

Perception Of Customers About Products And Services And Cost Accounting Practices Of Public Sector Undertakings Under The Department Of Industries And Commerce In Kerala State

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Abstract

There are forty three Public Sector Undertakings functioning under the department of Industries and Commerce in Kerala. Although, Kerala ranks number one in the health index report of the NITI Aayog and many other international agencies, the industrial and economic development of Kerala is not satisfactory and lacks momentum and acceleration thanks to many factors including socialistic pattern of society and non-availability of sufficient lands and resources for industrial and commercial purposes. Public Sector undertakings, especially under the the department of industries and Commerce in Kerala State, are functioning on the lines of OECD principles and good corporate governance techniques. In modern marketing, perception of customers is most important. Every planning process should be done on the basis of sufficient data. Even though there are Public Sector Undertakings are functioning under the administrative control of various departments of Kerala, PSUs under the department of Industries and Commerce are very significant and relevant to the present economic condition of Kerala is concerned. Therefore, the researchers try to understand the perception of Customers about products and services and cost accounting practices of Public Sector Undertakings under the department of industries and Commerce in Kerala State.

Key Words: Perception, Customers, products and services, cost accounting practices, Public Sector Undertakings,

I. Introduction.

Modern marketing is very complex and dynamic. E-marketing is a new normality during the Covid-19 pandemic period as earlier periods. Both the government and nongovernment agencies have to design and frame suitable marketing mix and marketing matrixes to sell /market the available products /services. Lean marketing, lean accounting, Throughput costing and Just-In-Time are the new buzz words in the fields of world marketing and manufacturing area. Following are the list of Public Sector Undertakings under the control of department of Industries and Commerce of Kerala State.

Table 1.1. Public Sector Undertakings under Chemical Sector.

Serial Number	Name of the Unit.
1	Kerala Minerals & Metals Ltd.
2	Kerala State Drugs & Pharmaceuticals Ltd.
3	Malabar Cements Ltd.
4	Travancore Cements Ltd.
5	Travancore Titanium Products Ltd.
6	Travancore-Cochin Chemicals Ltd.
7	Kerala State Mineral Development Corporation Ltd.

(Source: <https://kerala.gov.in/industries-department>)

Seven units are functioning under the chemical sector .They produce many products related to the chemical sector .The main products are Cements and drugs. Titanium and Malabar cements are the valuable brand names across the state and outside the state.Kerala State Mineral Development Corporation Ltd is one of the important PSU which concentrates on prospecting and exploring rare minerals and metals. Likewise,Kerala State Mineral Development

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Corporation Ltd was popular among the customers during the Covid-19 Pandemic Period –I and Covid-19 Pandemic –II .Government of Kerala has entrusted the said organization to manufacture hand-sanitizers.

Table-1.2 Public Sector Undertakings in the Electrical Equipment Sector.

Serial Number	Name of the unit.
1	Kerala Electrical & Allied Engineering Company Ltd.
2	Traco Cable Company Ltd.
3	Transformers and Electricals Kerala Ltd.
4	United Electrical Industries Ltd.

(Source: <https://kerala.gov.in/industries-department>).

Four units are functioning under theElectrical Equipment Sector.They produceelectrical Equipment.The main products are Transformers and agricultural related equipment.

Table-1.3 Public Sector Undertakings in the Ceramic & Refractories Sector.

Serial Number	Name of the Unit.
1	Kerala Ceramics Ltd.
2	Kerala Clays and Ceramic Products Ltd.

(Source: <https://kerala.gov.in/industries-department>)

Two units are functioning under the chemical sector .Earthenware and related produced by them are famous in Kerala and in neighbor states like Tamil Nadu and Karnataka.Kerala Ceramics Ltd is very famous .It was established in 1937 by the Travancore Kings and in 1963, it has become a company under the Companies Act 1956.

Table-1.4 Public Sector Undertakings in the Electronic Sector

Serial Number	Name of the Unit.
1	Keltron Electro Ceramics Ltd.
2	Kerala State Electronic Development Corporation.

(Source: <https://kerala.gov.in/industries-department>)

Two units are functioning under the electronic sector. Kerala State Electronic Development Corporation is commonly known as KELTRON and the electronic goods especially the black white TV revolution created by it is a sweet memory to the people of Kerala. Now, it focuses on repair of electronic products and gadgets.

Table-1.5 Public Sector Undertakings in the Development and Infrastructure Sector.

Serial Number	Name of the unit.
1	Kerala Industrial Infrastructure Development Corporation.
2	Kerala Small Industries Development Corporation Ltd.
3	Kerala State Industrial Development Corporation.
4	Kerala State Industrial Enterprise Ltd.

(Source: <https://kerala.gov.in/industries-department>).

Four units are functioning under the Development and Infrastructure Sector.Kerala Industrial Infrastructure Development Corporation is popularly known as KINFRA. It focuses on the infrastructure development and land development for industrial and commercial purposes. It is the catalystof industrial development of Kerala.

Table-1.6 Public Sector Undertakings in the Engineering Sector

Serial Number	Name of the unit.
1	Autokast Ltd.
2	Kerala Automobiles Ltd.
3	Metal Industries Ltd.
4	Steel and Industrial Forgings Ltd.
5	Steel Complex Ltd.

(Source: <https://kerala.gov.in/industries-department>).

Five units are functioning under Engineering Sector. Metal Industries Ltd and Steel and Industrial Forgings Ltd are the important ones. Now, Metal Industries Ltd has established a petrol pump near its head office in Shoranur in Palakkad District, Kerala. It provides good quality petrol at low prices.

Table-1.7 Public Sector Undertakings in the Textiles Sector

Serial Number	Name of the unit.
1	Alleppey Co-operative Spinning Mills Ltd.
2	Cannanore Co-operative Spinning Mills Ltd.
3	K. Karunakaran Memorial Co-operative Spinning Mills Ltd. (KKMCSM).
4	Kerala State Co-operative Spinning Mills Ltd
5	Kerala State Textile Corporation Ltd.
6	Malappuram Co-operative Spinning Mills Ltd.
7	Quilon Co-operative Spinning Mills Ltd
8	Sitaram Textiles Ltd.
9	Trichur Co-operative Spinning Mills Ltd
10	Trivandrum Spinning Mills Ltd.

(Source: <https://kerala.gov.in/industries-department>)

Ten units are functioning under Textiles Sector. Units belong to the sector are functioning as co-operative societies as per Kerala Co-operative Societies Act.

Table-1.8 Public Sector Undertakings in the Traditional / Welfare sector

Serial Number	Name of The unit.
1	Kerala Artisans Development Corporation Ltd.
2	Kerala Handicrafts Development Corporation of Kerala Ltd.
3	Kerala State Bamboo Corporation Ltd.
4	Kerala State Cashew Apex Industrial Co-operative Society
5	Kerala State Cashew Development Corporation Ltd.
6	Kerala State Handloom Development Corporation Ltd.
7	Kerala State Handloom Weavers Co-operative Society Ltd
8	Kerala State Palmyra Products Development and Workers Welfare Corporation Ltd.

(Source: <https://kerala.gov.in/industries-department>)

Eight units are functioning under Textiles Sector. Units belong to the sector are based on traditional industries and welfare sector. They have a significant role among the rural people of Kerala.

Table-1.9. Public Sector Undertakings in the Wood and Agro-based Sector.

Serial Number	Name of the unit
1	Forest Industries (Travancore) Ltd.

(Source: <https://kerala.gov.in/industries-department>)

Forest Industries (Travancore) Ltd is based on the forest products of Kerala.

II Significance of the study

Now government has prepared master plans for the revival and rehabilitation of PSUs with the data input received from various stakeholders. The industries minister of the Kerala State has presented the master plan to the chief minister of the state. The master plans have envisaged 175 projects till 2030. Every planning and implementation requires customer support and Customer relation Management. The private sector could match customer fancies with products whereas the public sector could not. Business Re-engineering Process and other modern management techniques including modern cost practices can be implemented by the private sector in the state. But the administrative set up of PSUs did not permit it. Therefore, researchers try to understand

the perception of Customers about products and services and cost accounting practices of Public Sector Undertakings under the department of industries and Commerce in Kerala State.

III Objectives.

1. To know the Perception of Customers about products and services of Public Sector Undertakings under the department of industries and Commerce in Kerala State.
2. To know the perception of Customers about cost accounting practices of Public Sector Undertakings under the department of industries and Commerce in Kerala State.

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3. To know the differences with respect to net profits among the different sectors belong to the department of industries and Commerce in Kerala State.

IV. Hypothesis.

1. **H₀**: There is no significant difference between the gender of customers and their perception about products and services of the PSUs which follow Cost Accounting, controlling for the age of the customers.
2. **H₀**: There is no significant difference between the gender of customers and their perception about products and services of the PSUs which do not follow Cost Accounting, controlling for the age of the customers.
3. **H₀**: There is no significant difference between the employment status of customers and their perception about products and services of the PSUs which follow Cost Accounting controlling for the age of the customers.
4. **H₀**: There is no significant difference between the employment status of customers and their perception about products and services of the PSUs which do not follow Cost Accounting controlling for the age of the customers.
5. **H₀**: There is no significant difference between the gender of customers and their perception about cost accounting practices of Public Sector Undertakings under the department of industries and Commerce in Kerala State about controlling for the age of the customers.
6. **H₀**: There is no significant difference between the employment status of customers and their perception about cost accounting practices of Public Sector Undertakings under the department of industries and Commerce in Kerala State about controlling for the age of the customers.
7. **H₀**: There is no significant difference between the net profits of different sectors (chemical sector, textile sector, engineering sector, electronics sector, electrical sector, traditional and wood based sector, ceramic sector, development sector) belong to the study area.

IV Review of Literature.

Sundaresan, P K, Rajendra Prasad, P N¹(1993). The researchers found that the form and frequency of each cost report should be designed by each hospital according to its requirements. Material report, labor report, equipment report should be prepared and those reports should contain

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costs of materials of both slow moving and fast moving. Besides labor cost per patient day and hospital equipment utilization should be shown. Besides marginal costing reports such as Contribution margin for each type of patient service, BEP for various services, P/V Ratio for various services, Margin of safety for various services. Should be prepared.

UdayKumthekar and Joshi, Jayant V²(2002). The researchers found that the commercial banks in India must take urgent steps to increase their efficiency, quality, productivity, profitability and competitive strength to face the challenges of modern world and business environment they should conduct independent cost behavior studies of individual banks or group of banks should be conducted to find out inherent defects and inefficiencies in the banking system in India.

The economic times³(June 3, 2020). Government of India gives preferences to local companies with goods and services have 50 per cent or more local content, It is a part of promotion of 'Make in India' and making the country self-reliant. Now local supplies get preference in the case of government purchases.

Mercomindia.com⁴ (April, 2021) has reported that KSEB has to contact with the Ministry of New and Renewable Energy (MNRE) in the case of the purchase preference for micro, small, and medium enterprises (MSMEs) in the 200 MW rooftop tender under the 'Soura Subsidy Program'. The Kerala State Electricity Regulatory Commission (KSERC) has directed the KSEB in this regard.

The Hindu⁵(November, 2021). The paper has reported that all PSUs have to prepare master plans for their revival and rehabilitation as per the directions of Government of Kerala. As per the order all PSUs has prepared master plans including projects till 2030. Government expected 9647 additional investments for the scheme. Modernization of the PSUs is the objective behind this drive. Industries minister has presented the master plan to the chief minister.

V Sample size of the Study

Both primary data and secondary data are needed to get findings and recommend suggestions with respect to the study area. Recommendations are to be given to the different stake holders for better understanding the research problem. Here the Researchers could use data from both the primary sources and secondary sources. Here population means total number of customers in Kerala. As the population is very large. Sample Size of 385 is enough as per Z score analysis.

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Stratified Random Sampling method is adopted to collect data from 385 respondents. First the entire state is divided into 14 districts and from 14 districts 385 respondents have been selected using the stratified random sampling method. Suitable questionnaire is framed and reliability testing is done using Cronbach alpha concepts. Secondary data is collected from the Economic Review Report of Various Years, Kerala State Planning Board. Again sample adequacy, normalcy of data are ensured through various methods using SPSS Software.

VI .Methodology of the Study

Primary Data and secondary data were analyzed using statistical tools and testing of hypothesis. Following tools are used.

1. Descriptive Statistics.

Mean, Standard deviation and median are used to understand about the different dimensions of Populations based on sample.

2. Univariate Analysis of Variance .It is n-Way Analysis of Variance with one co-variate. Here, the researchers use Univariate Analysis of Variance to understand the perception of customers along the demographic variables.

3. Kruskal-Wallis Test is one of the important non-parametric test which can be used whenever the assumptions relating to normality fails. Here, the researchers use Kruskal-Wallis Test to understand the difference among the net profit of different sectors belong to the study area.

SPSS Software is used to analyze the data and for testing hypotheses.

VII Data Analysis.

The following table shows net profit of the PSUs (in crores) in the study area.

Table-2.0. State PSUs under the Department of Industries and Commerce, Kerala. Net Profit in Crores.

Serial No	Chemical Sector	Textile Sector	Engineering Sector	Electronics Sector	Electrical Sector	Traditional Sector	Ceramic Sector	Development Sector
2015-2016	13	-72.	-33.7	13.4	-47.3	-20.9	-10.9	37.6
2016-2017	28.2	-73.9	-31.9	-17.51	-17.9	-22.1	-10.9	12.7
2017-2018	223.3	-90.9	-44.8	3.8	-34.2	-30.1	-13.7	-8.4
2018-2019	189.1	-94.2	-42.7	9.6	-20.4	-21.8	-9	-2.3
2019-2020	63.4	115.5	-42.2	4.4	-34.8	-22.2	-8.27	-10.5
2020-2021	6.1	-56	-21.7	-11	-40.1	-17.2	-6.08	-10.5+

(Source: Economic Review Report, Kerala 2020)

Normality of the graph can be checked using the following methods and graphs. Both the Kolmogorov-Smirnov test and Shapiro-Wilk test can be used to test the normality of the data. Following are the important tables which show the results.

Table-2.1.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Satisfaction about products and services of the PSUs which donot follow Cost Accounting	385	78.9%	103	21.1%	488	100.0%
knowledge about costing practices of PSUs	385	78.9%	103	21.1%	488	100.0%
perception about products and services of the PSUs which follows Cost Accounting	385	78.9%	103	21.1%	488	100.0%

(Source: Computed from primary data)

Table-2.2.
Extreme Values

			Case Number	Value
Satisfaction about products and services of the PSUs which donot follow Cost Accounting	Highest	1	15	5.72
		2	269	5.71
		3	252	5.64
		4	305	5.64
		5	198	5.62
	Lowest	1	14	4.35
		2	352	4.36
		3	215	4.37
		4	365	4.38
		5	54	4.38
knowledge about costing practices of PSUs	Highest	1	269	5.71
		2	252	5.64
		3	305	5.64
		4	198	5.62
		5	240	5.60
	Lowest	1	22	4.09
		2	2	4.35
		3	352	4.36
		4	215	4.37
		5	365	4.38 ^a
perception about products and services of the PSUs which follows Cost Accounting	Highest	1	269	5.71
		2	252	5.64
		3	305	5.64
		4	198	5.62
		5	240	5.60
	Lowest	1	352	4.36
		2	215	4.37
		3	365	4.38
		4	54	4.38
		5	333	4.43

Table-2.3.
Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
Satisfaction about products and services of the PSUs which donot follow Cost Accounting	.026	385	.200*	.997	385	.584
knowledge about costing practices of PSUs	.030	385	.200*	.997	385	.789
perception about products and services of the PSUs which follow Cost Accounting	.027	385	.200*	.996	385	.493

a. Lilliefors Significance Correction

***. This is a lower bound of the true significance.**

Here in the case of Satisfaction about products and services of the PSUs which do not follow Cost Accounting, **p** value is 0.200 as per the Kolmogorov-Smirnov test and **p** value is 0.584 as per the Shapiro-Wilk test .Therefore the **p** value is less than 0.05 ,the researchers assume normality of data. Likewise, in the case of knowledge about costing practices of PSUs, **p** value is 0.200 as per the Kolmogorov-Smirnov test and **p** value is 0.789 as per the Shapiro-Wilk test .Therefore the **p** value is less than 0.05 , the researchers assume normality of data. Besides, in the case of perception about products and services of the PSUs which follow Cost Accounting, **p** value is 0.200 as per the Kolmogorov-Smirnov test and **p** value is 0.493as per the Shapiro-Wilk test .Therefore the **p** value is less than 0.05 , the researchers assume normality of data.

VIII. Testing of Hypothesis

H₀:There is no relationship between gender and perception about products and services of the PSUs in the study area which follow Cost Accounting, controlling for the age of the customers.

H₀: There is no relationship between employment status and perception about products and

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services of the PSUs which follow Cost Accounting controlling for the age of the customers.

Univariate analysis of variance (ANCOVA) is used to test the hypothesis

Perception about products and services of the PSUs in the study area which follow Cost Accounting-has been taken as Dependent variable and gender and employment status are fixed factors .Here age is the covariate.

Table 2.4
Between-Subjects Factors

		Value Label	N
gender	1	Male	200
	2	Female	185
employment status	1	Employed	85
	2	Unemployed	300

(Source: Computed from Primary data) Level of significance *0.05

Table 2.5

Descriptive Statistics

Dependent Variable: Perception about products and services of the PSUs which follows Cost Accounting

employment status	gender	Mean	Std. Deviation	N
Employed	Male	5.0246	.25730	85
	Total	5.0246	.25730	85
Unemployed	Male	4.9864	.25212	115
	Female	5.0215	.27267	185
	Total	5.0080	.26510	300
Total	Male	5.0026	.25439	200
	Female	5.0215	.27267	185
	Total	5.0117	.26315	385

(Source: Computed from Primary data) Level of significance *0.05

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Table :2.6

Levene's Test of Equality of Error Variances^a

Dependent Variable: Perception about products and services of the PSUs which follows Cost Accounting

F	df1	df2	Sig.
.273	2	382	.761

(Source: Computed from Primary data)
Level of significance *0.05.

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + age + employment + gender + employment * gender

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + age + gender + employment + gender * employment

Table: 2.7**Tests of Between-Subjects Effects****Dependent Variable: perception about products and services of the PSUs which follows Cost Accounting**

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	.112 ^a	3	.037	.536	.658	.004
Intercept	361.900	1	361.900	5.207E3	.000	.932
Age	.007	1	.007	.095	.758	.000
Employment	.072	1	.072	1.041	.308	.003
Gender	.023	1	.023	.328	.567	.001
employment * gender	.000	0000
Error	26.480	381	.070			
Total	9696.640	385				
Corrected Total	26.592	384				

(Source: Computed from Primary data) Level of significance *0.05.

a. R Squared = .004 (Adjusted R Squared = -.004).

Here the p value is 0.308 in the case of Employment and 0.567 in the case of Gender. Therefore, the researchers accept the null hypotheses that there is no significant difference between the gender of customers and their perception about products and services of the PSUs which follow Cost Accounting, controlling for the age of the customers and there is no significant difference between the employment status of customers and their perception about products and services of the PSUs which follow Cost Accounting controlling for the age of the customers.

Table: 2.8**Estimated Marginal Means****Grand Mean**

Dependent Variable: perception about products and services of the PSUs which follows Cost Accounting

Mean	Std. Error	95% Confidence Interval	
		Lower Bound	Upper Bound
5.013 ^{a,b}	.016	4.982	5.044

(Source: Computed from Primary data) Level of significance *0.05.

H₀: There is no significant difference between the Gender and perception about products and services of the PSUs which do not follow Cost Accounting, controlling for the age of the customers

H₀: There is no significant difference between employment status and perception about products and services of the PSUs which do not follow Cost Accounting controlling for the age of the customers.

Table: 2.9**Between-Subjects Factors**

		Value Label	N
employment status	1	Employed	85
	2	unemployed	300
gender	1	Male	200
	2	Female	185

(Source: Computed from Primary data) Level of significance *0.05

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Table: 3.0**Descriptive Statistics****Dependent Variable: Satisfaction about products and services of the PSUs which donot follow Cost Accounting**

employment status	gender	Mean	Std. Deviation	N
Employed	male	5.0187	.27424	85
	Total	5.0187	.27424	85
Un employed	male	4.9864	.25212	115
	female	5.0215	.27267	185
	Total	5.0080	.26510	300
Total	Male	5.0001	.26156	200
	female	5.0215	.27267	185
	Total	5.0104	.26682	385

(Source: Computed from Primary data) Level of significance *0.05**Table: 3.1****Levene's Test of Equality of Error Variances^a**

Dependent Variable: Satisfaction about products and services of the PSUs which donot follow Cost Accounting

F	df1	df2	Sig.
.368	2	382	.692

(Source: Computed from Primary data)**Level of significance *0.05**

Table: 3.2**Tests of Between-Subjects Effects**

Dependent Variable: Satisfaction about products and services of the PSUs which donot follow Cost Accounting

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	.099 ^a	3	.033	.461	.710	.004
Intercept	362.146	1	362.146	5.065E3	.000	.930
Age	.004	1	.004	.060	.807	.000
Employment	.051	1	.051	.713	.399	.002
Gender	.026	1	.026	.368	.545	.001
employment * gender	.000	0000
Error	27.239	381	.071			
Total	9692.378	385				
Corrected Total	27.338	384				

(Source: Computed from Primary data) Level of significance *0.05

a. R Squared = .004 (Adjusted R Squared = -.004)

Here the **p** value is 0.399 in the case of Employment and 0.545 in the case of Gender. Therefore, the researchers accept the null hypotheses that there is no significant difference between the gender of customers and their perception about products and services of the PSUs which do not follow Cost Accounting, controlling for the age of the customers and there is no significant difference between the employment status of customers and their perception about products and services of the PSUs which do not follow Cost Accounting controlling for the age of the customers.

Table: 3.3**Estimated Marginal Means****Grand Mean**

Dependent Variable: Satisfaction about products and services of the PSUs which donot follow Cost Accounting

Mean	Std. Error	95% Confidence Interval	
		Lower Bound	Upper Bound
5.011 ^{a,b}	.016	4.979	5.042

a. Covariates appearing in the model are evaluated at the following values: age = 45.6286.

b. Based on modified population marginal mean.

H₀: There is no relationship between gender and perception of Customers about cost accounting practices of Public Sector Undertakings under the department of industries and Commerce in Kerala State about controlling for the age of the customers.

H₀: There is no relationship between employment status and perception of Customers about cost accounting practices of Public Sector Undertakings under the department of industries and Commerce in Kerala State about controlling for the age of the customers.

Table: 3.4

Between-Subjects Factors

		Value Label	N
employment status	1	employed	85
	2	unemployed	300
gender	1	male	200
	2	female	185

(Source: Computed from Primary data) Level of significance *0.05

Table: 3.5

Descriptive Statistics

Dependent Variable: knowledge about costing practices of PSUs

employment status	gender	Mean	Std. Deviation	N
Employed	Male	4.9971	.28173	85
	Total	4.9971	.28173	85
Un employed	Male	4.9864	.25212	115
	Female	5.0215	.27267	185
	Total	5.0080	.26510	300
Total	Male	4.9910	.26447	200
	female	5.0215	.27267	185
	Total	5.0056	.26852	385

(Source: Computed from Primary data) Level of significance *0.05

Table: 3.6

Levene's Test of Equality of Error Variances^a

Dependent Variable: knowledge about costing practices of PSUs

F	df1	df2	Sig.
.576	2	382	.562

(Source: Computed from Primary data) Level of significance *0.05

Table: 3.7.**Tests of Between-Subjects Effects****Dependent Variable: knowledge about costing practices of PSUs**

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	.099 ^a	3	.033	.458	.712	.004
Intercept	360.830	1	360.830	4.983E3	.000	.929
Age	.005	1	.005	.062	.803	.000
Employment	.010	1	.010	.135	.713	.000
Gender	.026	1	.026	.357	.550	.001
employment * gender	.000	0000
Error	27.589	381	.072			
Total	9674.353	385				
Corrected Total	27.688	384				

(Source: Computed from Primary data) Level of significance *0.05.

a. R Squared = .004 (Adjusted R Squared = -.004)

Here the p value is 0.713 in the case of Employment and 0.550 in the case of Gender. Therefore, the researchers accept the null hypotheses that there is no relationship between gender and perception of Customers about cost accounting practices of Public Sector Undertakings under the department of industries and Commerce in Kerala State about controlling for the age of the customers and there is no relationship between employment status and perception of Customers about cost accounting practices of Public Sector Undertakings under the department of industries and Commerce in Kerala State about controlling for the age of the customers.

Table: 3.8**Estimated Marginal Means.****Grand Mean****Dependent Variable: knowledge about costing practices of PSUs**

Mean	Std. Error	95% Confidence Interval	
		Lower Bound	Upper Bound
5.004 ^{a,b}	.016	4.972	5.035

(Source: Computed from Primary data) Level of significance *0.05.

a. Covariates appearing in the model are evaluated at the following values: age = 45.6286.

b. Based on modified population marginal mean.

H₀: There is no significant difference between the net profits of different sectors (chemical sector, textile sector, engineering sector, electronics sector, electrical sector, traditional and wood based sector, ceramic sector, development sector) belong to the study area.

Table: 3.9**Descriptive Statistics**

	N	Mean	Std. Deviation	Minimum	Maximum
Netprofit	48	-11.7346	56.46380	-115.50	223.30
PSUs	48	4.5000	2.31553	1.00	8.00

(Source: Computed from Primary data) Level of significance *0.05

Table: 4.0**Kruskal-Wallis Test****Ranks**

PSUs		N	Mean Rank
Netprofit	net profit of chemical sector	6	44.33
	net profit of textile sector	6	3.50
	net profit of engineering sector	6	12.67
	net profit of electronics sector	6	34.83
	net profit of electrical sector	6	14.67
	net profit of traditional and wood based sector	6	19.33
	net profit of ceramic sector	6	30.67
	net profit of development sector	6	36.00
	Total	48	

(Source: Computed from Primary data) Level of significance *0.05

Table:4.1**Test Statistics^{a,b}**

	Netprofit
Chi-Square	42.091
Df	7
Asymp. Sig.	.000

a. Kruskal Wallis Test

b. Grouping Variable:
PSUs

Here , the p value is 0.000 and Chi-Square value is 42.091 .D.f is 7 and mean of Net profit is -11.7346 as per the Descriptive Statistics table .Besides, mean rank of net profit of chemical sector is 44.33 , mean rank of net profit of textile sector is 3.50 ,

mean rank of net profit of engineering sector is 12.67 , mean rank of net profit of electronic sector is 34.83, mean rank of net profit of electrical sector is 14.67, mean rank of net profit of traditional and wood based sector is 19.33, mean rank of net profit of ceramic sector is 30.67, the mean rank of net profit of development sector is 36. As the p value is less than 0.05, the researchers reject the null hypothesis that there is no significant difference between the net profits of different sectors (chemical sector, textile sector, engineering sector, electronics sector, electrical sector, traditional and wood based sector, ceramic sector, development sector) belong to the study area.

IX. Findings.

1. It is found that there is no significant difference between the gender of customers and their perception about products and services of the PSUs which follow Cost Accounting, controlling for the age of the customers
2. It is found that there is no significant difference between the employment status of customers and their perception about products and services of the PSUs which follow Cost Accounting controlling for the age of the customers.
3. It is found that there is no significant difference between the gender of customers and their perception about products and services of the PSUs which do not follow Cost Accounting, controlling for the age of the customers
4. It is found that there is no significant difference between the employment status of customers and their perception about products and services of the PSUs which do not follow Cost Accounting controlling for the age of the customers.
5. It is found that there is no relationship between gender and perception of Customers about cost accounting practices of Public Sector Undertakings under the department of industries and Commerce in Kerala State about controlling for the age of the customers
6. It is found that there is no relationship between employment status and perception of Customers about cost accounting practices of Public Sector Undertakings under the department of industries and Commerce in Kerala State about controlling for the age of the customers.
7. It is found that there is no significant difference between the net profits of different sectors (chemical sector, textile sector, engineering sector, electronics sector, electrical sector, traditional and wood based sector, ceramic sector, development sector) belong to the study area.

X. Conclusion.

The PSUs in the study area should understand the changing preferences of the masses while formulating policies and programmes and master plans. They cannot go alone as they did in the past. Policies from top is not sufficient. Transparency and corporate governance is the need of hour. Modern business reporting both financial and cost reporting is to be implanted with cent percent accuracy. They cannot look to the future adopting the single entry accounting system and outdated business practices.

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