

500 Crores.

- INR 100 Crores allocated for PRASAD (Pilgrimage Rejuvenation and Spiritual Augmentation Drive).
- INR 200 Crores allocated for HRIDAY (Heritage City Development and Augmentation Yojana).
- INR 100 Crores allocated for the preservation and conservation of archeological sites.
- Service tax exemption is extended to the Indian tour operators to foreign tourists in relation to tours wholly conducted outside India.
- The investment linked deduction on income tax on establishing new hotels in the 2 star and above category. 100% deduction of the whole or any expenditure of capital nature excluding land goodwill and financial instruments incurred during the year.
- State government specific incentives offered in the form of subsidized land cost, relaxation in stamp duty, exemption on sale/lease of land, power tariff incentives, concessional rate of interest on loans, investment subsidies/tax incentives, backward areas subsidies and special incentive packages for mega projects.

Investment opportunities in the tourism and hospitality sector

- The presence of world class hospitals and skilled medical human resource is one of the important investment avenues in the medical and wellness.
- Availability of long and beautiful coast line provides opportunities for the Sun sand sea as viable investment opportunity.
- More than 75% of population lives in villages of India which opens up for the opportunity of rural tourism.
- Eco tourism is one of the important avenues which can be considered by the investors.
- City Tourism can be considered by the investors.
- MICE concept is at the nascent stage of its development in India so investors sure will have lot of investment opportunities.
- The tourism industry offers opportunities across related areas like tours and travels industry, hotel and lodging industry, Restaurant and food industry etc.

Agencies involved in the tourism and hospitality sector

- Ministry of Tourism, Government of India
- Hotel Association of India
- Association of Tourism Trade Organizations, India
- Federation of Hotel & Restaurants Associations of India
- Indian Association of Tour Operators
- Travel Agents Association of India
- India Tourist Transporters Association

Conclusion:

Make in India is dream project of Shri Narendra Modi intended to gain recognition as global manufacturing and service hub which covers the 29 wide array of sector. This initiative intends to simplify ways of doing business in India by providing FDI in to the sectors mention earlier in the paper. This is one of the best programmes by the union government but my concern is about its implementation due to the issues associated with land acquisition bill and so on.

As far as tourism and hospitality sector is concerned the sector is coming up with very good opportunity for the investment which is not only beneficial for investors but also all other stake holders. I personally wish that this programme should become successful and reachable to the every sections of the society there by developing the country as whole.

CUSTOMER'S PERCEPTION TOWARDS FOREIGN V/S INDIAN BRANDS OF ELECTRONIC APPLIANCES; A STUDY IN HUBLI-DHARWAD CITY

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Abstract :

In the view of history of electronics & the competition was very poor number of customers were very few to have such electronics, and other thing was financial constraints, in those days people were not ready to adopt new technology, though the technology has been improving & which is helping in the growth of the nation with respect to parameters such as economy, finance, income, etc.

Early 90's saw the on-set of globalization in Indian market with most of the sectors including electronic sector to global competition. Since the beginning of time, technology has shaped and reshaped the way people live and work. From the invention of the wheel, to the first bow and arrow, the discovery of electricity and wireless communications, and the first television & computer, every technological development has brought with it new possibilities and challenges.

Now the every human being wants to become technically fast & smart, so due to the innovations taking place day-by-day which are attracting the customers to buy those commodities with lots of features especially high class people & today's young generation of the nation.

Since the **HUBLI-DHARWAR** a under developing district of Karnataka having relatively exclusive show rooms & authorized dealing centers of respective companies, so it is felt that there is a need to conduct a study to find out to what extent the people of this region are satisfying with the newly coming electronic appliances.

To know the satisfaction levels of the customers in this region, which indicates that the most of them are comfortable with the new technologies, the study area by adopting an explorative Research model, with a sample of 200 is been taken for the analysis and results.

Introduction

Looking to the healthy competition in the same sector of electronic appliances due to high number of , customer base, and constraint of cashless facilities in the India, it has prompted the researcher to have a pilot study in the study area- North Karnataka.

Since, North Karnataka is slightly back footed in having relatively high class appliances and electrical facility, and as well as very rarely CRM practices are seen in other sectors also. Therefore it is felt that there is a need to study and find out to what extent competition between foreign and Indian brands can really contribute to customer satisfaction in the existing scenario.

Likewise, in the both Indian and foreign electronic products providers are challenged to acquiring potential customers for the services, retaining customers to use the services, and extending various services in the future. In order to achieve those strategies, the service provider must consider establishing closeness of relationship with customer, and offer convenience of services, and build trust of information sharing.

Problem of Research

The problem of research is that why the consumers of Hubli-

Dharwad City prefer foreign brands of electronics appliances, though this city is having relatively exclusive showrooms of respective brands & what factor influencing them to buy foreign brands instead of Indian brands.

Research Focus

Since the **Hubli-Dharwar** a under developing district of Karnataka having relatively exclusive show rooms & authorized dealing centers of respective companies, & if any break down occurs in their chosen how well they get solution for that, though the city is having very less show rooms & service centers. So it is felt that there is a need to conduct a study to find out to what extent the high class people & young community of this region are satisfying with the newly coming electronic appliances.

Methodology of Research

General Background of Research

In the view of history of electronics & the competition was very poor number of customers were very few to have such electronics, and other thing was financial constraints, in those days people were not ready to adopt new technology, though the technology has been improving & which is helping in the growth of the nation with respect to parameters such as economy, finance, income, etc.

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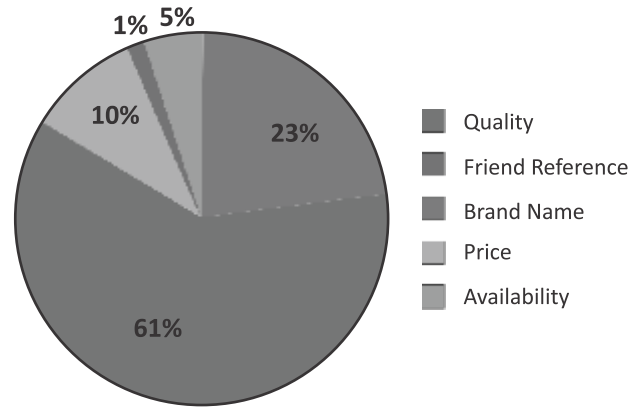
The Research

As the research is conducting in Hubli-Dharwar city to represent that why the people of this region are preferring foreign brands rather than Indian brands of electronic appliances, so a sample size of 200 is been taken for the explorative research.

Instrument and Procedures

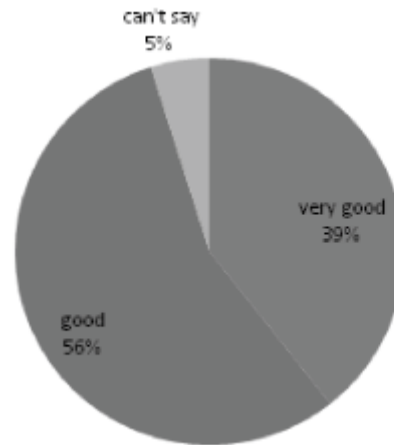
We have adopted statistical tool- pie chart to represent the all the parameters in percentage which have been asked during the research.

Respondents rate for reason for purchasing



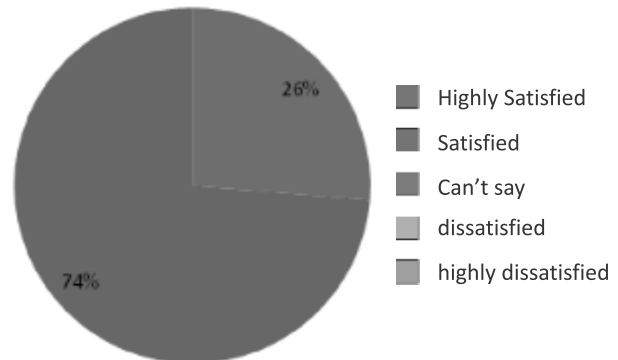
Analysis: 61% of the customers are buying on the basis of quality 10% of the customers are buying the products due to their reasonable price,23% of the consumers are buying them due to brand image.

Respondents rate for other devices of that brand



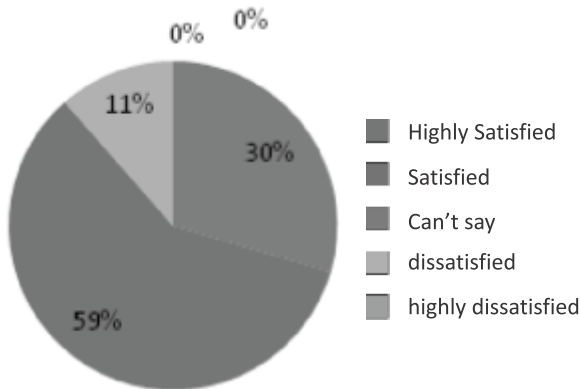
Analysis: 56% of the customers says that the other devices of their chosen brand are good 39% of the customers says very good, & 5% of the customers revealed that they can't say anything about their chosen brand .

Respondents rate of utility



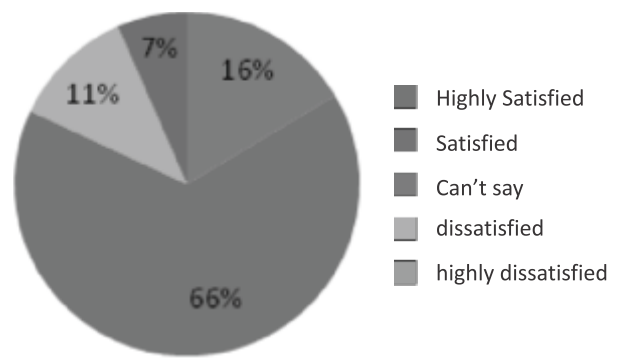
Analysis: The above graph gives clear picture that 74% of the customers are satisfied with the utility of the product & the remaining 26% of the customers are highly satisfied with their chosen product.

Respondents rate for Aesthetic look



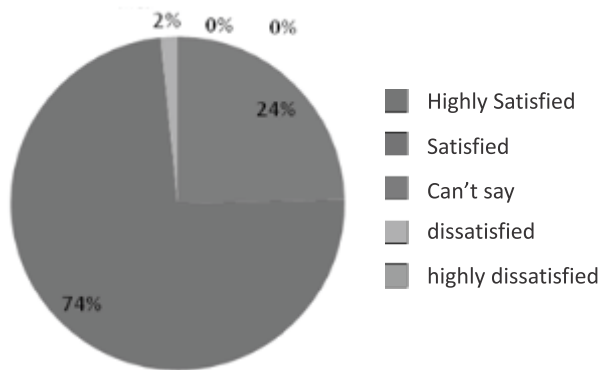
Analysis: The above graph gives the clear picture that 59% of the customers purchase the appliances on the basis of their look, 30% of the consumers are highly satisfied with the aesthetic look.

Respondents rate for overall satisfaction



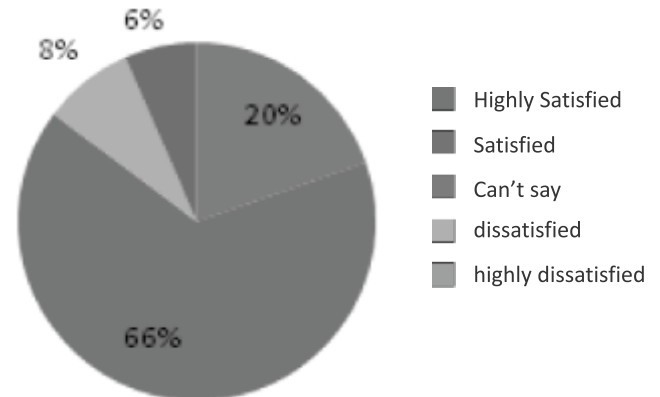
Analysis: 66% of the consumers are satisfied with all features of the product, 16% of the customers are highly satisfied with overall features, 11% of consumers can't say about overall satisfaction & 7% of the consumers are dissatisfied with overall features

Respondents rate for ease of Operation



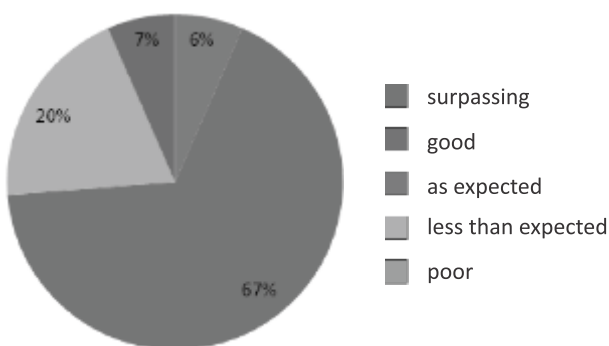
Analysis: 24% of the customers says that they are highly satisfied with easy operation if their chosen product, 74% of the customers are satisfied with easy operation of their product & only 2% of the can't say about the easy operation of their product.

Respondents rate for terms & conditions by the seller



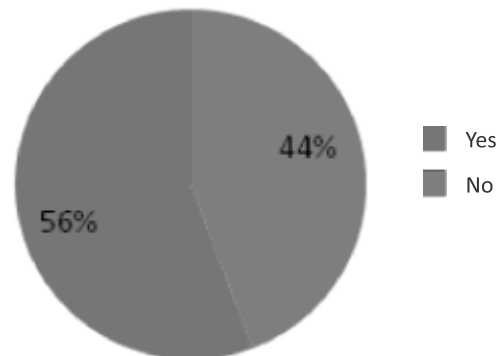
Analysis: 20% of the consumers are highly satisfied with terms and conditions given by the company, 66% of the customers are satisfied with T&C given by the company, 8% of the customers can't say about the T&C provided by the company, & 6% of the consumers are dissatisfied with T&C.

Respondents rate for performance



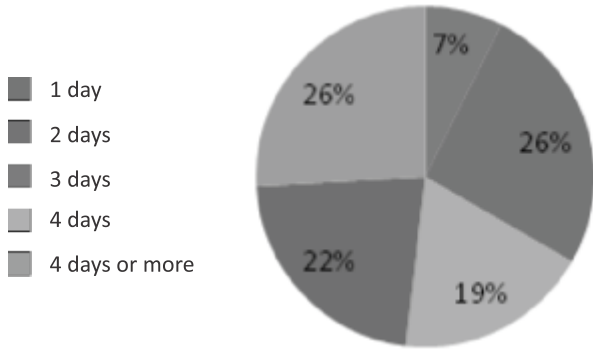
Analysis : 67% of the customers revealed that performance of the product is good, 20% of the customers says that the performance of the product is as expected, 7% of the customers says that the performance of the product is less than they expected & 6% of the customers says that performance is surpassing.

Respondents rate for break down of the product



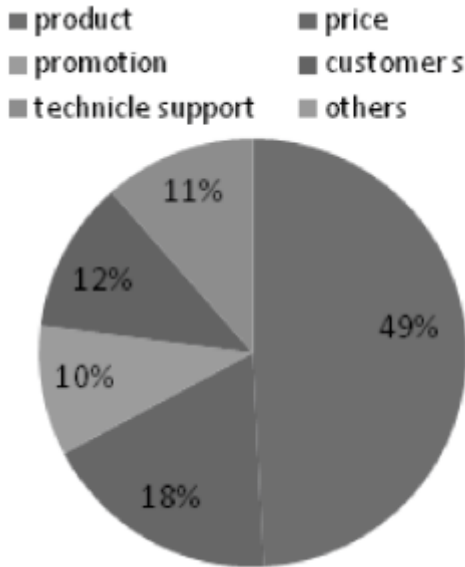
Analysis: 56% of the consumers says that their chosen appliance will not get break down, & 44% of the customers says that appliances will get break down.

Respondents rate for solution to break down



Analysis: 26% of the customers says that they will get solution in 2days, 26% of the customers says that they will get the solution for the break down in 5days, 22% of the customer says that solution to the break down in 4days, 19 % of the consumers says that the solution will be in 3days & 7% of the consumers says that solution will be in 1day.

Respondents rate for most liking factor about the product



Analysis: 49% of the customers purchase the appliances that how well the product is, 10% of the consumers likes the promotion of the product, 12% of the customers believes in customer service of that company, 11% of the customers believes in technical support provided by the company, 18% of the customers likes the price of the product.

Conclusions

A need has been felt to enhance the quality in total in the Indian origin products and consumer sensitivity towards repair and service at the earliest is major concern.

Consumer look also the how well the product is, in terms of how less break down possibilities, as compared to foreign brands.

The analysis on Aesthetic look and ease of operations proves that the satisfaction levels for all the facilities requirement is quiet higher or facility is available up to required level, which indicates at least that they are mandate to have appreciations by consumers in this study.

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