International Journal of Engineering Research & Management Technology ISSN: 2348-4039
May-2017 Volume- 4, Issue-3
Email: editor@ijermt.org www.ijermt.org

INCREASING ROLE OF ALTITUDE IN AUTOMOBILE INDUSTRY: A STUDY WITH SPECIAL REFERENCE TO DELHI NCR REGION

[1]Dr. S.S. Chauhan, [2]Prof. (Dr.) Poonam Devdutt, [3]Kaustubh Chauhan,
[1,2]Professar, [3]Research Scholar
Department of Management
Shobhit University, Meerut

ABSTRACT: The automobile industry is one of the key drivers that boosts the economic growth of the country. Since the de-licensing of the sector in 1991 and the subsequent opening up of 100 percent FDI through automatic route, Indian automobile sector has come a long way. Today, almost every global auto major has set up facilities in the country.

KEYWORDS: Altitude, Automobile Industry, Employment Trend

Attitude is considered an important factor In the teaching-learning process. So, the study of attitudes and their measurement, change in attitudes and their relationship with other variables has been a very important area of research in social and educational psychology. The perception of objects and choice of friends, selection of information and such other behaviours of human beings are also determined by the attitudes.
"Attitudes have been held responsible for some of goods deeds and virtually all of the evils of mankind".

(HIMMELFARB AND EAGLY, 1974)

Importance of attitudes was formally recognized in the early period of social psychology. Thomas and Zaniecki (1918) defined social psychology as "the scientific study of attitudes". All port (1954) viewed the attitude as "the most distinctive and indispensable concept in contemporary American Social psychology".

The history of the study of attitudes indicates that during the 1920's and upto the World War II research on attitudes was largely concerned with the definition of the attitude and its measurement. Attempts during this period were also made to study the attitude change. It was after this period that educationists also started taking keen interest in the study of attitudes of Employees towards teaching, pupils, Industry and administration etc.

Attitude can be defined in conceptual and operational terms. Both, however, are intimately related to each other. The conceptual definition of construct refers to its meaning within an abstract theoretical system. A theory is generally needed to link a concept to its various operations whereas in an operational definition, a concept is defined in terms of a sort of operations such as designing, administration and scoring of an opinion questionnaire.

The conceptual definition of the attitude has been given in many ways by different authors. The term attitude was first used to denote "the sum-total of a man's inclinations and feelings, prejudice or bias, preconceived notions, ideas, fears, threats and convictions about any specific topic". (Thurstone and Chave, 1929). Later, however, when motivational and effective characters of attitudes were emphasized, Thurstone (1931) defined an attitude as, "the affect for or against a psychological object". Attitude was defined by Allport (1954) as "A mental and neutral state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related".

The effective quality of attitudes was also emphasized by Krech and Crutchfield (1948). They defined an attitude as an, "enduring organization of motivational, emotional, perceptual and cognitive processes with respect to some aspect of the individual's world"

(HIMMELFARB AND EAGLY, 1974)

All these definitions point out to the underlying dimensions of 'favorability' and 'unfavourability' towards an object which formed the cornerstone of Thurstone's attitude scaling procedures. But some others like Fishbein and Ajzen (1972) have studied the problem of relationship between attitudes and behaviours. The attitudes are viewed by them as disposing the individual to think, feel and act in certain ways and are inferred from these three sources. It is evident therefore, that attitudes consist of cognitive, affective and behavioral components. However, the affective component remains the central aspect of the attitude.

ROLE OF ALTITUDE IN AUTOMOBILE INDUSTRY

The automobiles sector is compartmentalized in four different sectors which are as follows:
Two-wheelers which comprise of mopeds, scooters, motorcycles and electric two-wheelers
Passenger Vehicles which include passenger cars, utility vehicles and multi-purpose vehicles
Commercial Vehicles that are light and medium-heavy vehicles
Three Wheelers that are passenger carriers and goods carriers

The automobile industry is one of the key drivers that boosts the economic growth of the country. Since the de-licensing of the sector in 1991 and the subsequent opening up of 100 percent FDI through automatic route, Indian automobile sector has come a long way. Today, almost every global auto major has set up facilities in the country.

Austria based motorcycle manufacturer KTM, the established makers of Harley Davidson from the US and Mahindra & Mahindra have set up manufacturing bases in India. Furthermore, according to internal projections by Mercedes Benz Cars, India is set to become Mercedes Benz's fastest-growing market worldwide ahead of China, the US and Europe.

As per the data published by Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce, Government of India, the cumulative FDI inflows into the Indian automobile industry during April 2000 to October 2013 was noted to be US$ 9,079 million, which amounted to 4% of the total FDI inflows in terms of US $. The production of compact superbikes is also expected to take place in India. The country has a mass production base of 16 million two-wheelers and the several global as well as Indian bike makers are looking forward to use it as an advantage in order to roll out sports bikes in the 250 cc capacity.
The world standing for the Indian automobile sector, as per the Confederation of the Indian industry is as follows:

1. Largest three-wheeler market
2. Second largest two-wheeler market
3. Tenth largest passenger car market
4. Fourth largest tractor market
5. Fifth largest commercial vehicle market
6. Fifth largest bus and truck segment

However, the year 2013-2014 has seen a decline in the industry's otherwise smooth-running growth. High inflation, soaring interest rates, low consumer sentiment and rising fuel prices along with economic slowdown are the major reason for the downturn of the industry.
Except for the two-wheelers, all other segments in the industry have been weakening. There is a negative impact on the automakers and dealers who offered high discounts in order to push sales. To match the decline in demand, automakers have resorted to production cuts and lay-offs, due to which capacity utilization for most automakers remains at a dismal level.
Despite the comprehensive market being under extreme burden, the luxury car market has observed a robust double-digit hike during the year 2013-2014, as a result of rewarding new launches at compelling lower price points. Further, with the measured increases in the price of diesel, the overall market continues to shift towards petrol-fuelled cars. This has lead to the growth in sales of the 'Mini' segment of the PV market by of 5.5%

FACTORS DETERMINING THE GROWTH OF THE INDUSTRY

1. Fuel economy and demand for greater fuel efficiency is a major factor that affects consumer purchase decision that will bring leading companies across two-wheeler and four-wheeler segment to focus on delivering performance-oriented products.
2. Sturdy legal and banking infrastructure
3. Increased affordability, heightened demand in the small car segment and the surging income of the Indian population
4. India is the third largest investor base in the world
5. The Government technology modernization fund is concentrating on establishing India as an auto-manufacturing hub.
6. Availability of inexpensive skilled workers
7. Industry is perusing to elevate sales by knocking on doors of women, youth, rural and luxury segments
8. Market segmentation and product innovation

EMPLOYMENT OPPORTUNITIES

There are a wide range of jobs available in the automobile industry in 2016. With the number of vehicles available on the road today, the need and requirement for people who can fix these machines is fast increasing. Careers like automobile technician, car or bike mechanics are a great option. Becoming a diesel mechanic is also a significant alternative. Diesel mechanics are responsible for repairing and servicing diesel engines. As they are also required to repair engines of trucks and buses, other than cars, they are provided with hefty wages.

If communication with people instead of repairing cars is what interests you, then you have the opportunity of becoming a salesperson or sales manager in an automobile company. Career opportunities in automobile design, paint specialists, job on the assembly line and insurance of vehicles is also available.

EMPLOYMENT TRENDS

The Automotive Mission Plan for the period of 2006-2016 aims to make India emerge as a global automotive hub. The idea is to make India as the destination choice for design and manufacture of automobiles and auto components, with outputs soaring to reach US$ 145 billion which is basically accounting for more than 10% of the GDP. This would also provide further employment to over 25 million people by 2016 making the automobile the sunrise sector of the economy.

According to the Confederation of Indian Industry, the automobile sector currently employs over 80 lac people. An extension in production in the automobile industry is forecasted, it is likely to rise to Rs. 600000 crore by 2016.

STATEMENT OF THE PROBLEM

The Problem undertaken by this investigator has been entitled as,

""Increasing Role of Altitude in Automobile Industry: A study with special reference to Delhi NCR Region"

OBJECTIVES OF THE STUCY

Keeping in view the above stated problems, the major objectives of the present investigation are formulated as below:

1. To study the Training of Employees towards work performance always benefits to industry..

HYPOTHESIS OF THE STUDY

The following hypotheses are formulated for testing in the study.

There is no significant difference between of Male & Female workings in the Automobile industry.

1. DELIMITATIONS OF THE STUDY

a) To study about auto industry based in Uttar Pradesh.
b) Although there are some good district of NCR some of them may Gaziabad, Greater Noida and Gudgava under the study.

RESEARCH DESIGN AND METHODOLOGY

The research problem and a thorough review of the related studies were discussed. In this study an attempt has been made to describe the procedure that will be employed by investigator to realize the objective.

Firstly, the population covered in the study, the sample selected and the variables considered are briefly described. This is followed by the brief description of tools used with their reliability and validity. Then a brief account of method of administration and collection of data with statistical techniques used in the present study has been given.

POPULATION OF THE STUDY

The total number of Employees working and associated in automobile Industry in Delhi NCR region Sample size of the study is 46 of female workers.

TOOLS USED IN THE STUDY

There is one variable selected for the present study. This variable is Teacher Attitude (TA)

STATISTICAL TECHNIQUES USED

There are two main purposes of the study - the first is to find out the present status of the concerned variables in Employees, second is two determine the relationship between the dependent and independent variables.

i) Mean and Standard Deviations.
ii) 't' - values to find out the significant differences between male and female Employees in respect of different variables.

ATTITUDE OF FEMALE WORKERS TOWARDS WORKING

The scores of 46 female workers on attitude scale are presented through frequency distribution given in following table with mean and standard deviation.

TABLE 1.1
FREQUENCY DISTRIBUTION OF TEACHER ATTITUDE SCORES OF FEMALE WORKERS (N =46)

Score Range	Frequency (f)	% of f	% of Cumulative Frequency (c.f.)
3.00-3.49	0	0.000	0.000
3.50-3.99	0	0.000	0.000
4.00-4.49	1	2.174	2.174
4.50-4.99	7	15.217	17.391
5.00-5.49	24	52.174	69.565
5.50-5.99	11	23.913	93.478
6.00-6.49	3	6.522	100.000
6.50-6.99	0	0.000	100.000
7.00-7.49	0	0.000	100.000
Mean = 5.32		**S.D. = 0.41**	

As seen from Table 1.1 the attitude scores of female Employees are spread over from 4.00 to 6.49 only. There are no cases falling in the intervals below 4.00, and Above 6.49. This indicates that there is not a single female worker who possess extremely favorable and extremely unfavorable attitude respectively towards teaching profession. The mean of the sample is 5.32 which fall on the interval '5.00- 5.49' which contain 52.17% cases. There are 14 (i.e. 30.44%) cases which fall above the mean interval and also 8 (17.39%) cases which fall below the mean interval. Thus, among the female Employees who all have favorable attitude towards teaching profession 52.17% are having average favorable attitude and 17.39% number of Employees possess attitude higher and 30.44% having lower than the average attitude.

The standard deviation and mean of the sample are 0.41 and 5.32 respectively. Thus the number of female Employees between -1σ and +1σ are 35 (i.e. 76%) and between -2σ and +2σ are 45 (i.e. 98%). This indicates that the distribution of the sample is almost normal. Thus it can be concluded that almost the female Employees of the sample have a favorable attitude towards teaching profession.

CONCLUSION

This hypothesis was taken by applying't' test of significance that have came to be significant thus, hypothesis to be rejected.

The female employees have more favorable attitude towards work profession as compare to male Employees.

The Indian automobile industry has a prominent future in India. Apart from meeting the advancing domestic demands, it is penetrating the international market too. Favored with various benefits such as globally competitive auto-ancillary industry; production of steel at lowest cost; inexpensive and high skill manpower; entrenched testing and R & D centres etc., the industry provide immense investment and employment opportunities.

FUTURE TRENDS IN THE AUTOMOBILE INDUSTRY

As the auto-shows starts in February 2016, the industry promised a blend of technology and automotives. With the recession trend breaking its leashes form the past two years, 2016 is expected to get back on track with the sales of automobiles in the country.

Almost Self-governing cars are predicted to be on the streets by 2020.

More than half the cars on the streets are going to be powered by diesel by 2020.

Industry watcher Gartner indicates that 30 percent of motorists want parking info. The facility is likely to come up after glitches in the infrastructure catch up.

High Performance Hybrid cars are likely to gain greater popularity among consumers.

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