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A Practical Study on The Relationship Between working Capital and Profitability of Apple Inc.

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Contents

AN EMPIRICAL STUDY ON CYBERSTALKING - AWARENESS AND OPINION OF INTERNET USERS

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ABSTRACT

The usage of internet and social media networking sites not only helping in learning new things and conveying the ideas and opinions of the population about various aspects but the same over usage of these internet and social media networking sites and Apps are creating problems for the users. In the present generation due to the accessibility of mobiles, from small kids to an old man everybody became addicted to internet and social media networking sites. Due to this the personalized and confidential information of users is becoming public which are bringing problems to the users in the forms of hacking, virus dissemination, phishing etc... The cyberstalking is also one among the cyber crimes. It is entirely a typical behaviour that uses technology to harass others in a variety of ways. It is a way of using the internet and other electronic means to mentally harass or stalk or warn an individual, group of people or an organization.

Day by day the cases reported under cyberstalking have been increasing and according to the cyber crime police, 80% of the cyberstalking offenders are known to the victim and they harass the people for taking revenge. Due to this it is considered as a critical issue which harms the individual, company, Government as well. Therefore the present study has taken to through light on the awareness levels and perception and opinion of users of internet and communication technology about cyberstalking and their suggestions to safeguard themselves as well other users from cyberstalking.

Key words: *Cyberstalking, Purpose for usage of internet, Awareness level, preventions to protect from cyberstalking.*

Introduction :

The "Cyber stalking" is defined as a criminal act where the stalkers use internet facility or any other electronic device to stalk people. This involves harassing or threatening an individual continuously. Stalking can be done in various ways like following a person till his home or where he does his/her business, damaging a person's property, leaving messages on phone or on paper or objects, or making harassing phone calls [1].

Cyber stalking can take many forms, including:

1.   Mental harassment, creating an embarrassing situation and humiliation of the victim.

2.   Withdrawing money from bank accounts or making financial fraud with which the victim's credit score gets affected.

3.   Harassing the victim's family, friends and employers to isolate the victim.

4.   Playing some tactics to threaten the victim.

The following are the punishments for cyberstalking under the Indian Penal code and IT act 2008 [2]:

Indian penal code has formulated various sections to punish the offender for cyberstalking and online harassment. They are:

•   Section 354 D of the Indian Penal Code which was added by the Criminal Law (Amendment) Act 2013 specifically proscribes the act of stalking as Whoever follows a person and contacts, or attempts to contact such person to foster personal interaction repeatedly, despite a clear indication of disinterest by such person, or whoever, monitors the use by a person of the Internet, email or any other form of electronic communication, or watches or spies on a person in a manner that results in a fear of violence or serious alarm or distress in the mind of such person, or interferes with the mental peace of such person, commits the offence of stalking.

•   Section 354A of IPC punishes the offence of sexual harassment with 3 years of imprisonment and/or fine (not specified in the act).

•   Section 354C criminalizes the offence of Voyeurism, The offence gets the punishment of 3 years of imprisonment for the first conviction and 7 years of imprisonment on second conviction along with fine (not specified in the act).

•   Section 503 punishes criminal intimidation as threats made to any person with injury to her reputation, either in order to cause alarm to her, or to make her change her course of action regarding anything she would otherwise do/not do. The offences under Sec. 499 and S. 503 are punishable with imprisonment which may extend to two years, and/or fine (not specified in the act).

•   Section 509 of IPC comes to your rescue if any person who utters any word or makes any sound or gesture, intending that such word, sound or gesture be heard or seen by a woman and insult her modesty, shall be punished with one-year imprisonment and/or fine (not specified in the act).

•   Section 507 punishes criminal intimidation by an anonymous

communication with a term which may extend to two years of imprisonment. Vengeful posting of images or videos of rape victims is punishable with imprisonment which may extend to two years and fine under section 228a of IPC[3].

The Information Technology Act, 2008:

The IT Act of 2008 does not directly deal with the offence of stalking.

- Section 72 of the Act is used to deal with the offence of stalking which reads as follows: Any person who, in pursuant of any of the powers conferred under this Act, rules or regulations made thereunder, has

- secured access to any electronic record, book, register, correspondence, information, document or other material

- without the consent of the person concerned

- discloses such electronic record, book, register, correspondence, information, document or other material to any other person shall be punished with imprisonment for a term which may extend to two years, or with fine which may extend to one lakh rupees, or with both.

- Section 67 prohibits and punishes with imprisonment extending up to three years and fine for the first conviction and to five years and fine upon second conviction, the publication, transmission and causing of transmission of obscene content.

- Section 67A has culled out a special category called material containing a 'sexually explicit act'. The publication, transmission or causing of transmission of such material is punishable with imprisonment extending up to five years and fine for first conviction and to seven years and fine upon second conviction.

- Section 66A of IT Act, 2008 provides:

Any person who sends, by means of a computer resource or a communication device

(a) any information that is grossly offensive or has menacing character; or

(b) any information which he knows to be false, but for the purpose of causing annoyance, inconvenience, danger, obstruction, insult, injury, enmity, hatred or ill will, persistently by making use of such computer resource or a communication device,

(c) any electronic mail/ message for the purpose of causing annoyance or inconvenience or to deceive or to mislead the addressee or recipient about the origin of such messages, shall be punishable with imprisonment for a term which may extend to three years and with fine.

This section was struck down in Shreya Singhal v. Union of India in 2015 as it disproportionately invaded the right of free speech and was so wide that any opinion on any subject would come under its ambit [4].

Review of Literature:

- Ms. Heena keswani(2017): in the article " Cyber stalking - a Critical study", the author has studied the differences between physical and cyberstalking, the legislative provisions mentioned in the Information Technology Act, 2000 and Indian Penal Code, 1860 as well he pointed out the limitations of these provision and laws. The author focused on cyberstalking and its link with Indian Constitution [5].

- Halder Debarati (2015): the author in his article, "Cyber Stalking Victimization of Women", Evaluating the Effectiveness of Current Laws in India from Restorative Justice and Therapeutic, in Jurisprudential Perspectives," has thrown light on how women are becoming victims through cyberstalking and harassment and how these cases are handled using restorative justice (RJ) and therapeutic jurisprudence (TJ). He found that, India had earlier taken up therapeutic punishment policy to enforce rights of the accused. But the modern principles of TJ have still not been considered in the RJ background in cyber stalking cases. So, in this article the author examined whether RJ and TJ principles can replace retributive principles for cyber stalking victimisation. It also examines the Indian cyber stalking law from RJ and TJ perspectives to assess its effectiveness for victims[6].

- Dr. Sapna Sukrut Deo (2013): in the article titiled "Cyberstalking and online Harrasment: A New Challenge for Law Enforcement" identified that in the year 2013, the Internet World State Reported, 137,000,000 people used internet and 56,698,300 people used Facebook in India. Due to this there arises a concern for safety of internet. She pointed out that because of increased use of internet the number of online harassments and cyberstalking cases has increased. The paper covered various law related remedies for cyberstalking and online harassment and the challenges and also discussed about the enforcement problems these laws [7].

Need for the study :

Due to heavy dependence and usage of internet and social networks by majority of the population the privacy of the users is being affected in the form of cyberstalking and online harassment. Some people are using the personalized information of the users are troubling them to take revenge or

blackmailing or threatening the public for the sake of money. This is causing a kind of psychological threat in the minds of the victims and leading for suicides and mental disorder especially it is affecting youngsters. These days the number of cases on   cyberstaling has been increasing rapidly which not a right sign for the development of the society as majority targeted people are college students. Therefore, it is found that there is a need to find out the awareness levels of youngsters on cyberstaling and what measures they will take to protect their personal details and safeguard them from this online harassment.

Objectives:

• To study the perception of internet users about cyberstalking.

• To examine the awareness level of cyber stalking among respondents.

• To find out the opinion of respondens to safeguard themselves as well other users from cyberstalking.

Research Methodology :

By administering a structured questionnaire to 100 respondents of Hyderabad city the primary data has been collected. And convenience sampling technique has been applied for selecting sample. The online journal and articles have been used for collecting secondary data. The primary data has been analysed using simple percentages and Chi - Square test.

Data analysis :

Table 1: Demographic Profile of the Respondents

Age	No. of respondents	Percentages
Below 20	18	18
20-25	22	22
26-29	40	40
30 & ABOVE	20	20
Total	**100**	**100**
Gender	**No.of repondents**	**Percentages**
Male	27	27
Female	73	73
Total	**100**	**100**

Educational qualification	No.of respondents	Percentages
High school	5	5
Intermediate	20	20
Graduate	16	16
Post Graduate	53	53
Any other	6	6
Total	100	100
Income	**No. of resspondents**	**Percentages**
No income	10	10
Below Rs. 10000	16	16
Rs. 10001- Rs. 20000	54	54
Rs.20001- Rs.30000	15	15
Rs. 30000 & Above	5	5
Total	**100**	**100**

Source: Primary data

It's observed that, 40% of the respondents belong to the age group of 26 yrs - 29 yrs, 18% of the respondents are below 20years of age. And 73% of the respondents are female and 27% of respondents are male. Of the 100 respondents, 53% of the them are post graduates, 20% are intermediate,16% are graduates, 6% are high school and 5% of the respondents belong to other category like Ph.D. and professional courses . Out of 100 respondents, 54% of the respondents have monthly income under Rs.10001- Rs.20000, 16% of respondents are having income below Rs.10000 and 10% of the respondents don't earn income but they get pocket money.

Table 2: Awareness of Internet

Yes	97	97%
No	3	3%
Total	**100**	**100%**

Source: Primary data

Table 3: Activity of users on internet

Activity	No. of respondents	Percentages
Search for information	29	29
Play online games	30	30
Online shopping	14	14
Chatting	12	12
Emails and official work	24	24
Total	**100**	**100**

Source: Primary data

29% of respondents are use internet for searching information,30% use for online games,14% do online shopping and 24% use internet for official work.

Table 4: Time spend by users on internet

Time	No. of respondents	Percentages
0-5 hours	31	31
More than 5 hours	69	69
Total	100	100

Source: Primary data

Table 5: Awareness of cyberstalking among respondents

Response	No. of respondents	Percentages
Yes	65	65
No	5	5
No idea	30	30
Total	100	100

Source: Primary data

Table 6: Opinion on different ways for cybers talking

Ways	No. of respondents	Percentages
Emails	13	13
News groups & messages	12	12
Internet sites	45	45
All the above	30	30
Total	**100**	**100**

Source: Primary data

Of the 100 respondents, 45% of the respondents opined that the cyber stalking occurs through internet sites ,12% opined that it is because of accessing news groups & messages and 30% of respondents said cyberstalking takes place because of all the above mentioned reasons.

Table 7: Opinion on safety of using Social media

Response	No. of respondents	Percentages
Yes	7	7
No	70	70
May be	23	23
Total	**100**	**100**

Source: Primary data

Out of 100 respondents, 70% of the respondents said social media is not safe.

Table 8: Reasons for unsafe social media

Reasons	No. of respondents	Percentages
Accounts can be hacked	16	16
Unknown request from strangers	12	12
Due to Virus	7	7
Other security & privacy issues	65	65
Total	**100**	**100**

Source: Primary data

It is observed that, 65% of the respondents said the reason for unsafe social media is security and other private issues , 16% said that their accounts can be hacked due to lack of safety measures.

Table 9: Reasons of cyberstalking

Reasons	No. of respondents	Percentages
Jealousy	7	7
Revenge	7	7
Obsession & attraction	12	12
All the above	74	74
Total	**100**	**100**

Source: Primary data

74% of the respondents mentioned that the cyberstalking takes place due to

jealousy, revenge, obsession and attraction towards someone, 12% of the respondents expressed the obsession and attraction towards someone makes a person to go for cyberstaalking.

Table 10: Comparison between age groups and reasons of cyberstalking

Reasons of cyberstalking /age	Below 20 years	20-25 years	26-29 years	30 & above years	Total
Jealousy	4	0	2	1	7
Revenge	2	3	2	0	7
Obsession & attraction	0	11	0	1	12
All the above	12	8	36	18	74
TOTAL	18	22	40	20	100

Source: Primary data

It is observed that the reasons of stalking is different in different age groups, majority number of the respondents who are below 20 years mentioned that cyberstalking is taking place because of jealousy, revenge, obsession& attraction. Out of 22 respondents who are of age group of 20-25years, majority of them mentioned that stalking is taking place due to obsession and attraction towards someone. Respondents belong to age group of 26-29 years mentioned the reason for cyberstalking is jealousy, revenge, obsession & attraction. Most of the respondents said it's because of all the reasons that is jealousy revenge and obsession and attraction.

Table 11: Victims of cyber stalking according to respondents

Victims	No. of respondents	Percentages
Only female	35	35
Only male	7	7
Anybody can be victim	58	58
TOTAL	100	100

Source: Primary data

Table12: Victims of cyberstalking

Response	No. of respondents	Percentages
Yes	37	37
No	63	63
Total	100	100

Source: Primary data

Out of 100 respondents, 37% of them mentioned that they became victims of cyberstalking.

Table13: Effects of cyber stalking

Response	No. of respondents	Percentages
Helplessness	14	14
Fear of safety	27	27
Depresssion	18	18
All the above	41	41
Total	**100**	**100**

Source: Primary data

Of 100 respondents, majority i.e. 41% have expressed that the victims of the cyberstalking become helpless, a kind of fear will be generated in their brains about their safety and people go under depression.

Table 14: Protective measures of cyber stalking

Response	No. of respondents	Percentages
Be cautious of any incoming calls, emails and text messages	26	26
Should not welcome unnecessary calls, messages and emails.	18	18
Should not reveal your address and password to anyone	11	11
Al the above	45	45
Total	**100**	**100**

Source: Primary data

18% of respondents said not to welcome unnecessary calls messages and emails, 11% of the respondents said not to reveal your address and password to anyone as one the protective measure of cyberstalking, and 45% said all the above precautions should be followed for safeguarding themselves from cyberstalking.

Table 15: Controlling measures of cyberstalking according to respondents

Response	No. of respondents	Percentages
Educating the people about cyberstalking	58	58
Stopping the people from use of internet	7	7
Increasing safety on social sites	23	23
By making strict laws for the stalkers	12	12
Total	100	100

Source: Primary data

58% of the respondents said by educating the people stalking can be controlled and 23% of the respondents said to increase the safety on social sites to reduce the cyberstalking victims, and others mentioned that by making strict laws for stalker the Govt. can control the cyberstaliking.

Findings:

1. It is found that 40% of the respondents are in the age of 26-29yrs , 18% of the respondents are below 20years. 73% of the respondents are female and 27% of respondents are male. 53% of the respondents are post graduate, 20% are intermediate, 16% are graduates, 6% are high school students. 54% of respondents have monthly income under Rs.10000-20000, and 10% are do not have any income but they get only pocket money.

2. It is found that 97% people are aware of internet. 30% use for online games ,29% of respondents use internet for searching information.

3. 69% of respondents spend more than 5 hours on internet.

4. From the analysis it is found that 65% of the respondents are aware of stalking and 5% are unaware.

5. It is observed that, 54% of respondents opined that cyber stalking is common. From the analysis it is found 45% of the respondents opined that the cyber stalking occurs through internet sites,12% opined that it because of accessing news groups & messages and 30% of respondents said it's because of all reasons.

6. 70% of the respondents said social media is not safe, while 7% said its safe and 23% have no idea about it. Majority i.e. 65% of the respondents said the reason for unsafe social media is security and

other private issues and 7% said it's because of virus. Highest percentage i.e.74% respondents opined that stalking takes place due to jealousy and revenge, obsession & attraction towards someone.

7. The study found that,58% of the respondents mentioned that anyone can be victim of cyberstalking and 35% said only female can be victims. Out of 100 respondents, 37% of the respondents are victims of cyberstalking.

8. It is found that 70% of the respondents said that the victim's mmediate action would be to complain against stalker. It is found from the analysis that 41% said the victim will become helpless and he/she can go into depression and they get a fear of safety of their personal life.

9. It is found that 11% of the respondents said the protective measure of cyberstalking is should not reveal your address and password to anyone, 18% said should not welcome unnecessary calls messages and emails, and 45% said all the above.

10. It is found that 58% of the respondents said by educating the people stalking can be controlled and 23% of the people said to increase the safety on social sites, and other by making strict laws for stalkers.

Conclusion:

People are becoming victims of cyberstalking because of unawareness and lack of safety on social networking sites. Because of threats or fear of getting abused in society by people, majority of the victims try to move on in their lives by considering it a bad dream. Public usually ignore cyberstalking as they are not victimized till then. Therefore, it is necessary to bring awareness regarding this terrible online abuse should be spread amongst the people. It is suggested that each and every individual should be aware of the impact of internet and over dependence on technology. Govt. should form stringent rules and regulations for the social networking sites and it should take proper measures so the internet providers should provide proper security for the personal details of the users. Therefore, it is the responsibility of the internet users, Govt. regulatory authorities and the service providers to protect the internet users from this cyberstalking.

Suggestions from the study:

• Harassment mails should be reported to internet service provider like MTNL etc.. and mail provider like Gmail, yahoo, facebook,twitter etc.

• User should be careful about their personal information at the time of using internet, social networking sites like Facebook and Twitter and in chat rooms.

• Different email accounts should be created for different social networking sites. It helps in avoiding spam and personal email

details are not revealed in case of lack of privacy with regard to online service provider.

- Do not fill all fields during registering online unless it's mandatory.

- At the time of posting the photo in the user profile, the user should take proper care while uploading the photo, so that the user can't be recognised. Do not use the real name while creating email i.d.

- The service providers such as Facebook, Google etc... regularly change their privacy policy. So it is better to check their privacy settings regularly while sharing some personal information in internet service providers.

- The user needs to check his name regularly in the internet and monitor where he/ she appear online. If any unauthorized information is found by the user immediately it should be brought to the notice of the respective service provider.

- If any unwanted calls are received, make it clear to that person not to contact you again. Many women who have reported being harrassed call back to the unknown numbers which should be avoided. And it's better to warn them that any further contact will result in the filing of a police report.

- Save all chats with the stalker for evidence without altering or editing. Try using print screens/ screen shot if the harrassment is taking place in real-time.

- Any comments from harassers on the blog should be copied safely instead of deleting. Block or filter messages from the harassers which are abusive. Chat room contact can also be blocked as well the user can activate the 'IP address block' option on the blog or website if someone posts abusive.

- Share the information related to stalking with family and friends who supports the victim and help the victim to come out from that trauma.

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A PRACTICAL STUDY ON THE RELATIONSHIP BETWEENWORKING CAPITAL AND PROFITABILITY OF APPLE INC.

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ABSTRACT

Working capital management performs a substantial role in improving the profitabilityof the firms. It is essential for any business to succeed. Financial management policies of a firm consider decisions related to working capital management very important. Working capital is described as the surplus of current assets over current liabilities. Current assets defined as those assets, which can be converted into cash within a year eg. Cash, Cash-in-Hand/Bank, Bills Receivable, Sundry Debtors, Short-Term Loans and Stocks- Raw Materials, Stores and Spares, Work-in-progress and Finished goods etc. Current liabilities means company's debt which have to be paid within twelve months.eg. Bills Payable, Creditors, Outstanding and Accrued Expenses, Short-term Borrowings and Bank Overdraft etc. Firms can score maximum level of working capital by maintaining balance between liquidity and profitability. Many researchers have found that there is positive relation between working capital and profitability of the organizations. This research paper evaluates the effectof working capital management on firm's profitability and supports the hypotheses on firm's profitability of Apple Company for the period of 2013 to 2015.

Keywords: *Profitability, Working Capital, Total Assets,Current Assets, Current Liabilities*

Introduction

The working capital is essential for accomplishing day-to-day activities of a firm and it is an important part of financial management of a company. Itis defined as the surplus of current assets over current liabilities. Current assets are defined as cash and those assets which can easily be converted into cash within a year eg. Cash-in-Hand/Bank, Bills Receivable, Sundry Debtors, Short-Term Loans and Stocks- Raw Materials, Stores and Spares, Work-in-progress and Finished Goods etc. Current Liabilities means company's debtwhich are paid within twelve months.eg. Bills Payable, Creditors, Outstanding and Accrued Expenses, Short-term Borrowings and Bank Overdraft etc. The decisions made in respect of current assets and current

liabilities is known as working capital management. Firms can achieve optimum level of working capital by maintaining balance between liquidity and profitability. The object of working capital management is to help companies to manage their short-term capital and to provide a satisfying liquidity and profitability position. Working capital restrains current assets and current liabilities efficiently and effectively to maximize returns on assets and minimizes the payments for liabilities. Working capital directly and positively influence the profitability of the firms.Effective Working capital accounting, management and control is needed for optimizing the returns on assets. It involves each aspect of administration of current liabilities and current assets. Accounting, management and control is a difficult practice especially in our country, because in India, the company faces many types of external problems like changes in the monetary policy, shortage of funds, inflation, increased demand of funds, high interest rates and shortage of goods and services. . If a company is facing financial crises can be solved with the help of working capital.It is mandatory to maintain balance in working capital, excess as well as shortage can hamper the growth of the firm. It is the resposibility of financial manager of the company to determine the amount and level of current liabilities and current assets. He also determines that the financing of current assets and current liabilities should be paid in a very short period. Working capital is required for payment of wages, salaries, expenses, raw material and payment to the creditors.Considerablepart of efforts of a financial manager is devoted in managing working capital. His foremost object is to maintain adequate liquidity in the form of accounts receivables, marketable securities, cash and inventories to accelerate the operations of the company.

Working capital has two types of concepts used by financial managers. First one is balance sheet concept which includes gross and net working capital. The total of current assets is known as Gross Working Capital, whereas the surplus of current assets over current liabilities is known as Net Working Capital.Second one is operating cycle concept supports the operational activities of the firm. The conversion time taken for raw material into cash is known as operating cycle which includes debtors, raw material, finished goods, sales, cash etc.

It is mandatory to keep an eye on working capital by financial manager in order to cover its cash requirements. As a business grows, the requirement of cash always grows. The financial manager can also frame competent policies on all the components of working capital separately to run their business effectively eg. Payable policies, cash policies, inventory policies etc. These working capital policies can be aggressive, moderate or conservative it wholly depends upon the situation.

Aggressive or High risk or High profit strategy

This strategy absolutely focuses on the profit side the firm. It deals with long term funds and they are mainly employed in fixed assets.

Moderate or Balanced strategy

It maintains the balance between the aggressive and conservative policies. It always work with the moderate risk. Here the long-term funds are used in current assets.

Conservative or Safe strategy

Here working capital guarantees the low risks and high profits.The prime object of this policy is to play safe and part of the permanent working capital is financed by the long term sources.

Profit

Profit is the engine that moves the business enterprises and always considered as magic eye for business. Profit is a parameter to measure the efficiency of business. Modern management emphasis on maximizing the profits because if the profits are great, business is considered as highly profitable and efficient. Profit is defined as a financial gain, particularly when the revenue gained surpasses the expenses incurred in business activities e.g. amount spent in buying, operating, or producing something.

Profitability

Profitability word is made up of two words first is profit and another is ability. In simple terms profit is defined as a financial advantage or benefit realized from any business activities. The term ability refers as power of earning. Therefore, profitability means the profit earning ability of an enterprise. Profit and profitability are considered as synonyms but there is a minute difference between the two.

The profit is always used in absolute terms and it is calculated as (Revenue-Expenses = Profit) whereas profitability is used in relative (percentage) terms and it expresses the ratio between the profit and the revenue. Profitability is calculated as profit divided by revenue multiplied with 100. Profits and profitability are, therefore, known as the back bone of a business and, without it; the existence of a firm is like a body without the backbone.

Significance of Profitability: Profitability is consideredasa ratio and it is a meaningful yardstick to evaluate the performance of a concern. The investors are always interested in the returns does not matter it is in the form of capital gains or dividends.

Profitability indicates directly on effectiveness of the business as a whole. Profitability can be termed as Positive Profitability, Negative Profitability or Zero Profitability. To measure the profitability, ratio analysis is consideredas the best and reliable technique.

Positive Profitability- Positive Profitability means when cash inflows exceed cash outflows.

Zero Profitability- Zero Profitability means when cash inflows are equal to cash outflows.

Negative Profitability- Negative Profitability means when cash outflows exceed cash inflows.

Literature Review

AsgharAli and Syed Atif Ali (2012) observed that there is a positive impact of working capital management on profitability of 15 companies of 3 different sectors of Pakistan. After analyzing the results of the study it is proved that effective management of working capital can lead a firmin a

Better profitable position. For satisfactory working capital the firms should enhance thesundry debtors, short-term loans, stocks and Other currents assets. Efficient management of inventories increases the profitability of firms. It is analyzed that firms with higher working capital have higher ratio of profitability.According to Asghar and Syed Ali it can be summarize that the firms, which have efficient working capital,also have sufficient total assets and thefirms, which havecompetent part of working capital have positive effect on profitability of the firms.

Ali A. and Ali A.S. (2012) , "Working Capital Management: Is It Really Affects the Profitability? Evidence from Pakistan", *Global Journal of Management and Business Research,* Vol.12,pp.74-78.

Mr. Shiva Kumar and Dr.N. Babitha Thimmaiah (2016) the study is based on the relation among the working capital, liquidity and profitability on Coal India Ltd.The working capital and profitability performance is satisfactory. The firm has improvedits liquidity and profitability position. The analyses has shown negative relation between profitability and liquidity due to access maintaining of liquidity.However, there is a need for improvement in order to enhance the liquidity and profitability position to the greater level. Overall the working capital performance of COAL INDIA LTD is satisfactory.

Oladipupo and Okafor (2013) analyzed the relation of a firm's working capital management on its profitability. The study focused on the effects of working capital management on the Profitability and found positive relation between both.

J.Y.Wang (2002) investigated Japanese and Taiwanese firms and analyzed that there is negative relation between cash conversion cycle and firm's operating performance. Shorter the cash conversion cycle better the operating performance and vice-versa.

M.Deloof (2003) had conducted a research on Belgian firms and identify that firms can enhance their profitability by decreasing the debtors collection period and the days-in-inventory period. He also found that less profitable firms wait longer to pay their bills due to lack liquidity.

P. TeruelGracia and P.Martinez Solano (2007) studied Spanish small and medium sized firms for the period 1996-2002 and foundfirms can increase value by decreasing the debtor's collection period and days-in-inventory period which leads in reduced cash conversion cycle.

S.A.Blinder and L.J.Maccini(1991) A higher debtors' collection period may also strengthen the relationship with customers and hence may lead to an increase in sales revenue

Dr. MelitaCharitou, Maria Elfani and Dr. Petros Lois (2010) In this study, using a sample of 43 firms listed on the Cyprus Stock Exchange for the period 1998-2007 they have explored the relation between working capital and firm's profitability.They have assumed that efficient working capital management leads to effectiveprofitability the cash conversion cycle and all its major components; namely, days in inventory, days sales outstanding and creditors payment period, are associated with firm's profitability.

Statement of the Problem

Despite of many researchers have carried out their studies in the area of working capitalbut a few studies have been done on working capital and profitability. This paperattempt to analyze the relationship between working capital and profitability of the Apple Incorporation.So, this effort is an aid to the current literature.

Objectives

The basic and important objectives of this paper is-

- To review the working capital management of Apple incorporation.
- To analyze the profitability position of Apple Incorporation.
- To study the relationship between the working capital and Profitability of the Firm

Research Methodology

Techniques utilized to recognize, adopt, process, and analyze information about a topic is known as Research methodology. The methodology section analyzes and answers two main questions: Firstly how the data was collected or generated and Secondly how it wasanalyzed? Methodology section allows the reader to critically evaluate a study's overall validity and reliability of a Research Paper.

Sample design

To carry out the study, samples have been collected of a company named APPLE COMPUTER INC. It is one of the top leading digital American multinational company.

Data Collection

Secondary data is used for conducting this research, and it is gathered from the annual reports and accounts of Apple Computer Inc.

Time Period

Data of three years have been collectedfrom 2012 to 2016 to conduct the research and to analyze the performance of the company.

Apple Computer Inc.

Steve Jobs, Steve Wozniak, and Ronald Wayne were the founders of Apple in April 1976 to develop and sell personal computers. It was incorporated as **Apple Computer, Inc.** in January 1977.

The company manufactures and sell mobiles, media devices, personal computers, and portable digital music players, related software, services, accessories.

In January 2007,Steves Jobs stated that Apple Computer, Inc. was renamed Apple Inc. to reflect its shifted focus toward consumer electronics and announced the iPhone, which saw critical acclaim and significant financial success. In August 2011, Jobs resigned as CEO due to health complications, and Tim Cook became the new CEO.

According to revenue Calculation Apple is the world's largest information technology company and the world's second-largest mobile phone manufacturer after Samsung. In February 2015, Apple became the first U.S. company to be valued at over US$700 billion. The company has 116,000 full-time employees as of October 2016[update] and maintains 498 retail stores in 22 countries as of July 2017[update]. It operates the iTunes Store, which is the world's largest music retailer. As of January 2016[update], more than one billion Apple products are actively in use worldwide. Apple's worldwide annual revenue totaled $215 billion for the 2016 fiscal year.

Hypothesis Development

The following hypotheses are developed:

H1 = There is a relationship between working capital management and profitability of the firm.

H2 = There is no relationship between working capital management and profitability of the firm.

Data Analysis

Data of three years from 2012 to 2016has been taken from balance sheets of Apple Computer Inc. Table 1 shows the figures of working capital and profit after tax and Figure 1 shows the relationship between working capital and profitability of the firm.

Figure – 1 : Working Capital and Profit After Tax of Apple Inc.

Serial No.	Year	Current Assets	Current Liabilities	Working Capital	Profit after Tax
1.	2012	57.65	38.54	19.11	41.73
2.	2013	73.29	43.66	29.63	37.04
3.	2014	68.53	63.45	5.08	39.51
4	2015	89.38	80.61	8.77	53.39
5.	2016	106.87	79.01	27.86	45.69

All figures in USD. M: Millions of USD

Table1 :   Showing Working Capital and Profit after Tax
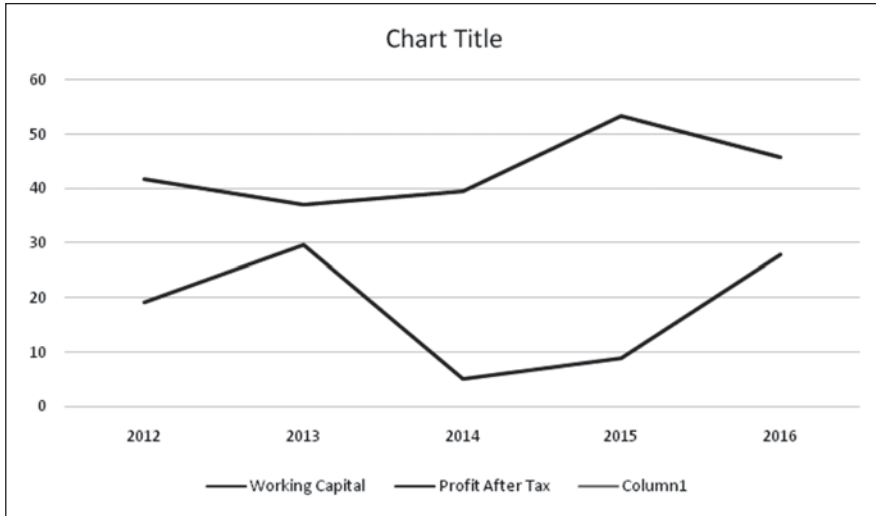
All figures in USD. M: Millions of USD, B: Billions of USD.

Figure1 : Showing Working Capital and Profit after Tax

Graph /SCATTERPLOT(MATRIX) = Working Capitala(WC) Profit After Tax(PAT)/MISSING=LISTWISE.
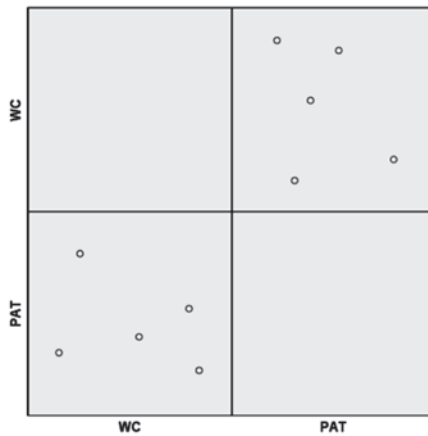
CORRELATIONS
 /VARIABLES=WC PAT
 /PRINT=TWOTAIL NOSIG
 /MISSING=PAIRWISE.

Figure – 2 : Pearsons Product Moment Correlation

Showing Test Relation between Working Capital and

Profit After Tax of Apple Inc.

Correlations		WC	PAT
WC Pearson Correlation		1	-.338
Sig. (2-tailed)			.578
N		5	5
PAT Pearson Correlation		-.338	1
Sig. (2-tailed)		.578	
N		5	5

Conclusion-

After computing,Pearson's product moment correlation it was found that there is insignificant relationship exist between working capital and profitability of the year 2012, 2013. 2014, 2015 and 2016. The result shows negative trend of relationship but due to lack of significance further predictions can not be made.

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S.S. Jain Subodh P.G. (Autonomous) College Jaipur

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S.S. Jain Subodh PG (Autonomous) College, Jaipur was established under the auspices of S.S. Jain Subodh Shiksha Samiti in **1954** with an aim to provide value based higher education and contribute towards holistic development of the society.

Established in **1918,** the Shiksha Samiti **has completed 100 years of its successful journey in 2018.** Starting from a primary school the philanthropic visionaries slowly nurtured the sapling into a grand banyan tree having **19 institutions with 32,000 students** under its shade and providing education at different levels and in different streams. Standing true to the vision of its founders, S.S. Jain Subodh PG (Autonomous) College is dedicated towards creation of a society infused with moral values, social consciousness and devotion towards the concept of social equality.

Having achieved several milestones in its journey towards excellence, the college holds the proud status of **the highest CGPA of 3.82 in India** by UGC NAAC. The college has been recognised as a model college by the State Government and has been conferred the status of College with Potential for Excellence which has added to its stature in North India. With the noble vision statement of *Amrit Nu Vidya*, the college is marching ahead for the creation of a stronger nation with youth as its global ambassadors.

Certificate of Publication

This is to certify that the paper titled

PERCEPTIONS AND SATISFACTION LEVELS ON ONLINE CLASSES IN COVID-19 - WITH REFERENCE TO U.G. AND P.G.STUDENTS OF HYDERABAD

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GISSCIENCE

6.1
IMPACT FACTOR

PERCEPTIONS AND SATISFACTION LEVELS ON ONLINE CLASSES IN COVID-19 - WITH REFERENCE TO U.G. AND P.G.STUDENTS OF HYDERABAD

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Abstract:

The corona virus has spread to all walks of life around the world, the most important of which is the education sector. Schools and colleges have all been closed for the past six months. Keeping in view the safety of the students Schools and colleges have moved on to online mode of teaching to provide education. There are many advantages of online teaching like student can save money and time in transportation to reach their schools or colleges and can go through the videos send by their teachers without any time restriction. At the same time there are certain limitations of online classes like poor students in villages are unable to use online facilities for learning due to lack of internet facilities and connectivity issues. Apart from this the fact that the use of mobile and computer lead to variety of health issues, some are not able to cope up with online classes as they are habituated to class room teaching. Therefore, the present study has been taken up to through light on the perceptions and satisfaction levels of U.G. and P.G. students on online classes in Hyderabad district. A structured questionnaire has been circulated among students to find out their opinion on the time spent for attending each class per day, the network related problems faced and the health issues faced by them during online classes etc... The data is analyzed using percentage and Chi square techniques with the help of SPSS.

Key words: Rural, time span, network issues, health issues, effectiveness of class through online.

Introduction:

Because the COVID -19 pandemic has interrupt the normal lifestyle of people across the globe and the virtual world has come to the rescue. Amongst many institutions schools and colleges have also shifted their base from class room teaching to virtual platforms to conduct classes online. As a result, to cater the needs of all stages of education from pre-primary to university level, online education has emerged as an alternative to physical class room teaching. Accordingly, various stakeholders such as state and central government and private organizations are trying their best to assist each other by upgrading their existing online platforms, apps and providing training to teachers and lecturers to use these apps and platforms to the optimum level. Along with government and non-government organizations

the edtech companies to support the education system to make a smooth transition to the virtual world. The Central government has recently launched the PM e-VIDYA platform, with 12 new DTH channels, one for each class to reach out to all parts of society. Though the governments and online education platforms are trying their level best to cater the needs of the students, still students are facing certain problems like not holding of a smart phone, lack of internet connectivity, lack of attentiveness on class, health issues due to online classes etc…

Review of Literature:

- **Muhammad Adnan and Kainat Anwar (June 2020):** the authors in their article "Research Article Online learning amid the COVID-19 pandemic: Students' perspectives", examined the attitudes of Pakistani higher education students towards compulsory digital and distance learning university courses amid Corona virus . Undergraduate and postgraduate were surveyed to find their perspectives about online education in Pakistan. It was found that online learning cannot produce desired results in underdeveloped countries like Pakistan, where a vast majority of students are unable to access the internet due to technical as well as monetary issues. The lack of face-to-face interaction with the instructor, response time and absence of traditional classroom socialization were among some other issues highlighted by higher education students.

- **Anjali Verma, Surender verma, Pradeep and Rajesh(June 2020):** in the article "Online teaching during covid-19: perception of medical undergraduate students" , the authors have conducted survey on the perception of fourth year undergraduate medical students in the month of May,2020 after conducting online classes in the month of April. The feedback of online classes was taken by 130 medical students and out of them 127 students i.e. 99% not satisfied. Seventy five students felt these classes are safe, comfortable and enjoyable, lack of interactive teaching; easy distraction and technical issues were highlighted by some of the students. Sixty seven students felt their internal assessments could not be done properly which used to motivate the students to summarize the whole topic.

- **Pradeep Sahu (April 2020):** in the article titled "Closure of Universities Due to Corona virus Disease 2019 (COVID-19): Impact on Education and Mental Health of Students and Academic Staff", the article highlighted that the potential impact of the terrible COVID-19 outbreak on the education and mental health of students and academic staff. It was concluded that Students and staff should receive regular information through emails and

university intranets. The health and safety of students and staff should be the top priority. Proper counseling services should be available to support the mental health and well-being of students. Authorities should take the responsibility of ensuring food and accommodation for international students. Faculty members should embrace technology and pay careful attention to student experiences to make the learning rich and effective.

- **Bao W. (March 2020):** In the article titled "COVID-19 and online teaching in higher education: A case study of Peking University", the author has focused on a case of Peking University's online education. Six specific instructional strategies are presented to summarize current online teaching experiences for university instructors who might conduct online education in similar circumstances. The study concludes with five high-impact principles for online education: (a) high relevance between online instructional design and student learning, (b) effective delivery on online instructional information, (c) adequate support provided by faculty and teaching assistants to students; (d) high-quality participation to improve the breadth and depth of student's learning, and (e) contingency plan to deal with unexpected incidents of online education platforms.

Need of the study:

Covid -19 made Governments of states and central government along with many other allied institutions to search for alternative methods for teaching the students, due to the Covid pandemic teachers and students have shift from traditional or conventional mode of teaching and learning to online mode which is new to many of the stakeholders of education sector. One way online learning is beneficial to the students as they can save their time in travelling and spending money for travelling to reach their colleges/schools and they can watch the class videos whenever they are interested in learning but at the same time students are facing problems related to non availability of internet, insufficient data to attend classes, network connectivity issues, lack of understanding of the subject due to a new mode of teaching and health issues etc... Therefore, considering in view the above mentioned pros and cons of online learning to the students, the present study has been taken up to through light on the perceptions and satisfaction levels of PG and UG students of Hyderabad considering various aspects related on online classes.

Objectives:

1. To find out the problems faced by respondents during online classes.
2. To find out the health issues faced by respondents because of attending online classes.
3. To study the opinion of respondents towards various aspects related to online classes

4. To find out the satisfaction levels of respondents towards online classes.

5. To study the relationship between the respondents' area of residing and missing of online classes due to network issues.

6. To study the relationship between the time spent to attend online classes per day and health issues faced by the respondents by attending online classes.

Hypotheses:

Hypothesis: 1

Ho: There is no significant relationship between the respondents' area of residing and missing of online classes due to network issues.

Hypothesis: 2

Ho: There is no significant relationship between the time spent to attend online classes per day and health issues faced by the respondents by attending online classes.

Research Methodology:

To study the perceptions and satisfactions of students towards online teaching, a sample of 101 students consisting of under graduate and post graduate students of Hyderabad are selected using convenient sampling method. A structured questionnaire has been prepared and administered through google forms and the data collected has been analyzed using Percentage method and Chi square method with the help of SPSS package.

Data Analysis:

Table-1- Age of Respondents

Age	Frequency	Percentage
19 years - 21 years	60	59.4
22 years - 24 years	37	36.6
25 years and above	4	4.0
Total	101	100.0

Source: Primary data

Table -2-Gender

Gender	Frequency	Percentage
Male	26	25.7
Female	75	74.3
Total	101	100.0

Source: Primary data

Table -3- Education

Education	Frequency	Percentage
U.G. (All semesters)	44	43.6
P.G. (All semesters)	57	56.4
Total	101	100.0

Source: Primary data

Table -4- Area residing at present

Area	Frequency	Percentage
Rural	28	27.7
Urban	73	72.3
Total	101	100.0

Source: Primary data

Total- 5- Type of network used for attending online classes

Options	Frequency	Percentage
WIFI	22	21.8
Mobile Data	51	50.5
Both	28	27.7
Total	101	100.0

Source: Primary data

Table -6- Devise used to attend online classes

Options	Frequency	Percentage
Mobile Phone	76	75.2
PC/ Laptop	7	6.9
Both	18	17.8
Total	101	100.0

Source: Primary data

Table- 7- Equipment used for attend online classes is

Options	Frequency	Percentage
Personal	78	77.2
Parents'	14	13.9
Brother's	7	6.9
Friend's	1	1.0
Any other, Please specify	1	1.0
Total	101	100.0

Source: Primary data

Table -8- Time spent on mobile before online classes

Time	Frequency	Percentage
Less than 2 hours	44	43.6
2 hours - 4 hours	35	34.7
4 hours - 6 hours	16	15.8
6 hours - 8 hours	4	4.0
More than 8 hours	2	2.0
Total	101	100.0

Source: Primary data

Table -9- No. of hours of online classes attended per day

Time	Frequency	Percentage
Less than 2 hours	22	21.8
2 hours	31	30.7
3 hours	24	23.8
4 hours	18	17.8
More than 4 hours	6	5.9
Total	101	100.0

Source: Primary data

Table -10- Time span of each class

Time	Frequency	Percentage
Less than 1 hour	45	44.6
1 hour- 1 hour 30minutes	44	43.6
1 hour 30 minutes - 2 hours	9	8.9
more than 2 hours	3	3.0
Total	101	100.0

Source: Primary data

Table-11- Sufficiency of data for attending online classes in a day

Options	Frequency	Percentage
Not sufficient	39	38.6
Sufficient	26	25.7
Depending in the time taken for completing the class	36	35.6
Total	101	100.0

Source: Primary data

Table- 12- Frequency of missing online classes due to network issues

Options	Frequency	Percentage
Never	18	17.8
Frequently	41	40.6
Rarely	42	41.6
Total	101	100.0

Source: Primary data

Table-13- Type of subject convenient for attending online classes

Subject	Frequency	Percentage
Theory	63	62.4
Practical	14	13.9
Both	24	23.8
Total	101	100.0

Source: Primary data

Table -14- Problems faced during online classes

Problems	Frequency	Percentage
Poor network connection	23	22.8
Not able to understand practical subjects	13	12.9
Deviations from the class due to external disturbances	23	22.8
Could not concentrate online as habituated to class room teaching	42	41.6
Total	101	100.0

Source: Primary data

Table-15- Response on facing health issues during online classes

Options	Frequency	Percentage
Yes	77	76.2
No	24	23.8
Total	101	100.0

Source: Primary data

Table -16- Types of health problems faced

Health issues	Frequency	Percentage
Headache	20	25.97
Eye problem (Eye sight, pain, tears,from eyes etc..)	39	50.64
Pain in ears due to usage of head /ear phones	9	11.69

Hands pain due to holding mobile for long time while attending online classes	7	9.09
Backache	2	2.59
Any other, please specify	4	5.19
Total respondents	77	
Total responses	81	

Source: Primary data

Table-17- Opinion on increased use of mobile due to online classes

Options	Frequency	Percentage
Yes	70	69.3
No	10	9.9
May be	21	20.8
Total	101	100.0

Source: Primary data

Table-18- Respondents opinion on the following statements related to online classes

S.no	Statement	SA	A	NEU	DA	SDA
1	The content was delivered efficiently by the teacher	12	41	40	7	1
2	Practical subjects were taught efficiently	4	33	40	19	5
3	Online tools were used efficiently by the teachers for delivering lecture	16	33	36	14	2
4	Classes were effective though there were network issues	10	29	45	15	2
5	Classes took place on time	18	49	28	6	0
6	Online classes saved time and money on transportation to college	25	36	25	9	6
7	For rural students it's not feasible to attend online classes	43	26	21	9	2
8	Due to network and money problems many students in rural areas missed online classes	56	18	23	3	1
9	Additional money was spent to buy extra mobile data and for high speed of network	35	32	21	11	2
10	Online classes were more effective than class room teaching	5	12	38	20	26
11	Theory subjects were taught efficiently	9	37	38	12	5

Source: Primary data

Table- 19- Over all satisfaction on online classes

Satisfaction levels	Frequency	Percentage
Highly satisfied	2	2.0
Satisfied	32	31.7
Neutral	33	32.7
Dissatisfied	25	24.8
Highly Dissatisfied	9	8.9
Total	101	100.0

Source: Primary data

Table-20- Preferred mode for attending online classes in future

Options	Frequency	Percentage
Online	4	4.0
Class room teaching	64	63.4
Both	33	32.7
Total	101	100.0

Source: Primary data

Hypothesis: 1

Ho: there is no significant relationship between the respondents' area of residing and missing

of online classes due to network issues.

To test the relationship between the respondents' area of residing and missing of online classes due to network issues, a Chi- square test has been conducted. And the results are shown in the following table.

Table -21- Chi- Square test results

Chi-Square Test			
	Value	df	Asymp. Sig.
Pearson Chi-Square	7.173	2	.028
N of Valid Cases	101		

Source: SPSS

It is observed from the above chi square test that, at 5% level of significance with 2 degrees of freedom, the 'p' i.e. Sig. value is lesser than 0.05. Therefore the null hypothesis should be rejected. Which means that, there a significant relationship between the respondents' area of residing and missing of online classes due to network issues.

Hypothesis: 2

Ho: There is no significant relationship between time spent to attend online classes per day and health issues faced by the respondents by attending online classes.

To test the relationship between the time spent to attend online classes per day and health issues faced by the respondents by attending online classes, a Chi- square test has been conducted. And the results are shown in the following table.

Table -22- Chi- Square test results

Chi-Square Test			
	Value	df	Asymp. Sig.
Pearson Chi-Square	5.899	4	.207
N of Valid Cases	101		

Source: SPSS

It is observed from the above chi square test results that, at 5% level of significance with 4 degrees of freedom, the 'p' i.e. Sig. (0.207) value is greater than 0.05. Therefore the null hypothesis should be accepted. This means that there is no significant relationship between the time spent to attend online classes per day and health issues faced by the respondents by attending online classes.

Table -23- Preferred mode of attending classes in future by UG and PG students

	Online	Class room teaching	Both	Total
U.G. (All semesters)	2	27	15	44
P.G. (All semesters)	2	37	18	57
Total	4	64	33	101

Source: SPSS

From the above table it is observed that, majority (27) of UG students and P.G. (37) preferring classroom teaching in future. Over all it is concluded that majority of UG and PG students preferring traditional classroom teaching.

Findings:

- From the data analysis it is observed that, out of101 respondents, a highest percentage (59.4 %) of respondents belong to the age group of 19 years -21 years, a highest percentage (74.3%) of respondents are female. It is also observed that majority of the respondents i.e. 57 respondents are PG students.

- It is found that, 73 (72.3%) respondents residing in urban area and rest are residing in rural areas. Majority (50.5%) of respondents are using mobile data for attending online classes and out of 101 respondents, 76 are using mobile phones for attending online classes.

- It is observed that, of 101 respondents 44 mentioned that they used to spend less than 2 hour of time on mobile before starting these online classes per day. But after commencement of online classes, it is found from the respondents that, 31 (30.7%) have used mobile for 2 hours and 24 respondents mentioned that they used mobile for 3 hours to attend online classes. This means that over all 55 respondents are using mobile phone for 2 hours and 3 hours to attend online classes per day. It's concluded that, mobile usage has increased due to introduction of online classes.

- Of 101 respondents, 42 respondents mentioned that rarely are they missing online classes due to network issues and very much close to this i.e. 41 respondents said that frequently they are missing online classes due to network issues. Majority (62.4%) of the respondents mentioned that theory subjects are convenient for online classes, 42 respondents mentioned that they are having problem in attending online classes because they are habituated to class room teaching and 23 students expressed that poor network connection and external disturbances are the problems faced while attending online classes. Majority i.e.77 respondents mentioned that they are having health issued during online classes, of these 77 respondents

- Majority (50.64%) of the respondents expressed that they are having eye related problems like Eye sight, pain, tears, from eyes etc..) and some of them (25.97%) mentioned the problem of headache as a result of online classes. Majority (69.3%) of them said that the usage of mobile has increased due to online classes., a highest number (41) of them have agreed that the content was delivered by the teacher was effective, this is followed by 40 respondents who are neutral about the efficiency of the content delivered by the teacher and 5 respondents strongly disagreed on this statement, 36 respondents expressed neutral opinion on efficient utilization of online tool by the teacher.

- Only 10 respondents have strongly agreed that the online classes were effectively though there were network issues, 36 respondents agreed that online classes saved time and money on transportation to college and 25 respondents have strongly agreed and same number of respondents are neutral on this statement.

- Of the 101 respondents, 43 have strongly agreed that it is difficult to attend online classes by rural students. And 56 students strongly agreed to the statement that Due to network and money problems many students in rural areas missed online classes, 35 students strongly agreed to the statement that students had to spend additional money to buy extra mobile data and for high speed of network only 2 respondents have strongly disagreed on this statement.

- Out of 101 respondents, only 5 respondents have strongly agreed on this statement and 26 respondents have strongly disagreed on the statement of online classes were more efficient than class room teaching. This means that students are not satisfied with online classes and are comfortable with classroom teaching. And 38 respondents are neutral on the statement that theory subjects were taught efficiently and 37 respondents are agreed to this statement. So, it is observed that all most same number of respondents (i.e. around 40) is neutral on the statements regarding efficiency in teaching the practical and theory papers.

- It is observed from the analysis on the overall satisfaction of respondents towards online classes that, only 2 respondents are highly satisfied with online classes and 25 respondents are dissatisfied with the online classes. At the end majority (63.4%) of the respondents have preferred for class room teaching than online classes.

- The result of Chi- square test applied to study the relationship between the respondents' area of residing and missing of online classes due to network issues reveals that there a significant relationship between the respondents' area of residing and missing of online classes due to network issues.

- The result of Chi- square test applied to study the relationship between the time spent to attend online classes per day and health issues faced by the respondents by attending online classes revealed that there is no significant relationship between the time spent to attend online classes per day and health issues faced by the respondents by attending online classes.

Conclusion:

Education is one of the important parts for the growth of a country and it's a backbone of every country. Due to the outbreak of covid-19 not only all most all the countries in the world closed all educational institutions without any certainty of reopening considering the safety of and health of students. The government and educational institutions have chosen online platform as an alternative to continue the learning of the students. Teachers are contributing their level best to provide efficient and effective way of teaching. As we all know about the benefits of online learning but there are certain aspects which are hindering the learning process of students. Therefore the present study has thrown light on the perceptions and satisfaction levels of students on the effectiveness of online classes, problems faced and their satisfaction levels on online classes. From the analysis it is concluded that the usage of the mobile has increased by students due to online classes, majority of the respondents are having health issues related to eye during online classes, majority of the respondents expressed that they are facing eye related health issues during online classes and rural students are having problem in attending online classes and only 5% respondents have strongly agreed that online classes were more effective than class room teaching, at the same time around 26% of respondents have strongly disagreed on the statement of online classes were more efficient than class room teaching. This shows a mixed opinion from students on effectiveness of online classes. Only 2% of respondents are highly satisfied with online classes and around 32% of them were satisfied with online classes and at the end it is concluded that majority of the respondents are preferring class room teaching than online classes.

Suggestions:

- From the study it can be suggested that the educational institutions should not completely dependent on online mode of teaching in future because it is not affordable by rural students to buy a smart phone or/ and laptop and can't recharge for extra data as well in rural areas there are lot of network connectivity issues.

- It is also suggested that colleges can take the aid of online classes along with class room teaching as continuous usage of mobile or laptop for attending online classes leads to health issues.

- As it is observed from the analysis that only 23.8% of respondents mentioned that they are comfortable in attending theory as well practical subjects and majority are comfortable in attending theory subjects. This shows that students are not comfortable in attending practical problems. It is suggested that class room teaching is better for understanding the practical papers.

- As class room teaching is a conventional method and has been followed since years so, students and teachers are habituated to that and both of them are having problem in adoption of online teaching. It is suggested that colleges and schools should have teaching and learning process in the combination of online and class room teaching in future.

- Class room environment by sharing the thoughts and ideas with peer group will help the students a lot in learning as well physical and one to one attention of the teacher on the students is needed a lot. So it's suggested that combination of online and class room teaching and learning helps in building a good relationship between teacher and student.

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AN EMPIRICAL STUDY ON POLICY HOLDER'S OPINION AND SATISFACTION WITH REGARD TO SERVICES RENDERED BY LIC AGENTS

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ABSTRACT

Life Insurance is a social security tool. It provides the much needed security when the income of the head of the family ceases owing to the unexpected risk, the family is protected to the extent of insurance coverage. Life Insurance Corporation of India (LIC) is the India's largest Life Insurance Company. LIC has acquired monopoly power in the solicitation and sale of Life Insurance Policies in India. LIC the capital intensive business provides the most important financial instrument to customers aimed at protection as well as long term savings. The Corporation reaches out to people through the main traditional route of the agency model for the selling processes of the numerous complex need-based products. The agents help in marketing its policies by spreading the message of life insurance among the masses. In this connection, a study is carried on to know the Policy holder's satisfaction with regard to services rendered by LIC agents, because 85-90 percent of the insurance policies are being issued by the insurance agents. Customer Satisfaction is the first step to achieve Consumer Loyalty. For this research, primary data was collected from the various policy holders of Life Insurance Corporation of India using a structured questionnaire and the data has been analyzed by ANOVA and percentage method using SPSS package 21.0.

Keywords: *Policy Holder's Satisfaction, Life Insurance Corporation (LIC), Insurance Agents.*

Introduction

The purpose of insurance as a method of transferring risk is to provide economic protection against the losses that may be incurred due to uncertain predicaments caused by disability, death of an earning family member or economic losses. The events that cause losses may or may not occur during the operative time of the contract of insurance. People, therefore, opt for life insurance purely for the reason of uncertainties in life. Life Insurance gives the insured a kind of peace of mind as he is assured of making up the loss in the event of such uncertainties in life.

Review of Literature

Vijay Kumar (2012), Vijay Kumar in his Ph.D. Thesis, "A Contemporary Study of factors influencing Urban and Rural consumers for buying different Life Insurance policies in Haryana" made an in-depth study of factors influencing buyer behaviour for buying life insurance policies in Haryana. The study concluded that the insurance agent was the most influential factor for selecting the life insurance policy among rural and urban policy holders.

Athma.P and Kumar. R (2007), in the research paper titled "an explorative study of life insurance purchase decision making influence of product and non-product factors". The empirical based study conducted on 200 sample size comprising of both rural and urban market. The various product and non-product related factors have been identified and their impact on life insurance purchase decision-making has been analysed. Based on the survey analysis, urban market is more influenced with product based factors like risk coverage, tax benefits, return etc. whereas rural population is influenced with non-product related factors such as: credibility of agent, company's reputation, trust, customer services. Company's goodwill and money back guarantee attract many people for life insurance.

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Amit Kumar Chakrabaraty (2006), In his study entitled "The Efficiency of LIC during the post-Liberalization and Globalization Period: A case study of West Bengal" argues that the service of agents such as timely information about the premium due, assistance in payment of renewal premium, response to customer problem and guidance to clients request influence the satisfaction of customers and also in procuring business.

Pathak et al (2003), in this article "Increasing competitiveness through marketing - A case study of Life Insurance Corporation of India" discussed the competitive strategies along with strengths and weaknesses adopted by LIC of India. The author carried a SWOT analysis of LIC and General insurance market to formulate new marketing strategies. The study was conducted through a survey with an open ended interview of hundred policy holders of LIC of India. The purpose was to prepare new and efficient marketing strategies, increase the market share and improve customer satisfaction by proving quality services. The results showed that the insurance companies are spending a lot of money on promoting the products and there is no budgetary allocation for R&D of products which could help in creating innovative, cost effective products which satisfy the needs of the customers. The study recommended, research and development in insurance products, their services, profitability at both ends that is insurer and insured, apart from intermediaries should be given importance.

Ragunath and Joseph Shields (2001), made a research on "Introduction of e-CRM in the Indian Insurance Sector". The study focused on the reaction of the agents and customers to the introduction of e-CRM call centres and internet products in the insurance sector. The findings of the study revealed that general insurance agents preferred telephone and e-mail interaction, while life insurance agents preferred personal interaction though they expressed their willingness to be part of the network for setting up a database for their customers.

Malliga, R. (2000), in her study, the author examined the association between socio economic status, Personality Traits of the Agents and the Performance in Tirunelveli, Tuticorin and Kanyakumari districts. Further, the impact of marketing strategies and attitude of agents towards the organization and their performance is studied with a sample of 100 respondents. The results of the data showed that performance of agents in terms of number of policies, the sum assured and the total commission received was found to be dependent on the socio-economic status.

Need for the Study

The review of literature revealed that most of the research works on life insurance business in India have concentrated on buyer and seller perceptions on life insurance products, service quality, customer satisfaction in life insurance industry, and distribution channels of life insurance sector. Though some research has been done on services rendered by LIC of India and its Agents to the policyholders and their satisfaction towards the company and agents, due to changing perceptions, requirements and expectations of the policyholders and introduction of various innovative methods for providing services to the policyholders by the life insurance companies it is felt to conduct a survey to know how far policy holders are still preferring services from agents and their satisfaction towards the services rendered by the agents.

Objectives of the Study

- To study the policyholder's perception towards services rendered by LIC of India through its agents.
- To study the factors influencing consumers in selecting a policy from LIC of India.
- To study the policyholder's satisfaction towards Life Insurance Corporation of India.

Hypotheses

H_0:   There is no significant difference in the satisfaction level of policy holders with regards to the factors considered for taking life insurance policy and number of policies taken.

H_0:   There is no significant difference in the opinions of policy holders on the aspects related to the services of life insurance agent and the value of policy.

Research Methodology

The data for the study is collected from primary as well as secondary sources. Secondary data is collected from reports of IRDAI, IRDAI handbook on Indian Insurance Statistics, online journals on related issues. A structured questionnaire is constructed to collect the primary data from a sample of 100 life insurance policyholders of LIC residing in Hyderabad and Secunderabad cities using convenience sampling method. The data is analyzed by applying One way ANOVA, Percentage method using MS-Excel and SPSS 21.0.

Data Analysis

Table 1: Demographic Profile of the Respondents

Demographic profile	No. of respondents	Percentage
Age		
Up to 25 years	26	26%
25 years - 35 years	33	33%
35 years - 45 years	23	23%
Above 45 years	18	18%
Total	**100**	**100%**
Gender		
Male	57	57%
Female	43	43%
Total	**100**	**100%**
Educational Qualifications		
Illiterate	12	12.0%
Upto SSC	21	21.0%
Intermediate	9	9.0%
Graduation	26	26.0%
Post graduate	32	32.0%
Total	**100**	**100.0%**
Employment		
Govt. employee	5	5%
Private Employee	49	49%
Self Employed	22	22%
Retired	2	2%
Student	12	12%
Others	10	10%
Total	**100**	**100%**
Monthly Income		
no income	21	21%
Below Rs.40,000	61	61%
Rs.40,000 - Rs.60,000	12	12%
Rs.60,000 - Rs.80,000	3	3%
Rs.80,000 - Rs.1,00,000	1	1%
Rs.1,00,000 or above	2	2%
Total	**100**	**100%**

Source: Primary data

Table 2: Number of Policies with Gender Classification

Variable	Options	Gender		Total
		Male	**Female**	
Number of policies	1	33	34	67
	2	16	6	22
	3	3	3	6
	4 & Above	5	0	5
	Total	**57**	**43**	**100**

Source: Primary data

It is observed that majority (67) of the respondents is having only one Insurance policy of which 34 are female respondents and 33 are male respondents.

Table 3: Value of the Policy taken and Annual Premium Paid

Value of Policy	Frequency	Percentage (%)
Rs.1,00,000	42	42%
Rs.1,00,000 – Rs.2,00,000	12	12%
Rs.2,00,000 – Rs.5,00,000	19	19%
Rs.5,00,000 – Rs.10,00,000	9	9%
Rs.10,00,000 & above	18	18%
Total	**100**	**100%**

Premium Amount		
Below Rs.10,000	50	50%
Rs.10,000 - Rs.15,000	21	21%
Rs.15,000 - Rs.20,000	3	3%
Rs.20,000 & above	26	26%
Total	**100**	**100%**

Source: Primary data

Table 4: Reasons for Investing in Life Insurance Policy

Reason	No. of responses	Percentage (%)
Safety of Investment	51	51%
Tax Benefits	22	22%
High Returns	4	4%
Savings	57	57%
Life coverage	32	32%
Others	1	1%
Total responses	**167**	**100%**

Source: Primary data

Highest percentage of the respondents (57%) is choosing life insurance for the sake of savings this is followed by safety of investment (51%).

Table 5: Type of Policy taken

Type of Life Insurance Policy	Number of responses	Percentage (%)
Whole Life Policy	21	21%
Term Life Insurance Policy	39	39%
Endowment Policy	46	46%
Money Back Policy	32	32%
Pension Plan Policy	3	3%
Unit Linked Insurance Policy	1	1%
Total responses	**142**	
Total no.of respondents	**100**	**100%**

Source: Primary data

Policy holder's opinion on purchasing number of policies based on various factor

To test the significant difference in the opinion of policy holders with regards to the factors considered for taking life insurance policy and number of policies taken, a one way ANOVA test is conducted at 5% level of significance with (1,99) degrees of freedom. This test is applied to determine whether there is any significant difference in the means of satisfaction level of policy holders with regards to the factors considered for taking life insurance policy and number of policies taken.

H₀: There is no significant difference in the opinion of policy holders with regards to the factors considered for taking life insurance policy and number of policies taken.

Table 6: Summary of One way ANOVA

	N	Mean	Standard Deviation	Df	F	Sig.	H0
Premium	100	4.23	.777	99	1.949	.127	Accept
Policy Term	100	4.05	.925	99	2.315	.081	Accept
Interests	100	3.72	.911	99	2.100	.105	Accept
Pre & post Services	100	3.86	.899	99	.923	.433	Accept
Accessibility	100	3.86	.943	99	1.511	.217	Accept
Company Image	100	4.45	.833	99	1.488	.223	Accept
Security	100	4.51	.745	99	1.843	.145	Accept
Tax Benefits	100	4.13	.825	99	4.601	.005	Reject

Source: SPSS 21.0

From the One way ANOVA results, it is observed that there is no significant difference in the opinion of policy holders with respect to factors considered for taking life insurance policy and the number of policies taken. As the Sig. (p) values are greater than 0.05, the null hypothesis is accepted for all the factors except for tax benefits. With respect to tax benefits, it is observed that there is a significant difference in the opinion of policy holders about taking number of policies, where the Sig. (p) value is less than 0.05. Therefore null hypothesis is rejected. This means that tax benefits are considered by policyholders for taking more than one policies.

Table 7: Selection of Agent

Options	Number of responses	Percentage (%)
Know him personally	61	61.0%
Through Friends/relatives	27	27.0%
Met him at LIC Office	5	5.0%
Company employee introduced the agent	5	5.0%
Others	2	2.0%
Total	**100**	**100.0%**

Source: Primary data

Services Provided by LIC Agent and Value of the Policy

To test the significant difference in the opinions of policy holders with respect to services of life insurance agent and the value of policy taken, a one way ANOVA test is conducted at 5% level of Significance with (1,99) degrees of freedom. This test is applied to know that whether there is any significant relationship between the services rendered by the agent with the value of policy taken by life insurance policy holder.

H₀: There is no significant difference in the opinions of policy holders on the aspects related to the services of life insurance agent and the value of policy.

Table 8: Summary of One way ANOVA

Variable	N	Mean	Standard Deviation	df	F	Sig.	H0
V1: Polite before and after taking policy	100	4.40	.876	99	2.042	.095	Accept
V2: Easily available on time	100	4.23	.952	99	2.615	.040	Reject
V3: Updates about policy terms and conditions	100	4.12	1.047	99	1.983	.103	Accept
V4: Collects premium personally	100	3.92	1.245	99	.418	.796	Accept
V5: Compares his/her company's policy	100	3.92	1.089	99	1.126	.349	Accept
V6: Reveals all relevant facts	100	4.16	.992	99	.520	.721	Accept
V7: Has good knowledge of various policies	100	4.18	1.029	99	.496	.739	Accept
V8: Clarifies doubts	100	4.16	1.061	99	1.036	.393	Accept
V9: Gives prior intimation	100	4.03	1.150	99	.822	.514	Accept
V10: Assists in getting policy loan	100	3.67	1.280	99	1.201	.316	Accept
V11: Helps in renewal of lapsed policy	100	3.94	1.135	99	.721	.580	Accept
V12: Helps in settlement of policy in time	100	3.92	1.169	99	1.504	.207	Accept

Source: SPSS 21.0

From the one way ANOVA results, it is observed that there is no significant difference in the opinions of policy holders on above mentioned aspects related to services of insurance agent and the value of policy taken. As the Sig. (p) values are greater than 0.05 null hypothesis (H0) is accepted.

But with respect to availability of agent easily on time (V2), the value of Sig. (p) is 0.040 which is less than 0.05. Therefore, the null hypothesis is rejected.

Table 9: Policy holder's opinion about agent's explanation on terms and conditions of policy

Response	Frequency	Percentage (%)
No	11	11%
Yes	89	89%
Total	**100**	**100%**

Source: Primary data

Table 10: Satisfaction with services rendered by the LIC Agent

Response	Gender			
	Male	Percentage	Female	Percentage
No	7	12%	7	16%
Yes	50	88%	36	84%
Total	**57**	**100%**	**43**	**100%**

Source: Primary data

Out of 100 respondents who took policy from LIC agent, majority are male respondents and 88% of the male respondents mentioned that they are satisfied with the services rendered by LIC agent. 84% of the female respondents mentioned that they are satisfied with the services rendered by LIC agent. 12% of the male respondents and 16% of female respondents mentioned that they are not satisfied with the services rendered by LIC agent.

Table 11: Reasons for dissatisfaction about the services of LIC Agent

Reason	Responses	
	Number of respondents	**Percentage (%)**
Does not explain terms and conditions	9	29.0%
Does not explain why company's policy is better than others	3	9.7%
Does not advice wisely	7	22.6%
Does not inform about renewal date	5	16.1%
Does not deliver the receipts in time	7	22.6%
Total	**31**	**100.0%**

Source: Primary data

Table 12: Employment wise satisfaction with life insurance policies of LIC of India

Employment	Satisfaction with Insurance policies of LIC of India				Total
	Highly Satisfactory	**Satisfactory**	**Neutral**	**Dissatisfactory**	
Govt. employee	2	3	0	0	5
Private Employee	8	37	3	1	49
Self Employed	9	10	3	0	22
Retired	0	1	1	0	2
Student	1	6	5	0	12
Others	1	9	0	0	10
Total	**21**	**66**	**12**	**1**	**100**

Source: Primary data

It is clear that majority i.e. 66% of respondents are satisfied with the insurance policies of LIC of India. Out of satisfied respondents 37 respondents are private employees only.

Table 13: Policy holder's opinion to suggest others to take the policy from LIC of India

Options	Frequency	Percentage (%)
Yes	88	88%
No	12	12%
Total	**100**	**100.0**

Source: Primary data

An overwhelming percentage of (88%) respondent's opinion is to suggest others to take a policy from LIC of India as they are happy with the services provided by LIC of India.

Findings, Conclusion and Suggestions

The findings from policy holder's perception on services rendered by LIC agents are presented below.

- It is found from the demographic profile of the respondents that, out of 100 respondents nearly 33% of the respondents are in the middle age group of 35 years to 45 years.
- Out of 100 respondents 57% of the respondents are male respondents, 32% of the respondents are post graduates, 49% of the respondents are private employees and majority of the respondents fall under the income group of below Rs.40,000 monthly income.
- It is observed that majority (67) respondents are having only one Insurance policy out of which 34 are female respondents and 33 are male respondents.
- Highest percent (42%) of the respondents hold policy worth Rs.1,00,000 and pay an annual premium amount of Rs.10,000. 34.1% of the respondents expressed that Savings is the main reason for which they have taken life insurance policy
- Highest (40.7%) percentage of the respondents has taken policy because of the influence of Family members and 34.3% of them mentioned that LIC agent has influenced them to take policy. 32.4% of the respondents have taken Endowment policy and 27.5% of them have taken Term Life Insurance policy.

- 46% of respondents who took Endowment policy have mentioned Savings as the main reason for taking the policy. 39% of respondents who invested in Term life Insurance policy, respondents who purchased Money Back policy and 21% of respondents who took Whole Life policy respectively have mentioned that Savings is the main reason for taking a LIC policy.
- Out of 100 policy holders who took policy from agents, majority (61%) of them expressed that they personally know the life insurance agent.
- Majority (89%) of the respondents expressed that they were fully and clearly informed about the terms and conditions of policy by the agent.
- Out of 100 respondents who took policy from agent, majority are male respondents and 88% of the male respondents and 84% of female respondents mentioned that they are satisfied with the services rendered by LIC agent.
- 14 members out of 100 respondents, who took policy from Agent, have mentioned that they are not satisfied with the services rendered by the agents and expressed that their agent does not explain terms and conditions.

Conclusion

It is concluded that company need to develop the products keeping in view the requirement of prospective life insurance policy holders. Majority of the respondents expressed that Savings was the main reason for taking a Life Insurance Policy. Majority of the respondents have taken the insurance policy from Agents and they were fully and clearly explained about the policy terms and conditions. It is observed that, whatever is the value of the policy, opinion of respondents on the aspects related to services of agents is same. It is concluded from the one way ANOVA results that agents offer better services if the respondents take more number of policies.

By charging affordable premium, creating trust, maintaining transparency in policy related matters while offering it and efficient services after the sale of the policy with prompt actions on the quarries and complaints raised by policy holders will help the life insurance company to sustain and grow in the highly competitive environment.

Suggestions

- The saving and investment awareness is very less in the young age of below 25 years and female. So Life Insurance Corporation of India should design and launch projects suitable to these groups and increase the awareness as well as investment.
- It is suggested to all the life insurance companies that they have come out with new strategies to educate and bring awareness among the public as insurance is not only an investment for getting tax benefits but it is also a risk mitigating mechanism. It helps the individual to frame a good career for their children. They can help their retirement life without any financial obstacles.
- Life insurance companies have to motivate the policy holders to go online for taking policy, payment of premium and for other insurance related activities. This reduces the cost of operations in terms of reduction in number of agents, branch offices, and number of employees in branches. With this the life insurance companies can charge less premium on the policies which will help the lower middle class population to go for life insurance.
- Unit Linked life insurance policy is the least preferred policy by the respondents, this is because they are market linked policies, so the insurers who are offering ULIP's need to educate the prospective investor on the advantages of having that policy to increase its sales.
- It is suggested that while offering the policy to the prospective investor the intermediary need to explain about various policies offered by the company, terms and conditions of the product to be offered and it should be compared with the policies of rival companies so that the investor will take proper decision about selecting the policy.
- Majority of the policy holders of LIC expressed that their agent does not explain terms and conditions of different policies, does not advice wisely and does not deliver the receipts in time as the main reasons for their dissatisfaction about agent's services. It is suggested that the insurer should instruct the agent to be careful with regards to explaining terms and conditions, comparing the present policy with other policies while offering it and after the sale of the policy the agent should update about new policies offered by the company, premium due information and renewal related information to their respective policy holders.

- It is suggested to the policy holders that they should read the policy terms and conditions thoroughly before taking the policy. They should have a clarity on which type of policy they are taking, the benefits of the policy, provision of making any changes in various aspects related to policy and premium and after sales services offered by the company.

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IMPACT OF ADVERTISEMENTS ON THE BUYING BEHAVIOR OF CONSUMERS – AN EMPIRICAL STUDY

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ABSTRACT:

Advertising is a form of communication of information used to help sell products and services by various business organizations. Typically it communicates a message including the name of the product or service and how that product or service potentially benefits the consumer. However, Advertising does typically attempt to induce potential consumers to purchase or to consume more of a particular brand of product or service. For increasing the sale of their product companies are taking film stars, cricket stars, in their advertisements of their products which are again very costly. Marketers using the power of celebrity in influencing buyer's purchase decision. In Indian scenario it is proved that advertisements plays important role in influencing the buying decision of consumers. Earlier television, print media and radio etc.. are few resources used by companies to promote and sell their products but due to introduction of various social media networking sites, applications and electronic gadgets companies are using these sources to the optimum extent to influence the prospective customers with less expenditure. So presently there are number of sources through which the product and services information can reach the public. Therefore, the present study concentrates on various Medias used by companies for promoting their products, how far these advertisements are influencing the consumers towards buying decision and switching from one brand to other brand etc..

Key words: *Advertising, attitude of consumers, modes of advertisements, switching from one brand to another.*

Introduction:

We all know that advertising is a way of communication of information related to a product or service conveyed through various media to viewers. This helps in taking purchasing decision by the consumers. It is usually a paid form of exposure or promotion by some sponsor that reaches through various traditional media such as television, news paper, radio advertisement, magazine e-mail, outdoor advertising or modern media such as blogs, websites, and text messages. Due to introduction of social media and other technological developments in the economy companies got many ways to promote their products and services to the end users to motivate them to buy the product.

Review of literature:

- Nidhi Kotwal, 2008: in her article "Impact of T.V Advertisements on Buying Pattern of Adolescent Girls" found that adolescents are highly attracted towards the TV commercial. As well teenage girls also influenced by the TV commercials and they tend to buy the products which by watching advertisements in TVs. So it is understood that mass media has the greater impact on the advertisements. Organizations are catching this opportunity and getting into the market with creative content which attracts the teenage girls as well as boys to purchase the products.

- Samar Fatima , Samreen Lodhi, 2015 : conducted research on " Impact of Advertisement on Buying Behaviours of the consumers - Study of Cosmetic Industry in Karachi City" , to study the impact of awareness and perception of consumers on the buying behavior 200 young male or female who use different brands of cosmetics. Correlation and regression analysis were used to identify the relationship between these variables. It is found that advertisements play important role in creating awareness among the people but they are failed to build strong perceptions in the mind of consumers. The study concluded that both the variables will motivate the consumer to buy a certain product, as there is a positive relationship present in between them.

- Maheshwari, Seth & Gupta, 2016: in the article "An empirical approach to consumer buying behaviour in Indian automobile sector", it was concluded that advertisement effectiveness positively influences consumer buying behaviour.

- Tashrifa Haider, DhakaShadman Shakib, 2017: in their article on "A Study on the Influences of Advertisement on Consumer Buying Behavior", to study the impact of advertisement on consumer buying behaviou four independent variables such as Entertainment in Advertisement, Familiarity of Advertisement, Social Imaging in Advertisement and Advertisement Spending were considered. The study concluded that there is positive impact of all the variables on consumer buying behaviour. It is observed that among the four independent variables, Familiarity and Entertainment have the most significant impact on the buying behavior of the consumers.

- R. Sunderaraj, 2018: in his article "Impact of Advertisement on Buying Behaviour of Consumers In Sivakasi". It is found that there is no relationship between age of the respondents and level of impact of advertisement and there is no relationship between income and satisfaction with advertised product at the time of using.

Need of the study:

Advertisement being a medium of communication of a product and services of a particular company provides information about the features and various aspects of a product and service. Due to technological development and availability of number of modes of promotion, companies are using them to the maximum extent to advertise their product. Earlier companies had very few ways to advertise their product like TV, Radio, news Papers, pamphlets, hoardings etc.., but now due to technological advancement social media networking sites, various mobile apps, youtube ,instagram, and other online selling apps etc.. consumers are able to come to know about various products and services. Therefore, the present study has been taken up to through light on the attitude of the consumers towards buying the product and the impact of advertisement on the buying behavior of the customers.

Objectives of the Study:

- To understand the respondents general attitude towards advertising.

- To know the impact of advertising on consumers' buying behaviour.

- To study the mode of advertisement which have more impact on the consumer buying behavior.

Research Methodology:

The study has been carried out using primary sources and secondary sources such as a structured questionnaire is prepared and administered among 100 respondents of Hyderabad by using convenience sampling techniques and websites and online journals have been used for collecting relevant data related to the study respectively. The primary data has been analysed using simple percentages.

Data Analysis:

Table-1 Demographic profile of the respondents

Gender	Respondents	Percentage
Male	50	50%
Female	50	50%
Total respondents	**100**	**100%**
Age	**Respondents**	**Percentage**
16Yrs-21Yrs	28	28%
21Yrs-26Yrs	26	26%
26Yrs-31Yrs	21	21%
ABOVE 31Yrs	25	25%
TOTAL	**100**	**100%**
Education	**Respondents**	**Percentage**
SSC	7	7%
Inter	9	9%
Degree	47	47%
Others (professional study and business men)	37	37%
TOTAL	**100**	**100%**
Occupation	**Respondents**	**Percentages**
Student	38	38%
Employee	40	40%
Business	12	12%
Home maker	10	10%
TOTAL	**100**	**100%**

Source: Primary data

Table 2: Monthly Income

Monthly income	No. of respondents	Percentage (%)
Less than Rs.10000	35	35%
Rs.10000-Rs.15000	17	17%
Rs.15000-Rs.20000	12	12%
Above Rs. 20000	37	37%
Total	100	100%

Source: Primary data

Table 3: Advertisement affect on respondents

options	No. of respondents	Percentage (%)
Recall	5	5%
Positive impression	38	38%
Interest	17	17%
Desire to purchase	40	40%
Total	100	100%

Source: Primary data

Table 4: Forms of advertisement that creates greater impact on respondents

Options	No. of respondents	Percentage (%)
Printed words	6	6%
Visual ad	66	66%
Moving action oriented	23	23%
Any other	5	5%
Total	100	100%

Source: Primary data

Table 5: Media that get respondents' attention

Options	No. of respondents	Percentage (%)
Print	5	5%
Radio	6	6%
TV	74	74%
Word of mouth	15	15%
Total	100	100%

Source: Primary data

Table 6: Time span of impact of advertisement on respondents

Options	No. of respondents	Percentage (%)
Few hours	32	32%
One day	23	23%
One week	15	15%
More than a month	30	30%
Total	100	100%

Source: Primary data

Table 7: Respondents opinion on trying a new brand based on advertisement

Options	No. of respondents	Percentage (%)
Yes	75	75%
No	25	25%
Total	**100**	**100%**

Source: Primary data

Table 8: Purchase of product after watching the advertisement

Options	No. of respondents	Percentage (%)
Always	16	16%
Most of the time	28	28%
Sometimes	52	52%
Never	4	4%
Total	**100**	**100%**

Source: Primary data

Table 9: Importance given to advertisement for taking buying decision

Options	No. of respondents	Percentage (%)
Yes	97	97%
No	3	3%
Total	**100**	**100%**

Source: Primary data

Table 10: Respondents' opinion on finding radio advertisements attractive

Options	No. of respondents	Percentage (%)
Yes	56	56%
No	44	44%
Total	**100**	**100%**

Source: Primary data

Table 11: Respondents attention to online advertisements

Options	No. of respondents	Percentage (%)
Yes	31	31%
No	12	12%
Sometimes	57	57%
TOTAL	**100**	**100%**

Source: Primary data

Table 12: Respondents' opinion on advertisements providing the information they needed

Options	No. of respondents	Percentage (%)
Yes	33	33%
No	4	4%
Sometimes	63	63%
Total	**100**	**100%**

Source: Primary data

Table 13: Respondents belief in their favourite actor/actress in an advertisement

Options	No. of respondents	Percentage (%)
Yes	33	33%
No	67	67%
Total	**100**	**100%**

Source: Primary data

Table 14: category of the advertisements mostly liked by respondents

Options	No. of respondents	Percentage (%)
Food products	31	31%
Automobiles	24	24%
Cosmetics and jewellery	31	31%
Others (games, toys etc.)	14	14%
Total	**100**	**100%**

Source: Primary data

Table 15: Response on changing their preferences towards a product by just seeing their favourite celebrity in advertisements

Options	No. of respondents	Percentage (%)
Yes	27	27%
No	73	73%
Total	**100**	**100%**

Source: Primary data

Table 16: Consumers can often become victims to advertising through the purchase of unnecessary items

Options	No. of respondents	Percentage (%)
Agree	45	45%
Disagree	16	16%
Not sure	39	39%
Total	**100**	**100%**

Source: Primary data

Findings:

- It is found that 28% of the respondents belong to the age group of 16-21 years and 21% of the respondents belong to 26-31 years age group. Of 100 respondents, 50% of the respondents are male and 50% of respondents are female and 47% of respondents are degree holders and 7% are SSC.

- Out of 100 respondents, 40% of the respondents are employees and 10% of the respondents are home makers. 37% of the respondents are earning above Rs.20000/- per month and 17% of the respondents earn Rs. 10000/- Rs.15000/- per month. And 40% of the respondents are desired to purchase after watching advertisement and 5% of the respondents recall the product after the advertisement affect.

- 66% of respondents expressed that visual ad creates a greater impact on buying behavior. And a highest percentage (74%) of the respondents mentioned that televisions grab the attention of customers and 5% of respondent said that they get attracted to print media. 32% of the respondents expressed that impact of advertisement last for few hours for and 15% of the respondents said the impact of the advertisement lasts for one week.

- It is found that 75% of the respondents agreed that advertisement urge them to try a new brand and 97% of the respondents agreed that advertisement is important to get an idea about the product.

- Of the 100 respondents, 56% of the respondents agreed that radio advertisements are attractive and 44% of the respondents did not agreed. 81% of the respondents agreed that advertisements influence their shopping trend. It is found that 57% of the respondents said that only sometimes they pay attention to online advertisements and 12% of the respondents do not pay attention to online advertisements.

- It is found that 63% of the respondents said that sometimes advertisements provide the information they needed and 67% of the respondents said that they believe their favourite actor/actress in an advertisement and 33% do not believe.

- It is found that 31% of the respondents like cosmetics and jewellery related advertisements and 14% of the respondents like other advertisements related to games, toys etc…It is found that 51% of respondents cannot judge the quality of a product and 49% of the respondents can judge the quality of a product with advertisement.

- It is found that 27% of respondents can change their preference of a product by just seeing their favourite celebrity in advertisement and 73% of the respondents did not agree to it. Out of 100 respondents, 45% of the respondents agreed that consumers can often become victims of the advertising and 39% are not sure about the statement.

- It is found that 79% of the respondents purchased the products after watching the advertisement.

Conclusion:

 Though advertisement is a major influential factor in purchasing decision but at the same time not all consumers get influenced any type of advertisement they think and do research about the product and take a purchase decision. It is observed from the study that most of them don't get influenced if the products are endorsed by their favourite celebrities but a few of them do get influenced and some of them did not give importance to advertisements. Though various new modes of advertisements are available in the present digitalized scenario still most of the respondents preferred medium is television and most of them get influenced through television.

Suggestions:

1. Advertisement should be made with keeping the determinants of effectiveness in mind. Advertisement should be made according to the product and its suitability with different age groups.

2. Majority of the respondents (73%) expressed that they don't change their preferences towards a product by just seeing their favourite celebrity in advertisements. Therefore it is suggested that the companies not only should concentrate on by whom the product to be promoted but need to equally concentrate on the quality and requirements of the customers while producing it.

3. It is observed from the study that information provided in the advertisement has more influence on consumer's perception about the product. So, it is the responsibility of the company to provide right information of product to the respondents.

4. Advertisements with moving image are more effective than advertisement with still image which is proved from this study that majority of the respondents get influenced with the advertisements showed in TVs. So, it is suggested to the companies to make use of other modes of advertisements in an innovative way so that customers get attracted or influenced towards the product.

5. As the cost of advertisement is included in the selling price of the product. So it is suggested to the company that investment in advertisement should be made with great care of media of advertisement and type of advertisement.

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