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A STUDY ON THE EFFECT OF AGE LIMIT ON PRODUCTIVITY WITH RESPECT TO VALUE ADDED SERVICES OF TELECOM SECTOR IN KOTTAYAM DISTRICT KERALA

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Abstract
In the fast changing service sectors it is necessary to examine the effect of employee productivity for profitability with predetermined service Quality. Any time productivity is an essential measuring criterion to evaluate the acceptance of an industry. Productivity based on employee performance is one of the key areas where all the industries are now concentrating. In this paper the author analyze the effect of age factor of employees towards productivity of telecom service. Like all other service offering industries telecommunication sector is also has close relations between employee's performance and productivity. Productivity Analysis is a judgment towards the performance of the employees and the utilization of resources. Productivity is mark to analyze profits and it is the outcome of the employee-resource input.

Keywords: Productivity, Age Limit, Telecom, Value Added Services

Introduction

Telecommunication service sector can be broadly classified as government owned public sector service providers like BSNL, MTNL and private service providers like Reliance, Tata, Idea, Airtel etc. Generally among the two categories public sector companies are government owned companies holding a strong employee base and private operators are having a relatively small employee base. Again in government owned companies employee age limit is more or less above 40 and in private operates the average age limit is below 30. Researchers critically analyze this age limit factor with the productivity of the two faces of the telecom service sectors especially in the value added service platform. In value added service arena apart from convention basic services like basic telephone a huge array of new products and services (recharge coupons, smart card, full talk offers, 3g plans) flows towards the customers and it is a hectic task to get in to these new born babies and identify the impact of these entities and tunnel it to the end users. Increased Productivity helps to stabilize the economy. In an organization, resource and labour together optimally maximize the productivity. Apart from resources side, employee analysis is very important in service sectors. Satisfied employee can provide increased productivity to his organization. Reducing in numbers and over loading employees will drastically reduce productivity and quality of service. Similarly lack of proper resource and repeating same job done with inappropriate components are also leads to poor productivity. Excessive supervision, lack of acceptance from supervisor also leads to productivity decline. ICARE Attitude will improve productivity as I-Integration, C-Collaboration, A-Accountability, R-Responsibility and E-Excellence. Productivity Analysis is a prerequisite for improving productivity.

VAS (Value added services) in telecommunication sector is a fast growing segment in recent years. All telecommunication infrastructure companies as well as customers enjoy the benefits of these services. By using ADSL based Broadband technology plays a major role in terms of value added services in fixed land line segment. Similarly by the introduction of Smart Phones, MVAS (mobile VAS) sector is booming like never before. All service providers are competing for the introduction of new and new value added services / products and customers are eagerly waiting for grabbing new VAS products.

Review of Literature

Research reports that aging is associated with lower efficiency in understanding perceived information (Salthouse, 1994). Older adults have a latency to influence more on prior expectancies and reluctant to correct their own

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judgments even when accurate direction for execution is prevailing (Mutter and Pliske, 1994). Suggestions say that senior adults works more on heuristic processing due to cognitive capacity constraints (Johnson, 1990; Klaczynski and Robinson, 2000) Some other research suggests that ageing is associated with a greater focus on emotional content and on positive over negative information (Peters et al., 2007). Kahneman and Tversky (1979) underline that elderly people, putting greater attention to positive information, may process gain-versus loss information in decision process differently than younger adults. It might have important implications for their perception of risk.

No significant age differences have been identified with respect to cautiousness, risk taking and overall performance in experiments where actual rewards for behaviours have been involved (Charness and Villeval, 2009; Sutter and Kocher, 2007). In the analysis by Okun and Elias (1977) older and younger adults participated in a vocabulary task with a pay structure varying either directly or inversely with risk. Both age groups turn out to be equally sensitive to the pay structure and overall expected value the middle-aged and older adults were found to be more under confident than young adults when rating their feeling of knowing, especially for the computer domain. Otherwise, no age difference has been observed in confidence level ratings.

Magorzata Wasmer says that in manufacturing, the age-productivity and age-earnings profiles are compatible with a deferred compensation system. It might indicate that, in this sector, the effort incentive problem has been regulated in practice by many firms by offering at the start of the career wages under the workers' marginal productivity and compensating this difference in the later periods. On the other hand, in services and in trade, we observe the combined relevance of specific human capital and deferred compensation. For young employees, the productivity profile is steeper than the wage profile suggesting that investments in specific human capital are important at the beginning of employees' careers. For older workers, the wage share is higher than productivity contribution implying rather an incentive based compensation scheme.

Significance of the Study

In present situation, service related organizations are gaining more importance because it was closely linked with day to day life. The contribution of employee is very important in the service sector. Productivity of service sectors can affect the performance of employee, especially by the age limit. So the authors have chosen this area to study about the contribution of the age factor on productivity.

Objectives of the Study

Main purpose of the study is to identify the effect of employees age limit on the various factors that controls productivity of the organization. The following are the objectives of the study.

1. To identify the effect of employees age limit on periodic target that controls productivity
2. To identify the effect of employees age limit on post training skills that controls productivity
3. To identify the effect of employees age limit on quality of service that controls productivity

Research Methodology

This Study is based on both primary and secondary data. Primary data are collected from employees of government owned public limited BSNL Company and private operators like IDEA, AIRTEL and RELIANCE together of Kottayam District of Kerala. Questionnaire pattern is prepared for primary data based on target achievement, post training skills and quality of service along with Company, Gender, Age and Qualification based questions. Questions contains 5-point-likeret scale ranging from strongly agree=SA agree=A disagree=DA strongly disagree=SD. Questions relating to similar factors like target achievement, post training skills etc are grouped and some of the scores for each aspect is calculated on the basis of the average result is obtained, Secondary data are collected from various agencies like TRAI (Telecom Regulatory Association of India, COIA (Cellular Operators Association of India) and from service providers site. Sample size of the study is 130 employees - 70 from BSNL and 60 from Private Operators,

Age Profile of Respondents

Since the impact of age on productivity is tested in the paper, it is important to consider the age limit of respondents. Table – 1 given below shows the age wise distribution of the respondents of the study.

Table – 1,Age wise Distribution of Respondents

SERVICE PROVIDERS	AGE LIMITS				TOTAL
	18-30	31-40	41-50	ABOVE 51	
GOVT OPERATOR (BSNL)	17 (24.25%)	10 (14.25%)	33 (47.25%)	10 (14.25%)	70
PRIVATE OPERATOR (IDEA,AIRTEL, RELAIENCE)	37 (59.75)	5 (9.06)	3 (4.25)	15 (27.52	60
TOTAL	54 (45.53)	15 (15.53)	36 (27.69)	25 (9.35)	130

Source: Survey Data.

Table - 1 shows that 45.53% of employees belongs to 18-30 age group, 27.69 % coming under 41-50 category. It is also revealed that majority of Govt. owned BSNL employees are in 41-50 age limit whereas private operator employees are in 18-30 age group.

Achievement of Periodic Targets

Table – 2 shows the mean scores and standard deviation of the selected employees in both Govt. and Private owned Telecommunication service providers in terms of their achievement and the following hypothesis is set for testing the significance.

H1: There is significant difference in the target achievement of Govt. owned and private owned Telecom companies.

Table – 2, Significance of target Achievement

OPERATOR	NUMBER	MEAN	SD	t value
GOVT	70	1.65	.611	3.0442
PRIVATE	60	1.82	.490	

Source: Survey Data.

From Table-2 it is clear that the mean value for target achievement is 1.65 for BSNL and 1.82 for Private operators. Standard Deviation for BSNL is 0.611 and for Private operators it is 0.490. Result of the test value is 3.0442, which is greater than the table value and hence the hypothesis 'there is significant difference in the target achievement of Govt. owned and private owned Telecom companies' is accepted. It can be concluded that the target achievement is higher in private operators than BSNL because of the higher contribution of lower age group.

Improving Serving Skills after Training

Generally, all the telecom providers are providing periodical training to their employees with a view to improve their serving skills. This has to enhance the level of productivity among workers. With this assumption, the following hypothesis is set for the study.

H1: There is significant difference in the post training performance of Govt. owned and private owned Telecom companies.

Table – 3, Significance of Post Training Performance

OPERATOR	NUMBER	MEAN	SD	t value
GOVT	70	1.29	.591	7.314
PRIVATE	60	1.95	.562	SIG 5%

Source: Survey Data

Table - 3 shows the statistics about the mean scores and standard deviation of the respondents towards the post training performance. The mean value is 1.29 for BSNL and 1.95 for private operators with standard deviation of 0.591 and 0.562 respectively. Result of the test value is 7.314, which is above the table value and hence the hypothesis 'there is significant difference in the post training performance of Govt. owned and private owned Telecom companies' is accepted. The result reveals that the higher grasping power of lower age group contribute more to the higher performance in private owned telecom companies.

Quality of Service Offered to Customers

Quality of service offered to the customers is also one of the important aspects related to age and productivity. By keeping this assumption in mind, the following hypothesis is framed.

H1: There is significant difference in the quality of service of Govt. owned and private owned Telecom companies.

Table – 4, Significance of Quality of Service Offered

OPERATOR	NUMBER	MEAN	SD	t value
GOVT	70	1.50	.611	5.565
PRIVATE	60	1.95	.490	SIG 5%

Source: Survey Data

Table - 4 shows that the mean scores of the response of the selected employees towards the quality of service offered is 1.50 for BSNL and 1.95 for private operators with standard deviation of 0.611 and 0.490 respectively. The result of the t value is 5.565 which is greater than the table value and hence the hypothesis 'there is significant difference in the quality of service of Govt. owned and private owned Telecom companies' is accepted. It may be interpreted that because of the majority of lower age employees only, it is possible to the private operators to offer better quality of service to the customers.

Findings and Suggestions

The findings of the study reveals that nearly 60 % of the employees working in private telecom companies are in the lower age group (18 – 30). The higher periodic target achievement, post training performance and quality of service are all having the impact of age limit and hence the productivity also depends on age limit.

In order to cope with the current trends in marketing and sales related tasks, younger employees group is more adaptable. Recruiting youngster to these service sectors increase the productivity and also reduce the unemployment problems to an extent. Engaging lower age group employees in value added services areas, penetration of the product and services to the targeted customers can be drastically improved as youngsters can demonstrate and sell the products and services with good fascination.

Conclusion

Telecom industry is a fast changing service sector , the productivity of the sector is depending upon employees' contribution. Age limit of employees shows a direct relationship on company's productivity. Lower ages limit helps to achieve organizational goals more easily. Considering value added service sector a wide range of products and services with changing benefits, potential for marketing festive seasons like Onam, X'mas,

Deepavali etc are to be considered. The fast changing customer promotion schemes, first through the employees and then pushes the same to the potential customers. Explaining such changes and pushing it to customers on time will be a difficult task for middle aged people. As the quick flow of information content devices like Smart phone, Mobile, Tab etc. are more adaptable to younger employees than middle aged, it is easy for them to promote these services.

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