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## ANALYSING THE SALES AND MARKETING PERFORMANCE OF CHINTHAMANI CO-OPERATIVE SUPERMARKET IN TIRUCHIRAPPALLI DISTRICT – A STUDY

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**Abstract:** Cooperatives as business enterprise possess some basic interests such as ownership and control but these interests are directly vested in the hands of the user. Therefore, they follow certain broad values other than those associated purely with profit making. Thus the co-operative societies in India in fact are playing multi-functional roles both in rural and urban areas. In this regard the study is intended to find out the opinion levels of respondents with various dimensions of sales and marketing and to find out the differences and association between demographic profile and with various dimensions. Similarly there is a gap in understanding the customer requirements from the service provider's and customer's perception. In this regard, the present descriptive study is as an attempt to understand public opinion regarding chinthamani co-operative supermarket. To achieve the above-mentioned objectives the study is done through Survey method. The questionnaire has used the likert scale questions and bivariate questions. The questionnaire consists of various dimensions as like Sales Process, Product, Customer Service, Tangibility Services and Sales Promotion. The study population comprises of all the customers which is indefinite. From the said undefined universe the researcher selected 100 customers as a sample for the present study. Hence the researcher used convenience sampling technique. The finding states that the overall performance of sale and marketing of chinthamani co-operative super market indicates that half (52 percent) of the respondents was in high and remaining 48 percentage of the respondents are in low level on over all. The suggestions made that consumers' cooperative super market has to evolve new strategies to face the increasing competition in the liberalised economy. Finally, the study concluded that Co-operatives could have a bright future in India in the new era if they are transformed into member-owned autonomous organisations governed by the elected representatives of their members, managed professionally and liberated from unnecessary government controls.

**Keyword:** Co-operative, Need for profitability, Multi-functional roles, Liberalised and Government Controls

### INTRODUCTION:

When numerous persons join together  
It'll give a new strength! Progress is sure  
In the task that is performed!  
Think of it, O Comrades!  
Can a single hand produce  
A noise so loud?  
If numerous hands join together  
Won't it be achieved, O Comrades?  
By Pavendar Bharathidasan

The words of Pavendar Bharathidasan who is a 20th-century Tamil poet and rationalist whose literary works handled mostly socio-political issues calling the comrades to join together for doing business, reflects the achievements made by the cooperative institutions in the country. In this regard, a cooperative is an autonomous association of persons united voluntarily to meet their common economic, social and cultural needs and aspirations through a jointly owned and democratically controlled enterprise". Cooperatives as business enterprise possess some basic interests such as ownership and control but these

interests are directly vested in the hands of the user. Therefore, they follow certain broad values other than those associated purely with profit making. Need for profitability is balanced by the needs of the members and the wider interest of the community. The values universally recognized as cornerstones of cooperative behaviour are self-help, democracy, equality, equity and solidarity. Voluntary and open membership, democratic control, economic participation, autonomy, training and information and concern for community are the overarching features by which the cooperatives put their values into practice. Thus the co-operative societies in India in fact are playing multi-functional roles both in rural and urban areas. An Expert Group constituted by the Govt of India in 1990 ,recommended i) to facilitate building up of integrated co-operative structure; ii) to make the co-operative federation organizations responsive towards their members; iii) to minimize government interference and control in the functioning of co-operatives and iv) to eliminate politicization from the cooperative sector. Based on the recommendations, the central govt enacted the Multi State Cooperative Societies Act, 2002 which provided for

democratic and autonomous working of the Cooperatives, which came into force with effect from August 19, 2002. Various development activities in agriculture, small industry marketing and processing, distribution and supplies are now carried on through co-operatives. In this regard, the study is intended to find out the sales and marketing performance of Chinthamani Co-operative societies in Tiruchirappalli District.

#### **ABOUT COOPERATIVE SUPER MARKET**

Cooperative movement has spread to diverse economic fields giving birth to different types of cooperative societies and has contributed immensely to the improvement of socio economic status of millions of people especially the poor and downtrodden in the rural areas. The all co-operatives in Tamil Nadu are head by the Department of Cooperatives. The Cooperative institutions coming under the purview of this department can be broadly classified as follows:

- (i) Cooperative Credit Institutions
- (ii) Cooperatives for marketing agricultural produce
- (iii) Consumer Cooperatives
- (iv) Cooperatives engaged in cooperative education, training and research
- (v) Special types of Cooperative Societies

Government is fully aware of the critical role played by cooperatives in the development and well being of agriculture and rural sector. Cooperatives provide credit, provide fertilizers and other inputs and also distribute essential commodities under public distribution system. More than that they are accessible to all sections of people. Therefore Government will continue to support these institutions in all possible manners. In this various classifications the chinthamani co-operative market is functioning under the consumer cooperatives.

#### **ABOUT CONSUMER COOPERATIVE SOCIETIES**

The major objective of the consumer cooperatives is to serve the consumers by supplying quality products at reasonable prices. They play a vital role in containing the prices of commodities by market intervention at the time of crisis. The consumer cooperatives in Tamil Nadu comprises of three tiers:

- i. Tamil Nadu Consumer Cooperative Federation (at the Apex level)
- ii. Cooperative Wholesale Stores (at the District level) and
- iii. Primary Cooperative Stores (at the Grass root level)

#### **(i) Tamil Nadu Consumer Cooperative Federation**

Tamil Nadu Consumer Cooperative Federation at Chennai is the apex body. It procures paper and other stationery material in bulk and distributes them to the district cooperative wholesale stores, primary cooperative stores and cooperative printing presses. The Federation also purchases crackers during the festival season and distributes them to the cooperative wholesale stores and primary agricultural cooperative banks for sale to the general public.

#### **(ii) Cooperative Wholesale Stores**

At present 34 cooperative wholesale stores are functioning in Tamil Nadu. They are engaged in transporting the essential commodities from the Tamil Nadu Civil Supplies Corporation godowns as lead societies and deliver them to the public distribution system outlets run by cooperative societies. The wholesale stores also procure consumer goods in bulk directly from the producing centres, manufacturers and the marketing societies and offer the same to the consumers at reasonable prices.

During the year 2007–08, the cooperative wholesale stores had transacted business to the tune of Rs. 1015.71 crores on both controlled and non controlled commodities. In the year 2008–09, it is expected that the turnover will touch Rs.1100 crores. A high level committee has been constituted by the Government to identify the cause for the sickness of the five huge loss making Stores viz., Triplicane Urban Cooperative Society, Park Town Cooperative Wholesale Stores, Chennai, Madurai Pandian Cooperative Wholesale Stores, Trichy Chinthamani Cooperative Wholesale Stores and Coimbatore Chinthamani Cooperative

Wholesale Stores and to suggest ways and means to rehabilitate these wholesale stores and to monitor their proper functioning.

#### **(iii) Primary Cooperative Stores**

As on date, 3550 primary cooperative stores including students' cooperative stores at base level are functioning in Tamil Nadu. These primary cooperative stores are engaged in the distribution of quality consumer goods at reasonable prices, besides functioning as outlets for distribution of essential commodities under Public Distribution System.

#### **SIGNIFICANCE OF THE STUDY**

Cooperatives are basically welfare driven rather than being profit driven. This doesn't mean they are charitable like, but protecting and promoting the economic and social well being of their members is the primary concern of cooperatives. The concept of 'member economic participation' insists economic benefits to members via dividend payout in proportion to their business involvement, 'the higher you participate in the business; higher will be our dividend'. This is an effective stimulus which encourages member's involvement in cooperative business. They are root level organizations familiar to all, as they effectively operate public distribution system in each village of the country. Everywhere we go; there will be some cooperative society or bank. The point is they need no introduction and if they could offer attractive products which exactly meet their customer needs, cooperative businesses could be made successful and prosperous with their known customer band. The sales can be directed at the customer, sales staff, or distribution channel members and the promotions targeted at the consumer are called consumer sales promotions. It includes several communications activities that attempt to provide added value or incentives to consumers, wholesalers, retailers, or other organizational customers to stimulate immediate sales. While it is sometimes difficult to

draw the line at where the marketing process ends and the sales efforts begin, the sales effort is the effort that actually collects the money or the obligation to buy, in the case of a purchase order or financed arrangement. The marketing effort creates favorable conditions for the sale to take place. In a nutshell, the marketer leads the horse to water; the sales team makes it drink. In this regard, cooperatives are legally recognized institutions supported by governments. This legal backing is their main strength. They are exempted from taxes, stamp duties etc. further they are offered with technical, financial and administrative assistance by the governments. This enables the cooperative businesses to generate the sufficient capital investments for their business operations with least effort.

#### **NEED OF THE STUDY**

The researcher has tried to identify the sales and marketing performance of the Chinthamani co-operative super market in Tiruchirappalli district. As the various authors define there should exist a gap between the services delivered and services received by the customer with many value added services. Similarly there is a gap in understanding the customer requirements from the service provider's and customer's perception. Service satisfaction is associated with the service quality and service expectation. But this expectation is closely related and associated with customer perception, which changes from person to person. The need is to compare the observed data against these benchmarks in order to understand the sales and marketing performance of the selected co-operative super market.

#### **OBJECTIVES OF THE STUDY**

To find out the socio demographic profile of the respondents  
To analyse the opinion levels of respondents with various dimensions of sales and marketing  
To find out the differences and association between demographic profile and with various dimensions.  
To suggest the suitable measures on sales and marketing

#### **METHODS AND RESPONDENTS**

The present descriptive study is done through a survey. Survey is referred as the best research method to understand public opinion regarding any issue. So this method can help to produce the precise result. To achieve the above-mentioned objectives the study is done through Survey method. Questionnaires are filled by personally interviewing various customers ranging from households, breed winners, daily visitors, interested people and so on. The Interview technique is used to get the valid and reliable data. The questionnaire has used the likert scale questions and bivariate questions. The questionnaire consists of two sections – the first contained questions on respondents' personal data, the second section consists of dimensions in order to assess the sales and marketing performance of the chinthamani co-operative super market. The questionnaire consists of various dimensions as like Sales Process, Product, Customer Service, Tangibility Services and Sales Promotion. The study population comprises of all the customers which is indefinite. From the said undefined universe the researcher selected 100 customers as a sample

for the present study. Hence the researcher used convenience sampling technique.

#### **SUPPORTING REVIEWS**

Harish V. Verma, (2000) urges that the attitudes of the sales personnel play a significant role in attracting the customers. According to Harish, a service consumer who has been dealt within a personal manner is likely to absorb service failures (less than competitive performance). The customer would give some amount of leeway to the service providers for occasional failures. The human touch can add positive bias to service evaluation. The approach of sales personnel in certain stores is not motivating the customers to the stores. Consolidated customer perception index towards the motivational approach of sales personnel was 24.83., which signifies that consumer cooperatives are lying in the least favourable region. Sales personnel may be trained in the art of extending courtesies to their customers and win their goodwill and confidence. Lack of enthusiasm and non-cooperation on the part of the sales personnel lead to loss of customers in the consumer cooperative store.

Dogarawa Ahmad Bello (2005) this paper examines the role of cooperative societies in economic development. The aim is to investigate the ways in which cooperatives can act as agents towards sustainable community development. The paper is a descriptive survey, which involves the collection of data for the purpose of describing the role of cooperative societies in economic development. The paper posits that for over 160 years now cooperatives have been an effective way for people to exert control over their economic livelihoods as they play an increasingly important role in facilitating job creation, economic growth and social development. The paper concludes that to be effective and successful, cooperatives must continuously achieve two inter-related goals: enhance viability and improve ability to service its members; and remain an economically viable, innovative and competitive enterprise.

Banishree Das et al (2006) urges with a paper problems and prospects of the cooperative movement in India under the globalization regime. This paper intends to analyze the problems prospects of cooperative sector in India under free marketism. It is now increasingly recognized that the co-operative system in India has the capacity and potentiality to neutralize the adverse effects emerging from the process of globalization. After economic liberalization under the new economic environment, cooperatives at all levels are making efforts to reorient their functions according to the market demands. The failure of the public sector in several cases is a worrisome trend. Privatization has also failed to make an impact in the rural areas. Therefore there is great hope on the cooperative sector. The paper examines the causes of slow progress and highlights the emerging role and challenges of the cooperative sector. In comparison to the step-motherly treatment of the past, cooperatives are now considered an important plank of development. The government is committed to cooperative development. The cooperatives have inherent advantages in tackling the problems of poverty alleviation, food security and employment generation. Cooperatives are also considered to

have immense potential to deliver goods and services in areas where both the state and the private sector have failed. The paper focuses on several pitfalls and shortcomings like: poor infrastructure, lack of quality management, over-dependence on government, dormant membership, non-conduct of elections, lack of strong human resources policy, absence of professionalism, etc. It suggests evolving strong communication and public relations strategies which can promote the concept of cooperation among the masses. It should also push forward by developing effective strategies to overcome existing weaknesses and for continuing growth of the sector. The paper makes an assessment of the future prospects of the cooperative sector of India.

Vydhianathan (2006) wrote an article on centenary of the cooperative movement in tamil nadu with special reference to 2004-2005. He flourish that the advent of globalisation and liberalisation has forced cooperatives to face multiple challenges of a market-oriented economy. Besides, over a period of years, the movement has become politicised with politicians replacing genuine people interested in the cooperative movement. Now wresting control of cooperative societies has become a political prestige. This, in turn, has led to alleged inclusion of bogus members in a majority of cooperative societies with the connivance of a 'pliable bureaucrat' at the time of cooperative elections. Hence, if the cooperative movement has to sustain, a clean break from the past has to be introduced in the management of cooperative societies, which the author has stressed in this book. This book is largely an outcome of his studies during his tenure as Registrar of Cooperatives and from his personal experience. He has critically examined the present governance structure of the cooperative movement, especially the cooperative credit system. He has rightly pointed out that in the absence of institutional credit, many poor and marginal farmers in the State would have become victims of private moneylenders. After seeing symptoms of deep-rooted malaise in credit flow to farmers, he initiated a new focus and management initiatives to face the challenges. For this he stresses the need for transparency lest people suspect credit distribution itself. The author also deals with the history of the cooperatives, problems related to credit and banking, policy and operational aspects related to the functioning of cooperatives, especially with relation to credit in Tamil Nadu, and the public distribution system.

#### INVESTIGATION AND EXPLANATION

In order to accessing the socio economic profiles of the respondents reveals that more than half (57.3%) of the respondents were male and nearly half (48.7%) of the respondents were age group of 20-30 years. The slightly near to half (49.7%) the respondents were having income of below Rs. 5,000 and regarding their educational qualification slightly more than one third of (31.7%) of the respondents were having qualification like ITI, Diploma and Engineering, etc., In viewing the occupation more than one third of (36.7%) of the respondents are doing own business and some are employed.

**Table: 1**  
**Distribution of the respondents and their various Dimensions of Sales and Marketing**

| Particulars  | No.of Respondents (n=100) | Percentage (100%) |
|--|---------------------------|-------------------|
| <b>Sales Process</b>   |                           |                   |
| Low  | 50                        | 50.0              |
| High   | 50                        | 50.0              |
| <i>Mean: 29.18 / Median: 29.50 / S.D.: .999 / Min.: 26 / Max.: 30</i>      |                           |                   |
| <b>Product</b>   |                           |                   |
| Low  | 58                        | 58.0              |
| High   | 42                        | 42.0              |
| <i>Mean: 33.06 / Median: 33.00 / S.D.: 1.399 / Min.: 29 / Max.: 35</i>     |                           |                   |
| <b>Customer Service</b>  |                           |                   |
| Low  | 54                        | 54.0              |
| High   | 46                        | 46.0              |
| <i>Mean: 61.70 / Median: 61.00 / S.D.: 1.801 / Min.: 58 / Max.: 65</i>     |                           |                   |
| <b>Tangibility Services</b>  |                           |                   |
| Low  | 58                        | 58.0              |
| High   | 42                        | 42.0              |
| <i>Mean: 123.94 / Median: 124.00 / S.D.: 2.647 / Min.: 116 / Max.: 129</i> |                           |                   |
| <b>Sales Promotion</b>   |                           |                   |
| Low  | 52                        | 52.0              |
| High   | 48                        | 48.0              |
| <i>Mean: 18.36 / Median: 18.00 / S.D.: 2.990 / Min.: 11 / Max.: 24</i>     |                           |                   |
| <b>Overall</b>   |                           |                   |
| Low  | 48                        | 48.0              |
| High   | 52                        | 52.0              |
| <i>Mean: 80.73 / Median: 80.00 / S.D.: 6.909 / Min.: 60 / Max.: 96</i>     |                           |                   |

#### INFERENCE

The above table 1 indicates that half (50 percentage) of the respondents was in high level perception on sales process and remaining half (50 percentage) of the respondents were in low level. In viewing the product performance it reveals that more than half (58 percent) of the respondents are perceives Low level on products and the remaining 42 percentage of the respondents are in high level. Later analysing the customers services the table indicates that more than half (54 percent) of the respondents was in low level perception and 46 percentage of the respondents are in high level on customer services. In viewing the tangibility of services indicates that majority (58 percent) of the respondents was in low level perception on by calculating the tangibility services and remaining half (42 percent) of the respondents are in high level perception. In measuring the sales promotion that more than half (52 percent) of the respondents was in low and 48 percentage of the respondents are in high level on tangibility services. Finally, statically viewing the overall performance of sale and marketing of chinthamani co-operative super market indicates that half (52 percent) of the respondents was in high and remaining 48 percentage of the respondents are in low level on over all.

**Table - 2**  
**Difference between marital status of the respondents with overall sales and marketing**

| Overall Sales and Marketing | Mean  | S.D   | Statistical inference |
|-----------------------------|-------|-------|-----------------------|
| Single (n=68)               | 80.28 | 7.393 | T=-.950<br>.344>0.05  |
| Married (n=32)              | 81.69 | 5.739 | Not Significant       |

Df=98

#### INFERENCE

The above table indicates that there is no significant difference between marital status of the respondents and their overall sales and marketing (.344>0.05). Hence, the calculated value greater than table value.

#### Research hypothesis

There is a significant difference between marital status of the respondents and their overall sales and marketing.

#### Null hypothesis

There is no significant difference between marital status of the respondents and their overall sales and marketing.

#### Statistical test

Student 't' test was used the above hypothesis

#### Findings

The above table reveals that there is no significant difference between marital status of the respondents and their overall sales and marketing (.344>0.05). Hence, the calculated value greater than table value. So the research hypothesis rejected and the null hypothesis accepted.

**Table - 3**  
**Association between age of the respondents and their overall sales and marketing**

| Age            | Below 30yrs   | 31 to 40yrs   | 41 to 50yrs   | 51yrs & above | Statistical inference                                      |
|----------------|---------------|---------------|---------------|---------------|--|
| <b>Overall</b> | <b>(n=15)</b> | <b>(n=38)</b> | <b>(n=34)</b> | <b>(n=13)</b> |  |
| Low            | 4<br>(26.7%)  | 20<br>(52.6%) | 24<br>(70.6%) | 4<br>(30.8%)  | X <sup>2</sup> =10.917<br>Df=3<br>.012<0.05<br>Significant |
| High           | 11<br>(73.3%) | 18<br>(47.4%) | 10<br>(29.4%) | 9<br>(69.2%)  |  |

#### INFERENCE

The above table indicates that there is a significant association between age of the respondents and their overall sales and marketing (.012<0.05). Hence, the calculated value less than table value.

#### Research hypothesis

There is a significant association between age of the respondents and their overall sales and marketing.

#### Null hypothesis

There is no significant association between age of

the respondents and their overall sales and marketing.

#### Statistical test

Chi-square test was used the above hypothesis

#### Findings

The above table infer that there is a significant association between age of the respondents and their overall sales and services (.012<0.05). Hence, the calculated value less than table value. So the research hypothesis accepted and the null hypothesis rejected.

#### RECOMMENDATIONS

With the adoption of economic reforms in India since 1991 and with greater emphasis on liberalisation, operation of market forces, structural adjustment and overall stabilisation, the cooperative sector has also to gear itself up to face this competitive environment (Viswanathan. 1997)". In order to compete successfully with the private sector, the cooperatives have to function as business units and have to be cautious of cost and quality. The consumers' cooperative super market has to evolve new strategies to face the increasing competition in the liberalised economy. In keeping the above statistical inferences the researcher suggest the following:

The Lack of Professionalization of Management is also need to suggest by the observation made by the researcher. Furthermore, The National Conference on Consumer Cooperatives convened by the National Cooperative Consumers Federation of India in association with the International Co-operative Alliance in 1995 at New Delhi recommended that development of professional of management in the consumer cooperatives should be given first priority of the movement.

Later one of the reasons for the preference assigned to private shops is the home delivery. The consumer cooperatives should collect purchase orders from customers over telephone and goods should be delivered at home. Through this method the sales has been further increases more.

The present system of accounting methods is to be replaced by the management accounting system. The audit should be completed within three months after the end of the accounting year. The critical assessment of the efficiency in the management of assets and liabilities of the societies may also be one of the objectives of audit.

#### CONCLUSION

Historically, co-operatives in India as also in other countries emerged in response to economic and social exploitation of underprivileged sections of society. Their main objective was to reduce the exploitation and thereby improve the lot of their members; maximising profit was never the predominant goal. In the new environment, co-operatives will have to compete with other forms of organisations on their own without any government protection and support. To compete successfully, they must provide services and other benefits to their members at competitive (market) prices. This requires that their predominant goal now should be to maximise their profit so

as to be able to provide the requisite services/benefits to their members. The profit maximising goal may conflict with their social development goal and in fact, in many cases, these two goals are conflicting now and it is very difficult to reconcile them. There is growing consensus among scholars, co-operators and policy makers that agribusiness co-operatives be treated as purely business organisations and that the existing co-operative laws are amended so as to provide an enabling environment for the transformation to take place. The Co-operatives could have a bright future in India in the new era if they are transformed into member-owned autonomous organisations governed by the elected representatives of their members, managed professionally and liberated from unnecessary government controls.

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