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## **IMPACT OF ORGANIZATIONAL HEALTH AND JOB INVOLVEMENT ON ORGANIZATIONAL COMMITMENT OF BHEL, TRICHI**

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### **ABSTRACT**

Organizational health is the process to improve the well being of the employees. Job involvement refers to the extent to which a person is interested and committed to his or her assigned tasks. Both independent factors are influenced and it plays an important role in facilitating the organization commitment i.e. employee's identification with a particular organization and his or desire to sustain the relationship for the effective management. this study is the first to Examine the first to ex the impact of organizational health, job involvement on organizational commitment of BEHL , Trichy. The research objective of the study is, to find out the influencing factors of organizational health, job involvement and organizational commitment based on demographic profiles of BHEL employees, to assess the levels of organizational health, job involvement and organizational commitment among the employees of BHEL, to know the relationship between organizational health, job involvement and organizational commitment, to identify the influences of organizational health and job involvement on organizational commitment and to test the model of organizational health and job involvement on organizational commitment. A survey questionnaire was administered to 937 BHEL employees using stratified proportionate sample. Overall, the results are relation to the employees of BHEL in "organizational heath and job involvement on organizational commitment". It's seems too committed in their jobs. Furthermore, significant relationships were found between the independent and dependent variables in this studied. This may be viewed with some concern in the face of the numerous in the BHEL environment. The findings from this study lay a valuable foundation for future studies of "organizational health and job involvement on organizational commitment". The findings are affirm some knowledge which is already known, illustrate differences from existing knowledge brings new insights in to measuring the concept of organizational health, job involvement and organizational commitment. That the result of the study contribute to a better understating of organizational health is a important factor to improve the job involvement of the employees leads to increase the commitment level within the BHEL employees and will assist (Executives, supervisors and workers) to design appropriate intervention strategies by taking in to account the relevant demographic profiles of the employees as well as the organizational health and job involvement factors to improve the overall effectiveness of the organization.

**BRAND RESONANCE AND INTRACTIVE MARKETING  
COMMUNICATION WITH SPECIAL REFERENCE TO  
TWO WHEELER SEGMENT**

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**ABSTRACT**

Two wheeler segment in India is the fastest growing sector contributing a significant 7.1% GDP and it is estimated that two wheeler industry attracted foreign direct investment of net worth \$ 17.40 million during the period April 2000 to June 2017. Two wheeler segment in India has grown tremendously from a couple of manufacture to more than twenty manufacture in a very short span of time. The marketing managers are finding extremely difficult to attain brand resonance customers. Hence they need effective interactive marketing tools to reach customers. Without brand resonance customers will switch to other products which lead to loss in the business. In India, Royal Enfield company started ever since 1955 and has active official community engaged by many loyalists. The main objective of this dissertation is to study the personal information of Royal Enfield bike owners in Pondicherry city and to assess the relationship between interactive marketing communication tools on brand resonance.

## **VISUAL MERCHANDISING AS AN IMPULSIVE RE-INFORCER AMONG WOMEN IN BANGALORE**

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### **ABSTRACT**

Visual merchandising is described as “everything that the customer sees both exterior and interior to the store that creates a positive image of and results in attention , interest, desire and action on the part of the customer”. Visual merchandising is a powerful marketing tool as an external motivator in the consumer’s impulse buying behaviour. Customers who visit the store without any predetermination of what they need or buy, and once they get into the store, they are reminded or get an idea of what he/she may need after looking around the store. Such purchase decision is termed as impulse buying behaviour. in other words, consumer’s impulse buying behaviour is a response , made by being confronted with stimuli that incite a desire that ultimately motivate a customer to make an unplanned purchase decision upon entering the store; impulse buying is defined as “any purchase that a shopper makes and has not been planned in advance “. The initial is to getting them in the door . research studies have proved that factors of VM both interior and exterior can encourage people to buy without an preshopping intentions. Review of a vast literature in the current area of study revealed the gap that women tend to engage in more impulse buying as compared men. Hence, it is important to learn that factors which determine female consumers’ impulsive purchases. Identified that there is lack of research attempting to study women interest and what influences them, their fashion involvement and their behaviour in shopping malls. Review on impulse buying behaviour observed the various factors influencing impulse buying and some moderating traits such as cognition and traits. Hence there is a need for an appropriate model to integrate the effects of visual merchandising elements on impulse buying behaviour. The present study aims at framing a suitable model of VM as an impulsive reinforce of women impulse buying behaviour.

Four important variables of visual merchandising were chosen for the study. The variables store exterior, in-store ambience, in store aesthetics and in-store display. The research focuses on intermediating factors that act as catalyst in triggering the urge to purchase and to impulse purchases of women. Factors considered are emotional states(pleasure and arousal), urge to buy, personality traits, and socio demographic variation of the customers.

## **EFFECTIVENESS OF LABOUR WELFARE AND SAFETY MEASURES IN STEELPLANTS WITH REFERENCE TO PUDHUCHERRY**

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### **ABSTRACT**

A study on welfare measures in the Pondicherry steel plants. It has developed by the employee welfare facilities are different. To be discussed in the study they are employee job motivation for the Organization, safety for employee welfare, employee performance. The very logic behind providing welfare schemes is to create efficient, healthy, loyal and satisfied labour force for the organization. Labour health, safety and welfare are the measures of promoting the efficiency of labour. The various welfare measures provided by the employer will have immediate impact on the health, physical and mental efficiency alertness, morale and overall efficiency of the worker and thereby contributing to the higher productivity. Some of the facilities and services which fall within the preview of labour welfare includes adequate canteen facilities, accommodation arrangements, recreational facilities, medical facilities transportation facilities for travelling from& to the place of work.

The study highlights the welfare measures taken in the steel plants, the employees' motivation level, and to identify the overall performance of the employees. Industries constitute the backbone of any economy of the country and the prosperity of any country is related to its industrial wealth and their judicious utilization. Welfare measure is one of the key success factors of any organization. Employee welfare means anything done for the comfort and improvement, of the employees. Labour welfare is an important aspect of any industry. The researcher had reviewed many of the articles and representing the importance of labour welfare and what extent it had been protecting and providing the welfare to employees working is steel plants in the present scenario.

## **ROLE OF SOCIAL MEDIA NETWORKING ON KNOWLEDGE SHARING AMONG IT EMPLOYEES, CHENNAI**

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### **ABSTRACT**

Social media nowadays plays an important role in individual's everyday life and the usage of social media networking has become more important as a ways of communications in recent years. Today most of the people specifically the youngsters are hooked up towards different social media for keeping in contact with their friends, colleagues and peers. Social media is media for social interaction and the utilization of social media tools to encourage knowledge sharing comprehensively throughout an organization is growing. In many case, knowledge sharing within organizations takes place informally between the employees and through the organization's communications networks. It is because of this that the idea of using social networking technologies within the organizations for knowledge sharing was developed. The thought was that if employees would utilize these network to share their knowledge and collaborate on an informal level then these tools ought to be available as part of a systematic process within the company. Information technology professionals were the first to embrace web 2.0 technologies. The dimensions used for this study is creativity, social capital, altruism, collaboration and internal branding. The aim of research is to identify the role of social media networking on knowledge sharing among employees of top ten IT companies, Chennai. Primary Data was collected with the help of questionnaire and an online survey was carried out in [www.gooledocs.com](http://www.gooledocs.com) which is a web application and the sample size is determined as 301. The tools used for the study are descriptive statistics, one way ANOVA, Pearson's correlation and [path analysis and it is found that knowledge sharing through social media is positively corrected with creativity, social capital, altruism, collaboration and internal branding. Therefore, these factors have a positive relationship towards knowledge sharing through social media among IT employees of top ten IT companies. hence it is suggested that it is vital for having knowledge sharing culture in organizations and strengthening knowledge sharing practice by management like training in exchange of knowledge and the organizations should develop a reward system to encourage employees' willingness to use social media tools for knowledge sharing. Therefore, it is concluded that IT industry is a resource oriented industry and it becomes quite important to ensure that the knowledge in the minds of resources is safeguarded. The social media is redefining how companies innovate by connecting people globally and share the ideas in ways that was not explored previously. Knowledge sharing through social media will help in converting the personal knowledge to organizational knowledge.

## **INFLUENCE OF EMPLOYER BRANDING ON CORPORATE REPUTATION - A CASE STUDY**

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### **ABSTRACT**

This study is aimed to analyze the influence of employer branding on corporate reputation. This study conducted in BHEL, at Trichy. A sample of 323 employees participated in this survey. Variables such as internal brand equity, internal communication, employer attractiveness, organizational attractiveness and psychological contract are measures employer branding and considered as an independent variable. Variables such as corporate character, reputation quotient, reputation management and uses of corporate reputation are measures corporate reputation and considered as a dependent variable. Corporate brand is considered as an outcome variable. These variables are taken as determinants of corporate reputation. Stratified random sampling technique was adopted in this study. Descriptive statistics, independent sample t test, one way ANOVA, chi square test, correlation analysis, multiple regression analysis and path analysis were used for data analysis.

The result of the study has shown that the BHEL Employees has good perception about their employer brandings and also corporate reputation. The analysis found that there is relationship among employer branding, corporate reputation and corporate brand. The study highlighted that there is and influence of dimensions of employer branding on corporate reputation. The study also found that there is and influence of dimensions of corporate reputation on corporate brand. It is concluded that the BHEL should plan at developing better internal and external brand administration activities to woo skilled talent for further extension and growth. A powerful employer brand has the power to attract and keep talent and also reach the organizational objectives. A strong employer brand too enlarge productivity, lowers the cost, results in greater retention of employees. Successful position of employer with corporate brand will yield better achievement. Every employer brand is an investment that should reveal a return equivalent to other forms of business investment. The key to a victorious employer brand is to guarantee that expectations are fully associated with the realities of functioning for the organization and the space between the employee perspectives and employer perception is minimized.

## **MANAGEMENT CONCEPTS IN PERIYAPURANAM**

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### **ABSTRACT**

Periyapuram is the greatest saivite religious literature in tamil which deals with lot of information about the historical messages, sciences, management and philosophies. Periyapuram may be treated as devotional literature but the story contains modern management concepts, theory, applications like culture focus, goal-setting, flexibility, stress, time management, crisis management, economic concepts, business ethics and , etc. This research work intended to reveal the management related process in periyapuram literature. The ultimate aim of the study is to the management concepts found in periyapuram.

The study attempts to rediscover the modern management concepts and practices from periyapuram. A comparison with modern management theories has also been made with an idea of comparing the theories and practices of periyapuram with today's business environment in the 21<sup>st</sup> century. Grounded theory method has been interfered and the methodology is qualitative content analysis is known as documentary analysis with secondary qualitative data . The total number of saints in periyapuram is 63 nayanmars and many other characters, many of the preriapuram characters follow the concept of devotion. For this study, samples of 61 saints were included from the periyapuram. The study was conducted as a conceptual study using the experience and knowledge of researcher. Secondary sources helped the researcher to collect the data and thesis has been written following MLA writing style.



## **MANAGEMENT OF STRESS A STUDY IN RESPECT OF MARKETING EXECUTIVES OF SELECT PRIVATE SECTOR BANKS IN CHENNAI**

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### **ABSTRACT**

This study investigates the sources of stress, strategies to cope with the stress and job performance with reference to marketing executives of private banks in Chennai city. Eight sources of stress job related factors, management behaviour, working environment, compensation and other benefits, training and development activities, interpersonal relationship, personal problem and customer relationship as well as job performance and coping strategies have been examined among 620 marketing executives. The study primary data were collected through a structured tested questionnaire. Secondary data were collected from a large number of journal article, books and website. The study used convenience sampling a non-probability method. The statistical tools for analysing the data are descriptive statistics t-test, analysis of variance, factor analysis and regression analysis. Results of the analysis and findings have been stated along with suggestion and conclusion.

**IMPACT ON EMPLOYEES SATISFACTION TOWARDS  
PERFORMANCE APPRAISAL WITH SPECIAL REFERENCE TO  
SPINNING MILLS AT DINDUGUL DISTRICT**

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**ABSTRACT**

Employee job performance and satisfaction are considered to be key variables that impact the performance of organizations. In highly competitive global businesses we must strive to identify factors that influence the performance and job satisfaction of employees. One such factor is organization justice; which describes the individual's perception of the fairness of treatment received from an organization and their behavioural reactions to such perceptions. Employees were more satisfied when they felt they were rewarded fairly for the work they have done by making sure these rewards were for genuine contributions to the organization and consistent with the reward policies. The reward could include a variety of benefits and perquisites other than monetary gains. Employees with higher job satisfaction were important as they believed that the organization would be of tremendous future in the long run and care about the quality of their work; hence they were more committed to the organization, have higher retention rates and tend to have higher productivity.

## **PRICE PERFORMANCE OF INITIAL PUBLIC OFFERING IN INDIAN STOCK MARKET: AN EMPIRICAL STUDY**

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### **ABSTRACT**

Initial public offerings are gaining importance worldwide as an important source of funds for the companies to accelerate their growth by using the mobilized funds to implement innovative strategies as well as considered as important tool for investment since it offers huge profits on the listing day. In this study the short run performance of the companies is analyzes to understand the anomaly of abnormal returns as well long-term performance of the IPO's in the long run. The period of study is from Jan 2010-Dec 2014. The census method for the study includes 93 companies listed in National Stock Exchange of India pertaining to the study period. The results of this study will throw light on the performance of the IPO's which are majorly considered as a speculative tool and hence aid in better decision making for the investors. The findings will also help conclude if IPO can be a long-term investment tool or a speculative opportunity to earn booming profits.

## **A STUDY OF LEADERSHIP PRACTICES IN MODERN MANAGEMENT: A COMPARATIVE STUDY WITH BHAGAVAD-GITA**

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### **ABSTRACT**

In the modern industrial world goal of any organization is not only to survive, but also to sustain its existence by improving performance. In order to meet the needs of the highly competitive markets, organizations must continually increase performance (Arslan and Staub 2013). The role of leadership practice is critically important for achieving the performance of organizations (e.g. Boal and Hooijberg 2000; Peterson, Smith, Marorana and Owens 2003).

Organisations in any sector face significant leadership challenges if they are going to remain viable in a constantly changing world. Unfortunately, 'how to' lead people through change is still not a common topic for management learning and development programmes. The aim of the study was to find out the impact of leadership practices on organizational performance. The main objectives of the study is to find out the concepts and types of leadership practices and investigate the impact of leadership practices on organizational performance in the selected automobile industries sector because of the good leadership qualities. The leadership theories and different practices of leadership are discussed in the research.

With help of extensive review of literature the conceptual framework for impact of leadership practices on organizational performance was established. The research study was conducted in Chennai City of Tamilnadu State which has been labelled as "Detroit of India" and hub in automobile manufacturing. Nearby 620 respondents were selected by using Non-probability sampling technique from the selected four Automobile Passengers Vehicles Manufacturing plants (i.e Car) in Chennai. For collection of data a structured questionnaire was developed and validated.

## **“CAREER – FAMILY BALANCE AMONG WOMEN EMPLOYEES”**

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### **ABSTRACT**

The objectives of this research is to study the career family balance of women employees in Indian bank. The research was conducted among women employees in Indian bank with Reference to Chennai. Career family balance entails in attaining equilibrium between career and family, so that it reduces friction between career and family life. Career family balance enhances efficiency and thus, the productivity of women employee increases. It enhances satisfaction, in both the career family lives. The ultimate performance of any organization depends on the performance of its employees, which in turn depends on numerous factors. These factors can be related to career or family or both. A total of 317 questionnaires were distributed out of which 280 were returned back after filling. The selected method for sampling in this research is systematic sampling. Data were collected using both primary and secondary sources. The primary data was collected through questionnaire survey and analyzed with the help of various statistical tools was correlation, multiple regression, one way ANOVA, t-test, path analysis. The findings of the study reveal the majority of the Employees feel comfortable in their work place irrespective of their trivial personal and work place irritants. This paper attempts to indentify the various factor which helps to maintain work life balance among employees in banling sector.

## **INFLUENCE OF JOB INVOLVEMENT ON TECHNOLOGY ADOPTION WILLINGNESS AMONG LIBARARIANS**

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### **ABSTRACT**

Intrusion of computing technology in the workplace and developments in various forms of ICT played a major role in shaping the conceptual underpinning like technology acceptance model (TAM) almost for the last 3 decades. While employee job involvement is viewed important to achieve quality work output in workplace, adopting computers in workplace is proved important to achieve quality work output. With increasing levels of penetration of computing technology in the work place, the outcome associated with the application of TAM provides critical input for the enterprises to shape their technology adoption strategy and the process in a successful manner. While increasing no of studies in HRM focuses on job involvement and outcome associated with it, its effect on the employees acceptance of technology in workplace largely remains less improvised both from practical and research perspectives. The present study is aimed at fulfilling this gap and for the purpose of conducting this research, various types of government Libraries like rural, district and other similar Libraries and considered as research units towards fulfilling the objectives taken up for the work.

Libraries are considered appropriate research units due to the varied types of technology adoption possibilities in their operations. For instance, the Libraries in the present day context can be operated with various possibilities like manual operations, semi automated operations, automated operations and Advance automated operations since most of these government Libraries have varied levels of automation in their operations, the possibilities of technology penetration into the work place of these government Libraries are viewed as the function of time, where in future full automation into the operations of these Libraries is seen as the realistic possibilities. Under these circumstances, the effects of Job Involvement of the library staff in their technology acceptance levels in work place will act the source of implications shaping the policy framework on various technology adoption schemes. The present study fills this gap and the implicative outcome of this work is expected to shape the technology adoption strategies of large no of enterprises and business units at large with new insights

## **CONSUMER BEHAVIOUR TOWARDS COMO PACKOFFERS IN PURCHASING HOUSEHOLD DURABLES**

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### **ABSTRACT**

In the world modernity, consumers make decisions more or less on a daily basis about what to purchase or consume. On the side, companies may engage in various marketing activities, such as promotional campaigns, advertising, sponsorship, or public relations to grab the attention of consumers. One such activity is offering products in bindle. Bundling is one of the prominent marketing strategy which tends to combine and sell two or more products in a package. Despite the importance of understanding the effect of bundle composition on preference and satisfaction, the area has received limited attention in marketing research and there are many aspects of bundle composition that need further exploration. The main purpose of this research is therefore to increase the understanding of how bundle composition influences consumer behaviour towards combo product offer in purchasing household durable has been studied. The effect of perceived quality and price attraction on purchase behaviour has been studied along with the effect to pre purchase attitude on the purchase behaviour. This research aims to increase the understanding of the offers which are valued by the consumer.

## **A COMPARATIVE STUDY OF TRAINING AND DEVELOPMENT PRACTICES ADOPTED IN CO-OPERATIVE AND PRIVATE DAIRY PLANTS**

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### **ABSTRACT**

In this study, training and development were considered as dependent variables. Employees' performance and organizational performance were considered as outcome variables. Descriptive research design was adopted in this study. The researcher has adopted simple random sampling technique to collect data from Co-operative and Private employees in Erode and Salem districts. The sample size consisted of 400 employees. The questionnaire re-constructed based on the pilot study. Further these variables were taken to statistics, factor analysis, two way ANOVA, multiple regression and path analysis were used for data analysis. The results indicate that better training design provided by Private dairy rather than Co-operative dairy plants. The result shows that better self-efficacy and communication development occurred in Private dairy plants than Co-operative dairy units. It is also found that the training programs have promoted better effect on the Co-operative dairy rather than the Private dairy plants towards overall development. Inter-relationships do not influence co-operative dairy employees' development when compared with Private dairy plants. Path analysis found that there is influence of training and development on organizational performance with respect to employees' performance based on Co-operative and Private dairy plants. Hence, it is concluded that, Co-operative and Private dairy plants should provide external training to their employees. Both internal and external training and development programs have advantages not only for employees' development but also for the organization (Dairy plants) itself. If the performance of the employees is not good, it will affect the whole business organization.



## **CONSUMERS' PERCEPTION TOWARDS E-TAILING**

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### **ABSTRACT**

The e-tail sector of India has grown rapidly in recent times with the easy accessibility of internet. The access of internet had driven consumers to shop online. This study sought to establish the role of customer perceptions on repurchase intention towards e-tailing. Its objectives is to establish whether there is a relationship between perceived attributes and website involvement, website image, E-word of mouth, perceived risk and repurchase intention among consumers. The study employed descriptive research design. The target population was online shoppers of top 5 E-tail firms and the sample size for this study was 400, collected using snowball sampling technique. Primary data was collected using a self-administered structured questionnaire, questionnaire responses were analyzed using descriptive and inferential statistics. The results showed that consumer perception have a significant effect on e-tailing services. Furthermore, the research established the importance of customers perception in enhancing the likelihood of success of e-tailing services. Consequently, the study recommend that e-tailers should enhance the value, communication and time factors for ensuring success of their services by taking into consideration customer -specific needs by personalizing the website to make it more compatible with customer requirements. In addition, e-tailers need to build website image amongst their users by designing and delivering a unique proposition of both functional as well as hedonistic appeals. E-tailers should also have an effective website involvement strategy for purposes of increasing the customer's connection and retention with the e-tail site. Furthermore, the e-tailers should devise customer engagement strategies to assuage the risk perception associated with e-tailing services through good understanding of the target consumers will enhance the long-term usage of their services. This study will not only help e-tailers in India to work out successful strategies for online shoppers but it will also provide a base for similar studies in the field of consumers perception towards e-tailing.

## **GROWTH AND CHALLENGES OF MSME'S WITH SPECIAL REFERENCE TO PEENYA INDUSTRIAL AREA,BANGALORE**

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### **ABSTRACT**

Micro Small and Medium Enterprises (MSMEs) are the growth engine for any nation and more so in the Indian context. MSMEs serves socio-economic objectives such as higher growth of employment, promotion of exports and fostering entrepreneurship. These enterprises are nursery for entrepreneurship and seedbed for future growth. The contribution of MSME'S towards investment, employment generation, GDP, production etc. Is highly remarkable as compared to any other sector of economy. Thus, the MSMEs sector is a key pillar of Indian economy.

Indian MSMEs are facing tough competition from their global counterparts due to liberalization, change in manufacturing strategies, turbulent and uncertain market scenarios and there is a need to adopt certain strategies for growth. The main objective of this dissertation is to identify the influence of challengers related to various operational of MSMEs on entrepreneurial success or failure as well as the growth of MSMEs.

**“INFLUENCES OF ATTRITION AND SUCCESSFUL COPING  
MECHANISM DEPLOYED IN SELECT IT COMPANIES:A STUDY”**

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**ABSTRACT**

The success of any IT organisation depends largely on the workforce, the employees are considered as the backbone of any company. The study was mainly undertaken to identify the level of employee's level of employee's attitude, the dissatisfaction factors they face in the organisation and for what reason they prefer to change their job. Once the levels of employee's attitude are identified, it would be possible for the management to take necessary action to reduce attrition level. Since they are considered as backbone of the company , their progression will lead to the success of the company for the long run . this study aims at examining the “ attrition in IT industry and the successful coping mechanism deployed in select IT companies”

## **INFLUENCE OF BRAND ATTRIBUTES ON PURCHASE DECISION OF MODULAR KITCHEN IN CHENNAI CITY**

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### **ABSTRACT**

Brand attributes has been recognised as an opportunity for differential advantage in the market place. The various brand of a product influences consumer product choice in several ways .this study would help the modular kitchen manufacturers and marketers in optimizing the various attributes of brand. This study included the various brand attributes such as; product quality, product appearance, product features, price, user imagery, usage imagery and brand personality, which plays a role in consumer product evaluation , and purchase decision. Also this study had taken branded modular kitchens as a product for identifying the underlying reasons of consumers while making purchase decision. Based on the literature review , the study had identified and used various dimensions of each brand attribute on purchase decision. In a large qualitative study (N=360) respondents were tested whether these brand attributes indeed exist in consumer's purchase decision process, whether they are sufficient to describe the way in which brand attribute plays a vital role for consumers purchase decision. In addition, the study provided valuable implications for improvising the brand attributes role in purchase decision. As well, it provided qualitative insight into these attributes. From the research findings, it is revealed that usage imagery attribute influences consumers purchase decision of modular kitchen at most. Hence , it is suggested while designing communication strategies linking usage imagery might transfer with brand attitude, brand loyalty and consumer buying intention. Secondly, user imagery attributes does not influences purchase decision of modular kitchen, this could be overcome by regulating the use of ads featuring mainly user imagery would produce positive results. In addition, advertising stimuli such as visual imagery of brand users and idealized users that appeared artificial would also be useful in generating user imagery . also, this study confirms that higher level of brands have certain level of brand prestige and price perceptions over consumer's mind. Thus creating proper pricing strategies like usage based unit price information might result positive attitude of consumers towards price regarding their purchase decision of modular kitchen and increase sales preciously. Finally, it is crystal clear that consumer's expect the modular kitchen brand should benefit both product functions and social values. Hence the modular kitchen marketers and dealers should equally concentrate on both intrinsic and extrinsic brand attributes of modular kitchen to upgrade product functioning and brand image.