A Study on Market Analysis on Regional Specific Growth on Digitalization in Good books ERP

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***Abstract*- ERP is the latest trending technology that is used by all the industries. ERP is the reason for the effective and efficient functioning of all the sectors. An ERP package integrates all the Departments and functionalities of an organization on a single computer that too by using a single database. Data integration leads to the avoidance of data redundancy. There are various types of ERPs available in the market but which ERP is effective to integrate the Departments as well as the functions of an organization to avoid data redundancy, maintain accuracy and latest updating of data, is identified by the research. There are various modules of an ERP available in the market to satisfy the needs of various Departments as each Department has its own functions which are subsequently performed by various modules of an ERP. The research analyzes all over Tamil Nadu how many and which industries are willing to adopt ERP for the first time and willing to change their old software and (new client acquisition) according to their business to improve their functioning and efficiency. On the basis of the responses received from the respondents, conclusion was derived. The study also reveals which module of an ERP is effective for different companies.**

INTRODUCTION

Enterprise resource planning or ERP software does not live up to its abbreviation. Forget planning it, don't make the most of it, and forget about the resource. But remember the organizational part. This is ERP's real goal. A computer tries to integrate all departments and functions across a single organization into a single system, which can serve those different departments with specific requirements.

Creating a single software program helps finance and people's needs, as well as those in the manpower and warehouse. Each of those departments usually has its own computer system that optimizes the specific ways the department operates. But ERP integrates everything, and the integrated software program runs a single database so that different departments can easily share information and communicate with each other.

OBJECTIVE OF THE STUDY

- To assess the current market scenario of ERP
- To identify the key competitors in the market
- To determine the potential market for the ERP users
- To estimate the accessible market
- To give suggestion
- To compare available ERP package with buyer's expectation

SCOPE OF THE STUDY

- The scope of the study focused on the "Market Research conducted in Tamil Nadu" for identifying the business opportunities for Good Books ERP.
- This study is done in-depth analysis of the strength of the business segment, annual revenue, and employees' ability to modify the ERP portfolio in the future.
- The study also includes identifying customers in the area for the ERP package based on the standard criteria set by the company.

LIMITATION

- It is not easy to get responses from the people as they are busy sometimes and not interested in providing details.
- Requires much patience.
- The information provided is not in accurate form.
- Data collected from different sources can vary in quality and format.

REVIEW OF LITERATURE

V Parida - 2019 explains that the unique publication takes a raising research field through a literature review and attempts to present a set of unique publication contributions. The author explains the creation of a framework that sets the path and direction for upcoming research by connecting digitalization, business model innovation and sustainability in industrial systems. S Khan - 2015 `analyzed there are many initiatives around the world and in India to protect and preserve the knowledge of the past and present for the coming generations. The author explains the concept of digitalization with the socioeconomic and environmental benefits of digitizing knowledge and information. The author states that the organization must choose proper material for the digitalization that will provide maximum advantage to the both administrator and user leads to the better analysis of the Organization's goal. Linda Randall, Anna Berlina, Jukka Teras & Tuulia Rinne - 2018 analyzed the purposes of in-depth study, digitalization is bringing changes to all sectors of our economy, government and society based on the large acceptance of existing and emerging digital technologies. The author explains that there are many ways to learn and implement digitization. Digitalization is the bigger & wider concept with most reaching problems for the government, business and society. S Zemtsov analyzed and explained the study that with the development of artificial intelligence, the technologies that enable it also give significant amounts of labor. This work leads to policy tools for digital transformation. The author explains many factors that have impact on digitalization and there are several factors that minimize the risk of factors affecting digitization. M Rachinger - 2018 explains that there is rise in digitalization that has an effect on the company's business model, product and services. The author suggests that digitalization is generally considered important, the value proposition and the status of the value network determine the choices available to business model innovation (BMI) through digitalization. He also states that the digitalization chances provide the organization to design new products. At the same time there is a lot of pressure to exhibit their current strategy and business news. Arbrar Ullah Rohaizat Bin Baharun Khalil MD Nor Muhammad Siddique and Abdul Simi 2018 explains this study will help to understand the state of the users' role in performance, with the strategy that users can evaluate the benefits of these systems at ERP systems already implemented or at the implementation stage. The author offers limitations and suggestions for future research. With this research, the author mainly focuses on success and failure factors and other technical aspects, therefore, the author aims to shed light on the ERP systems literature regarding its effect on user performance by reviewing. Mohamed A.Abd Elmonem, Eman S.Nasr b, Meravat H.Geith - 2017 analyzed that implementing and running ERP systems over the cloud offers great advantages and benefits, instead of its many difficulties and challenges. The author explains the Systematic Literature Review (SLR) research method to explore the benefits and challenges of implementing ERP systems over a cloud environment. The author introduces SPL requirements strategy for ERP systems and also collaborates the principle of SPL with ERP systems in the cloud. Takale, Rajendra Ramchandra - 2011 analyzed the concept of ERP computer users, consultants and implementers from different companies / businesses. The concept of different operational parameters after ERP implementation with respect to costs and management outcomes is addressed and explained through the questionnaire. The author states that workers from India quickly learn about the ERP systems and it is comfortable and easy to work with the system. Bishnoi,Vishal - 2015 analyze and examine the usefulness of ERP system evaluation, the effective use of the enterprise resource plan to achieve cost effectiveness in all organizational processes and encourage the knowledge management functions of the Indian multinationals. The author analyzed the success and critical factors of ERP towards Small and Medium Industries compared to Large scale Industries who have less focus on ERP software. Saxena Ritesh - 2013 explained in his literature is filled with numerous case studies of successful and failed ERP implementations. Research on ERP implementation in some European countries shows that ERP implementation is a riskier business for small and medium enterprises (SMEs) than large corporations (LES), although SMEs tend to focus less on software vendors and consultants than LEs

(Shanks et al., 2000). Biyabani, Syed Najeebuddin - 2012 analyzed the Enterprise Resource Planning (ERP) is a technique and concept for the connected management of businesses from the point of view for the better use of management resources to improve the efficiency of enterprise management. The author also states that the educational institutions consider that ERP is the most wanted expenses to exist in the competitive world and Satisfaction towards ERP has increased day-by-day which leads to increase in efficiency and productivity. Singhal, Jyoti - 2014 analyzed that the study and explained that there are different types of modules used to merge the different departments in the organization and avoids the repeated data and provides accurate data finally concludes with the impact of ERP, its advantages and disadvantages, and its effectiveness in a manufacturing company. The study also reveals which module of ERP is useful for manufacturing companies. Grady B Beaubouef -2019 analyzed that half of the ERP implementations like CRM, HRMS, and Accounting modules have low satisfaction levels. The common theme noticed by the author in the implementation experience was that the business value goals need not be defined during the ERP implementation cycle. Most of the time, business goals and objectives are considered the "natural" outcome of the projects. Sreekumar Menon - 2019 the author explains the benefits and process improvements linked with standard single case study enterprise resource planning (ERP) projects. The author states that key benefits and process improvements in which the industries can get planning value of ERP project. By gaining more number of beneficial key factors benefits it helps in improving the organization and accessing the data very easily.Nagalatha K - 2012 explains results of this research as that ERP, end users in foreign companies due to the long gap of ERP implementation, it has matured into dealing with ERP. Most Research in the area of ERP generally identifies the significance of comparative factors .Average values of factors and ranking factors according to their significance. The author suggests some of the factors to avoid failures during implementation of the ERP software.

RESEARCH METHODOLOGY

Research methodology is the way to solve research problems systematically. It can be understood as a science to study how research is done scientifically. There is an explanation of different methods that are generally taken by the researcher in the study of research problems with logic. The research methodology was made ready based on the questionnaire provided.

Research Design	Descriptive Research
Method of Sampling	Simple Random Sampling
Target Population	Customers who buy ERP all over TamilNadu
Sampling Unit	Individual
Sample Size	1201
Sample Frame	The data has been collected from customers who have willingness to buy ERP
Data Collection Method	Primary Data
Instrument for Data Collection	Questionnaire

DATA COLLECTION

The data is collected from primary sources. Data collected on the topic market analysis on the regional specific growth on digitalization in Good Books ERP.

Non-probabilistic sampling is the method of sampling where the researcher selects samples based on the researcher's autonomy rather than random selection. The sample is not a proportion of the population.

DESIGN

The sample of 100 respirators selected from a variety of industries became the primary source of data. In order to determine the current study, the appropriate sample of the population is chosen based on the "convenient model", where the data are collected for the known group population

DATA ANALYSIS AND INTERPRETATION

FREQUENCY ANALYSIS OF HEAD/ CORPORATE OFFICE

Head/Corporate office of the Industry					
		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Karur	17	14.2	14.2	14.2
	Chennai	45	37.5	37.5	51.7
	Madurai	10	8.3	8.3	60.0
	Tiruchy	5	4.2	4.2	64.2
	Salem	10	8.3	8.3	72.5
	Erode	5	4.2	4.2	76.7
	Tuticorin	5	4.2	4.2	80.8
	Coimbatore	21	17.5	17.5	98.3
	Vellore	2	1.7	1.7	100.0
	Total	120	100.0	100.0	

Table 1: Frequency of Head/Corporate Office

INTERPRETATION

The Table explains that 45% of head offices are located in Chennai, 21% of head offices are located in Coimbatore, 17% of head offices are located in Karur, 10% of head offices are located in Madurai, Salem ,5% of head offices are located in Tiruchy, Erode, Tuticorin and 2& of head offices are located in Vellore.

From the above the chosen industries have 45% of head offices located in Chennai and least is Vellore with 2%.

FREQUENCY ANALYSIS OF TYPE OF THE INDUSTRY

Type of the Industry					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Manufacturing & Engineering	22	18.3	18.3	18.3
	Textile Industries	17	14.2	14.2	32.5
	Healthcare	20	16.7	16.7	49.2
	Retailers	31	25.8	25.8	75.0
	Facility Management Services	16	13.3	13.3	88.3
	Logistics	11	9.2	9.2	97.5
	Sales & Distribution	3	2.5	2.5	100.0
	Total	120	100.0	100.0	

Table 2 : Frequency of Type of the Industry

INTERPRETATION

The above table explains that out of ERP software using industries 31% are Retailers,22% are Manufacturing & Engineering industries,20% are Healthcare,17% are Textile Industries,16% are Facility Management Services,11% are Logistics and 3% are Sales & Distribution. From the above the usage of ERP is highest in Retail industry and least usage in Sales & Distribution.

FREQUENCY ANALYSIS OF VERTICALS

Type of the Verticals					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chemicals	7	5.8	5.8	5.8
	Leather	9	7.5	7.5	13.3
	Electrical &Electronic components	8	6.7	6.7	20.0
	Showrooms	5	4.2	4.2	24.2
	Garments & Exports	16	13.3	13.3	37.5
	Hospital	20	16.7	16.7	54.2
	Housekeeping	4	3.3	3.3	57.5
	Restaurants	3	2.5	2.5	60.0
	Pharmaceutical	1	.8	.8	60.8
	Automobiles	9	7.5	7.5	68.3
	Manufacturing	2	1.7	1.7	70.0
	Homecare products	6	5.0	5.0	75.0
	Kitchen appliances	4	3.3	3.3	78.3
	Medical Instruments	3	2.5	2.5	80.8
	Security services	5	4.2	4.2	85.0
	Gardening services	4	3.3	3.3	88.3
	Transportation	12	10.0	10.0	98.3
	Engineering components	2	1.7	1.7	100.0
	Total	120	100.0	100.0	

Table 3: Frequency of Type of the Verticals

INTERPRETATION

The above Table explains that out of ERP software using verticals 20% are Hospitals,16% are Garments & Exports,12% are Transportation,9% are Leather,Automobiles,8% are Electrical % Electronic components,7% are Chemicals.6% are Homecare products,5% are Showrooms, Security Services,4% are Housekeeping, Kitchen appliances, Gardening Services,3% are Restaurants , 2% are Engineering

Components and 1% is Pharmaceutical. From the above ERP software is highly used by Hospitals 20% and least used by Pharmaceuticals 1%.

FREQUENCY ANALYSIS OF NO OF EMPLOYEES

No of Employees					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 25	2	1.7	1.7	1.7
	50	49	40.8	40.8	42.5
	100	35	29.2	29.2	71.7
	Above 100	34	28.3	28.3	100.0
	Total	120	100.0	100.0	

Table 4: Frequency of No of Employees

INTERPRETATION

The number of employees also has an impact on industry using software. From the above table industries use ERP software based on number of employees like 49% when industries have 50 employees, 35% when industries have 100 employees,34% when industries have above 100 employees and 2% when industry have less than 25 employees. From the above industries use ERP software highly when they have more than 100 employees.

FREQUENCY ANALYSIS OF PAID-UP-CAPITAL

Paid-up capital					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 10 lakhs	20	16.7	16.7	16.7
	11 lakhs - 50 lakhs	32	26.7	26.7	43.3
	51 lakhs - 1 crore	32	26.7	26.7	70.0
	2 crores - 5 crores	27	22.5	22.5	92.5
	Above 6 crores	9	7.5	7.5	100.0
	Total	120	100.0	100.0	

Table 5: Frequency of Paid-up Capital

INTERPRETATION

The above table explains industries having 32% paid-up-capital of 11 lakhs-1 crore, 27% paid-up-capital of 2 crores-5 crore, 20% paid-up-capital below 10 lakhs and 9% paid-up-capital above crores. From the above industries use software when they have moderate paid-up-capital and the industries having higher paid-up-capital they can use their own software.

FREQUENCY ANALYSIS OF INDUSTRIES USING SOFTWARE OR NOT

If using software or not					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	65	54.2	54.2	54.2
	Yes	55	45.8	45.8	100.0
	Total	120	100.0	100.0	

Table 6: Frequency of Industries Using software or Not

INTERPRETATION

The above table explains that 65% of industries are not using ERP software and 55% industries are using other company's software. From the above most of the industries are not aware of ERP software

FREQUENCY ANALYSIS OF USING OTHER COMPANY'S SOFTWARE

Already using software name					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tally	16	13.3	29.1	29.1
	Own software	11	9.2	20.0	49.1
	SAP	4	3.3	7.3	56.4
	Yennes software	4	3.3	7.3	63.6
	Genesis software	5	4.2	9.1	72.7
	Icbe software	4	3.3	7.3	80.0
	Sage software	5	4.2	9.1	89.1
	Lakhshow software	3	2.5	5.5	94.5
	Iscan software	3	2.5	5.5	100.0
	Total	55	45.8	100.0	
Missing	System	65	54.2		
Total		120	100.0		

Table 7: Frequency of using other Company's software

INTERPRETATION

The above table explains that industries using other company's software 16% of Tally software,11% of own software,5% of sage software, Genesis software,4% of SAP, Yennes software, Icube software and 3% of Lakhshow software, Iscan software.

From the above Tally is most used software by the industries.

FREQUENCY ANALYSIS OF REASON FOR CHANGING SOFTWARE

Reason for changing software					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cost	14	11.7	25.5	25.5
	Service	15	12.5	27.3	52.7
	Customization	15	12.5	27.3	80.0
	Accessibility	11	9.2	20.0	100.0
	Total	55	45.8	100.0	
Missing	System	65	54.2		
Total		120	100.0		

Table 8 : Frequency of reason for changing software

INTERPRETATION

The above table explains that industries already using other company's software willing to change because of 15% of service and customization,14% of cost,11% of Accessibility.

FREQUENCY ANALYSIS OF INSTALLATION OF SOFTWARE

Interested in Implementation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cloud/ Saas	101	84.2	84.2	84.2
	On-Premises	19	15.8	15.8	100.0
	Total	120	100.0	100.0	

Table 9: Frequency of Installation of software

INTERPRETATION

The above table explains that industries prefer installation of software 101%of cloud/Saas and 19 % of On-Premises. From the above industries often prefer Cloud because it is available in low cost.

FREQUENCY ANALYSIS OF BUDGET

Budget of the Industry					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 4 lakhs	65	54.2	54.2	54.2
	5 lakhs - 10 lakhs	42	35.0	35.0	89.2
	Above 11 lakhs	13	10.8	10.8	100.0
	Total	120	100.0	100.0	

Table 10: Frequency of budget of the industry

INTERPRETATION

The above table explains that budget of the industry willing to spend for ERP software 65% of below 4 lakhs, 42% of 5 lakhs-10 lakhs, 13% of above 11 lakhs. From the above industries prefer low budget ERP software.

CROSSTABS BETWEEN TYPE OF THE INDUSTRY AND IF USING SOFTWARE OR NOT

Type of the Industry		If using software or not		
			Yes	Total
Manufacturing & Engineering			10	22
	% within Type of the Industry	54.5%	45.5%	100.0%
Textile Industries	Count	12	5	17
	% within Type of the Industry	70.6%	29.4%	100.0%
Healthcare	Count	9	11	20
	% within Type of the Industry	45.0%	55.0%	100.0%
Retailers	Count	19	12	31
	% within Type of the Industry	61.3%	38.7%	100.0%
Facility Management Services	Count	5	11	16
	% within Type of the Industry	31.3%	68.8%	100.0%
Logistics	Count	6	5	11
	% within Type of the Industry	54.5%	45.5%	100.0%
Sales & Distribution	Count	2	1	3
	% within Type of the Industry	66.7%	33.3%	100.0%
Total	Count	65	55	120
	% within Type of the Industry	54.2%	45.8%	100.0%

Table 11 : Cross tab between type of the industry and using software or not

INTERPRETATION

From the above table among various industries textile industries are highly not using ERP 70.6%, facility management Services are lowly not using ERP 31.3% and facility management services had higher need of using software 68.8% and textile industries had lesser need of using ERP Software 29.4%.

CROSS TAB BETWEEN TYPE OF THE INDUSTRY AND REASON FOR CHANGING SOFTWARE

Type of the Industry		Reason for changing software				Total
		Cost	Service	Customization	Accessibility	
Manufacturing & Engineering	Count	0	5	4	1	10
	% within Type of the Industry	.0%	50.0%	40.0%	10.0%	100.0%
Textile Industries	Count	2	2	1	0	5
	% within Type of the Industry	40.0%	40.0%	20.0%	.0%	100.0%
Healthcare	Count	4	0	4	3	11
	% within Type of the Industry	36.4%	.0%	36.4%	27.3%	100.0%
Retailers	Count	3	4	2	3	12
	% within Type of the Industry	25.0%	33.3%	16.7%	25.0%	100.0%
Facility Management Services	Count	4	1	3	3	11
	% within Type of the Industry	36.4%	9.1%	27.3%	27.3%	100.0%
Logistics	Count	1	3	1	0	5
	% within Type of the Industry	20.0%	60.0%	20.0%	.0%	100.0%
Sales & Distribution	Count	0	0	0	1	1
	% within Type of the Industry	.0%	.0%	.0%	100.0%	100.0%
Total	Count	14	15	15	11	55
	% within Type of the Industry	25.5%	27.3%	27.3%	20.0%	100.0%

Table 12 : Cross tab between type of the industry and reason for changing software

INTERPRETATION

From the above table cost is the major reason for textile industries to change software 40%, service is the major reason for logistics 60% and for manufacturing & engineering industries 50% to change the software, customization is the reason for manufacturing industries to change software and accessibility is the major reason for sales & distribution to change software.

CROSS TABS BETWEEN PAID-UP CAPITAL AND USING SOFTWARE OR NOT

Paid-up capital		If using software or not		Total
		No	Yes	
Below 10 lakhs	Count	17	3	20
	% within Paid-up capital	85.0%	15.0%	100.0%
11 lakhs - 50 lakhs	Count	19	13	32
	% within Paid-up capital	59.4%	40.6%	100.0%
51 lakhs - 1 crore	Count	13	19	32
	% within paid-up capital	40.6%	59.4%	100.0%
2 crore - 5 crores	Count	14	13	27
	% within paid-up capital	51.9%	48.1%	100.0%
Above 6 crores	Count	2	7	9
	% within paid-up capital	22.2%	77.8%	100.0%
Total	Count	65	55	120
	% within paid-up capital	54.2%	45.8%	100.0%

Table 14: Cross tab between paid-up capital and using software or not

INTERPRETATION

From the above table Industries that have below 10 lakhs paid-up capital 85.0% have no requirement to use software, industries having above 6 crores paid-up capital 77.8% have requirement to use software.

CROSS TABS BETWEEN PAID-UP CAPITAL AND INSTALLATION

paid-up capital	Interested in Implementation	Total

		Cloud /Saas	On-Premises	
Below 10 lakhs	Count	19	1	20
	% within paid-up capital	95.0%	5.0%	100.0%
11 lakhs - 50 lakhs	Count	32	0	32
	% within paid-up capital	100.0%	.0%	100.0%
51 lakhs - 1 crore	Count	27	5	32
	% within paid-up capital	84.4%	15.6%	100.0%
2 crores - 5 crores	Count	21	6	27
	% within paid-up capital	77.8%	22.2%	100.0%
Above 6 crores	Count	2	7	9
	% within paid-up capital	22.2%	77.8%	100.0%
Total	Count	101	19	120
	% within paid-up capital	84.2%	15.8%	100.0%

Table 15: Cross tab between paid-up capital and installation

INTERPRETATION

From the above table the Industries having the paid-up capital below 5 crores prefer cloud/Saas due to less no of employees, and industries having paid-up capital above 6 crores prefer On-premises due to their convenience.

CROSS TAB BETWEEN PAID-UP CAPITAL AND REASON FOR CHANGING SOFTWARE

Paid-up capital		Reason for changing software				Total
		Cost	Service	Customization	Accessibility	
Below 10 lakhs	Count	1	1	1	0	3
	% within paid-up capital	33.3%	33.3%	33.3%	.0%	100.0%
11 lakhs - 50 lakhs	Count	3	4	3	3	13
	% within paid-up capital	23.1%	30.8%	23.1%	23.1%	100.0%
51 lakhs - 1 crore	Count	3	7	5	4	19
	% within paid-up capital	15.8%	36.8%	26.3%	21.1%	100.0%
2 crore - 5 crores	Count	5	1	4	3	13
	% within paid-up capital	38.5%	7.7%	30.8%	23.1%	100.0%
Above 6 crores	Count	2	2	2	1	7
	% within paid-up capital	28.6%	28.6%	28.6%	14.3%	100.0%
Total	Count	14	15	15	11	55
	% within paid-up capital	25.5%	27.3%	27.3%	20.0%	100.0%

Table 16: Cross tab between paid-up capital and reason for changing software

INTERPRETATION

From the above table Industries having paid-up capital of 2 cores – 5 crores have highest chance of changing software due to Cost 38.5%, industries having paid-up capital of 51 lakhs – 1 crore have reason to change software due to service 36.8%,industries having paid-up capital of below 10 lakhs have reason to change software due to customization 33.3%,

CROSS TABS BETWEEN BUDGET OF THE INDUSTRY AND USING SOFTWARE OR NOT

Budget of the Industry		If using software or not		
		No	Yes	Total
Below 4 lakhs	Count	43	22	65
	% within Budget of the Industry	66.2%	33.8%	100.0%
5 lakhs - 10 lakhs	Count	21	21	42
	% within Budget of the Industry	50.0%	50.0%	100.0%
Above 11 lakhs	Count	1	12	13
	% within Budget of the Industry	7.7%	92.3%	100.0%
Total	Count	65	55	120
	% within Budget of the Industry	54.2%	45.8%	100.0%

Table 17: Cross tab between budget of the industry and using software or not

INTERPRETATION

According to the budget the decision of using software will change ,from the table industries are not using software and they prefer budget below 4 lakhs 66.2%,industries using software and they preferred budget above 11 lakhs 92.3%.

CROSS TAB BETWEEN BUDGET OF THE INDUSTRY AND REASON FOR CHANGING SOFTWARE

Budget of the Industry		Reason for changing software				Total
		Cost	Service	Customization	Accessibility	
Below 4 lakhs	Count	8	4	8	2	22
	% within Budget of the Industry	36.4%	18.2%	36.4%	9.1%	100.0 %
5 lakhs - 10 lakhs	Count	3	7	5	6	21
	% within Budget of the Industry	14.3%	33.3%	23.8%	28.6%	100.0 %
Above 11 lakhs	Count	3	4	2	3	12
	% within Budget of the Industry	25.0%	33.3%	16.7%	25.0%	100.0 %
Total	Count	14	15	15	11	55
	% within Budget of the Industry	25.5%	27.3%	27.3%	20.0%	100.0 %

Table 18: Cross tab between budget of the industry and reason for changing software

INTERPRETATION

From the above table Industries having budget below 4 lakhs have cost and customization as the reason to change to new software36.4%, industries having budget 5 lakhs -11 lakhs have service as reason to change to new software 33.3%,industries having budget of 5 lakhs- 10 lakhs have accessibility as reason to change software.

CROSS TABS BETWEEN BUDGET OF THE INDUSTRY AND INSTALLATION

Budget of the Industry		Interested in Implementation		Total
		Cloud /Saas	On-Premises	
Below 4 lakhs	Count	62	3	65
	% within Budget of the Industry	95.4%	4.6%	100.0%
5 lakhs - 10 lakhs	Count	36	6	42
	% within Budget of the Industry	85.7%	14.3%	100.0%
Above 11 lakhs	Count	3	10	13
	% within Budget of the Industry	23.1%	76.9%	100.0%
Total	Count	101	19	120
	% within Budget of the Industry	84.2%	15.8%	100.0%

Table 19: Cross tab between budget of the industry and installation

INTERPRETATION

From the above table Industries having their budget below 4 lakhs are interested in cloud/Saas installation because of low cost 95.4%, industries having budget between 5 lakhs – 10 lakhs also interested in cloud/Saas 85.7% and industries having budget above 11 lakhs able to afford cost for On-premises 76.9

CROSS TAB BETWEEN NO OF EMPLOYEES AND USING SOFTWARE OR NOT

No of Employees		If using software or not		Total
		No	Yes	
Below 25	Count	1	1	2
	% within No of Employees	50.0%	50.0%	100.0%
50	Count	34	15	49
	% within No of Employees	69.4%	30.6%	100.0%
100	Count	17	18	35
	% within No of Employees	48.6%	51.4%	100.0%
Above 100	Count	13	21	34
	% within No of Employees	38.2%	61.8%	100.0%
Total	Count	65	55	120
	% within No of Employees	54.2%	45.8%	100.0%

Table 21: Cross tab between no of employees and using software or not

INTERPRETATION

From the above table based on the no of employees working in the industry, industry with employee below 25 have 50% chance for using software and not using software based on their need, industries having employee 50 and above are using software 61.8%.

CROSS TABS BETWEEN TYPE OF THE INDUSTRY AND INSTALLATION

Type of the Industry		Interested in Implementation		
		Cloud /Saas	On-Premises	Total
Manufacturing & Engineering	Count	22	0	22
	% within Type of the Industry	100.0%	.0%	100.0%
Textile Industries	Count	12	5	17
	% within Type of the Industry	70.6%	29.4%	100.0%
Healthcare	Count	17	3	20
	% within Type of the Industry	85.0%	15.0%	100.0%
Retailers	Count	26	5	31
	% within Type of the Industry	83.9%	16.1%	100.0%
Facility Management Services	Count	13	3	16
	% within Type of the Industry	81.3%	18.8%	100.0%
Logistics	Count	9	2	11
	% within Type of the Industry	81.8%	18.2%	100.0%
Sales & Distribution	Count	2	1	3
	% within Type of the Industry	66.7%	33.3%	100.0%
Total	Count	101	19	120
	% within Type of the Industry	84.2%	15.8%	100.0%

Table 22: Cross tab between type of the industry and installation

INTERPRETATION

From the above table manufacturing & engineering industries prefer to use cloud/Saas 100% and most of the industries prefer the same and some of the industries prefer On-premises 33.3% if the industries afford such big cost.

CROSS TAB BETWEEN NO OF EMPLOYEES AND INSTALLATION

No of Employees		Interested in Implementation		
		Cloud /Saas	On-Premises	Total
Below 25	Count	2	0	2
	% within No of Employees	100.0%	.0%	100.0%
50	Count	44	5	49
	% within No of Employees	89.8%	10.2%	100.0%
100	Count	34	1	35
	% within No of Employees	97.1%	2.9%	100.0%
Above 100	Count	21	13	34
	% within No of Employees	61.8%	38.2%	100.0%
Total	Count	101	19	120
	% within No of Employees	84.2%	15.8%	100.0%

Table 24: Cross tab between no of employees and installation

INTERPRETATION

From the table industries having below 25 employees willing to use cloud/Saas 100% and industries having above 100 employees somewhat prefer to use On-premises 38.2% and mostly to cloud/Saas 61.8%.From the above concluded that clod/Saas is mostly preferred by the industries.

CROSS TAB BETWEEN NO OF EMPLOYEES AND BUDGET OF THE INDUSTRY

No of Employees		Budget of the Industry			
		Below 4 lakhs	5 lakhs - 10 lakhs	Above 11 lakhs	Total
Below 25	Count	1	1	0	2
	% within No of Employees	50.0%	50.0%	.0%	100.0 %
50	Count	36	11	2	49
	% within No of Employees	73.5%	22.4%	4.1%	100.0 %
100	Count	18	16	1	35
	% within No of Employees	51.4%	45.7%	2.9%	100.0 %
Above 100	Count	10	14	10	34
	% within No of Employees	29.4%	41.2%	29.4%	100.0 %
Total	Count	65	42	13	120
	% within No of Employees	54.2%	35.0%	10.8%	100.0 %

Table 1 : Cross tab between no of employees and budget of the industry

INTERPRETATION

From the above table industries having less no of employees prefer to plan budget below 4 lakhs 50%,industries having employees above 50 also plan budget below 4 lakhs 73.5%, industries having employees above 100 also plan budget between 5

lakhs – 10 lakhs and it is rare plan budget above 11 lakhs.

COCHRAN'S Q TEST

Usage of Module –Cochran's Q Test

HYPOTHESIS FORMULATION

Null Hypothesis ($_{H0}$): There is no significant difference between usages of the ERP modules. Alternate Hypothesis ($_{H1}$): There is significant difference between usages of the ERP modules.

DECISION RULE

For this study the researcher takes α = 5%.If the asymptotic significance value for the test statistic is greater than α = 5% then accept H0

Test Statistics – K related samples using SPSS.

Frequencies		
	Value	
	0	1
HRMS	55	65
Production & Planning	89	31
Account & Finance	99	21
Sales & Marketing	94	26
Stores	107	13
Purchase	93	27
Data Warehouse	102	18
CRM- Sales	90	30
CRM- Service	94	26
Logistics	76	44
FMS	76	44
POS	102	18
Quality Control	100	20

Table 26: Frequency of the modules

Test Statistics	
N	120
Cochran's Q	157.913[a]
df	12
Asymp. Sig.	.000
a. 1 is treated as a success.	

Table 27: Test statistics of the modules

INTERPRETATION

From the above table HRMS module is most used module by the industries and verticals 65, and Logistics and Facility Management Services are Next most used ERP modules by the industries and verticals 44.Since the asymptotic significant value for the Cochran's Q for K related sample shows values of .000, which is less than 0.05 Thus as per the decision rule accept the alternate hypothesis. Hence difference in usage of ERP modules.

CONCLUSION

Good Books ERP is one of the software provider in Tami Nadu, provides software for various industries like manufacturing, logistics, sales & distribution. It offers software like HRMS, Logistics, Accounts & Finance, sales etc. The entire process like raw material requirement, processing the material, labor requirement, distribution of work among the labor, monitoring work, quality control , sales of the product, damaged items are taken care by the software. The company also contains a good internet server, development team and implementation team. The geographical region of Tamil Nadu consists of a lot of different industries and verticals like manufacturing, hospitals, textiles etc. It leads to the large development of the company. As per the research, the existence of the ERP is known to the organizations but most of the organizations are not aware of the ERP's advantages and its beneficial factors. Some of the industries are already using ERP, only few industries come forward to change their old software. Once the industry buys the software it requires technical support before and after implementing the software. The company should focus on the industries that are suitable to use ERP, which will be useful for both providers and buyers to develop the industries.

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