
**INVESTIGATION OF HUMAN RESOURCES ORGANIZATIONS ON BAZAR SHARE,
PROFITABILITY AND PURCHASER SATISFACTION**

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ABSTRACT

Purchaser satisfaction is can be seen as one of the most important instruments that ensure the subsistence and endurance of a business association. It is very essential for the business association to consider offering what the purchasers want rather than offering quality goods and services which may not meet up with the purchaser's belief. Therefore, business association has to possess a framework in their organizational structure towards satisfying their purchasers so that they can maintain their existence, survival and success. Satisfying a purchaser nowadays leads to preservation and magnetism of new purchasers as a effect of the present purchasers of the business organization being contented.

Key words: Purchaser satisfaction, business consumer

INTRODUCTION

Human Resources are vital for any organization. People working in the organization constitute human resources. Productivity, quality of the product, relationship with suppliers, purchasers, branding – everything depends upon the people working in the organization. People can be said to be the life-line of any organization. The concept of human resources has undergone many transformations since the importance of people in organization was realized. Realizing the importance of human resources in an organization, keeping information about the human resources working in the organization is very vital. The expression human possessions systems has evolved over a stage of instance to thoroughly engage, train and hold the worker in the organization. The Human Resources (HR) section of any organization administers human possessions through the Human Resources organization. A human resources organization includes processes such as the assortment of worker through raising situation adverts, calling for resumes, and facilitating interviews to complete the hiring of worker through fine skill sets. It also includes identifying guidance needs and development of finest training of worker through involvement in conferences and seminars. Remuneration to worker is a different main aspect that HR administers through the HR system. At this juncture, it would be astute to have an indication of the Human Resource Systems.

HUMAN RESOURCE SYSTEMS: A HISTORICAL PERSPECTIVE

The position of human resources has undergone modify from organism philosophical to positive. The associations have realized that human resources are the most important assets in the organization. Association is giving more and more importance to the people. This emphasis is also due to the new emerging values of humanism and humanization. There is an increased focus on creativity and autonomy. This is due to people realizing that it is important to have freedom and creativity. The belief of people are fast changing, people cannot be taken for granted anymore. There are lot of changes which are happening at a very fast pace. Association is now working in a global environment. The growth of the perception of HR systems is obtainable chronologically as follows:

Though, the perception of Human resources can be traced rear to 3000 BC, the time of Sumerian empire, however the thought of Human resources or human resource administration is said to have happening in England in the untimely 1800s, when training was ongoing for craftsmen and apprenticeship which was extra sophisticated and urbanized when industrial upheaval began in the late 1800s. A mixture of scholars have

calculated this subject matter and tried to sketch the derivation of concepts of human resources/ human resources administration human resources expansion and human resources organization.

Some scholars argue that Human resources management has its origin from the term Personnel Management. The term personnel management was coined after the World war in 1945. This was result of an effort by personnel management practitioners to distinguish their profession from added administrative functions and production the personnel management function as a disconnect function with specialized body of acquaintance and rules of morals as a effect personnel management became a fully fledged specialized managerial purpose.

RELATIONSHIP BETWEEN HUMAN RESOURCES MANAGEMENT AND HUMAN RESOURCES DEVELOPMENT

Traditionally, it is suggested that human resources development is a component of human resource management, in which human resources development supports by taking care of training and development activities and it is part of the overall human resources function. The term human resources and human resources management is same and used interchangeably. Human resources development takes care of mainly training and development, performance management, career progression and change management. One of the historically significant events in relation to the workers training and skill development is human relations movement. This movement started as welfare movement for the working class.

REVIEW OF LITERATURE

Kesti and Ristola (2003) investigate purchaser intentions to use different mobile services. The services were divided into three groups such as personal communication, guidance service and mobile advertisements. The group of personal communication differed from the other two groups in a way that the users could not test all these services in the field trials. The main findings of the study indicated that the perceptions users got from testing mobile services in the future. The test users regarded the guidance services such as to know the location of stores, public services, product search etc., as the most important, followed by mobile ads and communication services.

Dubrovski (2001) has concluded from the satisfaction model that the purchaser satisfaction directs the scope of finding success/failure of certain products/companies in the Bazaar. This is very much important in strategic Bazar analysis. It has also stated that only relying of producer's own views could cause great damage to the company in long run. The company could achieve a better place if they were aware of differences between the purchasers' opinion about the product and their own. Purchaser satisfaction is the most efficient and also least expensive source of communication, as a satisfied purchaser will spread the word of satisfaction to the other people and recommend the product to potential purchasers. It is understood from the previous study that purchaser satisfaction is influenced by various external and personal factors. The factors like quality, price, employee who deliver service, self knowledge and various demographic factors can be analysed to ensure purchaser satisfaction.

RESULT

Bazar share, prosperity and purchaser fulfillment are calculated with the assist of the statements of responses together. The percentage is calculated at 5 points range. Separate tables are given to show the grade in all the taster association. The data collected correspond to the snapshot observation and the condition at the time of examination. There is a opportunity that the scenario in different association might have been drastically changed or improved.

Table 1: Bazar Share

Organizatio	At an all time low		Worse		Same		Better		At an all time high		Total
	Resp	%	Resp	%	Resp	%	Resp	%	Res	%	
Reliance Ind.					4	2.39	99	59.28	64	38.32	167
Blue Star											
Bilag Ind.					50	100					50
Micro Inks	3	2.15	2	1.43	31	22.30	92	66.18	11	7.91	139
Aarti Ind.					6	6.18	69	71.13	22	22.68	97
Raymond	1	0.8	1	0.80	13	10.48	105	84.67	4	3.2	124
Hindustan											
Enercon	5	5.15			20	20.61	50	51.54	22	22.68	97
Blossom Ind.											
Paper Products					39	46.42	45	53.57			84
Total											

Bazar share plays an important position in determining the growth of an organization. When asked about the Bazar share as compared to last five years, 100 percent respondents from Blossom and Hindustan Lever were of the opinion that it is at the peak as compared to last five years. Blue Star, Reliance and Aarti Ind followed with 98.55, 97.6 and 93.81 percent respondents on the affirmative end of range stating it was better as compared to the last five years. For Raymond, Enercon, Micro Inks and Paper Products majority of the respondents were on the positive end stating it was improved as compared to the last five years.

All the respondents from Bilag Industries were of the estimation that it was same as compared to the last five years. 5.15 percent respondents from Enercon, 3.6 percent respondents from Micro Inks and 1.61 percent respondents from Raymond were on the negative end.

Table 2: Profitability

Organization	At an all time low level		Worse		Same		Better		At an all time high		Total
	Resp	%	Resp	%	Resp	%	Resp	%	Resp	%	
Reliance Ind.					2	1.19	106	63.47	59	35.32	167
Blue Star											
Bilag Ind.					50	100					50
Micro Inks											
Aarti Ind.					6	6.18	66	25.77	25	25.77	97
Raymond											
Hindustan					8	10.66	23	58.66	44	58.66	75
Enercon			5	5.15	16	16.49	71	63.76	5	5.15	97
Blossom Ind.											
Paper					41	48.81	43	51.19			84
Total											

When asked about the prosperity 100 percent respondents from Blossom Industries were of the estimation that it is far enhanced as compared to the last five years. Not afar were Reliance Industries, Blue Star,

Aarti Industries, Hindustan Lever Ltd. and Raymond Ltd., with 98.8 percent, 98.55 percent, 93.81 percent, 89.33 percent and 89.29 percent respectively on the positive end. 100 percent respondents from Bilag and 48.81 percent respondents from Paper Products were of the opinion that it was same as compared to the last five years. 51.19 respondents from Paper products stated that it was almost better as compared to the last five years. Overall 81 percent respondents were on the positive end.

Table 3: Purchaser Satisfaction

Organization	At an all time low		Worse		Same		Better		At an all time high		Total
	Respn	%	Respn	%	Respn	%	Respn	%	Res	%	
Reliance Ind.							60	35.93	107	64.07	167
Blue Star											
Bilag Ind.					50	100					50
Micro Inks											
Aarti Ind.					6	6.18	61	62.88	30	30.92	97
Raymond					15	12.09	87	70.16	22	17.74	124
Hindustan											
Enercon					4	4.12	64	65.97	29	29.89	97
Blossom Ind.											
Paper					45	53.57	39	46.43			84
Total											

Purchaser fulfillment is very imperative for the growth of any organization. All the respondents from Blossom and Reliance Industries were of the estimation that their purchaser satisfaction was the highest as compared to the last five years. Blue Star, Enercon and Aarti Industries had 98.55 percent, 95.88 percent and 93.81 percent respondents on the positive end stating it was better as compared to the last five years. Hindustan Lever, Micro Inks and Raymond Ltd. had majority of the respondents on the positive end constituting 89.33, 84.89 and 87.9 percent respondents respectively. 53.57 percent respondents from Paper Products were of the opinion that it was same as compared to the last five years. Bilag Industries had 100 percent respondents stating that it was same as compared to the last five years.

CONCLUSION

Once we look at all the indices we can find that in terms of *revenue growth* all the ten association had better Bazar share as compared to last five years obviously viewing that all these association had development in terms of their earnings. In terms of Bazar allocate, every association excluding Bilag had a development in their Bazar share. In case of Bilag the development remained invariable as the organization supplies all the substance twisted to its parent German company and unless the capacity is augmented there can not be extra development. In case of prosperity as compared to last five years, respondents in all the association reported that their profitability was better. In case of Bilag the profitability remained same as the material produced is transferred on transfer price basis. Purchaser satisfaction is very important for the development of any organization.

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