

A STUDY ON FRANCHISEES SERVICE QUALITY OF COMPUTER EDUCATION IN COIMBATORE CITY

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Abstract

The Computer Industry is a rapid expanding industry in India. They are used in every corner be it offices, business house, service industries, engineering company, educational institution, even small shop etc. Almost all the government documents are computerized. Computer education helps to manage the one's own business. Computer education is provided in educational institutions like arts colleges, schools, colleges and polytechnic college. Computer courses can have different contents, but all computing course meet the basic requirement of any organization. Computer courses may differ from Institute to Institute, the basic teaching materials provided to cover syllabus such as a computer, its basic functions.

Keywords: franchise, factors influence computer education, facility

Introduction

Franchising refer s to methods of practicing and using another person's business philosophy. Franchising involves contractual arrangement between franchisor and franchisee to conduct business under an established name and according to the pattern of business. In the beginning franchising was limited to few sectors like IT training, footwear and clothing. Today in India, the acceptability franchising system is much stronger, which help franchising in India to touch a new height.

Types of franchising

There are three types of franchise.

1.Product Distribution Franchising

Product Distribution Franchising primarily involves a co-operation for the distribution of goods, a supplier or retail co-operation. Under what name or how the marketing of the goods takes place does not necessarily have to be regulated in the franchise contract. This type of franchising is found, for example brewery industry's sales of international soft drinks.

ii. Trade Name Franchising

Trade Name Franchising means that the franchisee uses the trademark/business name of the franchisor in order to sell its own products or services. This type of franchising is found, for example, among international hotel chains.

iii. Business Format Franchising

The franchisee uses the franchisor's trademark/business name in order to distribute the franchisor's goods or services, the smaller entity pays fees to the larger.

The Retail franchising is different forms, but in practices are three types of structural retail franchising;

1. Manufacturer-Retailer - A manufacturer get an independent business the right to sell goods and related services (subject to conditions) through a licensing agreement. It is include auto-truck dealers, petroleum products dealers etc.

2. Wholesaler-Retailer:

a. Voluntary – A wholesaler organizes a franchise system and gives franchises to individual retailers. It includes Auto accessories stores, Consumer Electronics store etc.

b. Cooperative – A group of retailer sets up a franchise system and shares the ownership and operations of a wholesaling organization.

3. Service Sponsor-Retailer - A service firm licenses individual retailers to allow them to provide specific service packages (subject to conditions) to consumers. The service-sponsor retailers are education services, auto rental firms, hotels, auto repair shop, fast-food restaurants, hotels, auto repair shop.

Franchising in India

In India, the concept of franchising started from seventies but not get much acceptance till nineties. In the beginning the franchising was limited to very few sectors like IT training, footwear and clothing. Today in India, the

acceptability for franchising system is stronger, which helps franchising in India to touch a new height. Now it has its presence in all industries like Food and Fuel to health and travel.

The franchising in India results in – domination of service sector, growth in retail franchising, introduction of number of master franchisees by international franchisors etc. Today franchising spread across the country, providing more opportunity to the entrepreneurs.

Review of literature

Thomas Ehrmann, Brinja Meiseberga (2010) franchisee performance depends more on inner strength factors. The firm perspective and the social network approach provide an inner strength perspective on interconnected firm.

James G. Combs, et al. (2011) authors review recent progress within franchising researches and identify gaps in the literature. The defined franchising is a popular and multi face business arrangement that has attracted considerable research attention.

Levent Altinay, (2014) aims to establish the relationship between the antecedents of trust, trust itself, and franchisee satisfaction. The researchers have analyzed the consumers' preferences, franchisor-franchisee relationship and barrier in franchising.

According to Akman and Yörür (2012), it is a commitment franchisor's perception about the dedication franchisee feel to continue with the concern. A strong relationship is foundation for any firm to succeed.

Objectives of the study

1. To analyze the quality of services provided by franchisees.
2. To identify the factors influencing preference of computer education franchisee.
3. To offer suggestions for improving the service quality of computer education franchisees.

Research Methodology

Type of research: Descriptive research design was adopted for this study

Sample size: The sample size is 75.

data: The primary data was in the first hand information's collected through structured questionnaire and interview schedules. The secondary data was collected from the past records, book, magazines and websites.

Findings

The respondent profile is analysis in term of age, gender, marital status, monthly family income, occupational and frequently purchase.

| profile | scale | % |
|----------------------|---------------------------|----|
| Age | Below 20 years | 12 |
| | 20 to 30 years | 51 |
| | 30 to 40 years | 25 |
| | Above 40 years | 12 |
| Gender | male | 70 |
| | female | 30 |
| Education level | School Level | 30 |
| | UG Level | 40 |
| | PG Level | 26 |
| | Others | 4 |
| Occupational | Employee | 11 |
| | Businessman | 25 |
| | Professional | 35 |
| | Student | 19 |
| | Housewife | 9 |
| | others | 1 |
| Annual Family Income | Less than Rs.2 lakh | 40 |
| | Rs.2 lakh to Rs.3 lakhs | 33 |
| | Rs. 3 lakhs to Rs.4 lakhs | 18 |
| | More than Rs.5 lakhs | 9 |
| Marital Status | Single | 55 |
| | Married | 45 |
| Nature of family | Nuclear | 74 |
| | Joint | 26 |

| | | |
|-----------------------|--------------------------|----|
| Source of Information | Friends | 40 |
| | Teachers | 20 |
| | Advertisement | 35 |
| | Direct approach by staff | 3 |
| | other | 2 |

Following are the major inferences from the table:

- majority of the respondents (51%) belonged to the age group of 20 to 30 years.
- 70% of them male respondents are doing higher computer studies.
- most (40%) of the respondents have completed their under graduate courses.
- The study states that professionals (35%) and businessman (25%) are interest in doing additional computer courses.
- Majority of the respondents (40%) annual family income of less than Rs 3 Lakh are undergoing the computer courses.
- majority of the respondents (55%) single.
- majority of 74% of the respondents are living in nuclear family.
- Major source of information are friends (40%) followed by advertisements (35%).

Factors influencing preference of computer education franchisees

Problems faced on the services rendered by the Computer education franchisees

The computer education franchisees provide various services and provide facilities to the students. Awareness of these services the students to utilize these services and facilities while utilizing them, the students have faced a lot of problems. The respondents were asked to rank these problems according to the order of severity.

1. Lack of adequate facilities (parking, drinking water, furniture)
2. Lack of up gradation of computers
3. Lack of antivirus software
4. Lack of internet connection and
5. Inconvenient Franchise location

The inconvenient franchise location has been the first problem faced by most of the respondents while lack of internet connection has been the second ranked problem.

The respondents have ranked the lack of antivirus software as the third problem and the fourth problem as pointed out by the respondents was lack of up gradation of computers, next lack of adequate facilities – parking facility, drinking water facility, furniture, etc. has been ranked as the fifth problem.

Well established brand name of the franchisee

A majority of the respondents 45 per cent of them were studying in Computer Software College and 26 per cent of them were studying in Apollo Computer Education.

Easily accessible location of the franchisee

The most 33 per cent of them were studying in Apollo Computer Education while 25 per cent of them were studying in Computer Software College.

sufficient facilities for the students

The majority 41 per cent of strongly agreed respondents were the students of Computer Software and 20 per cent of them were studying in Aptech Computer Education have sufficient facilities for the students.

visually appealing physical facilities

The computer education franchisees have visually appealing physical facilities, 30 per cent of them were students of Computer Software College and 32 per cent of them were students of Aptech Computer Education.

issue of quality and standard study materials

majority of strongly agreed respondents 35 per cent of them were studying in Computer Software College have issue of quality and standard study material .

conduct of job-oriented courses

majority (37%) of them were students of Computer Software College agreed provide a job oriented course.

Suggestions

- In order to avoid the problems of account of malware, virus to update the anti-virus software from time to time.

- To provide that xerox facility and sale of pen drive /CD to arrange for internet facility for all the students helps to improve the Preference of the student.
- To arrange for extra classes for slow learners.
- To convenient batches and class timings to get more female students.
- franchisee to increase advertisement and create awareness of computer education.

Conclusion

Many of such institutions are started in urban areas where as only a very few institutions have concentrated on rural areas. The services rendered by these institutions differ from one institution to another. franchisees Computer Software College (CSC) found to have provided higher quality of services to their students.

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