



Green Marketing: a Way to Build a Greener World

KEYWORDS

Awareness, Clinical research, students, Value of Service

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ABSTRACT *Customer expectations are an ever-evolving process, it can be very challenging to know precisely what those expectations might be. The best course of action is to take the question directly to customer base through a variety of customer service research techniques. One of the oldest sayings in business is 'You manage what you measure.' This is when the idea of measuring customer satisfaction was developed.*

A study was conducted in various colleges with life and bio science students with reference to colleges at Coimbatore city. The purpose of the study is to know about the satisfaction level of training institute and to find out the awareness level of clinical training institute. From the population a sample of 130 respondents was taken using convenient sampling technique. A structured questionnaire was prepared and data collected from the respondents. The results obtained will be helpful to know about the expectation of students and the extent to which they develop the training institute.

INTRODUCTION

Being good at customer service is not difficult, but providing outstanding customer service is. The modern consumer is more aware and much more skeptical these days of the traditional advertising and promotional tactics. Companies need to evolve, try new strategies and realize their customers are much more difficult to attract than before.

Customer value is the benefit that a customer will get from a product or service in comparison with its cost. This benefit might be measured in monetary terms, such as when a product helps save the customer money that would have been spent on something else. A benefit also can be difficult to quantify, such as the enjoyment that a customer receives from a product or service.

Clinical Research and Trials

Clinical research is about finding the best way for patients to receive medical care. The NIH defines clinical research in three parts: a) patient-oriented (research involving interaction with human subjects), b) epidemiologic and behavioral, and c) outcomes and health services research. Clinical research includes clinical trials, which are studies that evaluate the effectiveness and safety of medical devices or drugs.

Career Opportunities in Clinical Research

1. Pharmacists, Life Science graduates, Science postgraduates in Biochemistry - Site Coordinator, Clinical Research Associate, Medical writers, , Clinical Research Manager and Drug Development Associate, Biostatistician, Quality assurance_
2. Doctors - Principal Investigator, Co-Investigator, Medical Advisor, Drug -Developers, Regulatory Affairs Manager, Clinical Research Physician_
3. Management Graduates (MBA) - Business Development, Clinical Project Management, Clinical Research Management, Regulatory Affair Management.
4. IT professionals, Biostatistician, Engineers, postgraduates in Maths, Applied Maths, operational Research, Statistics - Clinical Data Manager, Drug Development Associate.

Eligibility

Graduate or Post graduate in Life science, Microbiology, Biochemistry, Zoology, Botany, Pharmacy, Biotechnology, Medicinal Nursing, Physiotherapy, Dentistry, Homeopathy,

Vetnary Science, Ayurvedic, Paramedics.

RESEARCH METHODOLOGY

The population covers the students who are studying life science and bio science in various arts and Science colleges in Coimbatore city. From the students a sample of 130 respondents was taken using convenient sampling technique. A structured questionnaire was prepared and circulated among the Students. The secondary data was collected with the help of books, internet and journals. From the collected data statistical tools is used to analyze the questionnaire and suitable suggestion is given to enrich student's awareness level towards clinical research and training institute.

OBJECTIVES OF THE STUDY

- A study on value of service about clinical research training institute at Coimbatore city
- To find out the opinion of students about the clinical research training Programme.
- To study about the expectations of students in the courses of clinical trials.
- To give necessary suggestions and possible recommendation for improving training programme.

LIMITATIONS OF THE STUDY

- Students seem to be less interested in filling the questionnaire.
- Since the officials were busy with their routine engagement it was difficult to spare for detailed discussion.
- Time was a limiting factor for deep study and analysis.
- The data provided by the respondents may be false at times.
- Study was limited to 130 students in 5 colleges. So the findings cannot be generalized.

REVIEW OF LITERATURE

Hilliard (1950) study results that customer value as an interactive relativistic preference experience which refers to the evaluation of some objective by some customers. The objectives include any product, a service, a manufactured good, and a social cause and so on. Keeney (1999, 2001) the article focuses to analyze the scope, content and nature of value co-creation in a service logic-based view of value creation, addressing the customer's perspective in a supplier-customer relationship. Vargo and Lusch (2004) The meaning of value and the process of value creation are rapidly shifting to more

personalized customer experiences, service provision, intangible resources, co-creation and relationships. Joshi and Sharma (2004) Customers can add value to the company by helping understand customer preferences and participating in the knowledge development process. The purpose of this paper is to develop a framework for identifying competitive customer value propositions in retailing.

ANALYSIS AND INTERPRETATIONS

Demographic variables of the Respondents

Table: 1

Particulars		No. of Respondents	Percentage
Gender	a) Male	37	28.5
	b) Female	93	71.5
Marital Status	a) Married	7	5.4
	b) Unmarried	123	94.6
Department	a) Biotechnology	53	40.8
	b) Microbiology	33	25.4
	d)Nursing	32	24.6
	e)Others	12	9.2
Educational Qualification	a)UG	95	73.1
	b)PG	35	26.9
Year	a)First year	33	25.4
	b)Second year	60	46.2
	c)Third year	28	21.5
	d)Fourth year	9	6.9

Opinion about the clinical Institute

Table: 2

Particulars	Yes	No
Visited any institution for courses	7 (5.4)	123 (94.6)
Joined any additional courses	11 (8.5)	119 (91.5)
Preparation to attend courses	23 (17.7)	107 (82.3)
Idea about courses not in Coimbatore	15 (11.5)	115(88.5)
Awareness about clinical training institute	29 (22.3)	101(77.7)
Idea to attend courses at Coimbatore	22 (16.9)	108 (83.1)
Awareness of online courses	36 (27.7)	94 (72.3)
Expecting courses at clinical training institute	36 (27.7)	94 (72.3)

The table inferred that 94.6% of the respondents opinioned that they did not visited any institutions for courses, 91.5% of the respondents say they did not join any additional courses, 82.3% of the respondents opinioned that they did not prepare to attend courses , 88.5% of the respondents have no idea about courses which is not offered in Coimbatore, 77.7% of the respondents are not aware of clinical training institute, 72.3% of the respondents are not aware of online courses and 27.7% of the respondents are aware of on line courses.

Awareness about Institute Services Offered at Clinical Training

Table: 3

Particulars	No. of Respondents (Percentage)				
	Not Interested	Not much Interested	Neutral	Somewhat Interested	Very much Interested
Interest to know about the courses	21(16.2)	14(10.8)	71(54.6)	23(17.7)	(0.8)
Interest on scope of doing the courses	16(15.4)	18(13.8)	46(35.4)	31(23.8)	15(11.5)

Interest to know job in core area	11(8.5)	17(13.1)	43(33.1)	29(22.3)	30(23.1)
Interest to know about salary	7(5.4)	14(10.8)	32(24.6)	27(20.8)	50(30.5)
Interest to know future benefit in course	7(5.4)	15(11.5)	37(28.5)	23(17.7)	48(36.9)

From the table it referred that 35.4% of the respondents neutrally interested to know about the course details, Table inferred that 35.4% of the respondents neutrally interested to know about scope of doing the course, 33.1% of the respondents neutrally interested to know job in their core area, 38.5% of the respondents very much interested to know about salary that can earn, 36.9% of the respondents are very much interested to know future benefit in course.

CHISQUARE

H0: There is no relationship between year of studying and prepare themselves to attend courses.

H0: There is no relationship between year of student studying and aware about clinical trial industry and clinical trial job.

H0: There is no relationship between department and aware about clinical trial industry and clinical trial job.

H0: There is no relationship between gender and duration of courses comfortable.

Table: 4

S. No	Particulars	Significant value	Accepted/ Rejected
1	Year of studying and prepare themselves to attend courses	0.001	Rejected
2	Year of student and aware about clinical trial industry, clinical trial job	0.012	Rejected
3	Department and aware about clinical trial industry, clinical trial job.	0.000	Rejected
4	Gender and duration of courses comfortable	0.013	Rejected

CORRELATIONS

o H0: There is no significant relationship between aware of online courses and idea to attend courses at clinical training institute.

o H0: There is no significant relationship between courses assure placement and prepare by them to attend courses.

o H0: There is no significant relationship between joined any courses and course assure placement.

Table: 5

Particulars	Significant Value	Accepted/ Rejected
Aware of online courses and idea to attend courses at clinical training institute	0.041	Rejected
Courses assure placement and prepare by them to attend courses	0.070	Accepted
Joined any courses and courses assure placement	0.815	Accepted

RESULT AND DISCUSSION

Chi-Square Test

The table 4 shows the tabulated value is lower than the cal-

culated value, thus the framed all null hypothesis is rejected and alternative hypothesis is accepted for all cases.

Correlation

Table 5 indicates, there is positive impact on Joined any courses and courses assure placement. There is a negative impact on Aware of online courses and idea to attend courses at clinical training institute.

SUGGESTIONS

The organization has to improve and promote more about the company and the services which they provide. They can promote more by giving pamphlets through marketing executive in evening time in front of the colleges, brochures, advertisement in TV, newspaper, magazine.

Majority of the students are not aware of placements which are offered with outside courses, so company can give more importance in knowing about valuable offers and placements to the students and have to follow regularly in order to improve the awareness of the students.

Students are in the beginning stage in knowing about clinical trials industry and clinical trial job. Company should set targets each year within their plans and strategies to work towards improving student's results. Company can conduct awareness program through the candidates who got placed in their training institute and in which company they are placed in promotional techniques, which in turn increase confident to the student.

CONCLUSION

The study was conducted with life science and bio science students in various colleges, it can be concluded that the majority of the students are not aware of courses offered and they didn't find the value of courses. Today, organizations are in need to improve to survive in this competitive environment, so it is very essential to create the awareness of the company, the training provided by the institute and the service offered.

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