending brand and product awareness is the main goal of advertising. The businesses use a variety of marketing techniques to promote their goods, with the ultimate goal being to raise the product's demand and profitability level. These tactics, in large part, have a significant impact and further affect customer purchasing behaviour. Celebrity product endorsements are one such tactic, and they are undoubtedly not new to the industry. For this form of marketing and advertising plan, actors and actresses in films, athletes, and politicians are among those who are contacted.

REVIEW OF LITERATURE:

Muhammad Amir Adam and Nazish Hussain (2017), impact of celebrity endorsement on consumers buying behaviour, main goal of the study is impact celebrities have on the consumers buying intention in regards of credibility. In order to understand and clarify the connection between celebrity endorsement and consumer purchasing behaviour, the investigator uses an inference technique. Totally 289 samples collected through questionnaire. SPSS software used for analysis. The results are shown that celebrity



endorsement is effective and a relationship with credibility and Expertise.

Baljit Singh Saini and Ritu Rani(2018), Impact of Celebrity Endorsement on Consumer Buying Behaviour towards home and particular care products, the ideal of study is the part of celebrity mark in the determination of consumer buying actions towards home and particular care products. The investigator gives a study in theoretically. The study concludes that the strong bond between endorser and the product gives a strong development.

OBJECTIVES OF THE STUDY

- To know the consumer attitude towards celebrity endorsements.
- To examine the crucial components that celebrity endorsements may use to influence customer purchasing decisions.

SCOPE OF THE STUDY

The objective of the study was to evaluate how consumers felt about celebrity endorsements. In the Tiruvallur District, self-administered questionnaires were distributed to gather consumer feedback.

RESEARCH METHODOLOGY

Researchers utilised Google Form to send out structured questions using the convenience sampling technique.

140 samples in all were gathered in the Tiruvallur District. Chi-square test and percentage analysis were the tools employed in the present study.

CONCEPTUAL FRAMEWORK

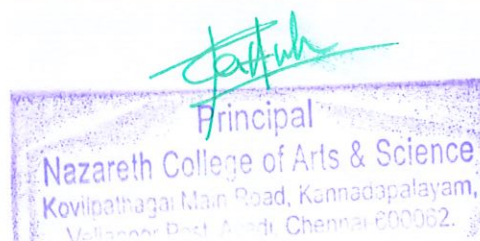
Endorsements are a sort of marketing that uses famous personalities or celebrities who enjoy a high level of public awareness, respect and/or recognition. By advertising goods or services using their real names or likenesses, these individuals act as brand ambassadors. Advertising agencies and companies think that the endorsement of a celebrity or their brand will positively influence consumer behavior. For example, Actor Vijay endorsed the Jewellery of Jos Alukas which can influence young women who look to him as a role model.

DATA ANALYSIS AND INTERPRETATION

I. PERCENTAGE ANALYSIS

Table No.1.1

I Personal details of the Respondents		
Details	Respondents	%
1. Age		
Below 18	2	1%
18-25	100	71%
25-35	22	17%



35-45	10	7%
Above 45	6	4%
2. Gender		
Male	61	44%
Female	79	56%
3. Educational Qualification		
Upto 12 th	8	6%
UG	50	36%
PG	64	46%
Professional Degree	8	5%
ITI/Diploma	10	7%
4. Income Level		
Below 10000	58	41%
10000-15000	34	25%
15000-20000	20	14%
20000-25000	14	10%
Above 25000	14	10%
5. Occupation		
Entrepreneur	32	23%
Private Employees	100	71%
Govt Employees	8	6%

Interpretation:

The table shows that most of the respondents accounts to, 71% are belongs to 18-25 Years age group, 56% of respondents are Female respondents, 46% of respondents are Post graduates, 41% of respondents are belongs to below 10,000 Income group, 71% of respondents are accounts to Private Employees.

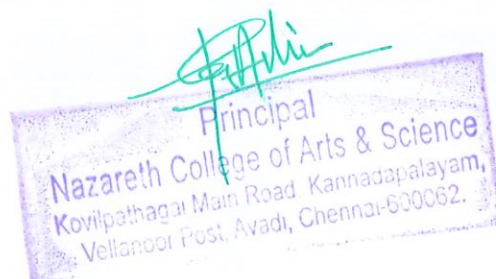
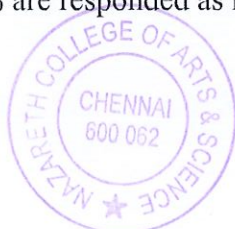
I (a) Celebrity Endorsement is an Effective Marketing strategy

Table No. 1.2

Opinion	No. of Respondents	Percentage
Yes	76	54%
No	18	13%
Maybe	46	33%

Interpretation:

The most of the respondents belongs to, 54% of respondents are believed the celebrity endorsement is an effective marketing strategy for attracting customers, remaining respondents, 13% are responded No, 33% are responded as maybe an Effective marketing strategy.



I (B) CELEBRITY ENDORSEMENT INFLUENCE THE CONSUMER BEHAVIOUR**Table No. 1.3**

Opinion	No. of Respondents	Percentage
Yes	82	59%
No	10	7%
Maybe	48	34%

Interpretation:

The results shows that maximum of 59% of respondents are influence with the celebrity endorsed products, 7% are not influenced, 34% are sometimes they influenced and purchased a product.

I (c) Advertisements are influenced most on consumer behaviour**Table No. 1.4**

Opinion	No. of Respondents	Percentage
Celebrity Endorsed Ad	116	83%
Non celebrity Endorsed Ad	24	17%

Interpretation:

The results shows that superiority of 83% of respondents are mostly influence with the celebrity endorsed advertisements, 17% of respondents are interested with non-celebrity endorsement products also.

II. CHISQUARE TEST**BUY A PRODUCT ON THE ATTRACTIVENESS OF THE CELEBRITY.**

Hypothesis

Ho: There is no significant association between gender and buy a product on the attractiveness of the celebrity.

H1: There is significant association between gender and buy a product on the attractiveness of the celebrity.

$$\text{Expected Value} = \frac{\text{observed frequency Row Total} \times \text{observed frequency Column Total}}{\text{Grand Total}}$$

TABLE OF EXPECTED FREQUENCY

TABLE NO.2.1.1

GENDER	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
MALE	18.6	19.5	13.3	6.2	4.4	62
FEMALE	23.4	24.5	16.7	7.8	5.6	78
Total	42	44	30	14	10	140

$$\text{Chi Square } (X)^2 = \frac{(\text{Observed Value} - \text{Expected Value})^2}{\text{Expected Value}}$$

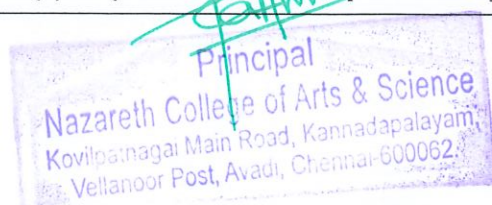


TABLE OF CHI-SQUARE TEST

Table No.2.1.2

(O)	(E)	O-E	(O-E) ²	(O-E) ² /E
16	18.6	-2.6	6.76	0.36
24	19.5	4.5	20.25	1.04
14	13.3	0.7	0.49	0.04
4	6.2	-2.2	4.84	0.78
4	4.4	-0.4	0.16	0.04
26	23.4	2.6	6.76	0.29
20	24.5	-4.5	20.25	0.83
16	16.7	-0.7	0.49	0.03
10	7.8	2.2	4.84	0.62
6	5.6	0.4	0.16	0.03
TOTAL				4.05

Degrees of Freedom = (column -1) (row-1)

= (5-1) (2-1) = 4 x 1 = 4

Significance level (α) = 0.05

X² Tabular Value = 9.49

X² Calculated Value = 4.05

INTERPRETATION:

The result of Chi-square value is less than table value. So, accept the H₀ at 5% level of significance. Hence interpreted that there is no significant association between gender and buy a product on the attractiveness of the celebrity.

PEOPLE PURCHASED A CELEBRITY ENDORSED BRANDS TO IMPROVE SOCIAL STATUS

Hypothesis

H₀: There is no significant association between Income levels and people purchased a celebrity Endorsed brands to improve social status

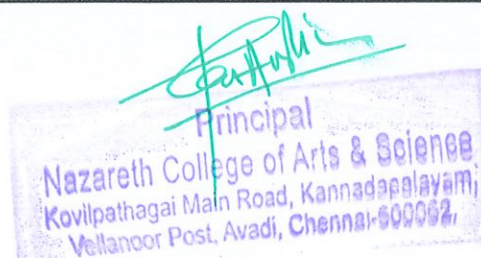
H₁: There is a significant association between Income levels and people purchased a celebrity Endorsed brands to improve social status.

Expected Value = observed frequency Row Total x observed frequency Column Total / Grand Total

TABLE OF EXPECTED FREQUENCY

TABLE NO.2.2.1

Income Level	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Below 10,000	5.01	8.64	5.57	8.08	10.80	39
10000-15000	4.11	7.09	4.57	6.63	9.60	32



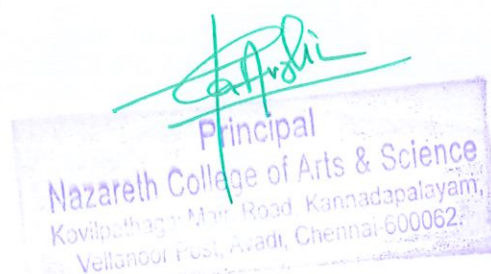
15000-20000	2.96	5.09	3.29	4.76	6.90	23
20000-25000	3.73	6.42	4.14	6.01	8.70	29
Above 25000	2.19	3.76	2.43	3.52	5.10	17
Total	18	31	20	29	42	140

$$\text{Chi Square } (X)^2 = (\text{Observed Value} - \text{Expected Value})^2 / \text{Expected Value}$$

TABLE OF CHI-SQUARE TEST

TABLE NO. 2.2.2

(O)	(E)	O-E	(O-E) ²	(O-E) ² /E
8	5.01	2.99	8.9401	1.78
10	8.64	1.36	1.8496	0.21
9	5.57	3.43	11.7649	2.11
2	8.08	-6.08	36.9664	4.58
10	10.8	-0.8	0.64	0.06
3	4.11	-1.11	1.2321	0.30
8	7.09	0.91	0.8281	0.12
2	4.57	-2.57	6.6049	1.45
4	6.63	-2.63	6.9169	1.04
15	9.6	5.4	29.16	3.04
4	2.96	1.04	1.0816	0.37
4	5.09	-1.09	1.1881	0.23
2	3.29	-1.29	1.6641	0.51
8	4.76	3.24	10.4976	2.21
5	6.9	-1.9	3.61	0.52
0	3.73	-3.73	13.9129	3.73
4	6.42	-2.42	5.8564	0.91
3	4.14	-1.14	1.2996	0.31
12	6.01	5.99	35.8801	5.97
10	8.7	1.3	1.69	0.19
3	2.19	0.81	0.6561	0.30
5	3.76	1.24	1.5376	0.41
4	2.43	1.57	2.4649	1.01
3	3.52	-0.52	0.2704	0.08
2	5.1	-3.1	9.61	1.88
TOTAL				33.33



Degrees of Freedom = (column -1) (row-1)

= (5-1) (5-1) = 4 x 4 = 16

Significance level (α) = 0.05

X² Tabular Value = 26.30

X² Calculated Value = 33.33

INTERPRETATION:

The result of Chi-square value is greater than table value. So, rejects the H₀ at 5% level of significance. So, interpreted that there is association between Income levels and people purchased a celebrity Endorsed brands to improve social status.

FINDINGS:

- Female respondents are highly influenced to celebrity endorsed advertisements.
- Youth find celebrity-endorsed things to be very appealing and have a lot of faith in the celebrities.
- The majority of customers believe that using celebrities as brand ambassadors is a successful marketing tactic.
- The majority of responders strongly agreed that the possibility of celebrity helps attract new clients.

SUGGESTIONS:

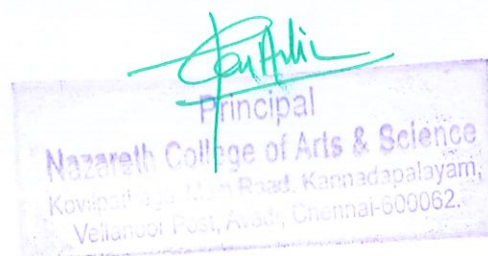
- The endorser need to be fascinating, have a good reputation in society, and be seen as possessing the required knowledge.
- As the public trust them, the celebrity must select and promote reliable products that are safe for them.

CONCLUSION:

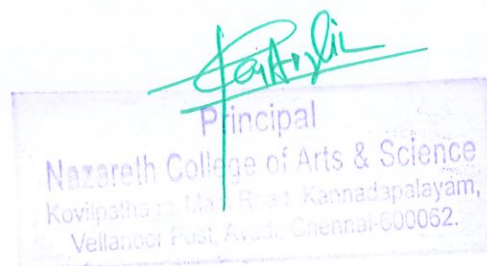
This study conclude that Advertisements with endorsements from famous individuals were more desirable compared with those without. When introducing new items, the celebrity must provide the appropriate information to the public. The research brought to light that there is association with income level and celebrity endorsed brands that create a social status. As a result, the company's marketing division selects the ideal celebrity to help its products create a positive image.

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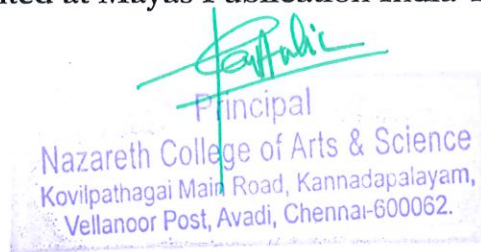
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A Study on the Factors Affecting the Customer Satisfaction in Food Retail Supermarkets

Dhivya.S

Assistant Professor, Department of Commerce, Nazareth College of Arts and Science, Kovilpathagai, Chennai-600062.

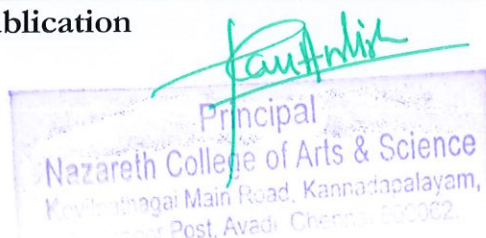
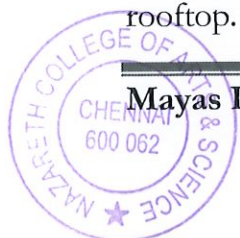
Abstract

Numerous examinations concentrate on have been directed in the territory of retailing administrations, yet there has been no exploration that considers both administration quality and retail location highlights and recognizes the elements that prompt consumer loyalty in nourishment retail stores. Consumer loyalty is characterized as the degree to which an item or administration meets or surpasses the clients' desires. The significance of such a study is tremendous in one of the quickest developing retails advertises like India, where the effect of administration quality and retail location highlights on consumer loyalty from the retail clients' perspective is an exceptionally essential field of dialog. In the wake of removing distinctive variables of administration quality and retail location highlights from contemplating a collection of writing on administrations in sustenance retail general stores, this study expects to recognize the fundamental components that prompt consumer loyalty in nourishment retail grocery stores. The fundamental elements are extricated from the free variables utilizing component examination. At that point relapse investigation is done taking the separated elements as autonomous variables and consumer loyalty as reliant variable. Likert scale and various decision inquiries are utilized as a part of the survey. There are 17 autonomous variables which by component investigation are decreased to 5 principal elements which are found to essentially affect consumer loyalty in sustenance retail stores.

Keywords: Customer Satisfaction, Retail Supermarkets, retail service quality

I. INTRODUCTION

Globalization has prompted increment in rivalry with each nourishment retail grocery store attempting to pull in clients, guarantee consumer loyalty, maintenance and dependability. This will prompt clients rehash buy from the same sustenance retail grocery store. Additionally, administrators the world over trust that enhancing consumer loyalty prompts enhanced business results regarding organization deals and gainfulness. Development of shopping center society has prompted increment in rivalry in the nourishment retail market industry. Shopping center society is gradually and consistently developing in India. Numerous brands are dispatched in the Indian business sector. The strength of such shopping centers is that they offer an extensive variety of changed marked items, all under single rooftop. A portion of the well-known sustenance store retailers are Food world,



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Spar, Spencer's, Dependence Fresh etc. With such a large number of contenders, the nourishment general store retailers need to discover approaches to guarantee consumer loyalty when clients visit their sustenance retail locations.

Review of Literature

Generally speaking, operational components identified with item accessibility, item condition, conveyance unwavering quality, and conveyance speed, notwithstanding social components, for example, correspondences, responsiveness, and cost components have been found to impact consumer loyalty and obtaining designs decidedly. Seth et al (2005) in their model recommend that administration quality is reliant on the connections between the administration supplier and recipient. Individual communication with administration staff can upgrade the shopping knowledge or make it disappointing (Fitzsimmons and Fitzsimmons, 2004). Cost assumes a focal part in the choice to keep up an association with a retailer since it is a critical driver of the view of quality, which, thus, affects fulfillment (Varki and Colgate, 2001). The nature of administration cooperations between the administration staff/supplier and the client decides the fulfillment toward the administration (Grönroos, 2001). The conduct of the administration staff is essential due to the elusive components of administrations, and underscores the reliance clients feel on the administration staff to take care of their issues (Sharma and Stafford, 2000). McIlroy and Barnett (2000) propose that it is vital to consolidate consumer loyalty when building up a client devotion program. Subsequently, "seeing how or why a feeling of dedication creates in clients stays one of the essential administration issues of our day" (Pritchard et al., 1999). As indicated by Disney (1999), "as associations turn out to be progressively client engaged and driven by client requests, the need to meet the clients' desires and hold their reliability turns out to be more basic".

Research Design

The sample size decides the precision of the information gathered. With the end goal of this study, the populace picked is a blend of individuals from various demographics and financial foundations. A specimen size of 500 was taken, who are clients of nourishment retail market stores. Comfort examining procedure is taken after as the clients are drawn closer at nourishment retail market stores where they are advantageously accessible for overseeing the poll and accumulation of information from the retail general store buyers. Essential information and auxiliary information are utilized as a part of this exploration. Essential information is gathered through review technique.

Data Analysis

- ✓ SPSS and MS Excel were utilized for the examination reason.
- ✓ Factor examination was performed to decide the relationship between the variables and exceedingly connected variables are consolidated and spoke to by a



Factor. This is to guarantee Data Reduction, rather than a few variables they are spoken to by few central points.

✓ Regression Analysis-To recognize the effect of the Factors distinguished in Factor Analysis (Independent Variables) on Customer Satisfaction (Dependent Variable) and to determine.

✓ ANOVA was performed to concentrate on the circumstances and end results of one or more factors (independent variables) on a solitary ward variable. It is utilized for Hypothesis Testing as well (rejection of invalid theory if p-esteem from F-test is $< .05$ at 95% certainty level).

II. CONCLUSIONS

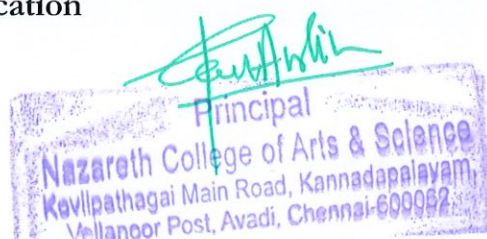
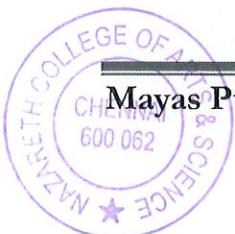
This study catches the 5 principle calculates that effect consumer loyalty in sustenance retail general stores, which can help nourishment grocery store retailers detail methodologies and promoting exercises to draw in and hold clients.

Findings

The significance of such a study is huge in one of the quickest developing retail advertises like India, where the effect of administration quality and retail location highlights on consumer loyalty from the retail clients' perspective is an extremely pivotal field of examination. In the wake of separating diverse variables of administration quality and retail location highlights from contemplating a collection of writing on administrations in sustenance retail general stores, this study plans to distinguish the fundamental components that prompt consumer loyalty in nourishment retail grocery stores. The primary components are extricated from the autonomous variables utilizing element examination.

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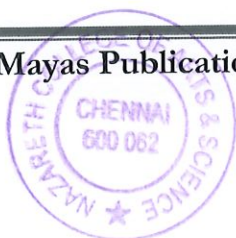
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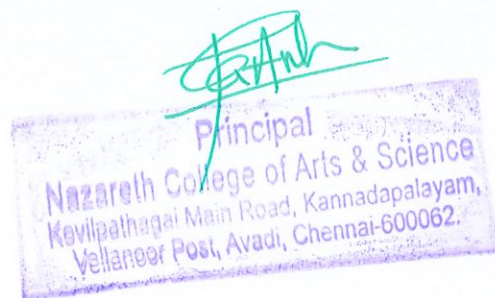
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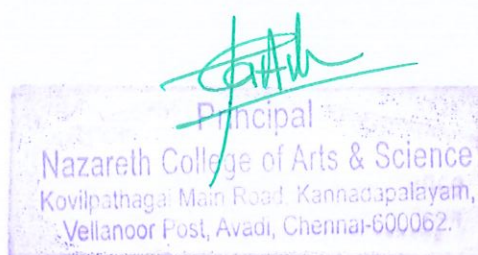
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A STUDY ON THE EMPOWERMENT OF LEADERSHIP PERFORMANCE

SUGANYA. C

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ABSTRACT

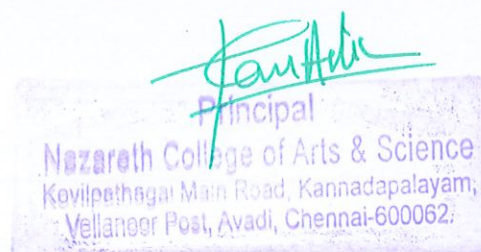
In the first place, the paper begins with the importance of force and strengthening and talks about the idea of engaging initiative. It outlines the develops and measuring instruments of engaging authority by writing investigation. Second, on the premise of exact investigates, it breaks down the predecessors also, viability and in addition interceding variables. At long last, it brings up the restrictions of ebb and flow explores and some prospects for the future examination.

1. INTRODUCTION

The most punctual examination that utilizations logical technique can be followed back to initiative attribute hypothesis in the mid twentieth century . And after that, more inquires about on authority hypothesis are sprung out, including four-diagram hypothesis of Ohio State University, initiative framework model hypothesis of College of Michigan, situational initiative hypothesis, the way objective hypothesis, two element hypothesis of transformational authority and value-based initiative. As of late, ventures are confronting significant innovation and business upset. These progressions bring level also, brought together association outline, adaptability, client introduction, the change of value and

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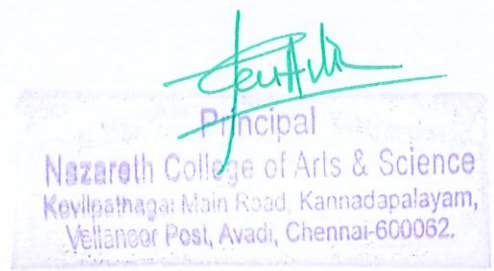


What's more, the nature of work has changed a considerable measure. It turns out to be more perplexing and requests more comprehension. "Scholarly worker" turns into the center of the rapidly expanding work. Under the foundation of such a change, the strengthening authority is conceived as an extraordinary sort of pioneer. The idea of strengthening authority was proposed in 1990s. Manz initially called strengthening administration as "super authority". Pearce developed administration hypothesis and proposed four element hypothesis comprised of transformational authority, value-based initiative, instrumental administration and strengthening initiative by investigating variable examination . What's more, he affirmed its legitimacy through corroborative element examination with the third test. So strengthening initiative could be disengaged as an autonomous sort of administration. Contrast from conventional initiative style, strengthening authority underlined the procedure of subordinate's self-impact of level control.

2. THE MEANING OF EMPOWERMENT LEADERSHIP

As indicated by social trade hypothesis, force is an idea that can reflect social idea. It speaks to the related social capacity and the awry control of assets and results with regards to a specific circumstance what's more, social relations. This definition infers two qualities of force: controlling others and be autonomous of others with a specific end goal to accomplish their objectives. Power fills in as a control system.

The person who claims force can drive others to help them accomplish their objectives. In another word, force is the capacity not affected by others. A man will be liable to others without force and he will be generally free with force. Power source can be the individual's capacity to give important assets to the association. It can likewise be his position in the association structure,



proficient abilities and chance to access to particular learning or data, and so on. From this point of view, strengthening is a sort of asset distribution procedure that can diminish the reliance on high power. The strengthening authority conduct can be characterized as a progression of administration works on, including decentralization, interest, data sharing and preparing.

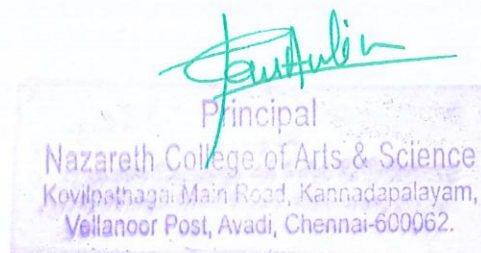
3.PSYCHOLOGICAL MOTION PERSPECTIVE

In the psychological literature, power and control are used to describe the state of belief individual's internal inspiration or desire. For instance, the individual is considered to have the requirement for force . In another word, he has the inside need to impact and control others. Power and control have drawn numerous therapists' consideration. Their studies incorporate inside/outer control, securing, the principle/auxiliary control. Person's control needs will be met when they see that they have force or they trust they can enough handle life occasions, circumstances or individuals connected to them.

Under the point of view of this examination, force is identified with an inward self determining request or a confidence in individual self-viability . Strengthening administration practices from this viewpoint incorporate any administration choice or innovation that can enhance worker's internal level of inspiration by improving his self-deciding interest or self-effectiveness . Thomas trusted that strengthening was a change on the level of inherent inspiration, and proposed the idea of "mental strengthening" . Spreitzer clarified workers' view of power as the four parts of worker's view of work significance, self-viability, self-sufficiency and impact .

4.CONSTRUCTION AND MEASUREMENT

From these two hypothetical viewpoints, researchers have made distinctive discourses on the structure and estimation strategy for the strengthening initiative. From the point of view of mental strengthening, Thomas

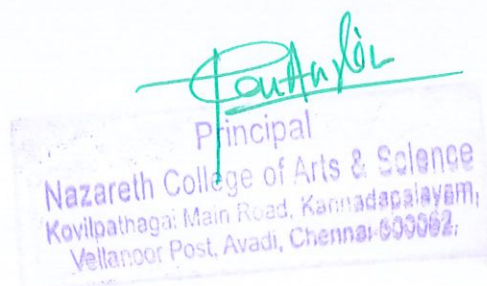


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 proposed an intellectual model made out of feeling of significance, feeling of competency, feeling of independence and sway . On the base of this model, Spreitzer built up a multidimensional size of mental strengthening . What's more, he affirmed the legitimacy of this four-measurement scale through the two-request corroborative element investigation. Utilizing exact exploration technique, Li Chapping et al. confirmed the pertinence of Spreitzer'si mental strengthening scale on the foundation of Chinese society through twice poll reviews on 23 organizations .Also, he inspected strengthening's effect on worker state of mind with this scale. Ahearne separated the strengthening authority conduct into four measurements , and built up a strengthening administration scale on the premise of subjective investigation of Conger and exact investigation of Hui and Thomas .

The scale has the high dependability with the interior consistency coefficient of 0.88. From the point of view of administration practice, Arnold investigated the structure of strengthening authority through a subjective study and two quantitative studies . Firstly, he started on an exhaustive meeting of 195 individuals from three associations, including outer pioneers and inward individuals and getting the preparatory measurement of strengthening initiative conduct.

5.FINDINGS

A relative absence of exploration on the structure and estimation of strengthening administration under limitation foundation impedes the advancement of strengthening authority hypothesis in China. The current research for the most part receives the single estimation strategy for survey which is anything but difficult to deliver mistake. Strengthening administration should be measured from alternate points of view by consolidating with multiplex strategies as contextual analysis and in-depth meeting to guarantee the exactness.



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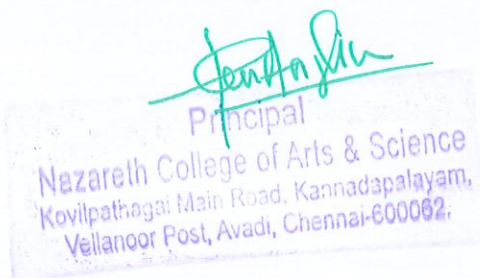
Also, future exploration ought to join more weight to the test of legitimacy of strengthening authority scale. Besides, the functional hugeness of strengthening authority has been affirmed by countless. In any case, there is little research on the best way to construct approved association keeping in mind the end goal to accomplish effective administration.

6. CONCLUSION

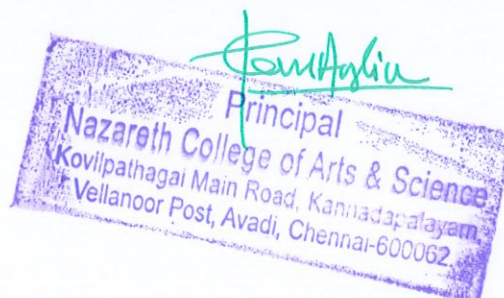
At last, western culture that started from the product economy is described by solid independence what's more, little power differential. Yet, Chinese culture that began in the normal economy has a long history of incorporated framework which implies a major force differential. The future study can concentrate on the distinction of strengthening administration under various social foundations from the point of view of cross society. The test of the impact of strengthening administration for the most part receives cross-sectional study strategy previously. Be that as it may, strengthening initiative conduct has a tendency to be fluctuant after some time to adjust to the change of hierarchical environment. In this manner, future exploration ought to pay consideration on the use of longitudinal examination strategy and make the exploration comes about all the more agreeing with the truth of big business.

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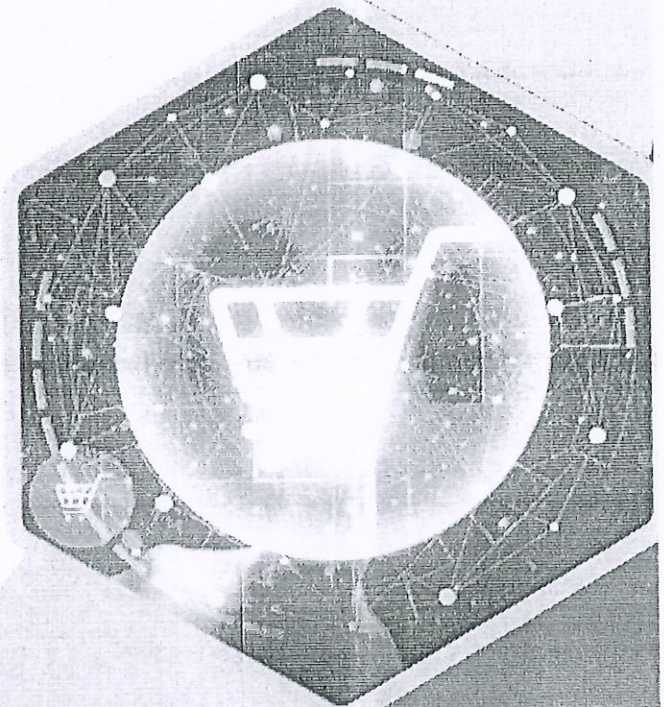
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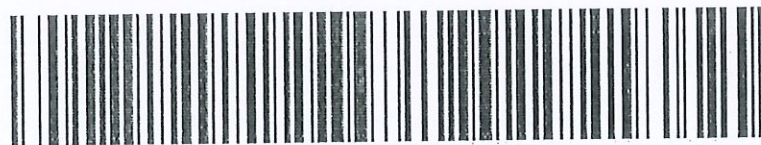
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EFFECT OF BRANDING ON CONSUMER BUYING BEHAVIOR- A STUDY WITH REFERENCE TO RELIANCE TRENDS

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Abstract:

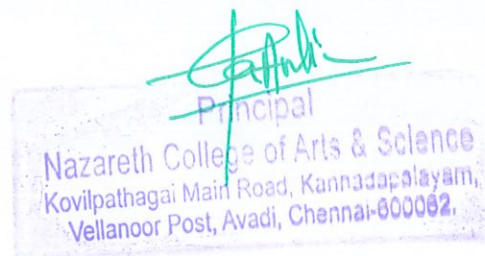
Nowadays, brands serve as indicators of wealth. Consumers everywhere favor products with brands. The purpose of this study is to examine how brands affect customer purchasing decisions. A comprehensive analysis of the theories concerning buying behavior and celebrity endorsement was provided to the literature. Quantitative and descriptive research methods were applied to collect secondary as well as primary information for this study. A total of 160 responses had been collected. Consumers' views of branding in relation to reliance trends are identified by the research.

Keywords: Brand, Consumer Behavior, Brand Loyalty

Introduction

A brand can be seen as an indicator of social standing. The brand's goods are preferred by consumers in worldwide. Is the high standard or some other relevant component what draws customers to the brand? The purpose of this research is to examine how brand affects customer purchasing decisions.

Businesses in the fashion sector are fighting for percentage of the market, and among these businesses, branded apparel and accessories have changed people's interests and customary styles. There are two brands with identical qualities and traits, one marketed at an expensive cost



and the other at low costs. Because of its significance and close relationship to customers, brand studies have always attracted the focus of marketing professionals.

Brands are used by marketing to gain an economic advantage over rivals, and they are crucial to a company's achievement. A brand is very significant in the lives of consumers. To prevent uncertainties and quality-related difficulties, consumers select brands and place their trust in them in the same manner that they do with friends and family. India's economy is expanding successfully, and in recent years, the nation's fashion industry has made great strides. The growing consumption of fashion items and the Both international and local brands are drawn to the developing market to offer services to its clientele.

Review of Literature

1. BhadrappaHaralayya(2021) Effect of Branding on Consumer Buying Behavior at Vijay Bharat Motors Pvt Ltd, Bidar, The aim of the research is to study about the Effect of Branding on Consumer Buying Behavior of Ford Cars. The data are collected through questionnaire from a sample of 50 Ford car users. They were selected as convenience sampling method. The results of this study was many of the consumers got good experience with the Ford Car.
2. Dr. P. Yasodha& Ms. C. Sarnitha (2021), A Study on Effect of Branding on Consumer Buying Behavior, the aim of the study is to analyze the consumer perception towards Branding, Totally 100 response were collected and analyzed using percentage analysis method. The article revealed that Both women and men are influenced by brand in purchasing decisions.
3. Abdul Azees K A &Parimalakanthi.K (2016), Effect of Branding on Consumer Buying Behavior A Study in Relation to Fashion Industry, Objective of this study is the effect of brands on consumer buying behavior in relation to readymade garments. The researcher collected 50 responses from the consumers. The findings of the study is Perspectives on motivation of consumers for adopting new styles include psychological, economic, and sociological models of fashion.
4. NeyatiAhuja (2015), Effect of Branding On Consumer Buying Behavior: A Study in Relation to Fashion Industry, the Main objective of this study is to analyze the effect of brands on consumer buying behavior in relation to Fashion goods & accessories. Consumer Survey on the effect of brands on their buying behavior through questionnaire totally they collected 100 respondents. The key results of the study are 80% people believe that Brands in fashion industry have become a status symbol.



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5. Fatima Sarwar et al. (2014), The Impact of Branding on Consumer Buying Behavior, the purpose of the research is to analyze the Impact of Branding on consumer Buying Behavior, The study used the Explorative method and they framed an important hypothesis as brand knowledge affects consumer behavior and the results shows that brand knowledge has a great impact on consumer behavior.

Objectives of the Study

1. To study the Consumer perception towards Branding.
2. To Study the effect of Branding on consumer Buying Behavior.
2. To analyze the factors on brand towards consumer Buying Behavior

Scope of the Study

The primary objective of the study was to evaluate how consumers buying decisions affect through branding. In the Tiruvallur District, self-administered questionnaires were distributed to gather Reliance Trends consumer feedback.

RESEARCH METHODOLOGY

Researchers utilized Google Form to send out structured questions using the convenience sampling technique.

160 samples in all were gathered in the Tiruvallur District. Chi-square test and percentage analysis were the tools employed in the present study.

Concept of the research

Definition of a Brand

The approach that creates a strong, favorable impression of a business, its goods, or offerings in the mind of the public through the use of components such a logo, design, mission statement, and a recurring theme in all marketing materials is known as branding.

Phases of a Brand:

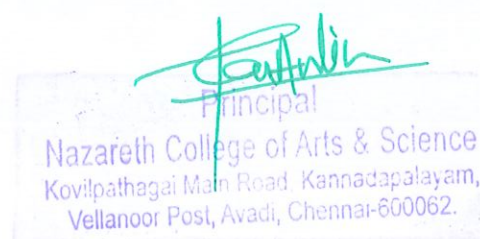
1. Awareness of brands

Creating customer awareness of your brand is the first step for creating a brand after it has been given an identity. This can be accomplished by using a variety of marketing techniques.

2. Recognition of Brands

Customers reach this stage when they can identify it in commonplace circumstances. It's a sign of a strong brand identification and recognition when you reach this level.

3. Brand Engagement



It is important to motivate the customer to interact with the brand in some way and have practical knowledge with it. This can be accomplished, for instance, by asking the customer to inquire, attend an event, enter a competition, or merely examine the product or service.

4. Brand Choosing

After recognizing and interacting with the brand, a consumer must select the brand for their personal gain in order to reach this level of brand development. A customer has to believe that their preference is their own, even though this can be influenced and promoted by restricting options or by keeping things simple.

5. Brand Retention

It is considered that a customer has grown committed to a brand when they routinely choose your brand over competitors. At this point, it's critical for the company to confirm the consumer's newly discovered gratitude and instill trust.

6. Brand Insistence

A customer will not choose another brand even if their preferred brand—Your brand— isn't available once they have become devoted to it and their choice has been continually reinforced. Reaching this highly sought-after stage ought to be the ultimate objective for each emerging brand. Reaching this point could seem unattainable and take a long time.

7. Brand Maturity

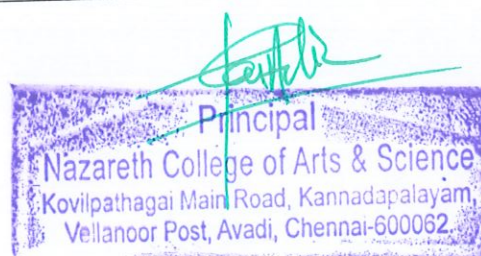
When a demanding customer feels comfortable and given confidence, they stop being customers and instead become advocates for the business. These supporters will speak up for the brand in public and stand up to anyone who criticizes it. Reaching this point will do great favors to the business since brand trustees are inherently loyal to it.

Data Analysis and Interpretation

I. PERCENTAGE ANALYSIS

Table No.1.1

I Personal Profile of the Respondents		
Details	No of Respondents	Percentage
1. Age		
Below 18 Years	2	1%
19-25 Years	53	33%
26-35 Years	90	56%



36-45 Years	11	7%
Above 45 Years	4	3%
2. Gender		
Male	42	26%
Female	118	74%
3. Family Income		
Below 15000	20	13%
15001-20000	21	13%
20001-25000	10	6%
25001-30000	104	65%
Above 30000	5	3%
4. Present Position		
Entrepreneur	7	4%
Private Employees	24	15%
Student	129	81%

Interpretation:

From the above table the majority of respondents belongs, 56% of respondents are belongs to 26-35 Years age group, 74% of respondents are Female respondents, 65% of respondents are belongs to 25001 – 30000 Income group, 81% of respondents are accounts to Students.

I (a) Focus a Brand while Purchasing

Table No.1.2

Opinion	No. of Respondents	Percentage
Yes	147	92%
No	13	8%

Interpretation:

From the above table the majority of respondents belongs, 54% of respondents are focus the brands while they make purchasing decisions, remaining respondents, 8% are respondents are not focusing the brands.

I (b) Customer Familiar with the Brands

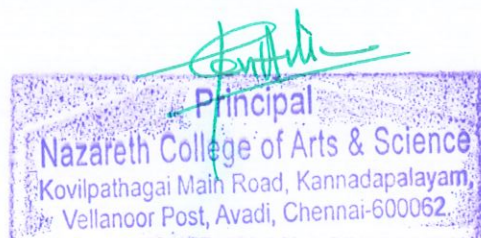


Table No. 1.3

Opinion	No. of Respondents	Percentage
Yes	148	93%
No	12	7%

Interpretation:

From the above table shows that majority of 93% of respondents are Familiar with the brands available in the market and remaining 7% are not familiar with the brands.

I (c) Customer make purchase the following products as Branded

Table No.1.4

Opinion	No. of Respondents	Percentage
Accessories	24	15%
Casual Clothes	117	73%
Office Wear	3	2%
Watches	12	7%
Bags	4	3%

Interpretation:

From the above table shows that majority of 73% of respondents are mostly purchase a casual clothes in branded one and remaining respondents are purchase, 15% of respondents are Accessories, 7% of respondents are Watches, 3% of respondents are Bags, 2 % of respondents are Office Wear.

I (d) Customer make purchase in the Reliance Trends

Table No.1.4

Opinion	No. of Respondents	Percentage
Once in a Month	13	8%
2-3 Times in a Month	3	2%
Once in 3 Month	105	65%
Once in 6 Month	19	12%
Once in a Year	20	13%

Interpretation:

From the above table shows that majority of 65% of respondents are purchase in a Reliance Trends at once in a 3 Month, and remaining respondents are purchase, 13% of respondents are Once in a Year, 12% of respondents are Once in 6 Month, 8% of respondents are Once in a Month, 2 % of respondents are 2-3 times in a Month.

II. CHISQUARE TEST

2.1 Buy a product in Branded one for a Self Esteem.

Hypothesis

Ho: There is no significant association between gender and self esteem to buy products in branded.

H1: There is significant association between gender and buy self esteem to buy products in branded.

Expected Value = observed frequency Row Total x observed frequency Column Total /Grand Total

TABLE OF EXPECTED FREQUENCY

TABLE NO.2.1.1

GENDER	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
MALE	8.40	14.70	6.30	6.83	5.78	42
FEMALE	23.60	41.30	17.70	19.18	16.23	118
Total	32	56	24	26	22	160

$$\text{Chi Square (X)}^2 = \frac{(\text{Observed Value} - \text{Expected Value})^2}{\text{Expected Value}}$$

TABLE OF CHI-SQUARE TEST

Table No.2.1.2

Observed Value(O)	Expected Value(E)	O-E	(O-E) ²	(O-E) ² /E
4	8.40	-4.40	19.36	2.30
20	14.70	5.30	28.09	1.91
14	6.30	7.70	59.29	9.41
2	6.83	-4.83	23.28	3.41
2	5.78	-3.78	14.25	2.47
28	23.60	4.40	19.36	0.82



36	41.30	-5.30	28.09	0.68
10	17.70	-7.70	59.29	3.35
24	19.18	4.83	23.28	1.21
20	16.23	3.78	14.25	0.88
				26.45

Degrees of Freedom = (column -1) (row-1)

$$= (5-1) (2-1) = 4 \times 1 = 4$$

Significance level (α) = 0.05

X² Tabular Value = 9.49 X² Calculated Value = 26.45

INTERPRETATION:

Since the calculated Chi-square value is more than table value. So, accept the H₁ at 5% level of significance. Hence conclude that there is significant association between gender and self-esteem to buy products in branded

2.2 Purchase in Reliance trends is based on Quality

Hypothesis

H₀: There is no significant association between Age and Quality of Products purchased in Reliance Trends

H₁: There is a significant association between Age and Quality of Products purchased in Reliance Trends

Expected Value = observed frequency Row Total x observed frequency Column Total / Grand Total

TABLE OF EXPECTED FREQUENCY

TABLE NO.2.2.1

Income Level	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Below 10,000	0.61	0.88	0.33	0.18	0.14	2
10000-15000	16.23	23.19	8.61	4.64	3.64	53
15000-20000	27.56	39.38	14.63	7.88	6.19	90
20000-25000	3.37	4.81	1.79	0.96	0.76	11
Above 25000	1.23	1.75	0.65	0.35	0.28	4
Total	49	70	26	14	11	160

$$\text{Chi Square (X)}^2 = (\text{Observed Value} - \text{Expected Value})^2 / \text{Expected Value}$$

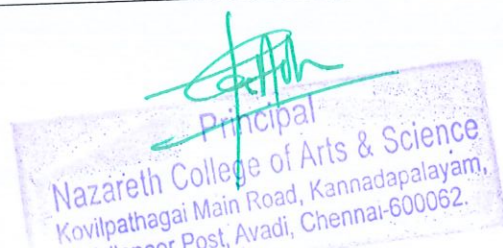
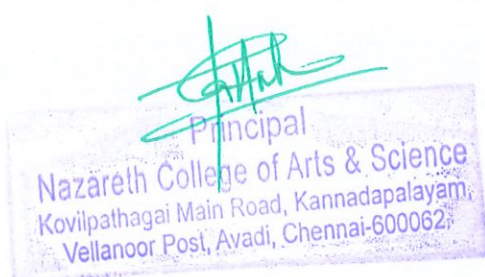


TABLE OF CHI-SQUARE TEST

TABLE NO. 2.2.2

Observed Value(O)	Expected Value (E)	O-E	(O-E) ²	(O-E) ² /E
1	0.61	0.39	0.15	0.25
0	0.88	-0.88	0.77	0.88
1	0.33	0.68	0.46	1.40
0	0.18	-0.18	0.03	0.18
0	0.14	-0.14	0.02	0.14
14	16.23	-2.23	4.98	0.31
26	23.19	2.81	7.91	0.34
13	8.61	4.39	19.25	2.24
0	4.64	-4.64	21.51	4.64
0	3.64	-3.64	13.28	3.64
25	27.56	-2.56	6.57	0.24
40	39.38	0.63	0.39	0.01
10	14.63	-4.63	21.39	1.46
14	7.88	6.13	37.52	4.76
11	6.19	4.81	23.16	3.74
6	3.37	2.63	6.92	2.06
3	4.81	-1.81	3.29	0.68
2	1.79	0.21	0.05	0.03
0	0.96	-0.96	0.93	0.96
0	0.76	-0.76	0.57	0.76
3	1.23	1.78	3.15	2.57
1	1.75	-0.75	0.56	0.32
0	0.65	-0.65	0.42	0.65
0	0.35	-0.35	0.12	0.35
0	0.28	-0.28	0.08	0.28
TOTAL				32.87



Degrees of Freedom = (column -1) (row-1)

$$= (5-1) (5-1) = 4 \times 4 = 16$$

Significance level (α) = 0.05

X² Tabular Value = 26.30

X² Calculated Value = 32.87

INTERPRETATION:

Since the calculated Chi-square value is greater than table value. So, rejects the H₀ at 5% level of significance. Hence conclude that there is a significant association between Age and Quality of Products purchased in Reliance Trends.

Findings:

1. Female respondents are highly preferred to buy fashionable things in Reliance Trends.
2. Middle age group people are mostly prefer in their mind for branded items
3. The majority of customers are purchase casual items in Reliance Trend Shopping.
4. The majority of responders strongly agreed that the customer care and ambience of the show room is good

Suggestions:

1. Reliance Trends Products are Quality wise is very good. But the customers felt it was slight costly. So the management must try to more attract middle income group people.
2. The management must give effective ads to attract and maintain the customers.
3. This will be necessary for marketers to put in more effort to comprehend how customers perceive comfortable and attractiveness. Entrepreneurs ought to identify this information through routine investigation.

Conclusion:

The study's findings lead the researcher to the conclusion that there may be an association between a brand and the age component that consumers exhibit while making purchases. Customers are highly knowledgeable about the different brands available, therefore their opinion matters a great deal when choosing a product, particularly when it comes to quality. Friends and family do have a significant influence on consumers' purchasing decisions.

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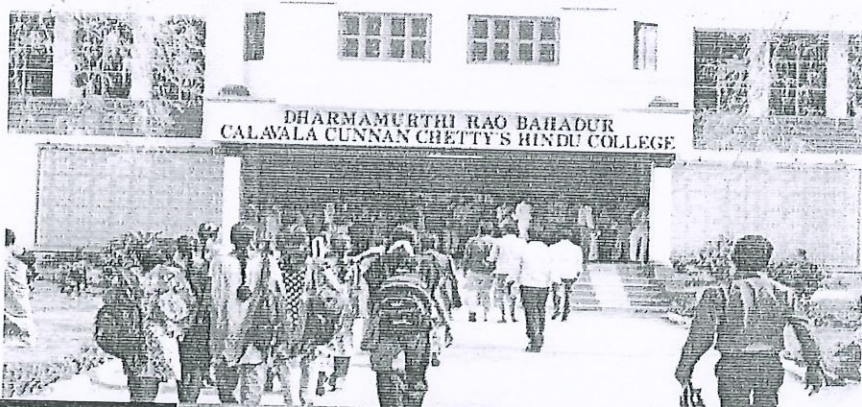
ECONOMIC RENAISSANCE : INDIA'S GROWTH OUTLOOK AND ITS IMPLICATIONS

EDITORS

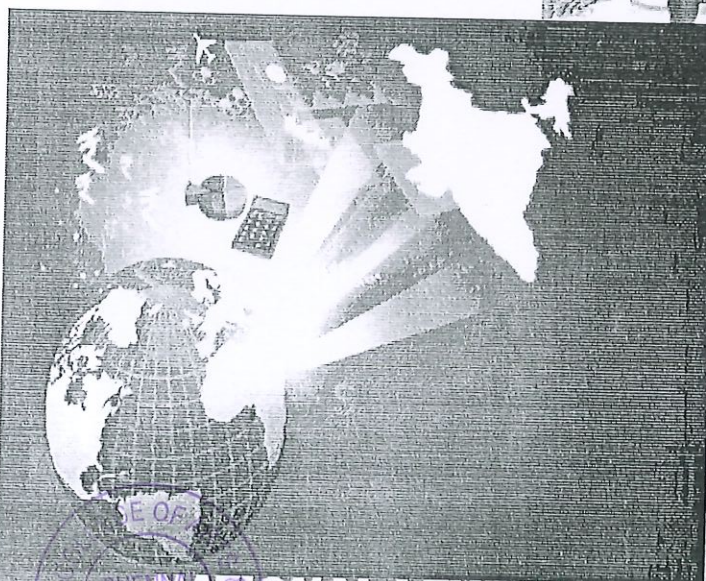
Dr.S.VEERAMANI

Dr.N.MUTHU

Date: 29.09.2023



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25. IMPACT OF SMALL-SCALE INDUSTRIES IN ECONOMIC DEVELOPMENT WITH REFERENCE TO THIRUVALLUR DISTRICT.

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ABSTRACT

An economy's growth and development depend heavily on small-scale industries. This is because the establishment, maintenance, and expansion of small-scale industries are seen as essential to the industrial sector's development in an underdeveloped economy. The study looks at how the district of Thiruvallur's small businesses have affected its economic development. In order to safeguard local producers from competition with international enterprises, the study suggests that the government develop new economic policies to limit the enormous importation of foreign goods, especially those that small-scale industries can make locally. Additionally, efforts should be taken to guarantee that the necessary infrastructure is in place to allow for the proper operation of Small scale Industry in Thiruvallur district.

KEYWORDS

Economic development, Small scale Industry, Economic Policy, Thiruvallur District.

INTRODUCTION

In Tamil Nadu, Tiruvallur district is one of the fastest developing districts in terms of Industrial Development. The district has many leading industries like Madras Refineries, Madras Fertilizers, Manali Petro Chemicals, MRF, Ashok Leyland, TI Cycles, Britannia India Ltd, Parry India Ltd and Hindustan Motors. The district has 16 Industrial Estates, all in operation: 11 developed by the Government and 5 by Private Organization. District also has 16940 Small Scale Industries. Small scale Industry plays a crucial role in the economic development of the Tiruvallur District. Micro Small scales Industry are the garden center where small existing businesses have the potential to become world beaters tomorrow. The larger players amongst the Micro Small & Medium Enterprises space also are in the unique position to become global players attracting partners with technology and funds. The district has 16,940 small scale industries, notable among them being food, wood, textile, chemical, engineering, non-

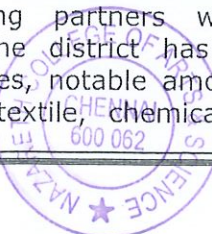
metallic and leather industries, Rexine works etc. The focus areas for research works has been kadambattur, Thiruvallur, kakkalur, Veppampattu, sevvapet, pattabiram, Avadi, Ambattur and also the outskirts of Thiruvallur District.

THEORETICAL FRAMEWORKS Small-scale industries are the foundation upon which large businesses were built; however, Small-scale industries have been identified differently by different individuals and organizations, such that an enterprise that is considered Small-scale industries in one region is seen differently in another. Total assets, employee size, yearly turnover figures, and capital investment are some common factors used in various definitions. In Thiruvallur District Small-scale industries plays a vital role in its economic development. The district has 16,940 small scale industries engaged in the manufacturing of various products. They play a crucial role in creating employment in an economy because they are the main sources of employment for those who live in rural areas.

REVIEW OF LITERATURE

According to Naser (2013), the post-liberalization era has seen a steady increase in the number of MSMEs due to a supportive policy environment. Due to the MSME sector's high labor intensity, it has generated a significant amount of new jobs. The MSMEs do not require highly skilled staff, and even semi-skilled and untrained persons can be engaged in such units, which is especially useful for rural residents.

Unleashing the development capability of Indian MSME are" had presumed that without a doubt the MSME part has tremendous potential for making latest business enterprise and enormous job opening yet a few issues going up against MSMEs are Lack of skilled human resources, Lack of access to enter the foreign market and Lack of consistent and steady Infrastructure by Minakshi Paliwal and Sumanjeet Singh (2017).



NEED FOR THE STUDY

Small-scale industry performance has a direct impact on overall growth in the economy in terms of number of units, production, employment, and exports. It may help to comprehend how it contributes to the country's economic development. It may aid in comprehending its position in the economic development of the Thiruvallur District. To actively participate in eliminating the nation's regional inequities and to assist in raising the standard of living for individuals living in rural areas. To ensure an equitable distribution of wealth and income.

OBJECTIVES OF THE STUDY

- To study the Impact of Small-scale industries in economic development with Reference to Thiruvallur District.
- To find out the challenges faced by the small-scale industries in Thiruvallur district
- To suggest how small-scale industries can boost the local economy in the Thiruvallur district.

RESEARCH METHODOLOGY

The objective of the research is to find the Impact of small scale industries in the study area. A sample size of 84 Respondent from small scale industries in Thiruvallur district was

chosen for gathering primary data by adopting a convenient sampling method. Simple ranking method was used for data analysis. The primary data collection was undertaken with the help of Google form. Books, publications, journals, magazines, and websites were used to gather secondary data. Primary and secondary data were used to compile this study.

LIMITATIONS

1. The study is only open to a select group of small scale industries. As a result, the findings cannot be applied to other situations.
2. The study is based on the assumption that respondents are being truthful and honest in their responses.

MAJOR PROBLEMS FACED BY THE SMALL SCALE INDUSTRY IN THIRUVALLUR DISTRICT

Because of their nature and size, small scale industries do not enjoy many of the benefits provided by large scale firms. Despite making major contributions to economic development, they have yet to reach their full potential. They have numerous operational challenges, and many Small Scale Industries are sick.

Factor	No Of Respondent	Percentage	Rank
Lack of financial support	32	38%	I
High rate of interest by the financial institution	20	24%	II
lack of facilities to conduct programmer for skill development	14	17%	III
Lack of technology facilitation	10	12%	IV
Lack of Adequate resources	4	5%	V
Lack of skilled laborers	4	5%	V
Total	84	100%	-

SOURCE: Primary Data- Table 1

Major Problems Faced by The Small Scale Industry in Thiruvallur District, have been ranked according to their intensity, as shown in the table above. In some circumstance small scale industries encounter all of these issues. Lack of financial support, rate of interest and facilities to conduct programme for skill development are the most pressing concerns.

HOW THE SMALL-SCALE INDUSTRIES CAN BOOST THE LOCAL ECONOMY IN THE THIRUVALLUR DISTRICT

Small-Scale Industries generate new jobs, products, revenue, services, and other benefits for their communities. Contributions that are charitable and innovative - Small businesses not only provide economic advantages to their communities, but they are also charitable and innovative.

The small-scale industries can boost the local economy in the Thiruvallur district. The table 2 indicates that for boosting the small scale industries local economy in the Thiruvallur district by Providing Adequate Flow of Credit from Financial Institutions and Banks, Support for Technology up Gradation and Provide Them Skill Based Training.



Factor	No Respondent	Of Percentage	Rank
Provide Adequate Flow Of Credit From Financial Institutions And Banks	21	25	I
Support For Technology Up Gradation	17	20	II
Provide Them Skill Based Training	14	17	III
Provide Infrastructure Facility	13	15	IV
Provide Welfare Of Artisans And Workers	10	12	V
Provide Assistance For Better Access To Domestic And Export Markets	9	11	VI
Total	84	100	-

Source: Primary Data - Table 2

FINDINGS

1. From the study there is a Lack of financial support for the small scale industries in Thiruvallur District
2. The fund is provided to them at a high rate of interest, which they cannot afford.
3. Lack of facilities for programming for skill development results in low quality work that could cause industries to fail.
4. Government should provide them adequate resources, infrastructural facility for the development of Small Scale industries.

SUGGESTIONS

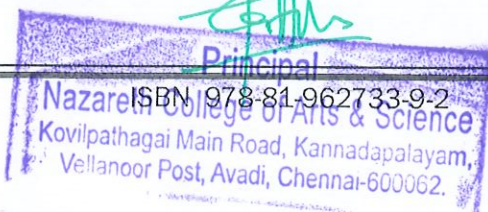
The answer to Thiruvallur District's small-scale industry concerns can only be realized if both leaders and citizens work together. The government must take the lead in extending reforms to the educational and industrial sectors, particularly in terms of policy formulation and implementation, port reforms, transportation sector reforms, revamping infrastructural facilities, value re-orientation. The Small Scale Industries will undoubtedly be a valuable tool for the Thiruvallur District Economy's rapid industrialization. Accordingly, this study suggests that the government move swiftly to give aspiring business owners access to financing and crucial knowledge about business opportunities, contemporary technology, raw materials, markets, and equipment so they can lower operating costs and become more effective to compete in the market. Governments, NGOs, and other stakeholders will be able to design targeted policies and programs that will actively stimulate innovation with the help of policymakers who have an understanding of the factors preventing the growth and survival of Small Scale Industries in Thiruvallur District. Policymakers will also be able to support, encourage, and promote Small Scale Industries for the reduction of poverty in Thiruvallur District.

CONCLUSION

Unfortunately, Small Scale Industries have not played the substantial role that they are supposed to play in the economic growth and development of the Thiruvallur District. According to the study's findings, Small Scale Industries in Thiruvallur District have a long way to go before they can be productive enough and play the crucial role that is anticipated of them in terms of contributing to the growth and development of the Thiruvallur District economy. The challenges and problems of Small Scale Industries in Thiruvallur District are hydra-headed and can thus only be effectively addressed by a multi-dimensional and coordinated approach by all stakeholders, including the government and other agencies.

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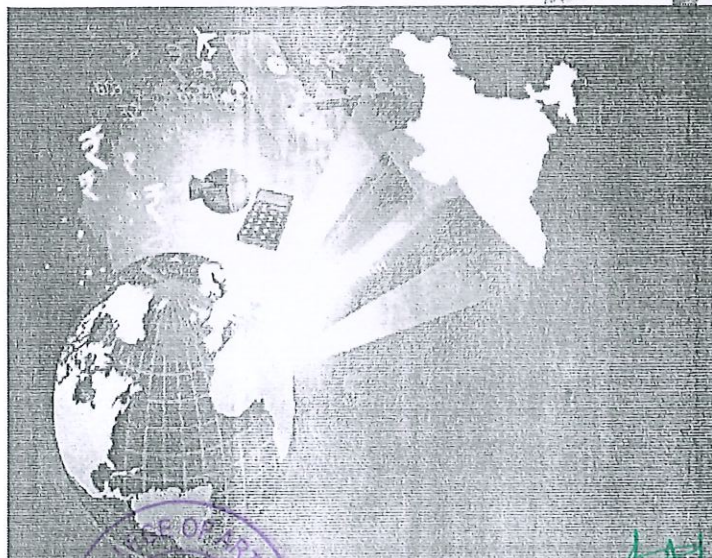
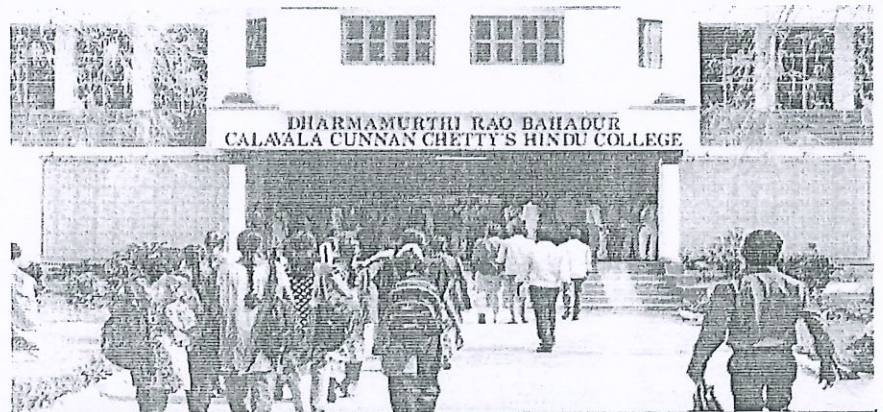
ECONOMIC RENAISSANCE : INDIA'S GROWTH OUTLOOK AND ITS IMPLICATIONS

EDITORS

Dr.S.VEERAMANI

Dr.N.MUTHU

Date: 29.09.2023



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18. A STUDY ON IMPACT OF DIGITAL PAYMENTS ON INDIAN ECONOMY

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ABSTRACT

Government officials and various people have made numerous attempts in the past few years to implement a system of payments without cash in India's economy. As part of this plan, the Indian government initiated the "Digital India" campaign and urged its citizens to use methods of e-payment. This was accomplished in two ways: first, by establishing more user-friendly platforms for mobile payments like e-wallets and Unified Interface Payments; second, by offering discounts and cash backs to encourage the use of digital methods of payment. The country now uses much less cash as the outcome of the actions executed by both government and private sectors. Many academics and researchers have noted that the majority of developed nations conduct their business online. This is primarily because of the network's speed and dependability. This paper tries to investigate how digital payments have affected the Indian economy. Debit and credit card transactions as well as the more recent UPI transactions have been taken into consideration for study. When using a debit or credit card, debit card transactions have a bigger effect on the nation's GDP.

KEYWORDS

Digital Payments, GDP, Economic growth, Electronic transfer

INTRODUCTION

Technology and innovation are the driving forces behind global business. Innovation is frequently changing where trade functions and how it is eliminated. The way payment systems are seen has also altered as a result of advancements. The most recent technological advancements have changed conventional based on money systems of payment into electronic forms of payment that are far more

successful and practical. Digital payment advantages like usability, comfort, safety, and rapidity make payments less costly than those made using conventional approaches. India is only one country where electronic payments are regarded as an especially popular payments option. Since 2014, online transactions have become increasingly common in India thanks to the nation's "Digital India" project, the growth of the world of technology, the popularity of portable devices, and technological acceptance.

OBJECTIVES OF THE STUDY

1. To study the usage of digital payment methods in India.
2. To know about the impact of digital payments on the growth of the Indian economy.
3. To study about the people who are switch to use the digital payment are now.

REVIEW OF LITERATURE

1. Ankita Sangahvi (2020), Going Cashless: A Study on Impact of Digital Payments on the Economy of India, the main purpose of this research is to identify the impact of such payments on the growth of the Indian economy. It strives to identify a relation between these two factors by using the most common and the most recent method of electronic payment, i.e. card transactions and UPI. The study employed the multiple regression analysis in order to identify a relationship between digital payments and economic growth. The study reveals that among the three independent variables, debit card transactions have indicated a p-value of 0.00 indicating a significant impact on the GDP of the country.

2. Arpita Pandey and Mr. Arjun Singh Rathore (2018), Impact and Importance of Digital Payment in India This research paper focuses on the impact and importance of digital payment in India. The researcher explains the

article in theoretical way that are as follows In digital payment, banking sector plays a major role by providing digital instruments like debit cards, mobile banking, mobile wallets etc. A major obstacle for the adoption of this digital payment system in India is slow internet connectivity and the additional charges over the digital transactions.

Research Methodology

The study is purely based on the secondary data that is RBI Information, Research papers, Newsletters, online publications.

Conceptual framework

In the context of consumption, India's electronic payment systems experienced a CAGR of 58.9% in 2019 and a CAGR of 28.4% in terms of value. In the worldwide payments economy, the pace of growth in India is likewise thought to be fairly outstanding (NITI Aayog 2018).

After India's initial surprising decision to implement demonetization, the excitement of electronic payments increased. Although cash may have appeared to be the favoured means of payment at the time, consumers have started to accept digital transactions as the preferable option because they save so much time and bother. Nowadays, it is uncommon to experience delays at banks for withdrawing cash or to transmit or retrieve money.

Monitoring how Indians' digital shopping habits have changed over the preceding two years has also been enlightening. A growing proportion of Indians feel more at ease using their debit, credit, and prepaid Master card cards for online purchasing than for monetary payments at a commercial store, as evidenced by the fact that 35% of all Mastercard card spending currently goes towards buying things online. The development of e-commerce huge companies like Flipkart and Amazon, taxicab services like Ola and Uber, and food delivery companies like Swiggy and Zomato, which promote digital payments and move users away from COD payments, may also be accountable for this change in consumer behaviour.

Comparing electronic transactions to monetary ones provides various benefits. Robberies and many other crimes are prevented by cashless transactions. Similar to wallets, smartphones are typically locked, thus losing one doesn't cause as much damage as losing a wallet. An effective payment system can promote the effectiveness of the financial system as an entire, enhance consumer trust, and facilitate business in both commodities and services. The movement of funds among the transaction parties is made difficult by unreliable and insecure payment mechanisms. Digital payments, on the other hand, guarantee that

the transaction goes off without any issues and at a price that is affordable. Researchers found that businesspeople who accept cashless payments experience higher productivity, better revenue, and lower operating costs.

DIGITAL PAYMENTS IN INDIA

Government of India is committed to expand digital transactions in the Indian economy, and thereby enhance the quality and strength of the financial sector, as well as ease of living for citizens. Digital payment transactions have significantly increased as a result of coordinated efforts of the Government as a whole, along with all stake holders concerned, from 2,071 crore transactions in FY 2017-18 to 8,840 Crore transactions in FY 2021-22 (Source: RBI, NPCI and banks).

During last five years, various easy and convenient modes of digital payments, including Bharat Interface for Money- Unified Payments Interface (BHIM-UPI), Immediate Payment Service (IMPS), and National Electronic Toll Collection (NETC) have registered substantial growth and have transformed digital payment ecosystem by increasing person-to-person (P2P) as well as person-to-merchant (P2M) payments. BHIM UPI has emerged as the preferred payment mode of the citizens and has recorded 803.6 Crore digital payment transactions with the value of 12.98 lakh crore in January 2023.

The total number of digital payment transactions undertaken during the last five financial years and the current financial year are as under: Digital payment modes considered are BHIM-UPI, IMPS, NACH, AePS, NETC, debit cards, credit cards, NEFT, RTGS, PPI and others.

Financial Year	Total number of digital transactions (in crore) #
2017-18	2,071
2018-19	3,134
2019-20	4,572
2020-21	5,554
2021-22	8,840
2022-23	9,192*

The benefits of using digital payments are as follows:

1. Instant and convenient mode of payment:

Unlike cash, money can be instantaneously transferred to the beneficiary account using digital modes like BHIM-UPI and IMPS. Moreover, using the BHIM-UPI mode, one can effect a digital transaction via mobile phone using mobile number or easy-to-remember virtual payment address (email-like address).

BHIM-UPI has enabled access to multiple Bank accounts in a single mobile app, facilitating ease of payments.

2. Enhanced financial inclusion:

Digital payments offer anytime, anywhere access to accounts, thus making it easy for citizens to receive payments in their accounts and to also make payments using their phone. People who may have been deterred by the time, and travelling cost involved in physically accessing a bank outlet for transactions can now conveniently access the bank account digitally and get various benefits of being part of the formal banking system and becoming financially included. Recently launched UPI 123PAY enables feature phone users to make digital transactions through UPI in assisted voice mode, facilitating digital transactions and financial inclusion in rural areas.

3. Increased transparency in government system:

Earlier cash payments were subject to leakage (payments that do not reach the recipient in full) and ghost (fake) recipients, particularly in the context of social security benefits by government transfers. Now, benefits are directly transferred to target beneficiary (direct benefit transfer) account through digital modes of payments.

4. Improved speed and timely delivery:

In contrast to a cash payment that travels at the speed of its carrier, digital payments can be virtually instantaneous, regardless of whether the sender and receiver are in the same town, district or country.

5. National Electronic Toll Collection (NETC) system:

NETC system enables the customer to make electronic payments at NETC-enabled toll plazas on the highway without stopping at the toll, using Radio Frequency Identification technology.

6. Bharat Bill Payment System:

Bharat Bill Payment System (BBPS) provides an interoperable and easily accessible bill payment service to consumers via multiple channels like Internet banking, mobile banking, mobile apps, BHIM-UPI etc. Citizens can make easy bill payments anytime, anywhere through BBPS.

7. Enhanced Credit Access:

Unlike cash payments, digital payments automatically establish a user's financial footprint, thereby increasing access to formal financial services, including credit. Banks and other lending institutions can utilise digital transaction histories to take cash flow-based lending decisions for both retail lending and lending to businesses, including small businesses who may face difficulty in getting credit in the absence of verifiable cash flows.

8. Safe and secure:

Recipients of cash payments not only often have to travel considerable distances to receive their payments but are also particularly vulnerable to theft. Digital payments across India are secure as multiple levels of authentication are required for making transactions.

EFFECTS ON BANKS

The Reserve Bank of India (RBI) reports that in the month of September 2018, there were 990 million and 44 million credit and debit card in use, accordingly, demonstrating a preference for cashless transactions. Master card has made significant investments to reinforce and broaden the framework of electronic payments.

The informal sector was also significantly impacted by digital payments. Every transaction is accountable with digital payments. As every detail is constantly documented, it is possible to always check transactions and keep track of them. It might be difficult to hold anybody accountable for any excess costs associated with payments in cash. For instance, when the government mandated the use of digital smart cards for pension payments to replace the current manual system.

For instance, a 47% drop in corruption and bribery was reported after the government implemented digital smart cards required for pension payments in order to replace the method of physical money transfers in remote regions. The digital records make it easier to identify malicious behaviour, including fraud, than from other sources. Online payments are also quick and easy for individuals who find it difficult to spend cash, carry it anywhere, or if there aren't any functional ATMs.

CONCLUSION

The implementation and development of better cyber security regulations is necessary to address the issues of cybercrimes and cyber security. The use of the newest technology for globalization and modernization of our nation, which promotes expansion, supports India in every field by ensuring security and safety in relation to cash and by modernizing society. Shopping on the internet is being used for even the smallest transactions. In addition to making transfers more convenient and reducing the need to carry actual cash, this keeps track of such charges. Previous studies have shown that digital payments not only improve an economy's efficiency but also people's confidence. Therefore, it is determined that digital payments do have an effect on a nation's economic growth.


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EXPLORING THE UNEXPLORED

Literature in Today's Context

Editors

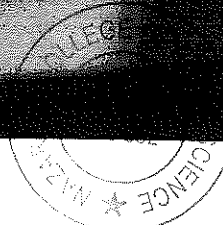
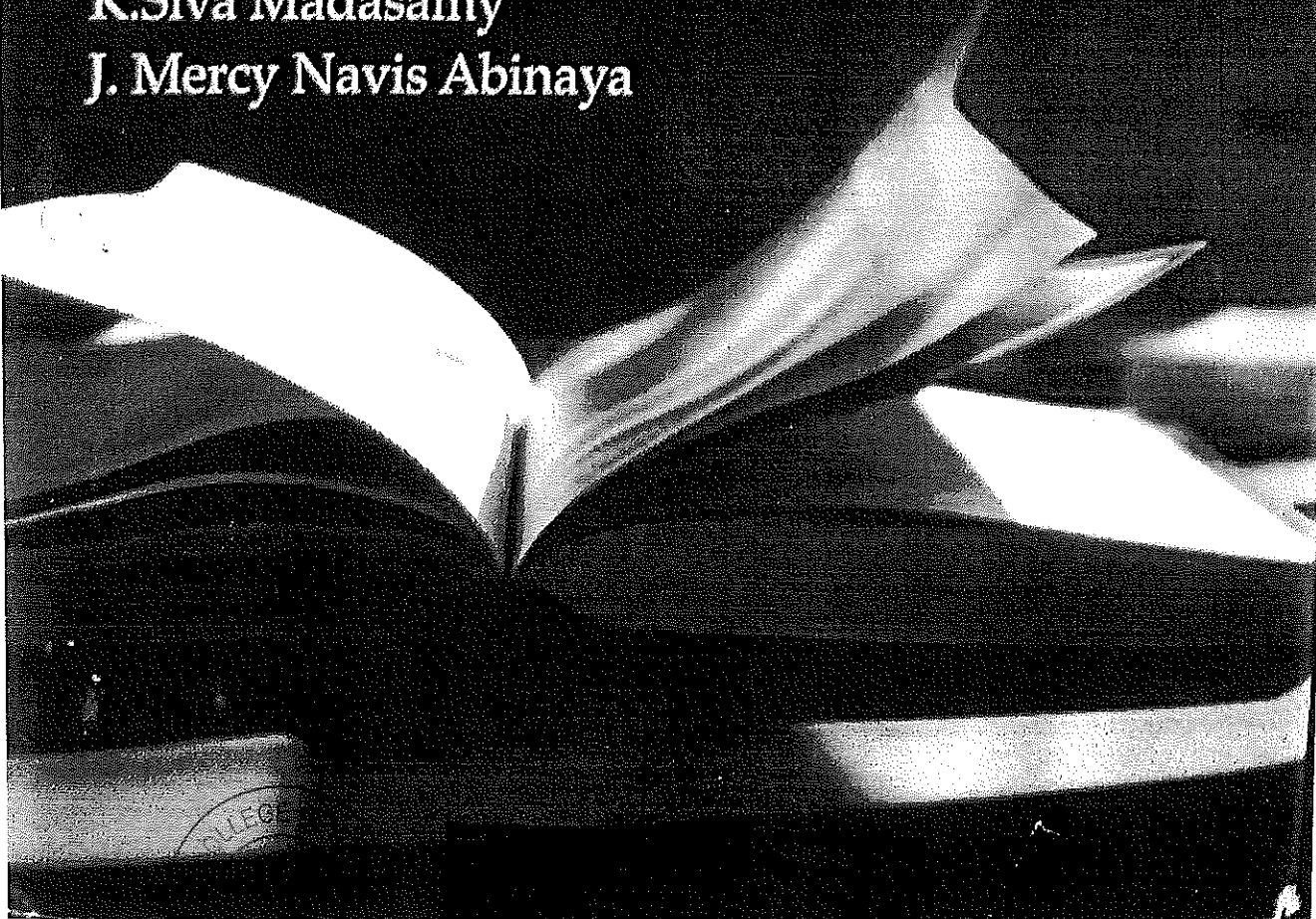
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This is to certify that Ms. Gayathri M., Assistant Professor, Department of English, Saravali College of Arts and Science, Avadi, Chennai, Tamilnadu, published research paper titled Colonial Tyranny vs. Oral Traditions: A Comprehensive Study of Ngũgĩ wa Thiong'o's *Devil on the Cross* in "Exploring the Unexplored: Literature in Today's Context", Pacific Books International, ISBN: 978-93-9-169-70-1, AUG 2023.

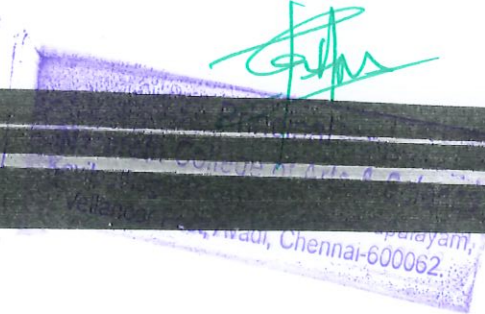


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Colonial Tyranny vs. Oral Traditions: A Comprehensive Study of Ngugiwa Thiong'o's *Devil on the Cross*

Dr. M. Vinoth Kumar¹

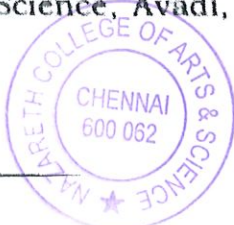
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ABSTRACT

Ngugiwa Thiong'o's *Devil on the Cross*, a significant work of African literature, explores the complex layers of colonial tyranny and the battle for independence. The ideas, narrative structure, and cultural ramifications of the novel are all thoroughly examined in this research article. The novel's socio-political setting, the character development, and the portrayal of colonialism's extensive effects form the basis of this paper. In addition, the paper explores how indigenous African languages and oral traditions contribute to the preservation of cultural legacy and resistance to colonial intrusion. This study intends to give light on colonialism's lasting

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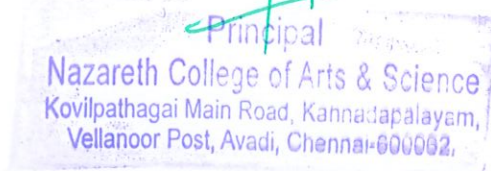
legacy in Africa and its resonance in the modern world by critically analyzing *Devil on the Cross*.

Keywords: Colonial Tyranny, Battle for Independence, Preservation of Cultural Legacy, Oral Traditions, and Resistance to Colonial Intrusion.

Ngugiwa Thiong'o is a well-known Kenyan author, academician, and social activist. He is a well-known personality in African literature and a key advocate for the decolonization of African literature and education. Thiong'o's early writings were written in English, but later he underwent a profound change and decided to write largely in his native Gikuyu language as a form of protest against colonial linguistic and cultural oppression.

The 1980 novel *Devil on the Cross* was written by Ngugiwa Thiong'o during a time of intense political unrest in Kenya and other African nations. The novel, originally in the Gikuyu language and considered a classic of postcolonial literature, acts as a strong indictment of neocolonialism, socioeconomic inequity, and the fight for identity and independence in Africa. The novel offers a potent critique of capitalism. It relates the terrible tale of Wariinga, a young woman who relocates from a small hamlet in rural Kenya to the nation's capital, Nairobi, only to be taken advantage of by both her boss and a dishonest merchant later on. As she battles to survive, Wariinga starts to understand that her issues are merely signs of a broader social ill and that most of her country's tragedy is due to Western, capitalist influences. *Devil on the Cross*, an ardent call for a Kenya free of dictatorship and for African writers to write in their own regional dialects, significantly impacted Africa and post-colonial African literature.

Kenya's history of colonial tyranny was a substantial and pervasive element that had a lasting effect on the nation's politics, society, and culture. Economic



exploitation was the fundamental reason for British colonialism in Kenya. To enrich the metropolis, the British colonial government tried to harvest natural resources and take advantage of the inexpensive labor available among the African populace. The local communities were poorer and less powerful as a result of this economic abuse.

The deliberate eviction of native Kenyan populations from their land was one of colonialism's most terrible consequences. Traditional landowners were disaffected by British policy, which sparked widespread land grabs and the construction of settler farms. In modern Kenya, the loss of land contributed to socioeconomic inequities and is still a source of tension and conflict.

...the violent overthrow of an existing political or social system. Revolutions are among the most unusual and dramatic of all 20 Ufahamu forms of social change, for they may bring about, often in a fairly short time, a radical reconstruction of the society. (10)

The book uses a distinct narrative format that combines aspects of theatrical performance, metaphor, and customary oral storytelling. This section will look at how these devices enhance the impact of the book and operate as effective tools for illuminating difficult ideas and holding the reader's attention. It has garnered a lot of praise and sparked debate on several different fronts. This section will give a general overview of how the book has been received, including any acclaim for its cultural significance and literary influence as well as any criticisms or debates about its subjects and style.

Thiong'o has been successful in reaching the Kenyan peasants and workers, the group he considers obligated to mobilize for revolutionary action, by utilizing elements of the Gikuyu oral tradition. It is tempting to claim that though Thiong'o writes in the local language to reach



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all Kenyans who are dispossessed, that 80% of the people living below the bread-line standard, in actuality, he can only communicate with Kenyans who speak Gikuyu, one of the forty different languages spoken in Kenya. According to this line of reasoning, only Gikuyu speakers or Kenyans who have learned the language can hear Thiong'o's message in that tongue.


a very visible minority of Kenyans had become wealthy, and a much larger minority had become prosperous but, as a rule, Fonner freedom fighters were conspicuously absent from their ranks. It follows, therefore, that many of those who had fought the hardest for Uhuru had benefitted least from it. ... In short, there was a glaring disparity in the distribution of the fruits of Uhuru. (7)

By implementing both a technical and linguistic revolution in *Devil on the Cross*, he hopes to educate Kenya's peasants and workers about the necessity of a revolutionary transformation in their nation, which, after gaining political independence, has become increasingly authoritarian.

Colonial rulers frequently suppressed native traditions, dialects, and customs to impose their culture and ideals on the indigenous people of Kenya. The goal of this cultural repression was to subdue the people so that they would be more obedient to British control and less prone to resist colonial authority.

The narration of *Devil on the Cross* is done by a variation of a glissandi player, which accentuates its strong oral component. He dares any other vocalist to know as many verses as he does because of his knowledge and mastery of the material he relates. Further, depending on the raconteur's skill, his presentation may last the entirety of the day for the benefit of an audience whose interest in the subject would typically keep them



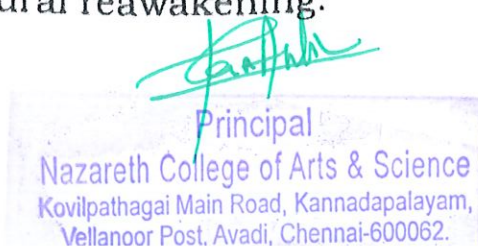
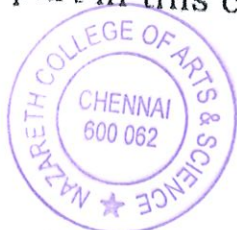

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seated while listening to a narrative they may have heard before but would like to hear repeatedly.

The author believes that using this storytelling method will guarantee that his audience's attention is retained and sustained throughout. By using this storytelling method, he seems to be trying to keep his audience's interest throughout the entire piece. He is adamant about getting people's attention partly because he wants to emphasize that the Kenyan middle-class elite engage in widespread exploitation and should be denounced by the Kenyan masses who are the victims of an unjust socio-political system. Through both their outward look and their public utterances, the middle-class elites in the novel are made to arouse the anger of ordinary people. He goes,

had a belly that protruded so far that it would have touched the ground had it not been supported by the braces that held up his trousers. It seemed as if his belly had absorbed all his limbs and all the organs of his body. Gitutu had no neck-at least, his neck was not visible. His arms and legs were short stumps. His head had shrunk to the size of a fist. (99)

Kenya's society and politics are still influenced by the effects of colonial subjugation. Following independence, the nation had to deal with the institutional inequalities and entrenched socio-economic inequalities brought about by colonial authority. The distribution of income, access to healthcare and education, and land ownership patterns are all clearly affected by colonization. However, Kenyans have fought to restore their African identity, language, and cultural legacy in the face of colonial persecution. By encouraging the use of regional languages and fighting for a decolonized educational system, writers, artists, and academics like Ngugi wa Thiong'o have played a significant part in this cultural reawakening.



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That She!

Ms.K.Lavanya

That she! A positive vibrant, who always cares for the people around her. Never thinks about her self-happiness. We have heard from many sayings that one who sacrifices for the other get happiness naturally. But this doesn't happen in her life so far. In return of her sacrifices', she got only disappointments.

I, when filled with stress, or burdened with commitments, all those are rectified and cured only by that she, the soul of mine. To tell an interesting act of her, she never wants me to share her grief. She just keeps blabbering her unfulfilled desires, but never wants me to know about it and she never expects me to make her get rid of it.

We love each other, mostly we fail in expressing it. So far when I am in a confused state to select what is needed for me, she helps me to choose between choices. To me she never used any hurting words, she has a habit of advising more and more, which sometimes makes other feel bored. Sometimes repetition of good words seems too bad for us. But it never seemed to bore me. She waited for me when she left alone. My presence made her always happy. I never noticed her telling a lie on any occasions. She always disliked it. I always forget to make her a call in my busy schedule, but she never forgets to. Her remembrances never change.

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She has a habit of collecting informative news and keeps sharing it with me and my brother all time. She tolerated whatever harsh words we used to her. She never showed disgust in return, for everything she gave is only love, her only love. I remember once she told me, "I pray God not to give you this or that, but to give you what suits you and what is good for you", those words made me to understand how much she thinks and cares for me.

She is a symbol of calm. Whenever I become anger, that moment she comes to my mind. Her face, that charming face wakes me up, and at last it reduces my anger. It takes me back to a normal state. She keeps advising me a lot. I have never told her how much I love her, but she understands it without words. That is, she. As she understands my untold words, I couldn't understand hers.

We get tired to do works repeatedly, but she never gets tired to work. She never asks me to help her, but now, I think she might have expected me to share her works. From time to time, I feel lost in her absence. I wish to take her for a long drive in my scooter, for which I haven't planned yet. She loves preparing sweets, I remember once she prepared Mysore Pak, with gram



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5.5.5

flour, sugar and ghee, which tasted delicious. The taste is still felt in my tongue. During festivals she prepares variety of sweets and shares with the neighbours. She never gets tired in preparing pastries. My foot always ran to her to fulfil the desires. I needed her the most! My life again and again began to blossom, with new fragrance! I overcome my pains at her sight. Wow! What a round beautiful face she has! A homely look! All colour costumes suit her, dark or light! My admiration of her beauty will be retained forever. I am a lover for her simplicity.

That she! Is whom I address as "Amma" (my mother), stood as a backbone of mine in all situations, to share my happiness, grief, love, surprises, disgust, pride, awe etc...The depth of the love on her was realized only when I became a mother like her. She was the only person stood beside me in all circumstances. Her support for me had no end. That first look at my little princess, an unforgettable day of mine, that cute little face looked alike her. My Cutie looked more of my mother than me. She cared her as she cared me, when I was born. It seemed I was born again to her. I keep calling my child, twin of my mother. Because she always resembles her forehead, eyes, nose, lips, the look and so on. She left so happy whenever my little cutie called her 'kulala'.

The soul which took care of me every minute during my childing was she. She looks young even after boring grandchildren. My friends always told me we look alike, as sisters. During my schooling, she never expected me to score first mark, she just expected me to score good marks. When I was in my 10th grade, she feared, What mark will I score in Tamil? Because I always misspelt Tamil words in writing and reading. But I made her happy by scoring ninety percent in it. During my 12th grade, I had revisions at my school as well as at my tuition centre. But my percentage could reach her expectation.

There is a moment which made her to feel so proud of me. Yes! That was my bachelor degree graduation. I was a university rank holder. My parents don't hold a degree, but they were called on the stage to hold mine. Among all the University rank holders, I stood proudly with my parents for a picture. Even now, whenever I look into those pictures, it really makes me feel glad. My Hardwork, My Success, My aim together made them happy. Her Marriage was an obstacle for her studies, she couldn't achieve, what she aimed for at her age of 21. She has completed tailoring in ITL. Without support and encouragement, her talent was not shown to others. At her age of 45, she became an entrepreneur. Started her tailoring career, which lasted for few years. She doesn't talk much. But her business gave her a good exposure. She shared words with many. She experienced different situations those days. Whenever I returned home from my master studies, she used to be busy with her work in her own space (her shop). As soon as we meet, we exchange stories for that day. There are many such incidents to share.




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intelligent in your childhood". I felt joyous with these words. As I lay on my bed many times, I wondered about her way of showering love and her care which needs no alterations.

That she! the soothing love of mine, drives away my loneliness. Her (*her love*) is an unconditional one, which never changes by time. Without her I am worthless, never minding it sometimes I take her for granted. Her strength protects me all time, her power nourishes me and her ability stands as a positive image in my mind which makes me heal. She pampered me as well as made me learn moral values. How she would have nurtured me? How she would have fed me? How she would have played with me? I imagined, imagined myself. I got the answers when I saw her nurturing, feeding and playing with my little one.

I have read 'Mothers are emotional backbones', yes, its true! My her understands all my feelings, never hurts me or beats me; she had something magical. My mother - Motivator, Open-hearted, Trustworthy, Hard-working, Efficient and Responsive. I feel fortunate to have her in my life. She is the only person who doesn't show any personal greed on me.

"Youth fades; love droops; the leaves of friendship fall; A mother's secret hope outlives them all" these words of Oliver Wendell Holmes, I understand better for the first time. Sometimes I feel as I am nested in her arms, shutting my eyes and searching strength in her warmth, that's only for her love forever.



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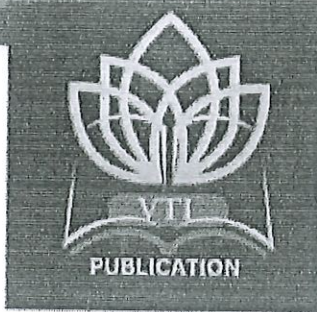
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"I am Sorry", I was to tell her many times. But I never said so. My mind knows, she never expects me to tell it, so simply I rejected it. Whenever someone asks her, "How is your daughter?... What is she doing?", she proudly tells them about my teaching profession. When I was a student of my childhood, she used to tell me. "You always acted sharp and




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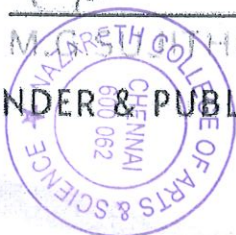
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About the Book:

"Best Bee: A Heartwarming Anthology" is a collection of touching stories that celebrate the profound impact of genuine friendship. Authors from diverse backgrounds share narratives about true friends who have been invaluable assets in their lives, much like diligent bees in a hive. From childhood confidantes to guiding mentors, the book explores the multifaceted dimensions of these enduring bonds. Readers are invited to explore shared laughter, tears, triumphs, and challenges that create unbreakable connections. "Best Bee" is an inspirational reflection on the true nature of friendship, prompting readers to appreciate those who enrich their lives with love, loyalty, and unwavering support. This anthology resonates with universal themes of camaraderie, emphasizing that, like the industrious bee in a garden, a true friend profoundly enriches and nurtures life's journey.

About the Editor:



Ms. M.G. Sujithra is the Founder and Managing Director VTI Publication and Vibrant Training Institute, a leading communication and Soft Skills Training Institute. With over 15 years of experience as a professor and a wealth of knowledge, she established her Publication and Training Institute to help people from all walks of life to enhance their personalities. She is an international certified TEFL/TESOL trainer from APTTI, Canada, and a certified Career counselor and Life coach. She is a certified and experienced soft skill trainer, also served as Head, Department of English in a reputed college in Chennai. She is an excellent motivational speaker who loves to be with students and impart knowledge with value-added hints for life skills. she holds India Book of Record, Guinness Record and received Best Teacher Award from International Lions Club.



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SHADES OF LIFE

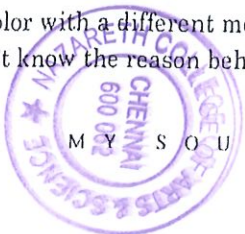
C. RAJKUMARI

C Rajkumari (Hilal) has done her Masters and MPhil in English Literature from Chennai and currently is working as an Assistant Professor, Department of English, Nazareth College of Arts & Science. Her love for writing started with poems when she won first prize for her poem during her undergraduate studies. 'Love me once more' is her debut novel with Emerald publisher in her writing career. She loves spending time with books and is presently working on poetry collections.



Every one of us would have encountered the loss of loved ones in our life. It would have shattered us, molded us or maybe ruined our life in some way. But do we forget them? My grandmother, "the person under whom we three siblings grew up, as mom went to work. She used to feed us, bathe us and tell stories to entertain us. Wherever she went, she took me and whatever was bought to us, she made it clear that mine was mine.

Once she bought wheeling cars for us, my brother and sister's were same but mine was different in model & feature. The small baby chairs violet and red color with same features for my brother and sister; mine was a blue color with a different model. It was always different or unique for me, I don't know the reason behind it maybe I didn't ask her also. But



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it was I who has got lot of beatings from her too, they say I was a naughty person in the childhood 'I don't know'.

She became an integral part of my life. The one person who would be waiting for me near the CRPF gate, to pick me up after school, I used to walk to school as soon as I see her, a smile erupts on my face and that was happiness. Though I had not much conversation, it was she whom I depended and trusted. When I was in my 5th standard, she underwent a bypass surgery and was hospitalized. That was the first long separation between us and it became forever, she didn't come back home after that. Her loss was my loss of myself.

I lost my one and only companion with whom I shared my life, beside whom I slept, whose hand I held wherever I went. That was my first breakdown. After that I knew I had to be alone, I have to sleep alone and nobody is going to feed me anymore. The life went on to teach me the lessons of independence and maturity.

My dad was a defence person and he used to visit us twice in a year for twenty or thirty days of break from his battalion duty. Dad's arrival means 'Kashmir apples, cashews and walnuts in wooden boxes'. My master was the apple of his eye and I literally don't remember a single conversation between us. I don't know whether I was silent or he wanted to be silent. He was a responsible person who fulfilled our desires and took us out during vacations. I just remember two incidents with him. One, in my 6th standard my SUPW teacher gave a project of making a study lamp during summer vacation. I told this to my father and he built a lamp out of wood, a beautiful study lamp with white velvet as its covering cloth.

Second, basically I am a silent girl and did well in my studies except Hindi. I always have this 'badi eki, choti eki matra' problems while writing Hindi and I didn't know to read properly. I failed in my first unit test and parent's signature was needed on my test papers. My mom was a strict person and she always expected good marks but I failed and I didn't know how to show her. At that time my father was the in-charge of poultry farm in the camp which was on the way to my school. So I decided to get his sign because he normally didn't take much interest in my studies so after the school, I went to the farm and showed him the paper. He took the paper, signed it and gave it back to me without any words.

As an obedient child I cycled back to home. Till now my mom doesn't know about this 'badi'. When I was in 2nd standard my dad was diagnosed with TB and was hospitalized. Mom used to get up early, cook and clean the house and went to take care of my dad. We kids stayed alone in the home. At that time, I didn't understand my mom's difficulty. A woman in her mid twenties, with three kids, all alone took care of the family with an ailing husband.

Normally mom used to come at night from the hospital. One day she came home and started crying and all our neighbors gathered in our house. As kids we didn't know what was happening and when I understood that my father has left us all alone and gone forever, I don't know why I didn't cry during my grandmother and father's funeral. I was hurt but I didn't know how to vent it out. My second loss.

Krishna, a chubby and handsome boy, who was Mohan's brother. Mohan Anna was the friend of Ramya and Sudha and were my neighbors. I got introduced to Krishna through them. The first meeting of us has a long lasting effect still now. Let me tell about the very first Krishna we didn't had much conversations but he knew I liked him. It was during the vacations, he got my number from Mohan Anna and started texting me. We knew each other but didn't talk much in public. During our chatting, he proposed me and I didn't know how to accept though I had feelings for him. I didn't reply and said I need time but our conversations continued. One day by mistake Ramya took my phone and saw our messages, I told what was happening and she immediately reported to Mohan Anna. In turn he called me and enquired.

The call was on conference and I didn't know how to react on opposite side Mohan was scolding Krishna for the problems. After few minutes Krishna came on call and declared 'Let's break up'. I was shocked and I didn't know what happened between him & Mohan Anna. I still remember the way I broke and cried. Ramya immediately came to my house and tried to console me. After all the consolation he messaged me stating that "wait for me, after one year, we can decide about our future". Unfortunately my message browser pack expired and was not able to reply. Even I didn't recharge. I was hurt & I wanted him to realize it.



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It was August 15, 2014 Sudha was working in a bank and she took me for the Independence Day celebration. After the celebration, Mohan Anna called me and asked did Krishna call me. I said we are not in touch after the problem. Then I came to know that, he has left his wallet, Mobile everything in home and went out without informing anyone. We didn't take it seriously; we thought maybe he has gone to his friend's home. But the time was passing without any information from his side and it worried us. The family members lodged a complaint and there was a search for him. August 16, is Mohan Anna's birthday and in the evening, I got a call from Sudha stating come home. My stomach churned as I felt something has happened. As I entered I saw Ramya crying and the news hit my ears "Krishna is no more", my second break down. I didn't know what possessed me like a mad girl I ran home crying and mom was stunned by my weird behavior.

My mom immediately called Sudha and told her to come home. Till then Sudha came to know about my relationship with Krishna and was trying to console me. How can I be pacified when my world has crashed and I didn't know how to handle it? I went on mute, stopped talking to everyone and restricted my space. For six years, I lived a life of solitude concentrating on my career and books. When we break, our dreams also shatter and it's difficult to rebuild the self. I was sane but without emotions. I knew life has to move and I cannot die 'I am not coward to commit suicide'. Now I am married and I have a baby at least to fulfill my mom's wish. But I still love Krishna and the place cannot be replaced by anyone.





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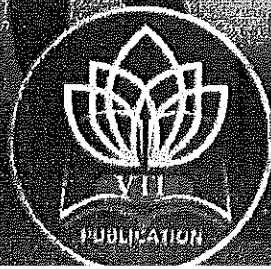



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My Best Bee



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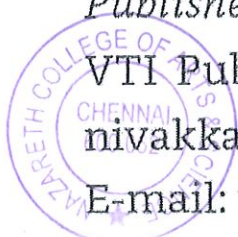
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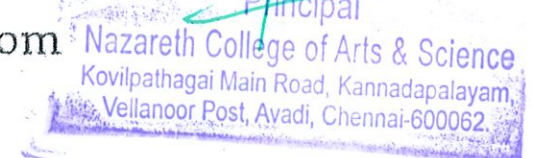
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S. Jagadesh Kumar



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SARAH AND EMMA

BHAVANI SINDHUJA S. R.



I'm

Bhavani Sindhuja S R, an Assistant Professor at Nazareth College of Arts and Science.

Born in Tirunelveli and raised in patriotic Avadi, Chennai. I'm passionate about literature, art, and nature. I find solace in books, transform canvases with art, nurture gardens, and cherish the outdoors. Amidst a busy career and the joy of motherhood to my one-year-old son, I relish life's multifaceted journey.

BEST BEE

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In a small, picturesque town nestled between rolling hills and a tranquil river, there were two best friends named Sarah and Emma. They had been inseparable since childhood, sharing their dreams, secrets, and countless adventures.

Their friendship was like a beautiful flower that bloomed in the garden of life, filling the air with its sweet fragrance.

Sarah was known for her radiant smile and her unwavering optimism. She had a heart as big as the sky, always ready to help anyone in need. Emma, on the other hand, was the quiet and thoughtful one. She possessed a wisdom beyond her years and was a pillar of strength for Sarah.

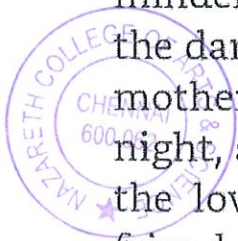
As the years passed, the friends faced their fair share of trials and tribulations. Life was a roller-coaster, and they held on tightly to each other, navigating every twist and turn together. They celebrated each other's victories and offered a shoulder to cry on during the darkest of times.

One summer afternoon, Sarah received devastating news. Her mother had been diagnosed with a terminal illness. Sarah's world crumbled around her, and she felt like she was drowning in sorrow. Emma, seeing her friend in pain, didn't hesitate for a moment. She became Sarah's rock, providing unwavering support and comforting words.

Days turned into weeks, and Emma spent countless hours by Sarah's side, helping with household chores and providing a listening ear. When Sarah's mother's condition worsened, Emma was there to hold her hand and offer solace. She never left Sarah's side, even when it seemed that hope was fading.

One rainy evening, as Sarah sat by her mother's bedside, Emma whispered, "We've been through so much together, and we'll get through this too, no matter what happens. You're not alone in this, Sarah."

Those words were a lifeline for Sarah, a reminder that friendship was a beacon of light in the darkest of storms. As the days passed, Sarah's mother's condition deteriorated, and one fateful night, she peacefully passed away, surrounded by the love of her family and Sarah's unwavering friend.



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Grief enveloped Sarah like a suffocating fog, and she couldn't find her way out of the darkness. Emma, with tears in her eyes, gently guided her through the mourning process. She encouraged Sarah to remember the beautiful moments she had shared with her mother and find strength in their cherished memories.

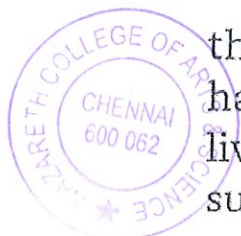
In the months that followed, Sarah leaned on Emma for support, and their bond grew stronger. They realized that true friendship wasn't just about sharing joy; it was also about shouldering sorrow. Emma's presence was a balm for Sarah's wounded heart, and Sarah's gratitude knew no bounds.

One sunny morning, Sarah woke up with a renewed sense of purpose. She wanted to honor her mother's memory by spreading love and kindness to those in need, just as her mother had done throughout her life. Inspired by Emma's unwavering support, Sarah and Emma embarked on a mission to make a positive difference in their community.

They started by volunteering at a local shelter, helping homeless individuals get back on their feet. Their compassion was infectious, and soon, more people joined their cause. Together, they initiated various charity projects, organizing food drives, clothing donations, and even providing scholarships to underprivileged children.

Their efforts touched the lives of many, and their friendship became a symbol of hope and resilience in the town. Sarah and Emma's story served as a reminder that friendship had the power to heal, inspire, and change the world.

Years passed, and Sarah and Emma continued their mission, never forgetting the lessons they had learned during the darkest chapter of their lives. They knew that true friendship was a treasure beyond measure, a bond that could weather any storm and shine brightly in the sunniest of days.



Sarah
Principal
Nazareth College of Arts & Science
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Vellanchery, Avadi, Chennai-600062.

In that small town, their story of friendship was passed down through generations, a testament to the enduring power of love and companionship. And as they grew old together, Sarah and Emma found solace in the knowledge that their friendship had made the world a better place, one act of kindness at a time

MY BEST BEE-3

Adline Jereena Mary

BEST BEE-4

M. Mariam Hazina

MY BEST BEE: A GUIDING FRIEND THAT BECAME MY GREATEST ASSET

V. Madhumidha

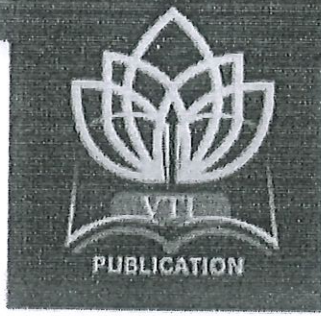
SISTERLY LOVE: A TALE OF UNBREAKABLE BONDS, MISSTEPS, AND ENDURING AFFECTION

K. Pavithra

PARENTS: A COMBINATION OF BOTH

A. Monika





CERTIFICATE

OF BOOK PUBLICATION

This is to certify that

MATHIVADHANI P

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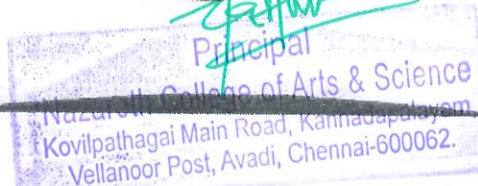
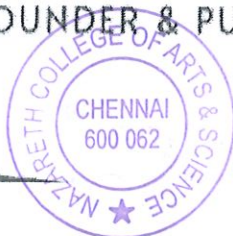
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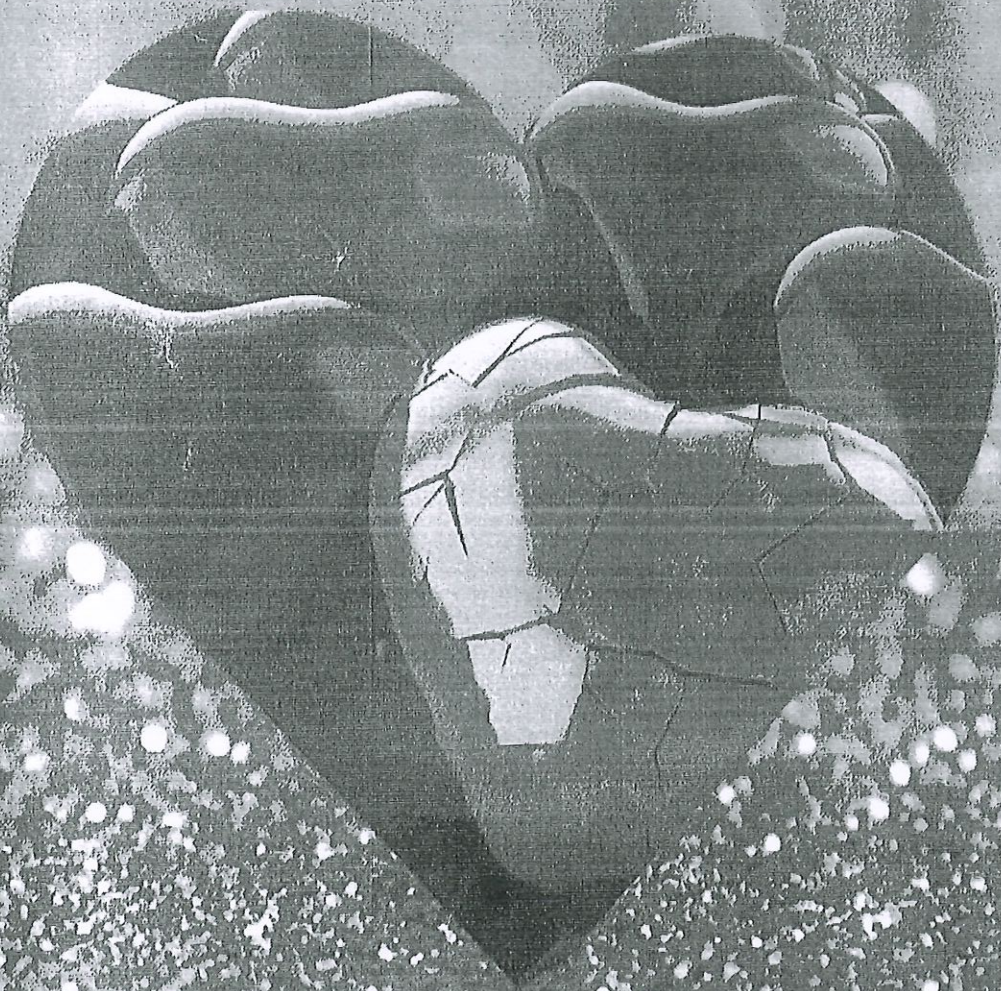


P. Pradeep Kumar
P.PRADEEP KUMAR
CO-PUBLISHER



LOVE TANGLE

(The Twist in life)



EDITOR

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LOVE TANGLE 1

P. MATHIVADHANI

P. Mathivadhani has done her Masters and M.Phil in English Literature from Chennai and currently working as an Assistant Professor in a college. Her love for writing started with short stories she won first Prize for fiction during literary association of her Masters. She loves to read and listen new thing. She is a soft skill trainer and a counsellor.



Indeed. Everything about him that happened in my life before I got married. We had mutual acquaintances tell us about him. My curiosity led me to meet him, but he had already spotted me talking to my pals in the bus bay. A week later, on April 17, 2012, the day has arrived to visit my handsome. He has provided support for what I expected. Since I was in my teens, I have only liked to give the tall, fit boy a second glance; sure, he is exactly what I expected.

What's your height? was the first thing I asked him.

He was about 183 centimeters.

Yes, it's ridiculous to question him in this way; maybe I'm just really eager.

He is constantly on the phone, which is a problem that naturally arises for a team leader in sales.

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LOVE TANGLE

I'm a graduate student pursuing a B.Ed. at a reputable women's assisted institution. I always wanted to strike a discussion because I'm young and full of energy, and it worked out nicely. I pretend to be friends with him, but my true affection is for him. After a year, I realized he would be my man of everything.

I was thinking about telling him how much I loved him and making plans for the day.

It was a late night, (1:00 am) of August 23rd 2012. So when my rang, I was afraid. It's my personal number. and even though I was about to push the answer button, the call was cut off. My hands are shaking to answer it.

I summoned the will and fortitude to pick up the phone once more. A male voice addressed the other friend, I heard. Yes, Senthil had an accident that happened really shortly. His health is critically ill. I cried that night, feeling like the most powerless person alive. I wanted to visit the hospital, but I was unable to. God only knows how excruciating that is; I had a hard time getting by that evening.

I must have called his number ten or twenty times, but no one picked up.

The following day, I received a call from his number while I was in class, so I hurried to answer it. Yes, he did talk to me.

Mathi, don't worry about me; I'm fine.

How are you? Yes, he answered. "I know you had an accident," I continued.

How could you talk on the phone? I heard a female voice from his side saying, your doctor has advised you to rest. Eight stitches are in your chin and ten in your head. I felt numbness the instant when I heard those words. Gathering his strength, he said, "Mathi, I'm fine."

It's been almost 52 days.

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LOVE TANGLE



I haven't said anything since we met in the juice shop. I was just incredibly happy. He questioned, "How could you still admire me like this? Have I lost that clear face and handsome physical appearance?" I replied that I could see a powerful man who had defeated death in front of me.

He mentioned that my uncle's daughter's wedding has been planned by my parents. I could probably get married shortly. Spend less time looking for someone to love. Put your studies first. I nodded, then walked out of the room. I spent a lot of nights crying since I had plans to see my pals during the day.

I've faced breaking up with him without asking him out. I called him and told him I had applied to the PG program at UNOM. As he hung up the phone, he wished you luck on your studies and said he was in a meeting.

I find it too difficult to acknowledge that he is not mine. I was accepted to Madras University and successfully finished my master's degree in arts. Later, I completed my M.Phil. program with a stronger academic focus.

Got married in July 2016 and began living a peaceful life.

He does not belong to my faith or division. He loves me, which is why I married him. It is a love marriage, indeed. It was a lavish wedding, as Indian parents do to maintain their prestige, because his proposal was so sincere, which is why I said yes. He truly cares for me. We chatted and enjoyed each other's company on this new journey. Two children are a blessing for us.

I still wonder how I could fall in love with him. Thus soon.

Yes, he was acting as life's motivator. He helped me forget the teenage heartbreak. In all he does, he bestows loyalty and true love. He takes maternal care of my children.

I'm grateful to god for being his Wife.

Indeed, love can occur twice!

I got a call on September 30, 2015, from Seril's number, informing me that he had picked someone for me to all in love with.

I thought, like. Well, wait close to the Bharathiyar statue y Marina Beach. It's been a year since I last saw him. He hasn't married, so I continued to talk to him.

Where was the statue in the marina. I asked my classmates? My university roommates questioned me if there was a statue.

I chose to walk by the pavement to get to the Bharathiyar statue from the university. He came and sat next to me after I found and sat next to the statue. I took my bag and stayed out of our way. He asked, "Why did you do that?"

I responded, asking what people might think of me if they saw me sitting next to you.

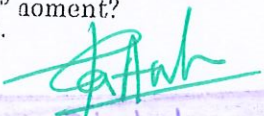
Thus, kindly keep your distance. He was silent for sixty minutes. I went to sleep because of that silence. I caught him talking. I told my parents about my love for her, and they accepted my request to marry. Everybody is eager to meet her. Is it okay if I get married? In that case, let's get together this Sunday. It dawned on me that it had been a dream.

Senthil Have you asked me any questions?

Sure, mathi! Would you be open to marrying me?

Senthil I apologize; I'm not sure how to respond to this. I burst into tears. The instant I was waiting for him to say this is now gone. I battled to get by each day for two years without his memories.

Could you please give me a little time to just feel this moment?


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He waved and dropped me in my place and greeted my parents. My parents who were fond of him as like me. I was still in disbelief.

My mind started to work and began to ask me questions about the issues I would face in the future.

After Senthil waited five months, I completed my coursework. He didn't ask me anything regarding his proposal during these six months. Together, we founded an institute in Ambattur. My business was doing well for me.

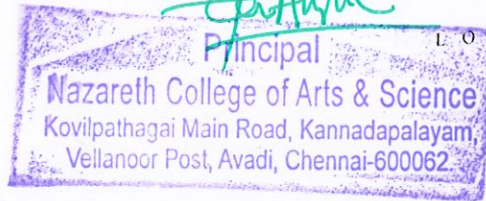
I never wanted to weep or get bogged down in my mistakes. In order to do well in my studies and business, I only paid attention to my academics. Ultimately, I've learned that we need to face our challenges head-on rather than offering excuses. I started providing for my family earlier than they had anticipated. It was all because of that evening when I first began to wonder how I could have loved someone so deeply who doesn't sense in the beginning.

On March 11, 2016, I called him and gave him a bracelet as a birthday present for March 17, the day he is turning 30 years young. I made the decision to accept him for who he is. I asked him because I was having trouble putting my sandal buckle on after I left the store. Could you help to sandal buckle for a little while? He said, "Okay, if not, shall I do it for you?" right away. It was how I admired him. If you could wear buckle sandals for the rest of my life; will you? Yes, he replied. I kissed him right away and said, "Marry me."

He looked startling. He's seven years my senior. He remarks on how people think and is constantly conscious of his surroundings. Mathi, quit acting so illogical! I was so depressed that he brought me to a fabric store, showed me a saree, and said, "Your parents have bought you everything you have needed up to this point. From now on, I will be the one to fulfill all of your life's desires." My loyalty to you will be both verbal and physical.

On July 10, 2016, we tied the knot.

e. Aside from leaning on his shoulder since 2016, I all in love with him twice.
Mathivadhani Senthil Kumar is my name.



...the path of growth, resilience, and self-discovery. Readers will be captivated by the authenticity of the text, finding inspiration in the author's words and love for complex ideas. This book is a testament to the profound impact of love on the human experience.

About the Author



Ms. M.O. Sujithra is the Founder and Managing Director, VTI Publications and Vibrant Training Institute, a leading communication and Soft Skills Training Institute. With over 15 years of experience as a professor and a wealth of knowledge, she established her Publication and Training institute to help people from all walks of life to enhance their personalities. She is an international certified TEFL/TESOL trainer from APTTI, Canada, and a certified Career counselor and Life coach. She is a certified and experienced soft skill trainer also served as Head, Department of English in a reputed college in Chennai. She is an excellent motivational speaker who loves to be with students and share knowledge with value-added hints for life skills, she holds India Book of Record Guinness Record and received Best Teacher Award from International Club.

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M.G.SUJITHRA

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BREAKING BARRIERS: MY PATH TO TRIUMPH AND SELF-EXPLORATION

P. ROGINI

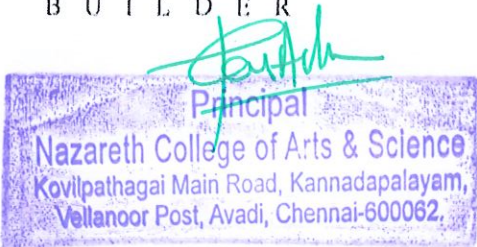
I am Rogini, from Chennai. I am working as an Assistant Professor in the Department of English. My unwavering dedication lies in nurturing knowledge and fostering critical thinking. Possessing an M.Phil degree, I have five years of teaching experience and an ardent enthusiasm for challenging established ideas. My extensive background in academia positions me as a valuable contributor to the topic at hand, 'The Hard Nut Shell,' which I delve into within this article. Beyond my scholarly pursuits, I derive personal enjoyment from revisiting my diary entries as a cherished hobby.



Embracing a life to the fullest is a universally significant concern. Challenges and obstacles are an inherent part of our journey, often resembling impenetrable shells that assess our resilience and determination. In this article, I'll narrate my personal journey, illuminating how I encountered, tackled, and triumphed over these



M Y SOUL BUILDER



About the Book

"The Hard Nut Shell," celebrating the triumph of the human spirit over adversity. The authors courageously shared their personal narratives of overcoming life's toughest challenges—be it in career, relationships, or health. This mosaic of resilience offers diverse stories inspiring hope and showcasing that with perseverance, courage, and tenacity, one can emerge victorious. "The Hard Nut Shell" is a transformative exploration, thanking authors for their authenticity and readers for being part of this journey. May this book be a source of strength, reminding us that resilience and an unwavering spirit can crack even the toughest nuts wide open.

**About the Editor:**

Ms. M.G. Sujithra is the Founder and Managing Director VTI Publication and Vibrant Training Institute, a leading communication and Soft Skills Training Institute. With over 15 years of experience as a professor and a wealth of knowledge, she established her Publication and Training institute to help people from all walks of life to enhance their personalities. She is an international certified TEFL/TESOL trainer from APTTI, Canada, and a certified Career counselor and Life coach. She is a certified and experienced soft skill trainer, also served as Head, Department of English in a reputed college in Chennai. She is an excellent motivational speaker who loves to be with students and impart knowledge with value-added hints for life skills. she holds India Book of Record, Guinness Record and received Best Teacher Award from International Lions Club.



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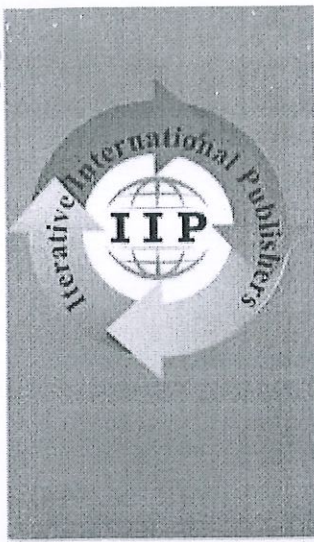
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WORK PRODUCTIVITY AND EFFICIENCY IN FEMALE EMPLOYEES

Abstract

This in-depth study explores the complex dynamics of female employees' productivity and efficiency in modern companies. This study examines the several variables that affect how well women succeed in professional contexts while acknowledging the importance of gender equality and inclusive practices. The study examines the results of specialised training courses, adaptable work schedules, and inclusive leadership development programmes. It also investigates the relationship between women's general job performance and their physical and emotional health. This study uses a comprehensive approach to provide unique insights on approaches and interventions that help maximise the effectiveness and productivity of female workers, resulting in a more balanced and productive workforce. The findings offer practical suggestions for businesses attempting to foster an environment that is encouraging and empowering for all employees.

Keywords: Female Employee, Productivity, Efficiency, Gender Equality

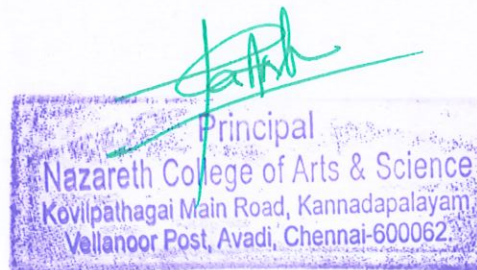
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I. INTRODUCTION

Efficiency and productivity among women employees are important aspects of workforce management and gender equality in the workplace. Over time, there has been a tremendous evolution in the position of women in the workforce. In the modern workforce, women make up a sizeable and essential portion, offering their talents, skills, and knowledge to a variety of fields and occupations. The productivity and effectiveness of women employees must be evaluated fairly and objectively, rather than through the lens of gender stereotypes, as the workplace continues to diversity. This article examines the elements that affect the effectiveness and output of female employees, underlining the need to acknowledge their advantages and disadvantages while fostering an office culture that embraces inclusivity and gender equality.

II. THE EFFICIENCY OF WOMEN WORKER

The effectiveness of women workers is a significant issue in the workforce, and it is important to understand that an employee's effectiveness is decided more by their talents, qualifications, work ethic, and opportunities offered to them than by their gender. However, it is crucial to dispel myths and assumptions about women in the workforce that could unfairly affect how effectively they are seen.

1. **Equal Competence:** Various studies have demonstrated that women are equally proficient and effective in a variety of disciplines as their male counterparts. Efficiency is a function of a person's abilities, experience, and commitment to their task; it is not innately related to gender.
2. **Multitasking Skills:** Women are frequently commended for their multitasking skills. They are adept at handling several jobs at once. This is beneficial in a variety of employment areas. This ability can lead to greater productivity in a variety of professional environments.
3. **Communication Skills:** Women are frequently praised for having excellent communication skills, which can make teamwork and collaboration more effective. Achieving organizational objectives and resolving conflicts depend on effective communication.
4. **Adaptability:** In the face of evolving workplaces and technologies, women have exhibited exceptional adaptability. The capacity to swiftly learn and apply new skills can result in greater efficiency.

III. GENDER INEQUALITY IN WORKSPACE

Women workers all over the world are impacted by the enduring and prevalent problem of gender inequality in the workplace. Women still face several obstacles and inequities in the workplace, despite major advancements made in the direction of gender equality in recent years. This article clarifies the numerous aspects of gender inequality that women experience in the workplace and emphasizes the necessity of resolving these problems to foster a more equitable work environment.

IV. WORK-LIFE BALANCE OF WOMEN EMPLOYEES

The term "work-life balance" refers to the harmony between a person's personal and professional lives. For working women, maintaining a healthy work-life balance is extremely important, especially in the current climate when both the family and the job have created many difficulties and hurdles for women. When a person encounters expectations that are incompatible with their family and job responsibilities, it becomes more challenging for them to fulfil both tasks. The interaction between work and life is strained by this imbalance. Many family-friendly businesses recognize the importance of work-life balance, which includes attracting and keeping talented employees, lowering employee stress, increasing job satisfaction, lowering absenteeism, providing health benefits, and improving overall life balance such as flexible working hours, which can help to improve work-life balance.

V. GENDER BIAS AND STEREOTYPES

According to gender stereotypes, women are less agentic (self-assured and driven to succeed) and more communal (selfless and concerned with others) than males. These beliefs were hypothesized to result from perceivers' observations of men and women in various social roles, including (a) the likelihood that women will hold positions of lower status and authority and (b) the likelihood that women will stay at home and not work for pay

The "glass ceiling," which represents the imperceptible barriers that prevent women from reaching the highest levels of leadership, is a common lens through which gender bias and stereotypes in the workplace are perceived. A more complex viewpoint, however, contends that there are numerous glass walls, floors, and ceilings rather than just one single one.

1. **The Glass Wall of Role Expectations:** Society frequently establishes gender-specific duties and standards. Men are expected to perform well in leadership or technical areas, whereas women are occasionally restricted to positions that are seen as nurturing, such as HR or administrative responsibilities. The invisible barriers that are created by these gendered role expectations can be just as restrictive as the glass ceiling.
2. **The Glass Floor of Risk Aversion:** Due to cultural preconceptions that portray women as being risk-averse, they may be discreetly dissuaded from taking risks in their jobs. This may cause women to shy away from chances for advancement and innovation, keeping them below the glass ceiling.
3. **The Stained-Glass Ceiling of Inter Sectionality:** Gender bias does not affect all women equally, as inter sectionality acknowledges. Women of colour, lesbians, bisexuals, and transgender (LGBT) women, as well as women with disabilities, may experience not only a glass ceiling but also a stained-glass ceiling, where various biases cross and compound, making the journey up the ladder much more difficult.
4. **The Frosted Glass Ceiling of Likeability:** According to research, aggressive behaviour is frequently rewarded in men but punished in women who are thought to be more endearing and likeable. Because of this, women face a frosted glass ceiling and must successfully negotiate complicated social dynamics.



5. **Dispelling the Illusion:** The first step in removing these barriers is to acknowledge the complex nature of gender bias and stereotypes. Companies can promote an inclusive culture by recognising and resolving these more subdued biases and stereotypes at all levels.
6. **Initiatives towards inclusivity in "Breaking the Glass"** It takes more than simply one obstacle to crack the glass. To overcome the numerous invisible barriers, robust inclusiveness programmes that empower women are needed. This may involve mentorship initiatives,

VI. TRAINING AND SKILL DEVELOPMENT

1. **Discovering Hidden Talents:** Women's specific training programmes are like treasure hunts for hidden talent. Organisations can uncover hidden talents and competencies that might otherwise go undiscovered by recognising and addressing the specific skills gaps and professional development needs of women employees.
2. **Developing Adaptability:** In the quickly changing workplace of today, flexibility is a desirable trait. Women can be given the tools and mindset they need to embrace change and remain relevant in their careers through upskilling and reskilling programmes. As a result of women being more able to quickly adapt to new problems and technology, efficiency has grown.
3. **Increasing Work-Life Integration:** Training programmes may provide tips for successfully juggling work and personal obligations. Women are better able to manage their obligations outside of work because of this empowerment.
4. **Diversity in Leadership:** Women's presence in leadership positions frequently lags, but focused training can fill the gap. Women's leadership development programmes not only prepare people for leadership positions but also emphasise the importance of a variety of leadership philosophies. Decision-making that is more effective and workplace environments that are better can result from diversity.
5. **Developing Adaptability:** In the quickly changing workplace of today, flexibility is a desirable trait. Women can be given the tools and mindset they need to embrace change and remain relevant in their careers through upskilling and reskilling programmes. As a result of women being more able to quickly adapt to new problems and technology, efficiency has grown.

VII. HEALTH AND WELL-BEING

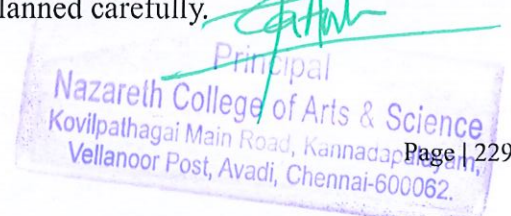
1. **The Well-Being Symphony:** Imagine a company where each employee is a different instrument in a symphony. The underlying rhythm that establishes the tone for the entire ensemble is formed by women's physical and emotional well-being. Performance soars when this rhythm is harmonious, whereas production suffers when it is discordant.
2. A woman's physical health is the bass line, offering steadiness and vigour, in the resonance that results from her overall well-being. Wellness initiatives that focus on diet, exercise, and preventive care are extremely popular. Organisations strengthen the base

upon which high performance is built by making investments in the physical well-being of women.

3. **Mindset as the Melody:** The symphony of the workplace is played by the melody of mental wellness. Creativity, concentration, and resilience flourish when women's mental health is supported. Initiatives for workplace wellness that promote mindfulness, stress reduction, and access to mental health resources
4. **The Symphony of Balance:** Both within and outside the workplace, women frequently juggle many jobs. Wellness initiatives that promote work-life harmony act as a conductor's baton for women, helping them to reach equilibrium. This harmony fosters a sense of fulfilment and satisfaction in addition to fuelling their performance.
5. **The Crescendo of Supportive Culture:** An environment where women feel respected and supported is created in a workplace that prioritises well-being. This welcoming environment inspires women to bring their whole selves to work, like a motivating chorus. When workers feel appreciated, they respond with more commitment and output.
6. **Understanding Individual Needs:** Wellness programmes need to be flexible and customizable because every woman is different. adjusting programmes to meet various physical and mental health needs is similar to tuning instruments; it makes sure that every lady can perform to the best of her ability.
7. **Balancing professional development and well-being:** Neither should be sacrificed for the other. Organisations can promote a culture in which wellbeing and skill development are prioritised as complementary rather than as rival goals. Women can succeed in both their personal and professional lives because to this combination.
8. **Strengthening Resilience and Coping Skills:** Wellness programmes ought to give women the skills they need to overcome obstacles and disappointments. A safety net of resilience training, coping mechanisms, and counselling services enables women to recover from setbacks and keep up their best work.
9. **Measuring the Overture:** Just as a conductor evaluates a performance's speed and dynamics, businesses must examine the effectiveness of their wellness initiatives. Employee satisfaction, turnover, and absenteeism metrics are used to gauge the effectiveness of the programme.
10. **The Encore of Empowerment:** Women who work in environments committed to their well-being perform not just within the company but also become supporters of both their own and their coworkers' health. A permanent legacy of a positive workplace culture is produced by this empowerment.

VIII. WORKPLACE FLEXIBILITY

The virtuoso notes in the symphony of modern employment are flexible work arrangements. They are essential for meeting the various needs of female workers while maintaining and even increasing productivity when planned carefully.



1. **Working Part-Time: A Harmony of Balance:** Women who work part-time can balance their personal and professional obligations without having to give up their career goals. This arrangement enables women to pursue a rewarding job while upholding their obligations to their families or personal lives. Organisations can encourage employee gratitude and loyalty by providing part-time choices, which boosts productivity while employees are at work.
2. **Job Sharing: A Collaboration Duet:** Job sharing promotes innovation and teamwork. Women who work together as a team can make use of one other's abilities, take on a wider variety of duties, and This structure can be advantageous because it allows for concentrated moments of productivity while possibly providing longer periods of free time.
3. **The Progression of Empowerment:** Flexible work schedules enable women to take charge of their time, fostering a sense of autonomy and responsibility for their work. Increased motivation and a stronger dedication to accomplishing their professional goals can result from this empowerment.
4. **Commute Stress Reduction: A Calming Interlude:** Offering flexible work schedules might lessen the strain and time commitment of commuting. For women, this translates into more time for personal activities, family time, or self-care, eventually promoting a healthy work-life balance and improving general well-being.
5. **Recruiting and Retention's Ripple Effect:** Organisations are more likely to support flexible work arrangements to entice and keep talented females. A positive feedback loop of successful recruiting and retention is produced by the company's reputation for offering work-life balance efforts.
6. **There Is Performance in the Performance:** Numerous studies have demonstrated that employees who have access to flexible work options frequently report higher levels of motivation and satisfaction. Employee satisfaction has been shown to increase productivity and job engagement. As a result, businesses that adopt flexible work arrangements frequently see an increase in overall productivity.
7. **The Precision of the Conductor:** Flexible work arrangements must be implemented successfully, which necessitates thorough planning, transparent communication, and a supportive organisational culture. Managers take on the role as conductors, making sure that the arrangement satisfies everyone's requirements as well as the organization's overall objectives.

IX. EQUAL PAY AND COMPENSATION

Equal pay and equitable compensation for women workers must be achieved for reasons of basic justice as well as to help create a flourishing, diverse workforce. It represents a dedication to honouring and respecting women's achievements on par with those of men. Equitable remuneration helps women to achieve their professional objectives free from the burden of financial inequity, beyond redressing historical injustices. It cultivates a work atmosphere where all employees, regardless of gender, are motivated, engaged, and committed to the overall success of the organisation by sending a loud message of respect

and equality. Equal pay is a fundamental concept of justice, and organisations that prioritise it build a more prosperous, peaceful, and progressive workplace.

X. CHILD CARE SUPPORT

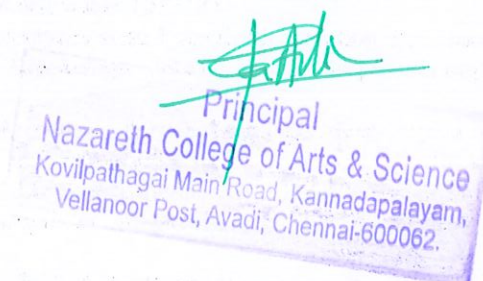
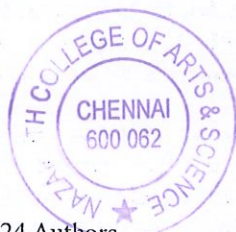
Support for childcare for female employees is an essential component of gender equality at work, not only an employee benefit. Organisations assist women to pursue their careers while carrying out their responsibilities as carers by providing dependable and affordable childcare options. This assistance not only makes it easier for people to juggle work and family obligations, but it also improves female employees' job satisfaction and retention. It's an investment that benefits both individual workers and a more inclusive and varied workforce, which ultimately boosts productivity and innovation inside the company.

XI. CONCLUSION

In conclusion, any forward-thinking organisation must recognise and improve the productivity and efficiency of its female employees because it is a strategic requirement, not just a question of equity. Businesses may unleash a wealth of untapped potential by addressing the difficulties and opportunities that women encounter in the workplace. These measures, which vary from individualised training plans to adaptable work schedules, from inclusive leadership programmes to all-encompassing wellness assistance, together create a road map for success. The entire organisation benefits from increased innovation, diversified viewpoints, and increased production when women succeed in their roles. Investing in the effectiveness and productivity of women employees is not just a moral requirement as we continue to move towards workplace equality, but it is also a certain strategy to lead organisations into a future of constant innovation and progress.

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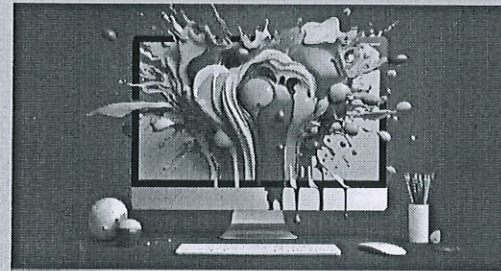
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