

Member's Association with Madras Management Association & its Effect on their Professional Life

W.Porselvi, K.Thiyagarajan, S. Janifer Vinnarasi

Abstract. *Shopper steadfastness can as often as possible be seen as a key differentiator and it has logically become a key segment of the business strategy. Here the people from the Madras Management Association (MMA) are its customers. People are the people who buy the organizations gave by the affiliations, endeavors affiliations, associations as people's satisfaction towards the alliance's organizations are concentrated to evaluate the introduction level of MMA. Satisfaction to be the delight gotten by someone from the use of items or organizations offered by another person or social affair of people or the state of being content with a condition.. A customer can be a buyer, yet a customer may not so much be a customer. People ecstasy, which means that satisfaction, is and has reliably been the most central thing for the connection. Different studies have demonstrated that the whole deal accomplishment of an organization is immovably related to its ability to make and keep up unflinching and satisfied customers, conform to customer needs and developing tendencies. To screen buyer faithfulness, and to make a move for improving it, different systems have been made and attempted. Shopper dedication expect a huge activity inside your business. Not only is it the primary marker to check customer commitment, perceive down and out customers, lessen mix and augmentation pay; it is moreover a key reason for partition that makes you pull in new customers in forceful business conditions. Part satisfaction is the general impression of people about the supplier and organizations passed on by the supplier.*

Key words: Association, Customers satisfaction, promotion, expectations, communication

I. INTRODUCTION

Since the mid-1990s, there has been a basic move in dealing with a record transport toward using self-advantage channels, for instance, web keeping cash. In the midst of the past a significant extended period of time, online dealing with a record affirmation has been quick and current around the globe. Around 74% of the private keeping cash customers in Finland are standard customers of web dealing with a record benefits[1]-[5]

II. SCOPE OF THE STUDY

The study on member's association with MMA & its

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impact on their professional life would enable the association to understand how the perception of members is towards the MMA. MMA would come to know the level of satisfaction among its members and would be able to discover the unmet expectations of the members. Through this study the association is in a position to find out which mode a program is highly effective & beneficial based on which the association can focus on its execution methods and make some required improvements or continue with its present execution methods in an effective manner.[6]-[10]

III. NEED FOR THE STUDY

The customer satisfaction, expectation & their perception towards the organization is very much essential for the success of any organization. The study is needed to understand how the association's performance is leaving an impact on its members. The study is also needed to discover which mode of association's activities emerges to be more beneficial to the association and proves to be more effective for members. The study would also enable the association to understand its member's responsiveness towards alternative communication modes.[11]-[15]

IV. OBJECTIVES OF THE STUDY

A. PRIMARY OBJECTIVE:

To study Member's association with MMA & its impact on their professional life.

B. SECONDARY OBJECTIVE:

- (i) To find out the nature and purpose of taking membership in MMA
- (ii) To study the effectiveness of managerial activities conducted by the MMA
- (iii) To analyze member satisfaction towards benefits derived by them through membership
- (iv) To find out the mode of communication & promotion of association's programmes.
- (v) To find out the member's growth & expectations through availing a membership in association.

V. RESEARCH METHODOLOGY

Research theory is an investigation of thinking about how research is to be finished.

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Obvious research can be explained as a declaration of issues as they are at present personality of the examiner having no control over factor. In its essence edifying examinations are used to depict various pieces of the wonder. Connecting with assessment is used to delineate characteristics or possibly lead of test people. It is made arrangements for lighting up current issues or issues or situation through a strategy of data assembling that engages them to delineate the condition more absolutely than was possible without using this system. A looking at technique is a procedure for picking test people from a masses. It is a strategy used in authentic examination in which a destined number of discernments are taken from a greater people. Discretionary examining is a methodology for testing from a masses wherein (a) the assurance of a model unit relies upon probability and (b) every part of the people has a known, non-zero probability of being picked.[16]-[20]

VI. RESULTS AND DISCUSSION

ONE WAY ANOVA

H_0 = There is no significance between age of the respondents and hospitality quality.

H_1 = There is significance between age of the respondents and hospitality quality.

Descriptive

AGE

	N	Mean	Std. Deviation	95% Confidence Interval for Mean				
				Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
LESS THAN 30 YEARS	16	1.000	.00000	.0000	1.0000	1.0000	1.00	1.00
31-40 YEARS	52	1.615	.49125	.0681	1.4786	1.7521	1.00	2.00
41-50 YEARS	41	2.122	.33129	.0517	2.0174	2.2265	2.00	3.00
51-60 YEARS	6	3.333	.51640	.2108	2.7914	3.8753	3.00	4.00
60 YEARS & ABOVE	5	4.600	.54772	.2449	3.9199	5.2801	4.00	5.00
Total	120	1.916	.85586	.0781	1.7620	2.0714	1.00	5.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
QUALITY OF HOSPITALITY	Based on Mean	30.293	4	115	.000
	Based on Median	4.127	4	115	.004
	Based on Median and with adjusted df	4.127	4	88.742	.004
	Based on trimmed mean	26.203	4	115	.000

ANOVA

QUALITY OF HOSPITALITY

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	67.935	4	16.984	101.561	.000
Within Groups	19.231	115	.167		
Total	87.167	119			

RESULT:

Table value of F = 30.293. 5% level of significance in the calculated value of F is < the table value of F. Therefore H_0 is accepted, H_1 is rejected. Thus the test has been executed using SPSS software.

Group Statistics

	PURPOSE OF TAKING MEMBERSHIP		N	Mean	Std. Deviation	Std. Error
	KINGMEMBERSHIP	HIPINMMA				
MMA PROGRAM 1			20	1.0000	.00000	.00000
AND ACTIVITIES 2			60	1.8667	.34280	.04426

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		95% Confidence Interval of the Difference			
		F	Sig.	T	df	Sig. (2- tailed)	Mean Differ ence	Std. Error Differ ence	Lower Upper
MMA	Equal variances assumed	16.760	.000	-.78	78	.000	-.0769	-.1019	-.0519
GRAMAN	Equal variances assumed	0		11.	258		.8666	.0792	.7134
DACTIVI	Equal variances assumed			59.		.000	-.0442	-.0442	-.0442
TESMAT	Equal variances assumed			19.	000		.8666	.0666	.7781
CHPURP	Equal variances assumed			583			.7	.2	1
OSEOFTA	not assumed								
KINGME	assumed								
MBERSHI									
P									

RESULT:

From the above analysis, upper and lower limit lies on the sample which researcher has chosen, hence H_0 accept and H_1 is reject. So samples are randomly chosen. Thus the test has been executed using SPSS software.

VII. DISCUSSION AND IMPLICATIONS

1. It is found that the majority of the members are institutional nature and the main purpose of availing membership is to improve on the skills.
2. It is found that the managerial activities of the association has been considered as effective and the time, schedule and venue is also considered as feasible by majority of the respondents.
3. The members have on major basis have agreed that their association with MMA has been helpful in improving the professional image.
4. The main and major mode of communication for any information and updates in the association with its members is e-mail, along with the SMS initiative.
5. It is found that members find the key take-away of the of MMA programmes, workshops, course and other managerial events as worthy and they could use it in the real world business scenario and thus the members are able to make an impactful growth in their professional life.

VIII. LIMITATIONS

The study is limited to the members of Madras Management Association in Chennai district and therefore findings of the study cannot be extended to other areas. Convenient sampling has been used in the study and it has its own limitations. Personal bias of the respondents might have crept in while answering a few questions [21]-[24]

IX. CONCLUSION

It is reasoned that Member's bliss, which is an indication of fulfillment, is and has consistently been the most basic thing for the affiliation. Fulfillment assumes a significant job inside the affiliation's arranging with respect to doing its obligations and roles. This study has empowered the relationship to come to know the degree of fulfillment among its members and have had the option to find the neglected desires for the individuals. It has empowered the relationship to see how it manages the grumblings and inquiries of its individuals and furthermore found its part's responsiveness towards elective correspondence modes. The nature and motivation behind part's presence had been known and the viability, correspondence and advancement status of the affiliation is revealed. It has additionally made the relationship to distinguish the development in its individuals by the result of the affiliation's occasions, workshops, courses and other such administrative exercises.

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