

A STUDY ON IMPORTANCE OF PERSONALITY AND PERCEPTION IN THE WORK BEHAVIOUR



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Abstract

All organizations are composed of individuals. The organizational performance is largely affected by the way individuals behave at work. Individuals with different personality and perception behave differently in the similar and different situations pose the need for managers to understand individual/ human behavior at work to extract the best and maximum contribution from them. This indicates

the importance of understanding the two fundamental factors of personality and perception. Personality and perception lies at the base of every human behaviour. There can be no behavior without personality and perception. This study analyzes the various aspects of personality and perception which has direct implication for human behaviour.

Keywords: Personality, Perception, Human behavior.

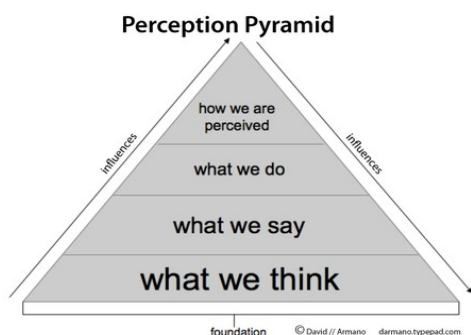
Introduction

Personality and perception lies at the base of every human behaviour. There can be no behavior without personality and perception. Therefore understanding human behavior in organization in a better way underlines the need to understand the personality and perception in its various aspects. People perceive the same situation differently upon their conception of the situation and in turn influence them to behave differently in differently.

Personality and Perception

Personality can be defined as the sum total of ways in which an individual reacts and interacts with others and environment. An individual's personality is influenced by the personal life where he/she is working. It is an organized behavior of an individual to react to a given stimulus in a set manner.

Perception is a process which involves seeing, receiving, selecting organizing, interpreting and giving meaning to the environment. The functioning of whole process is influenced by the individual doing the perceiving, the objects or events being perceived and the environment in which perception occurs.



According to Hilgard et al, "Personality may be understood as the characteristic pattern of behavior and modes of thinking that determine a person's adjustment to the environment".

According to Fred Luthans, "Perception is an important mediating cognitive process through which persons make interpretations of the stimulus or situation they are faced with.

Concept of Personality

Several factors influence the shaping of our personality. Major among these are

- Heredity
- Culture
- Family Background
- Our Experiences through Life
- And The People we interact with

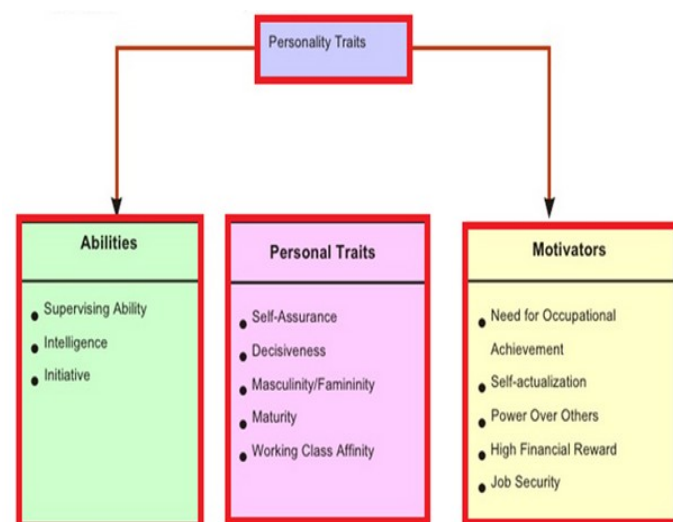
Benefits of Having Different Personalities & Temperaments in the Workplace

- Balance of Strengths & Weaknesses
- Staff Diversity
- Tapping into Talents
- Morale Workplace Atmosphere

Importance of Different Personalities in a Workplace

- Team Diversity
- Motivation
- Creativity and Analysis
- Employee Morale

Personality Traits



Types of Personalities

Introvert and Extrovert personalities

Introvert is one who looks inward and experience and process their thoughts and ideas within themselves. They also avoid social contacts and initiating interaction with other group meets, withdrawn quiet and enjoy solitude. They are found more inclined to excel at task that require thought and analytical skill. Extrovert are friendly, sociable, lively, gregarious, aggressive and expressing their feelings and ideas openly. They are suitable and

successful for the positions that require considerable interaction with others.

Type A and Type B personalities

Type A people are hard- working, highly achievable, impatient, have sense of urgency, aggressive, with competitive drive etc. they tend to be very productive and work very hard. They are workaholics.

Type B people are easy- going, sociable, free from urgency of time, laid-back and non-competitive. These people do better on tasks involving judgments, accuracy.

Judging and Perceptive Personalities

Judging people would follow a plan, make decisions and need only what is essential for their work. Perceptive personalities would adapt to change, want to know about a job and at times may get over committed.

Types of Personalities Propounded by Various Authors

Catell's 16 Types of Personality

- | | | |
|-----------------------|-----|--------------------|
| • Reserved | vs. | Outgoing |
| • Less intelligent | vs. | More intelligent |
| • Affected by feeling | vs. | Emotionally Stable |
| • Submissive | vs. | Dominant |
| • Serious | vs. | Happy - Go- Lucky |
| • Expedient | vs. | conscientious |
| • Timid | vs. | Venturesome |
| • Tough- Minded | vs. | Sensitive |
| • Trusting | vs. | Suspicious |
| • Practical | vs. | Imaginative |
| • Forthright | vs. | Shrewd |
| • Self-assured | vs. | Apprehensive |
| • Conservative | vs. | Experimenting |
| • Group-Dependent | vs. | Self-Sufficient |
| • Uncontrolled | vs. | Controlled |
| • Relaxed | vs. | Tense |

John's the BIG 5 Model Personality

- Extraversion - sociable, talkative, and assertive
- Agreeableness - good-natured, cooperative and trusting
- Conscientiousness- responsible, dependable, persistent and achievement oriented
- Emotional Stability - calm, nervous, enthusiastic, depressed and insecure
- Openness to experience - imaginative, artistically sensitive, and intellectual.

Professor Chris Argyris Immaturity to Maturity Stages

- From passivity to activity
- From dependence to independence
- From selective behavior to diverse behavior
- From shallow interest to deep interest
- From short time perspective to long -time perspective
- From subordinate position to super ordinate position
- From lack of self awareness to self awareness and control.

Sheldon's Personality Development

- Endomorph - Friendly, people oriented, slow to react, loves to eat
- Mesomorph - physical adventure, enjoys exercise, aggressive, risk taker, competition
- Ectomorph - likes privacy, socially inhibited, quick to react and hypersensitive

Influence of Personality on Organizational Behavior

Following are various attributes and traits that help to analyze the human behavior at workplace:

Locus of control: It refers to one's belief that what happens is either within one's control or beyond one's control. A large amount of research comparing internals with externals have proved that externals are less satisfied with their jobs and have higher absenteeism rates than internals. But the dissatisfied internals are more likely to quit a dissatisfying job.

Machiavellianism: Machiavellianism refers to an individual's propensity to manipulate people for solving his/her interest. These personalities are considered as good in jobs that need bargaining, offering substantial rewards for winning.

Self esteem: An individual liking or disliking oneself is called self-esteem. Individuals with high self esteem are found to be more satisfied and tend to take more challenging jobs and assignments and of unconventional nature.

Self- Monitoring: Self- monitoring is an individual's ability to adjust his/her behavior to external factors/ situations. It can be hypothesized that individuals high in self monitoring are likely to be more successful managers.

Risk- taking: The propensity to assume or avoid risks affects a manager's behavior in making decisions. Research has shown that managers with high risk-taking make more rapid decisions and use less information in making choices than do low risk-taking managers.

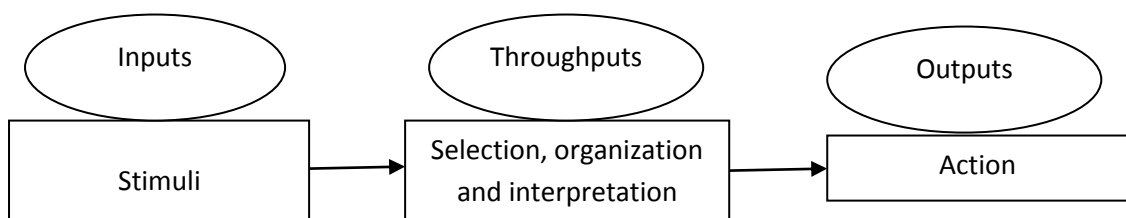
Key to measure personality test:

1. Projective test
2. Personality test
3. Assessment centre.

Concept of Perception

Process of perception

Perception as a process of receiving, selecting, organizing, interpreting, checking and reaching to stimuli.



Nature of Perception

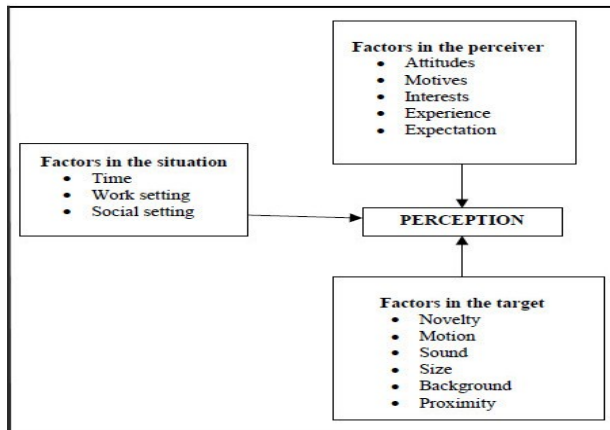
1. Perception is the intellectual process.
2. Perception is the basic cognitive or psychological process.
3. Perception becomes a subjective process and different people may perceive the same event differently.

Importance of Perception in OB

We need to understand what the role of perception in an organization is. It is very important in establishing different role of perceptions like –

- Understanding the tasks to be performed.
- Understanding associated importance of tasks allotted.
- Understanding preferred behavior to complete respective tasks.
- Clarifying role perceptions.

Factors that Influence Perception



Perception and Organizational Behaviour Employment Interview

Interviewers make perpetual judgment that is often inaccurate. Different interviewers try to see different things in the same candidate and, arrive at different perceptions about the same candidate. Who one thinks is a good candidate and who another thinks is a bad one may differ. It is clear that the perpetual factors influence the decision that is to be selected. Thus the quality of labour force selected in an organization.

Performance Appraisal

Assessment of an employee's performance depends on the perception of the evaluator about the employee. An employee's future is tied to his /her performance appraisal. Promotions, pay rises and continuation of job are the most obvious and common outcomes of the employee's performance. Performance appraisal is both subjective and objective. Judgments make one's perception more susceptible to distortions.

Performance Expectation

New employees during their selection process acquire a set of expectations both about the organization and about the job he is expecting to achieve. In case there is a big difference between what expected and what actually acquired, it results in increased employee absenteeism and turnover.

Employee Effort

An employee's future in an organization depends on his/her effort made for achieving the organizational goals. However assessment of an individual's performance is a subjective judgment and susceptible to perceptual distortions and bias also.

Employee Loyalty

While assessing employees, the managers also make another important decision whether the employees are loyal to organization or not. Assessment of loyalty is also a subjective judgment susceptible to perceptual distortions and Bias. An employee looking for greener pastures outside the organization may be labeled as disloyal to the organization. As a result the organization may cut off his future advancement opportunities.

Conclusion

All organizations are composed of individuals. The organizational performance is largely affected by the way individuals behave at work. Individuals with different personality and perception behave differently in the similar and different situations pose the need for managers to understand individual/ human behavior at work to extract the best and maximum contribution from them.

Personality is the totality of an individual's interaction with its subsystems like environment and situation. Individual's external appearance and traits, their inner awareness of self and the person- situation interaction determine their personalities. Personalities differ from individual to individual. Some personalities are classified as introverts and extroverts, others are categorized as Type A and Type B.

Perception being a cognitive process is susceptible to distortions. The specific areas of applications of perception in organizational behavior include employee selection interview, performance appraisal, employee effort, employee loyalty etc.. When people try to minimize their responsibility for negative event, the organizational goals affect adversely. To have high-positive impressions, minimize distorting factors and be influenced by ulterior motives are some of the guidelines that help one improve his behavior.

Changing demography, diversity, expectations of workforce, ever expanding globalization of business, and increasing concern for improving quality in offering quality products and services pose challenges and offer opportunities to the managers. Managers need to understand better and more about human behavior than before to make organizations run effectively.

A STUDY ON CUSTOMER SATISFACTION TOWARDS “THE HINDU NEWSPAPERS AND ITS SUPPLEMENTRIES



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Abstract

The purpose of this paper is to understand the satisfaction level of customers towards THE HINDU newspapers and its Supplements for the reason that the news paper has vital media to communicate the news for the society. So the region selected for the study is Chennai .The structured questionnaire was

construct and Data were collected through field research with 150 customers through convenient sampling method and the data were analyzed using SPSS and Excel. The paper finds that fulfillment about s THE HINDU newspaper.

Keywords: Customer satisfaction; Main paper; Supplements.

Introduction

Customer satisfaction is the main thing for promoting the sales because the consumer is the king of every business. So, every manufacturer must need to satisfy their customers. The manufactures cannot easily satisfy their customers. So, the manufacturer must understand the customer needs, and must be full filled, so the researcher has chosen the interesting topic of measuring the consumer satisfaction towards newspapers. Normally, we had known well that the newspaper is one of the important media to bring out the news to the public. The people have chosen the newspapers for gathering the news. At the same time the readers always expect the truthful and reality of news at that time news printer is liable to publish people the news of honest, they do not follow as a profit motive. In India lot of newspapers bring the news every day. It may be different from state-wise and language basics, etc. But all of them focus on the same news but quality varies. So the researcher has selected THE Hindu Newspaper for his research, which is one of the leading newspapers in India. The purpose of the research is to find out the expectation and perception from the readers of THE HINDU newspapers.

Statement of Problem

We know well that Knowledge is power to all the human beings “In today’s world there is an increasing demand of knowledge. The people have chosen the newspaper as one of the source for developing their knowledge. Most of them have preferred the newspapers for gathering the news. And they consumer newspapers every morning, at the identical time their thought is it’s one of the less expensive media compared to others. Meanwhile no one can carry the other source of media everywhere except newspapers. The print media has become very competitive throughout the country. Because every day there are lot of printed Medias that are circulated wide open in the market. So the aim of the paper is to identify the areas to know the preference towards The HINDU Newspaper among the customers .It will also help to know the attributes which contributed to the increase of preference of The Hindu Newspapers among the customers.

Significance of the Study

Many businesses are aspire for high satisfaction of the consumers. Because it is a very competitive market and if the marketers not succeed to satisfy their customers it becomes difficult to continue to exist in the market. On The other hand competitors have ready plans to fulfill the needs and capture the heart of the consumers. So the need for the study is assessing the consumer expectation of the HINDU NEWSPAPERS and to understand the existing preference of the customers. And suggest ways and means to improve the satisfaction level of the customers.

Objectives of the Study

- To study on impact of Customer's Demographics on Satisfaction towards "THE HINDU" Newspapers
- To provide valuable suggestions to the company for fulfillment of customer expectations in forthcoming days.
- To find out which basis the consumer choosing the "THE HINDU" newspapers and its supplements

Research Methodology

The research method used for this study is survey method using structured and predesigned questionnaires. In this method, the information is gathered mainly through personal interviews. The survey consists of gathering data by interviewing a 150respondents. The sample is selected from a group on convenience basis.

Limitations of Study

- It is difficult to make a survey in all the areas. So the researcher has only confined to a Chennai area.
- There is a chance for bias in the information given by respondents.
- Most of the consumers refused to fill the complete questionnaire as they were busy in their work.
- The researcher faced difficulty to target particularly THE HINDU Newspapers customers.
- Time constraint was a major limitation.
- No comparative study has been made.

Review of Literature

According to **Anderson & Sullivan** (1993) customer satisfaction may affect repurchase intentions. First, given that the customer is satisfied, satisfaction serves to narrow the variance in expectations.

Kotler (2000) defined satisfaction as: "a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations"

Debarun chakraborty (2012) conducted the research towards customer satisfaction and expectation Towards newspaper and he suggested to the company the Front page should be more attractive for readers' and he also recommended THE HINDU' should be more focused in the product front page to utilize its brand image, which is much more famous than the business line itself.

A. Meharaj Banu (2015) inferred that the Newspapers are the most powerful tool to communicate thoughts and information to the society .and It is a part and parcel of modern life. It plays imperative role by providing information and generate knowledge among the people. The chief topics of general interest in newspaper include politics, sports, economy, movies and share market. A wide coverage of information is obtained at low cost though newspaper that's the reason the peoples more prefer the newspapers to compare with other medias. and it provides us with information collected from around the globe. It also helps to develops new ideas, and at times guides the common man and it also influences the habit of thinking in men.

C. Anandhan, Prasanna Mohanraj, Madhu etal (2006) were conducted the research towards the brand loyalty of English newspapers and found Indian Newspaper Industry is eyewitness highly development, even though the rise of the Internet and of telecommunications as possible sources of information. Earlier all the newspapers thought that the opportunity for them was within their own environmental. But, in forthcoming years publishers will be spending over Rs.1000 crores to occupy into other's region. if the publishers recognize the preferences of readers, it would be unlikely that they would succeed in winning the hearts of the customers.

Analysis and Interpretation

Influence of customers' demographics on satisfaction on main paper of "THE HINDU" Newspapers

		N	Mean	S D	t/ F values
Gender	Male	3	19.91	2.988	t=1.625(p=.106)
	Female	7	19.13	2.849	
Age	Below 21 yrs	5	20.12	2.818	F=2.834* (p=.049)
	21-35 yrs	9	19.30	3.112	
	35-50 yrs	2	18.45	3.528	
	Above 50 yrs	4	20.41	1.876	
Occupation	Student	7	19.05	2.972	F=2.849* (p=.048)
	Employee	2	20.33	3.404	
	House wife	0	18.65	3.082	
	Business	1	20.06	1.590	
Marital Status	Married	5	19.68	2.592	t=0.549 (p=.584)
	Single	5	19.41	3.362	
Monthly Income	Nil		19.21	2.657	F=0.651 (p=.583)
	Below Rs.10,000	7	19.37	3.375	
	Rs.11,000 to 30,000	4	19.41	3.285	
	Above Rs.30,000	2	20.01	2.682	
Educational Qualifications	School level	6	19.00	3.440	F=1.723 (p=.165)
	Under graduate	5	20.37	2.543	
	Post graduate	1	19.24	3.064	
	Others		19.34	2.802	

*significant at 5% level

Gender

The obtained 't' value is 1.625 and it is not significant at 5% level. The value indicates that there is no significant influence of customer's gender on main paper of the news paper "THE HINDU". Therefore, the formulated hypothesis H_0 1(a) that "there is no significant influence of customer's gender on main paper of the news paper "THE HINDU" is accepted.

Age

The obtained 'F' value is 2.834 and it is significant at 5% level. The value indicates that there is significant influence of customer's age on main paper of the news paper "THE HINDU".

Further, the mean table indicates that the customers with age above 50 years have scored higher mean value of 20.41 and the lowest mean was scored by the customers with 35 - 50 years of age (18.45). This shows that the customers with age above 50 years are more satisfied with the main paper of the news paper "THE HINDU" and the customers with age 35 - 50 years are less satisfied with the main paper of the news paper "THE HINDU". Therefore, the formulated hypothesis H_0 1(b) that "there is no significant influence of customer's age on main paper of the news paper "THE HINDU" is rejected.

Occupation

The obtained 'F' value is 2.849 and it is significant at 5% level. The value indicates that there is significant influence of customer's occupation on main paper of the news paper "THE HINDU". Further, the mean table indicates that the employees have scored higher mean value of 20.33 and the lowest mean was scored by the customers who are housewife (18.65). This shows that the customers who are employees are more satisfied with the main paper of the news paper "THE HINDU" and the housewives are less satisfied with the main paper of the news paper "THE HINDU". Therefore, the formulated hypothesis H_0 1(c) that "there is no significant influence of customers' occupation on main paper of the news paper "THE HINDU" is rejected.

Marital Status

The obtained 't' value is 0.549 and it is not significant at 5% level. The value indicates that there is no significant influence of customer's marital status on main paper of the news paper "THE HINDU". Therefore, the formulated hypothesis H_0 1(d) that "there is no significant influence of customers' marital status on main paper of the news paper "THE HINDU" is accepted.

Monthly Income

The obtained 'F' value is 0.651 and it is not significant at 5% level. The value indicates that there is no significant influence of customer's monthly income on main paper of the news paper "THE HINDU". Therefore, the formulated hypothesis H_0 1(e) that "there is no significant influence of customers' Monthly income on main paper of the news paper "THE HINDU" is accepted.

Educational Qualification

The obtained 'F' value is 1.723 and it is not significant at 5% level. The value indicates that there is no significant influence of customer's educational qualifications on main paper of the news paper "THE HINDU". Therefore, the formulated hypothesis H_0 1(f) that "there is no significant influence of customers' educational qualifications on main paper of the news paper "THE HINDU" is accepted.

Friedman Test for Customer Showing Preference While Purchasing Main Paper

Statement	Mean Rank	Chi square Value
Easy to read and easily to understand	3.61	46.150** (p<.001)
Low cost to compare with other newspapers	2.78	
News are truthful and broad	3.08	
I prefer "THE HINDU" newspaper to upgrade my skills	2.95	
Available in all the shops	2.58	

** Significant at 1% level

The result in the table 4.40 shows that the null hypothesis H_0 4 is rejected at 1% level. All the factors of purchasing and using the main paper in the news paper “THE HINDU” do not carry equal importance. Further the mean ranks in the table shows clearly that “Easy to read and easily to understand” and “News are truthful and broad” are the main factors that influenced the customers to buy the main paper in “THE HINDU” and “Available in all the shops” and “Low cost to compare with other newspapers” are the least factors that influenced the customers to buy “THE HINDU” the main paper.

Important Showing by Customers While Choosing Supplementries of “The HINDU” NEWSPAPERS

Customers reading newspaper “THE HINDU” have expressed their views on the supplementries which made them to purchase and use the newspaper. Testing the significance of various supplementries that made the customers to purchase and use the newspaper, Friedman’s test for k-related samples was applied to study the relationship between various supplementries. Null hypothesis H_0 5: All the supplementries carry equal importance among the users of the news paper “THE HINDU”.

Friedman Test for Purchasing Supplementries

Supplements name	Mean Rank	Chi square Value
Science and Technology edition	5.15	62.664** (p<.001)
Weekly Magazine covering Social issues, art, literature, Gardening, Travel, Health	5.16	
Metro Plus	4.71	
Habitat (Real estate service)	3.71	
Friday Features Covering cinema, arts, Music and Entertainment Young World	5.59	
Job Opportunities	5.64	
Book Review	4.97	
Business Review	4.95	
Education Plus	5.13	

** Significant at 1% level

The result in the table shows that the null hypothesis H_0 5 is rejected at 1% level. All the supplementries do not carry equal importance among the users of the news paper “THE HINDU”. Further the mean ranks in the table shows clearly that “Job Opportunities” and “Friday Features Covering cinema, arts, Music and Entertainment Young World” are the main supplementries that influenced the customers to buy the News paper “THE HINDU” and “Habitat (Real estate service)” and “Business Review” are the least supplementries that influenced the customers to buy the News paper “THE HINDU”.

Findings from Analysis

- The mean values are above the average level it is observed that the customers are satisfied towards the main paper of the newspaper “THE HINDU.”
- It is inferred that the mean values are above the average level the customers are satisfied towards the supplementries of the newspaper “THE HINDU.”
- It is found that significant influence of customer’s gender on main paper of the news paper “THE HINDU” is not observed There is no significant influence of customer’s gender on main paper of the news paper “THE HINDU” is accepted.

- It is found that significant influence of customer's age on main paper of the news paper .This shows that the customers with age above 50 years are more satisfied with the main paper of the news paper "THE HINDU" and the customers with age 35 - 50 years are less satisfied with the main paper of the news paper "THE HINDU".
- It is ascertained there is significant influence of customer's occupation on main paper of the news paper. This shows that the customers who are employees are more satisfied with the main paper of the news paper "THE HINDU" and the housewives are less satisfied with the main paper of the news paper.
- It is ascertained there is significant influence of customer's occupation on main paper of the news paper. This shows that the customers who are employees are more satisfied with the main paper of the news paper "THE HINDU" and the housewives are less satisfied with the main paper of the news paper "THE HINDU".
- It is found that there is no significant influence of customers' marital status on main paper of the news paper "THE HINDU" is accepted.
- It is ascertained that no significant influence of customer's monthly income on main paper of the news paper THE HINDU is not observed.
- It is found that there is no significant influence of customers' educational qualifications on main paper of the news paper "THE HINDU" is accepted.
- The researcher found that there is no significant influence of customer's gender on Supplementary papers of "THE HINDU"
- There is significant influence of customer's age on Supplementary papers of the news paper IS observed. this shows that the customers with age below 21 years are more satisfied with the Supplementary papers of the news paper "THE HINDU" and the customers with age 35 - 50 years are less satisfied with the Supplementary papers of the news paper .
- It is observed there is significant influence of customer's occupation on Supplementary papers of the news paper. This shows that the customers who are employee are more satisfied with the Supplementary papers of the news paper "THE HINDU" and the customers running business are less satisfied with the Supplementary papers of the news papers
- That there is no significant influence of customer's marital status on Supplementary papers of the news paper.
- It is found that there is no significant influence of customer's monthly income on Supplementary papers of the THE HINDU news paper.
- The researcher concludes there is significant influence of customer's educational qualifications on Supplementary papers of the news paper. This shows that the customers with education of under graduate are more satisfied on Supplementary papers of the news paper "THE HINDU" and the customers with other education qualification are less satisfied on Supplementary papers of the news paper "THE HINDU".
- It is found there is significant association between gender and satisfaction with the cost of newspaper that most of the males (49.3%) are satisfied with the cost of the news paper "THE HINDU".
- There is no significant relationship between gender and satisfaction with the availability of newspaper "THE HINDU".

- It is observed that there is significant association between gender and satisfaction with the availability of newspaper that most of the males (50.7%) are satisfied with the availability of the news papers.
- There is no significant relationship between Marital status and satisfaction with the cost of THE HINDU newspaper.
- It is observed that there is significant association between marital status and satisfaction with the cost of newspaper that most of the married customers (48.7%) are satisfied with the cost of the news paper THE HINDU.
- It is observed that there is significant association between Marital status and satisfaction with the availability of newspaper that most of the married customers (53.3%) are satisfied with the availability of the news paper.
- There is no significant relationship between impression of metro plus and supplementries are useful.
- It is observed that there is no significant association between supplementries is useful and referring the children for reading the young world and children supplement.
- Easy to read and easily to understand” and “News are truthful and broad” are the main factors that influenced the customers to buy the main paper in “THE HINDU” and it “Available in all the shops” and “Low cost to compare with other newspapers” are the least factors that influenced the customers to buy the main paper .
- Job Opportunities” and “Friday Features Covering cinema, arts, Music and Entertainment Young World” are the main supplementries that influenced the customers to buy the News paper and “Habitat (Real estate service)” and “Business Review” are the least supplementries that influenced the customers to buy the News paper “THE HINDU”.

Suggestions of the Study

- THE HINDU NEWSPAPER should concentrate more in Local News rather than International News.
- Some of the respondents expect to develop the Cartoon jokes for children.
- It should be made available in all the shops especially in rural areas.
- Some of the respondents are not aware about the Tamil HINDU NEWSPAPER. So, it they must concentrate in the Advertisements.
- It must be left the intention to increase the price in future unless they will be lose the existing customers.
- Some of the customers have suggested increasing the font size of the news.
- The company should focus more to add the general knowledge part for government job seekers.
- It should focus on increasing good vocabulary words. It is very useful to develop the English Skills.
- It should publish the News in a genuine and lucid manner.
- It should try to avoid miscellaneous news.
- This newspaper should cover the district news separately for every district.
- It should increase to cover the local news instead of more political news.
- Some of the respondents have dissatisfied about the reliability of news so the reporters should write the genuine news.

Conclusions

Newspapers play an important role in our day-to-day life. They have contributed more for the growth of democracy in a country. So the HINDU NEWSPAPERS is doing the job correctly in the current scenario. And its services to the society are wonder and there is no doubt in it is placed as the number one of the leading newspapers in India. And it requires support of the customers for beating the upcoming competition in future. Some an while according to this research suggestions THE HINDU should alter such type of changes in the quality .It will be helpful to capture the full share of the market in the future and it will create a way to capture the new customers for “ THE HINDU”.

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QUALITY OF WORK LIFE BALANCE IN ORGANISATION



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Abstract

Work-life balance is assisted by employers who institute policies, procedures, actions, and expectations that enable employees to easily pursue more balanced lives. The pursuit of work-life balance reduces the stress employee's experience. Work-life balance enables employees to feel as if they are paying attention to all the important aspects of their lives. Because many employees experience a personal, professional, and monetary need to achieve, work-life balance is challenging. Employers can assist employees to experience work-life balance by offering such opportunities as flexible, paid time off (PTO), responsible time and

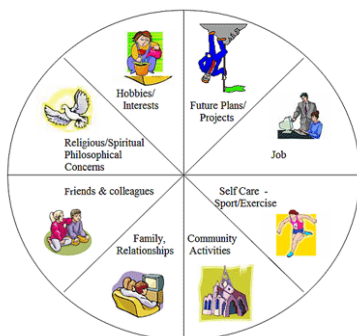
communication expectations, and company-sponsored family events and activities. Dynamic people can build dynamic organizations. Effective employees can contribute to the effectiveness of their organization. Competent and motivated people can make things happen and enable an organization to achieve its goals. Hence, organizations should continuously ensure that the dynamism, competency, motivation and effectiveness of the employees remain at high levels.

Keywords: Work life balance, Employee, Family, Challenges.

Introduction

Work/life balance is a broad concept that encompasses prioritizing between work (including career and ambition) on one hand, and life (including areas such as health, leisure, family, pleasure and spiritual development) on the other. There are also two key concepts related to work/life balance - achievement and enjoyment. Achievement can be related to setting and achieving the goals we have in life i.e. buying a new house, job satisfaction, further education etc. Enjoyment is related not just to happiness, but also pride, satisfaction, celebration, love, and a sense of wellbeing.

Fig 1 Wheels of Work Life Balance



Life will often deliver the value and balance we desire when we are achieving and enjoying something every day in all the important areas of our lives. Therefore, a good working definition of work/life balance is meaningful daily achievement and enjoyment in each of our important life quadrants. These life quadrants will vary for each person but may include, for example, work, family, friends and self. Work life balance is a concept that supports the efforts of employees to split their time and energy between work and

the other important aspects of their lives. Work-life balance is a daily effort to make time for family, friends, community participation, spirituality, personal growth, self care, and other personal activities, in addition to the demands of the workplace.

Work-life balance is assisted by employers who institute policies, procedures, actions, and expectations that enable employees to easily pursue more balanced lives. The pursuit of work-life balance reduces the stress employee's experience. When they spend the majority of their days on work-related activities and feel as if they are neglecting the other important components of their lives, stress and unhappiness result. Work-life balance enables employees to feel as if they are paying attention to all the important aspects of their lives. Because many employees experience a personal, professional, and monetary need to achieve, work-life balance is challenging. Employers can assist employees to experience work-life balance by offering such opportunities as flexible, paid time off (PTO), responsible time and communication expectations, and company-sponsored family events and activities.

Fig 2 Indication of Work Life Balance



Managers are important to employees seeking work-life balance. Managers who pursue work-life balance in their own lives model appropriate behavior and support employees in their pursuit of work-life balance. They create a work environment in which work-life balance is expected, enabled, and supported. They retain outstanding employees to whom work-life balance is important.

Creating Work Life Balance within the Workplace

The following actions are considered to be the most essential for employers that are committed to work life balance:

Ten Essential Management Actions for Creating Work Life Balance are

- Positive "Work life Balance" thinking
- "Work Life Balance" policy
- "Work Life Balance" employer
- Awareness of entitlements
- "Work Life Balance" survey
- Implement flexible work practices
- Willingness to pilot or trial initiatives
- Management accountability
- Management Training
- Pre-exit interviews

Work life balance within the workplace

Retention and attraction strategies are an important means for attracting and retaining skilled employees - particularly in areas where there is a high staff turnover, difficulties in recruiting and retaining skilled staff, a competitive job market, and labour and skill shortages. One of the first strategies to consider is current work arrangements and management practices that may be contributing to the difficulty in attracting and retaining staff. This may require the