



## **A STUDY ON CUSTOMER PREFERENCE AND BRAND AWARENESS OF STAFFING COMPANIES WITH SPECIAL REFERENCE TO INNOVSOURCE PVT LTD**

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### **Abstract:**

*In today's scenario, every company wants to compete with others to remain in the market. So it is very necessary for the company to know needs and wants of the customer, and preference of customer. It is very important for a company to know which product is preferred by the customer on what basis.*

*The topic under study "A study on Customer Preference and Brand Awareness of Staffing companies with special reference to Innovsource Private Limited." delivers a central idea about the company and the offering to the target market.*

*The key objective behind this study is to understand the customer preference and brand awareness of staffing companies. The sample size is of hundred customers in Ernakulam and Thrissur districts which include users and prospective users of staffing services. The primary data are collected using pre-designed questionnaire.*

*From the study, it is found that Innovsource is most preferred brand in staffing industry. It is also found that the potential of staffing industry in Kerala is very high. This study also helps to find out the brand awareness of the services rendered by Innovsource.*

*As the key influencing factors while selecting staffing companies are quality of service, service availability, and compliance to law, the company should give more importance to these factors. The study says that there is high potential for staffing companies in Kerala, so the company should do more promotional activities and publicity to gain the attention of outsourcing companies in Kerala.*

**Key Words:** Customer Preference, Brand Awareness & Staffing Industry

### **Introduction:**

The world of business is changing very fast. Therefore the theoretical knowledge alone will not fulfil the needs of business school students. As a management student, it is very important to know the activities of any business and also should be known about his specialized area. In view of this fact the scheme of MBA course provide an opportunity to expose the student to an industry and its operational condition.

Expressed usually as a percentage of target market, brand awareness is the primary goal of advertising in the early months or years of introduction of product or services.

Consumer's decisions are influenced by the brand. In this competitive world, the Brand plays an important role and a brand is very prominent asset owned by an organization. Brand is endowed with awareness, perceived quality, associations and brand loyalty. Brand awareness satisfies the need of a consumer. Consumer feels more powerful when he uses the brand. Satisfactions or preference for a brand shows how loyal the consumer is likely to be brand.

### **Scope of the Study:**

- The study will help the company to know about the attitude of the customers towards the company and its services.
- The study gives the company frame work about effective promotional tools.

- Based on the study the company can take further step to improve the quality of service.
- The study will help the company to shape its relationship with clients

**Objectives of the Study:**

**Primary Objective:**

- To understand the customer preference and brand awareness of Staffing companies with special reference to “Innovsource Pvt. Ltd.”

**Secondary Objectives:**

- To study the factors that influences the client in selecting particular brand.
- To judge which promotional tool is effective to increase the awareness of clients

**Limitations of the Study:**

- The sample size of 100 respondents might not be an effective representation of entire population.
- The validity of result depends on information given by respondents.
- Difficulty in collecting data due to the busy schedule of the key persons in different companies.
- Time is the major limitation since the study was only for a period of two month and the study is restricted to Ernakulum and Thrissur district.
- Bias and unwillingness of certain respondents to answering some questions may hinder the study.

**Industry Profile:**

Staffing company employment refers to employment where people are employed by a staffing agency, and then hired out to perform his/her work at (and under the supervision of) the user company. There is no employment relationship between the staffing agency employee and the user company, although there could be legal obligations of the user company towards the staffing agency worker. The staffing agency offers employees a fixed duration employment contract. The hiring firm pays fees to the staffing company, and the staffing company pays the wages. Flexibility for both employee and employer is a key feature of agency work.

**Indian Scenario:**

According to the CIETT / BCG report, in India, where the labour market is highly fragmented, organised employment (based on formal, written employment contracts) has been stagnant for many years leaving unorganized employment (without written employment contracts or undeclared) that is responsible for some 80% of the workforce. By creating new, formal job opportunities each year, the temporary staffing industry plays a key role at institutional level in reducing both unemployment and undeclared work. For the workers, the industry provides decent work, safe working conditions and a reassurance that they will be paid. Rights such as social security which temporary staffing industry offer their agency workers are rare in India where some 350 million workers are not organized formally and so receive no such entitlements. The CIETT/BCG report notes that in emerging markets such as India, where employability is a significant problem, temporary staffing firms are serving a crucial role. They deliver the specialist knowledge needed to navigate the complex regulatory framework for organized labour with different labour compliance requirements across the country's 28 States and 7 territories, and no less than 22 recognized languages.

### **Indian Staffing Federation (ISF):**

Indian Staffing Federation (ISF) was set up by leading staffing companies in India also known as Private Employment Agencies globally, with one common goal - Staffing India's Growth.

Staffing or private employment - an established form of outsourcing globally - is yet to be recognised and adopted as an effective means of running a business in India. The Staffing Industry and private employment services provides a platform for recognised employment, work choice, even compensation, annual benefits and health benefits for the temporary workforce that constitutes almost 90% of India's total workforce..

### **Major Players of Staffing Industry (Non-IT):**

- INNOVSOURCE
- ADECCO
- IKYA HUMAN CAPITAL
- RANDSTAND
- TEAMLEASE

### **Company Profile:**

Innovsource is a leading manpower outsourcing company ranked among the top 5 staffing companies in India. Established in 2004, They offer a gamut of Staffing services to customers. In the past years, They have emerged as a preferred Staffing service partner for several leading companies in India. With their corporate office in Mumbai and full-fledged offices in Delhi, Bangalore, Chennai, Kolkata & other cities, they have a national footprint with presence in 29 locations across the country manned by 550 people. Their vast network of offices across the country enables them to be within reach of clients and associates.

Offering a spectrum of services that include temporary staffing, infrastructure services, facilities management, and caretaking services, they are the only integrated HR service providers, offering their customers more than just Staffing services. Today they have emerged as a powerful brand in the HR industry, offering integrated HR solutions to their customers.

### **Research Methodology:**

#### **Research Design:**

The research design used in this project is exploratory research design.

#### **Sources of Data:**

##### **a) Primary data:**

The method for collecting primary data is:

- Questionnaire

##### **b) Secondary data:**

The methods for collecting secondary data are:

- Company Website
- Magazines
- Information stored in company database.

### **Sampling Design:**

#### **Research Instrument:**

A pre-designed open questionnaire acts as the research instrument.

#### **Sampling Plan:**

**(a) Universe:** Universe of the present study is the Managers of all organisations in Ernakulam and Trissur districts.

**(b) Sampling Unit:** 100 managers of different firms in Ernakulam and Trissur districts were chosen as sample unit.

**(c) Sample Size:** The sample size is 100

**(d) Sampling Method:** The sampling method adopted is simple random sampling.

**(e) Statistical Tools :** The following statistical tools were used to make the interpretations Percentage Analysis

**(f) Presentation of Data:** Diagrams, graphs, figures, tables etc. used for presenting data in a simplified and attractive manner.

**(g) Period of the Study:** The project study was conducted in two months.

**Findings:**

- From the study it is clear that customer preference and brand awareness are directly related. If the customers have brand awareness, they can choose better products or services.
- The study reveals that Innovsource is the leading staffing company in Kerala with 26% market share.
- About 37% of respondents said that the main reason behind outsourcing staffing is to focus on core business functions.
- 32% of the costumers responded that the key influencing factor while selecting the vender is quality of the service and 30%, service availability.
- Most of the customers are aware about the staffing companies. Only 18% are not aware.
- As per the customer rating, Innovsource and Adecco are the leading companies on the basis of service responses and online information availability
- 69% customers responded that there is high potential for staffing companies in Kerala.
- 35% of the companies are satisfied with existing vender, 27% neutral and 12% are highly satisfied.
- Majority of the respondents are of the opinion that advertisements have positive effect on brand image.
- 37% of the respondents said that there is high visibility of the brand Innov through advertisement. 47% is of the opinion of neutral visibility and 19% is of low visibility.
- Most of the companies go for personal reference to collect information about the vendors.
- Most of the respondents prefer one year contract period.
- Most of the companies' donot want to change their vendors for a new scheme introduced.
- The companies view publicity as the effective media to reach clients.

**Suggestions:**

- As the key influencing factors while selecting staffing companies are quality of service, service availability, and compliance to law. Innovsource should give more importance to these factors.
- The study says that there is high potential for staffing companies in Kerala, so the company should do more promotional activities and publicity to gain the attention of outsourcing companies in Kerala.
- The company should target the unsatisfied companies to increase the market share.

- Even though the company has good brand image, it should advertise more in order to increase brand awareness among prospective customers.
- As most of the companies ask for personal reference while introducing the company, there should be good reference for customers.

**Conclusion:**

Through this study it was understood that Innovsource has a good image in the market. Customers are satisfied with the service and they prefer Innov than other brands in the industry. Even though the company is having good market position, they should use good promotional techniques to promote their services because more brands are entering the market.

The company can use this study to understand customers better. It would help the organisation to enhance the quality of service. This study has given practical information about customer satisfaction. Hence this study becomes significant for further research in future.

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3. Y L R Moorthy, Brand Management – The Indian Context, Vikas Publishing House Ltd, New Delhi, 2006.

**Website:**

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2. <http://innov.in>
3. Wikipedia.com
4. Google.com
5. Staffing industry analyst

**Magazines & Research papers**

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2. Brochure of Innovsource.
3. The Keys to Successful Recruiting and Staffing Paperback – September 1, 2003 by Barry Siegel
4. Behind the Wheel Driving Excellence in Staffing Operations by Chartered Path's Mike Cleland

**Questionnaire:**

**A study on Customer Preference and Brand Awareness of Staffing companies with special reference to “Innovsource Pvt. Ltd.”**

Company Description :  
Company Name :  
Address :  
Name of Contact person :  
Designation :  
Department :  
Contact detail :  
Telephone :  
Fax :  
Mobile :  
Email :  
Company url/website :

1. Awareness about Staffing companies in the industry?  
Fully aware   
Aware   
Not aware
2. Which staffing company do you outsource?  
Innovsource  Adecco  Ikya   
Randstad  Teamlease  other
3. What is the key reason to outsource staffing?  
To focus on core business   
To avoid lapses in compliances   
Need for standardisation   
To reduce risk
4. Which factor influence you the most to go for a particular brand?  
Quality of service  Brand Image  Price   
Service availability  Compliance to law
5. How would you rate the following companies, when it comes to service response?  
Innovsource  Adecco  Ikya   
Randstad  Teamlease
6. How would you rate the following companies, when it comes to online information availability?  
Innovsource  Adecco  Ikya   
Randstad  Teamlease
7. How much is the potential of the staffing companies in Kerala?  
High  Neutral  Low
8. Your level of satisfaction with the existing vender for staffing?  
Highly satisfied  Satisfied  Neutral   
Dissatisfied  Highly dissatisfied
9. Do you think advertising is effective for enhancing brand image?  
Yes  No
10. How did you come to know about your Staffing vender?  
Magazine  Newspaper   
Internet  Personal reference
11. How much is the visibility of the brand "Innov" through advertisements?  
High  Neutral  Low
12. Would you to recommend the brand -Innov to someone else?  
Definitely  Probably  Not sure   
Rarely  Never
13. In your opinion how could Innovsource reach to more clients?  
Advertisement  Publicity   
Sales promotion  Others
14. How long contract period do you prefer?  
1 year  3 Year   
3 Year  More than 5year
15. If any of the brands in the industry offers any attractive scheme will you go for that?  
Yes  No

Please mention your valuable suggestions and recommendations

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