CHAPTER 1
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CHAPTER 1
INTRODUCTION TO THE STUDY

1.1 Introduction:

In this era of Globalization, there is stiff competition between companies which compelled companies to enhance their strengths, which very much depend on its human resource. There is huge demand for the skilled human power. Thus the demand as well as popularity of professional courses and business related courses also took a rapid jump. MBA is one of the most popular as well as widely chosen courses amongst the other entire business related courses.

Companies while hiring look at the candidate as an asset in place of mere education qualification. These days we find that MBA degree holders are remaining unemployed, the reason is that, present Management Institutes are not catering to the hunger of modern organization. Consequently MBA program which was once upon a day recognized as an esteem program lost its glory. Getting admission to an MBA course was a prestigious thing. But by looking at the current trend of admissions of year 2010-12 and 2011-13 in Shivaji University, there seems to be decline trend. Also by looking at current trend of admissions in Pune University, the scenario seems to be the same. Number of Students opting for MBA is reducing.

As the foreign Universities are entering to India, they will be having brand name as well as quality of education. So there will be stiff competition among education sector also for fulfilling the capacities. So Indian Management Institutes needs to cater to this competition.

1.2 Research Problem:

Management of Institutes needs to become more and more efficient catering to sustain in today's competitive world. So Institution must design its basic goals and objectives to satisfy customers (students) by offering market driven academic and career programs; by providing quality teaching and learning environment; and by providing adequate student support services. (Ibekwe, 2006)

Therefore, every Institute is interested to improve quality of education, environment and other facilities. But the improvement of anything in the Institute demands large funds which could be fetched from good number of enrollments of students (Dalwinder Kaur

and Gurwinder Singh Bhalla, 2010). However, the enrollment of students has a direct relationship with the satisfaction of the students from the MBA course and Institute. So to get maximum enrollment of students, Institutes are using different means like media. But still no Institute is having the perfect formula to lure the students. This current problem put forth many questions to answer like:

1. What are the expectations of the students from the Management education?
2. What are expectations of the students from the Management Institutes?
3. What are requirements or facilities of the Management Institutes which are most preferred or least preferred?
4. What are the requirements or facilities of the Management Institutes which are creating highest satisfaction or highest dissatisfaction among the student minds?
5. Do these students need more Industry interaction as the employability is getting reduced day by day? And what not.

The list of question is unending.

1.3 Statement of Research Problem:

This study is an attempt to find out expectations of the students and formulate the strategy that can be used to attract the students.

So this study is of formulating the Kano model for the Management education Institute. What are the customer (here students) requirements and to identify and classify them into the Must be, One dimensional and Attractive requirements. So that Institute can provide the Must be requirements and should focus on fulfilling the One dimensional requirements and can even think of providing the Attractive requirements.

So the title of the study is 'A study of Kano model with special reference to Management Institutes in Shivaji University Jurisdiction.'

The title signifies study of management Institutes on the basis of Kano model, so as to find out Must be, One dimensional and Attractive requirement.

1.4 Hypotheses of the Study:

The following working hypotheses are framed for the present study.

1. The preferences for Attractive requirements, One dimensional requirements and Must be requirements has uniform preference from students of both genders.

2. The preference for Attractive requirements, One dimensional requirements and Must be requirements has uniform preference from students having different educational disciplines.

1.5 Objectives of the Study:

The Study put forth following objectives

1. To review the Kano model of customer satisfaction.
2. To find out factors influencing students satisfaction for the MBA course.
3. To classify these requirements as per Kano Model.
4. To design the Kano model for the Management education Institute.

1.6 Scope of the Study:

The area selected for research was Shivaji University affiliated Institutes of Management, especially catering MBA program of two years full time. The study was focused on the concept of Kano model of customer satisfaction. As per the need of the study, for evaluation, assessment and interpretation of the data, there is different tool which has been developed by the Dr. Noriaki Kano. This methodology includes Kano evaluation table, M>O>A>I rule, Extent of Satisfaction and Dissatisfaction. Hence the data is analyzed using Kano model technique. The data is collected during the month of March and April, 2012

1.7 Importance of the Study:

This study may be helpful for the management Institutes to frame a strategy to attract students. Also the students may get the benefits because their voices are getting heard. The Industry also can expect skilled and quality students for the employment. As a society, one also can come to know the trend of Management education and students expectations towards MBA course.

1.8 Research Methodology:

1.8.1 Type of Research:

The study has used diagnostic research design and inferential approach to collect needed quantitative data.

1.8.2   Data Required:

For the study data required is preferences of the students for the Library, Computer lab, Multimedia PC, Internet, Placement cell, Management Festivals, Qualified staff, Vicinity to city, Hostel facility, Syllabus, Canteen facility, Transportation facility, Medical facilities, Live projects and case studies, Recreational facilities, Wi-Fi Campus, Guest Lectures, Event Management, Gymnasium, Auditorium etc. Study also requires the in depth understanding of the Kano Model and its methodology for quantification of attributes. The demographic details of the students are also required for the study.

AICTE is the governing body of Technical education in India which sets certain norms for the respective technical courses. Hence, understanding these norms which expects to facilitate the quality education is also required.

1.8.3 Data Sources:

Secondary Data Sources

Kano model and its Kano methodology for quantification of attributes, AICTE norms for Infrastructure, Academic, Extra-curricular activities etc has been collected from the secondary sources.

Primary Data Sources

The opinions of the students studying in full time MBA course are collected through primary source.

1.8.4 Instrument:

Structured codified close ended Schedule was used to collect required primary data. The structure of questions which has been developed by Dr. Kano is been used. In which each question consists of two parts, these are functional and dysfunctional question. The functional question has positive tone which asks about 'what if the feature is present in service then how do you feel' and dysfunctional question consists of negative tone which asks about 'what if the feature is not present in service then how do you feel'.

Answers to both questions is to be given by five options, these are 'I like it that way', 'It must be that way', 'I am neutral', 'I can tolerate it' and 'I dislike it that way'.

In the instrument total thirty eight questions on the parameters of broad categories like Library, Computer lab and Internet, Career Management, Student development,

Administration, Infrastructure, academics are been raised. In the Kano model there are Attractive, One dimensional, Indifferent and Must be Kano categories. These parameters are classified into the Kano categories.

As this form of questionnaire is new and not well versed, this needed to be executed by researcher itself. So it is been executed personally by researcher on samples.

1. **1.8.5 Sampling:**

   For the study following Sampling design was selected.

2. **Type of Universe:** Finite

3. **Sampling Unit:**

   Students pursuing MBA two years full time program from the Management Institutes which are affiliated to Shivaji University, Kolhapur and approved by AICTE, New Delhi, India which are in the MBA II.

4. **Sample Size:**

   Three Management Institutes are selected purposely, one from each district affiliated to Shivaji University and the Institutes pioneer to start MBA program in respective district.

   So sample size is calculated by using the formula for sample size calculation of finite population.

   $n=N/\{1+N(e)^2\}$

   Where

   n= sample size

   N= population size which is 240 students of MBA II

   E= error which is taken as 0.05

   So after calculation sample size is 150. So from each management institute 60 samples are taken for the study.

Table 1.1
Institute Wise Sample Size

Sr.	Name of Institute	Number of Respondents
1.	Karmaveer Bhaurao Patil Institute of Management Studies & Research, Satara	60
2.	Vasantraodada Patil Institute of Management Studies & Research, Miraj	60
3.	Deshbhakta Ratnappa Kumbhar college of Commerce, Kolhapur.	60

5. Sample Method:

The stratified random sampling method was used. The strata were selected based on the gender and graduation degree. From each Institute, 10 male candidates having Commerce graduation, 10 having Art graduation and 10 having Science graduation were selected. Similarly for Female candidates, 10 from Commerce graduation, 10 from Art graduation and 10 from Science graduation were selected.

1.8.6 Data Analysis

The collected data was screened, categorized, coded and then fed in Ms-Excel for evaluation and analyzed by Kano evaluation table, M>O>A>I rule, Extent of satisfaction and Extent of dissatisfaction.

Hypotheses were tested using the Chi square and Independent T Test.

1.8.7 Concept

Kano Model:

Kano model is of customer satisfaction model which has described the three requirements which are:

1. Must be requirements: If these requirements are not fulfilled, the customer will be extremely dissatisfied. On the other hand, as the customer takes these requirements for granted, their fulfillment will not increase satisfaction. Fulfilling the must be requirements will only lead to a state of not dissatisfied. These requirements are not explicitly expressed by customer.

2. One dimensional requirements: With regard to these requirements, customer satisfaction is proportional to the level of fulfillment – the higher the level of fulfillment, the higher the level of customer's satisfaction and vice versa. These requirements are explicitly demanded by customer.

3. Attractive requirements: These requirements are having the greatest influence on customer satisfaction. Fulfilling these requirements leads to more than proportional satisfaction. If they are not met, there is no feeling of dissatisfaction. These requirements are neither explicitly expressed nor expected by the customer.

4. Indifferent requirements: These requirements are not having much influence on either satisfaction or dissatisfaction among the students. So these are least bothered requirements of the students.

Kano Methodology

The Kano methodology has been developed by Dr. Kano for the quantification of the attributes, analysis and evaluation which includes framing questionnaire, Kano evaluation table, Evaluation of Kano parameters through the different evaluation criteria like M>O>A>I rule, Extent of satisfaction and Extent of dissatisfaction.

1.9 Chapterization

The study has been articulated in following chapters:

Chapter 1 is titled as 'Introduction to the Study', it depicts introduction to the study, management problem, statement of research problem, as well as objectives, hypothesis, scope, importance, and research methodology adopted for this study.

Chapter 2 is titled as 'Review of Literature', it narrates review of literature, basic concepts, definitions adopted for the study and its applications with present work.

Chapter 3 is titled as 'Conceptual Background', it includes the current scenario of the topic selected and latest happenings in the subject concern.

Chapter 4 is titled as ' Data Analysis and Interpretation', it reveals presentation of data in tabular form, with its interpretation the chapter is divided into two main parts, first part contents data analysis while second part describes hypotheses testing.

Chapter 5 is titled as 'Findings and Suggestions', it represents findings based on data analysis, the chapter end up with concluding remark by research.