



A Comparative Study on Different Methods of Communication with Reference to its Impact on Service Sector in India

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Abstract

The word “communication” is derived from the Latin word communis, which means common. It is a process of exchange of facts, ideas, opinions and understanding with one another. In other words, it is the transmission and interacting of facts, opinions, ideas, feelings or attitudes. Communication is a process involving the sorting, sending of symbols in such a way as to help the listener perceive and recreate in his own mind of communicator. It enables us to do important things to grow, to learn, to be aware of our self and to adjust to our environment.

Communication plays an important role in different services. Services are those separately identifiable, essentially intangible activities, which provide satisfaction when marketed to consumers or industrial users and which are not necessarily tied to the sale of a product or another service. In simple words, services are deeds, processes, and performances. But, the increasing interest in the services sector has been accompanied by considerable disagreement and debate as to what constitutes a service and whether service marketing is a distinctive subject area. In order to develop clarity on service as a concept, it is desirable to look at the way various researchers and scholars have defined it over the years.

Keyword: *Communication, Transmission and Interacting, Services Sector etc.*

Introduction

Communication is a learned skill. However, while most people are born with the physical ability to talk, not all can communicate well unless they make special efforts to develop and refine this skill further. Very often, we take the ease with which we communicate with each other for granted, so much so that we sometimes forget how complex the communication process actually is.

Have you ever wondered why some people can communicate so well while others fail to get their message across? What are the elements that must be present in the communication process before it can be successful and effective? Well, communication has been defined as the act of giving, receiving or exchanging information, ideas and opinions so that the



messages completely understood by both parties. In a communication process, there must be a sender who speaks or sends a message, and a receiver who listens or receives the message.

1. "Communication is transfer of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver – G.G. Brown.
2. "Communication is the intercourse by words, letters or messages"- Fred G. Meyer.
3. "Communication is the exchange and flow of information and ideas from one person to another; it involves a sender transmitting an idea, information, or feeling to a receiver." U.S. Army
4. "A communication takes place when one individual, a sender, displays, transmits or otherwise directs a set of symbols to another individual, a receiver, with the aim of changing something, either something the receiver is doing (or not doing) or changing his or her world view. This set of symbols is typically described as a message." William Rice-Johnson
5. "Effective communication occurs only if the receiver understands the exact information or idea that the sender intended to transmit. Many of the problems that occur in an organization are the either the direct result of people failing to communicate and/or processes, which leads to confusion and can cause good plans to fail." Pranav Mistry"
6. The strong man is the one who is able to intercept at will the communication between the senses and the mind." Napoleon Bonaparte
7. "To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others." Tony Robbins
8. "The most important thing in communication is hearing what isn't said." Peter Drucker

Thus Communication is a process of conveying information from the sender to the receiver with the use of the media in which the communicated information is understood. It is a process that allows organisms to exchange information by several methods. The communication is that way were people, firm, business share information to each other.

Elements of Communication

The following are the key elements of communication:

- (i) Communication is a two way process: It involves a sender and receiver. The sender or receiver can be an individual or a group.
- (ii) There has to be a message: The message can be an information, a directive, an enquiry, a feeling, an opinion, an idea or any other.
- (iii) Commonness of understanding: Communication can occur only when there is



commonness of understanding between the sender and the receiver. The commonness includes factors like common culture, common language and common environment. Words, phrases, idioms, proverbs, gestures and expressions are deeply culturised and possess high communicative potential for people from similar background.

- (iv) Modifying the behaviour of other individuals: The information transmitted to the receiver evokes a response in the form of some change in his behavior. For example, the information received at the information centre of NIOS satisfied your curiosity and encouraged you to take admission.
- (v) Method of giving information: Information can be given through words or through other means like signs gestures, expressions etc.

Factors Affecting Communication

As mentioned earlier, effective communication is a two-way process but there are a number of factors which may disrupt this process and affect the overall interpretation and understanding of what was communicated. Myriad problems can pop up at different stages of the communication process. These can relate to any of the elements involved – sender, message, channel, receiver, feedback and context. It is therefore important to understand some of the factors that affect communication so that you can try to get your message across with minimal misunderstanding and confusion.

Below are some possible problem areas that may turn out to be barriers to effective communication:

(a) Status/Role

The sender and receiver of a message may be of equal status within a hierarchy (e.g. managers in an organisation) or they may be at different levels (e.g. manager/employee, lecturer/student, business owner/clients). This difference in status sometimes affects the effectiveness of the communication process.

(b) Cultural Differences

Cultural differences, both within or outside the organisation (for example, inter-departmental dealings and communication with outside organizations or ethnic minorities) may impede the communication process.

(c) Choice of Communication Channels

Before you choose your communication channel, you should ask yourself whether the channel is appropriate for a particular purpose and the person/receiver you have in mind. Sending messages via inappropriate channels can send out wrong signals and end up creating confusion.



(d) Length of Communication

The length of the message also affects the communication process. You need to be sure that it serves the purpose and is appropriate for the receiver. Is the message too long or too brief?

(e) Use of Language

Poor choice of words or weak sentence structure also hampers communication. The same goes for inappropriate punctuation. The two sentences below illustrate clearly how different placement of punctuation can change the entire meaning of a sentence:

(f) Disabilities

Disabilities such as impaired sight, dyslexia and poor mental health can also be barriers to good communication, and should be taken into consideration when evaluating the effectiveness of the communication process. You may need to use hearing aids, sign language, magnifying systems, and symbols to alleviate problems caused by disabilities.

(g) Known or Unknown Receiver

Whether the receiver is known or unknown to you also plays a major role in determining the effectiveness of your communication. A known receiver may be better able to understand your message despite having insufficient information as both of you probably have common experiences and a shared schemata. An unknown receiver, on the other hand, may require more information and time to decode the message.

(h) Individual Perceptions/Attitudes/Personalities

Sometimes, the method of communication needs to take into consideration the receivers personality traits, age and preferred style. The elderly and children, for example, have different communication needs and preferences when compared to young adults. Is the receiver of your message a visual, auditory, or kinesthetic sort of person? How do you think they will react to your message? Can you adapt your communication style to suit theirs?

(i) Atmosphere/Noise/Distraction

Our surroundings can sometimes pose as barriers to effective communication. A noisy place (a party, for instance) usually puts a strain on oral communication as both the sender and the receiver need to put extra effort to get the message across and ensure that it is understood clearly and correctly.

(j) Clarity of Message

Is the message conveyed in a clear or ambiguous manner?

(k) Lack of Feedback

Feedback is important as it enables confirmation of understanding to be made by both parties. The lack of feedback can sometimes create problems as it can lead to uncertainty and confusion.



Why do we communicate? We communicate for:

- Expressing our thoughts, our ideas, our feelings, our views
- For connecting with others
- Sharing information
- Giving advice
- Teaching
- Consulting.
- Learning
- Writing rules and laws
- Sharing values.
- For expressing our creativity
- For expressing our life philosophy
- Sharing the findings of our research work
- Selling goods and services
- Publicity and advertising
- Networking with people with common interests Let's see...

The use of communications in business

In business environments, communication serves to...

- Explain visions, goals and financial plans to Managers and supervisors and other employees.
- Explain operational structure, job expectations, work ethics, rules and policies, remuneration system, and to give feedback to employees.
- Training of employees.
- Writing financial reports for directors and shareholders to assess business profitability.
- Preparing tax returns.

The importance of communication outside the organization are for:

- Finding prospective investors.
- Obtaining the appropriate permits.
- Dealing with suppliers.
- For advertising of products and services.

It is needed for reporting performance to stakeholders and authorities, like the Tax departments etc...There are many more reasons why we have to communicate. The list is endless. This gives us an idea of the importance of communication.



Speech and writing are not the only ways we communicate. There are other means of communications where senses other than our eyes that read, our ears that listen are solicited. There are messages that other senses than our ears and our eyes.

Types of Communication Based on Communication Channels

Based on the channels used for communicating, the process of communication can be broadly classified as verbal communication and non-verbal communication. Verbal communication includes written and oral communication whereas the non-verbal

communication includes body language, facial expressions and visuals diagrams or pictures used for communication.

1) Verbal Communication

Verbal communication is further divided into written and oral communication. The oral communication refers to the spoken words in the communication process. Oral communication can either be face-to-face communication or a conversation over the phone or on the voice chat over the Internet. Spoken conversations or dialogs are influenced by voice modulation, pitch, volume and even the speed and clarity of speaking. The other type of verbal communication is written communication. Written communication can be either via snail mail, or email. The effectiveness of written communication depends on the style of writing, vocabulary used, grammar, clarity and precision of language.

a) Oral Communication:

Oral communication could be said to be the most used form of communication. Whether it is to present some important data to your colleagues or lead a boardroom meeting, these skills are vital. We are constantly using words verbally to inform our subordinates of a decision, provide information, and so on. This is done either by phone or face-to-face. The person on the receiving end would also need to exercise much caution to ensure that he/she clearly understands what is being said. This shows therefore that you would need to cultivate both your listening and speaking skills, as you would have to carry out both roles in the workplace, with different people.

b) Written Communication:

Writing is used when you have to provide detailed information such as figures and facts, even while giving a presentation. It is also generally used to send documents and other important material to stakeholders which could then be stored for later use as it can be referred to easily as it is recorded. Other important documents such as contracts, memos and minutes of meetings are also in written form for this purpose. It can be seen in recent years, however, that verbal communication has been replaced to a great extent by a faster form of written communication and that is email. You could also use videoconferencing and multiple way phone calls with several individuals simultaneously. Apart from a few glitches that could occur, these methods of communication have helped organizations come a long way.



2) Nonverbal Communication

Non-verbal communication includes the overall body language of the person who is speaking, which will include the body posture, the hand gestures, and overall body movements. The facial expressions also play a major role while communication since the expressions on a person's face say a lot about his/her mood. On the other hand gestures like a handshake, a smile or a hug can independently convey emotions. Non verbal communication can also be in the form of pictorial representations, signboards, or even photographs, sketches and paintings.

Types of Communication Based on Style and Purpose

Based on the style of communication, there can be two broad categories of communication, which are formal and informal communication that have their own set of characteristic features.

a) Formal Communication

Formal communication includes all the instances where communication has to occur in a set formal format. Typically this can include all sorts of business communication or corporate communication. The style of communication in this form is very formal and official. Official conferences, meetings and written memos and corporate letters are used for communication. Formal communication can also occur between two strangers when they meet for the first time. Hence formal communication is straightforward, official and always precise and has a stringent and rigid tone to it.

b) Informal Communication

Informal communication includes instances of free unrestrained communication between people who share a casual rapport with each other. Informal communication requires two people to have a similar wavelength and hence occurs between friends and family. Informal communication does not have any rigid rules and guidelines. Informal conversations need not necessarily have boundaries of time, place or even subjects for that matter since we all know that friendly chats with our loved ones can simply go on and on.

Why Do We Need Different Communication Methods?

You may ask why it is important that we use different methods of communication in one organization. The answer is very simple. The reason for this is the pivotal role that communication plays in the effective functioning of a business. Imagine an organization today without e-mail facilities. How would a customer then be able to send an important proposal quickly and directly to the employer in-charge? Similarly, an organization may have to stall their work if certain managers are not in the country and are thereby unable to give a presentation to the board. But, of course, this can be done today with the help of video conferencing. Therefore, it is crucial that different methods of communication are employed.



Categorization of Communication Methods

1. Traditional Communication Method
 - Telephone
 - Traditional banking/ Insurance
2. Modern Communication Method
 - Mobile
 - Online Banking/Insurance

Review of literature

(Alstyne, 2011) They econometrically evaluate information worker productivity at a midsize executive recruiting firm and assess whether the knowledge that workers accessed through their electronic communication networks enabled them to multitask more productively. We estimate dynamic panel data models of multitasking, knowledge networks and productivity using several types of micro-level data: (a) direct observation of 125,000 e-mail messages over a period of 10 months, (b) detailed accounting data on individuals' project output and team membership for 1300 projects spanning 5 years, and

(c) survey and interview data about the same workers' IT skills, IT use and information sharing. We find that (1) more multitasking is associated with more project output, but with diminishing marginal returns, and that (2) recruiters whose network contacts have heterogeneous knowledge – an even distribution of expertise over many project types – are less productive on average but more productive when juggling diverse multitasking portfolios. These results show how multitasking affects productivity and how knowledge networks, enabled by IT, can improve worker performance. The methods developed can be replicated in other settings, opening new frontiers for research on social networks and IT value.

(Hayenhjelm, 2006) This paper examines the concept of risk communication has come to comprise more than conveying technical or scientific information to the public. It can also include newer forms such as public participation, joint decision- making, and two-way dialogue forums. Previous discussions on risk communication have distinguished between two different approaches, namely the democratic versus the technical one. In the present paper, it is argued that despite these recent attempts to widen the scope and objectives of risk communication, risk communication is primarily, in most cases, a relationship between unequal parties. This inequality is analysed through a threefold distinction of asymmetries in terms of communicative initiative, informational privilege, and risk influence. A preliminary model for understanding the different inequalities in the risk communication situation is developed.



Research Methodology

Research is endless quest for knowledge or unending search for truth. It brings to light new knowledge or corrects previous errors and misconceptions and adds in an orderly way to the existing body of knowledge. The knowledge obtained by research is scientific and objective and is a matter of rational understanding, common verification and experience.

Objectives of Study

- To compare which form of internal communication technology used in selected service sector organisation in India.
- To study the impact of factors of effective communication on satisfaction of subordinate in selected sector organisation in India.

Sample Size

Questionnaire survey was distributed to 500 employees and customers at different level from each service sector organisation, 250 in A and 250 in B. Organisation A is banking institution while organisation B is insurance company. Among the 250 questionnaire 150 is given to employees and 100 to customers in both the organisation. Completed questionnaire were collected 125 from employees and 85 from customers from organisation A while 128 from employees and 82 from customers were collected from organisation B, totalling the number of respondent to 420.

Universe of Study:

The universe of study of this research work was all the Nationalised bank and insurance company in selected cities.

Hypothesis

H1: Employees and customers are more benefitted by modern methods of communication than Traditional one in selected service sector of selected cities of India.

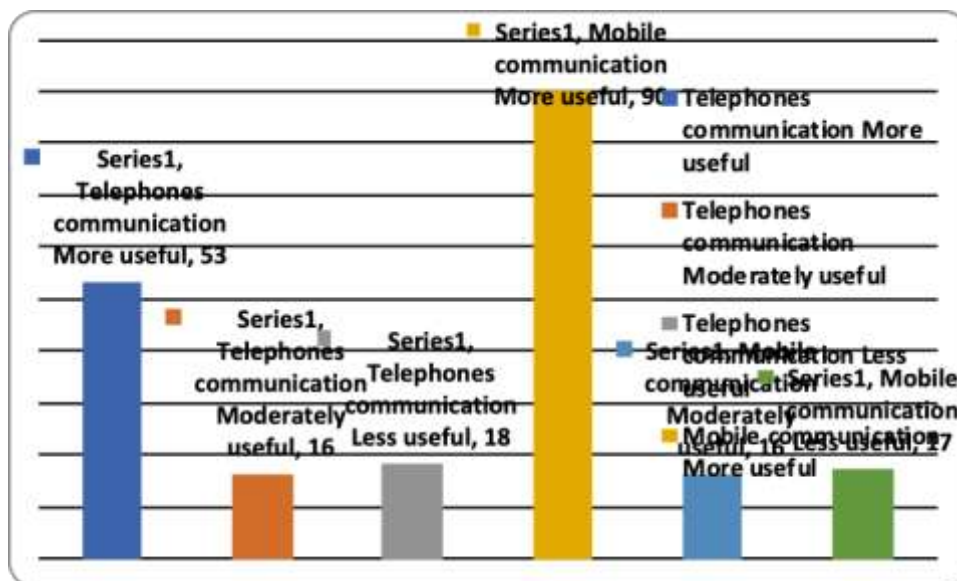
LIMITATIONS:

1. The study is limited to comparisons among only two organisations belonging to the services sector industry.
2. All the communication methods are not considered for comparison.
3. Because of limited sampling it is difficult to generalize the result of the study.

Data Analysis

Table 1: Responses of candidates related with Telephones communication & Mobile communication of Banking sector in selected cities.

Name of cities	Number of candidates	Telephones communication			Mobile communication		
		More useful	Moderately useful	Less useful	More useful	Moderately useful	Less useful
Gurgaon	50	02	01	03	34	04	06
Faridabad	22	01	01	04	12	03	01
Ghaziabad	36	03	02	02	21	05	03
Agra	42	02	01	01	31	04	03
Panipat	40	03	04	01	20	07	05
Sonipat	20	04	0	01	09	04	01
TOTAL	210	15	09	12	127	27	19
Percentage		7.14%	4.29%	5.71%	60.48%	12.86%	9.05%



Interpretation

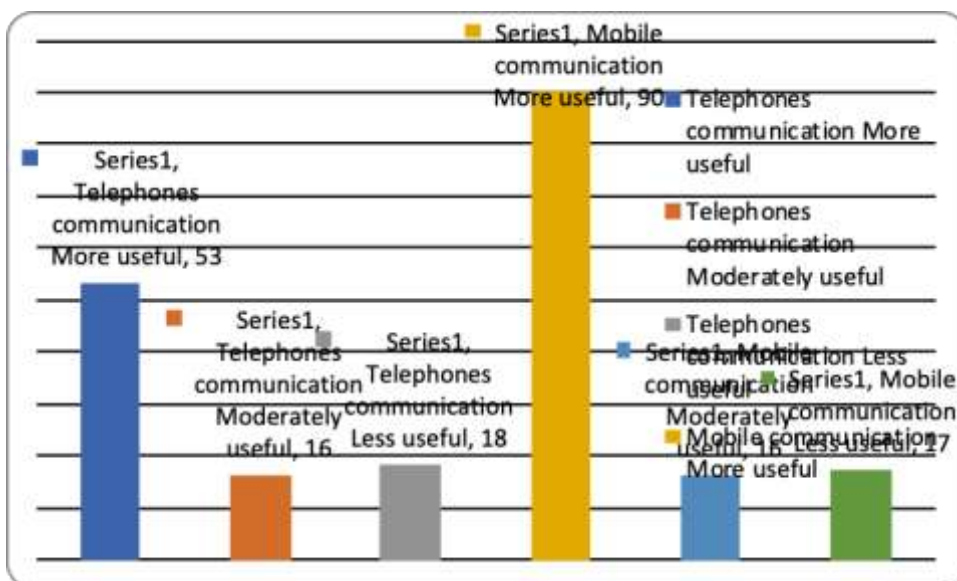
The above table explains the responses related with Telephone and Mobile communication by candidates of Banking sector in selected cities. Total number of candidates are 210 out of which 15 i.e 7.14% are those who said that Telephones are more useful in Banks , while 09 i.e 4.29% are those who said that Telephones are moderately useful in Banking sector & 12 i.e 5.71% are those who said that Telephones are less useful in

Banking sector. On the other hand 127 i.e 60.48% are those who said that Mobile communication are more useful in Banking sector & 27 i.e 12.86% are those who said that Mobiles are moderately useful in Banking sector & 19 i.e 9.05% are those who said that Mobiles are less useful in Banking sector.

So the responses of candidates from Mobile communication is more i.e 60.48% who said that it is cost effective & time savers than Telephone communication i.e 7.14% of Banking sector in selected cities.

Table 2: Responses of candidates related with Telephones communication & Mobile communication of Insurance sector in selected cities.

Name of cities	Number of candidates	Telephones communication			Mobile communication		
		More useful	Moderately useful	Less useful	More useful	Moderately useful	Less useful
Gurgaon	48	08	03	02	28	04	03
Faridabad	24	04	02	02	11	03	02
Ghaziabad	34	09	04	03	13	03	02
Agra	44	07	04	03	22	04	04
Panipat	38	07	04	03	19	03	02
Sonipat	22	07	02	02	08	01	02
TOTAL	210	42	19	15	101	18	15
Percentage		20%	9.05%	7.14%	48.10%	8.57%	7.14%



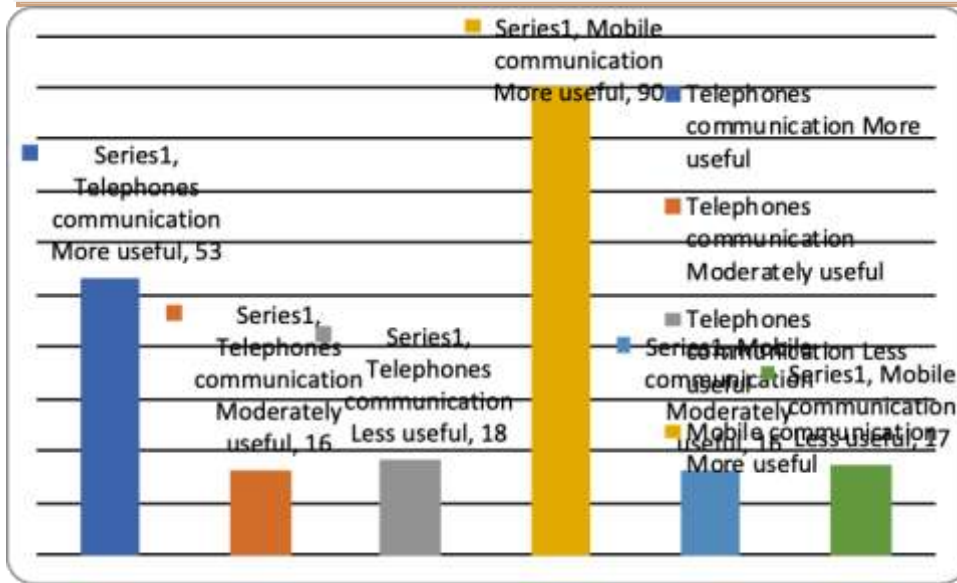
Interpretation

The above table explains the responses related with Telephone and Mobile communication by candidates of Insurance sector in selected cities. Total number of candidates are 210 out of which 42 i.e 20% are those who said that Telephones are more useful in insurance , while 19 i.e 9.05% are those who said that Telephones are moderately useful in insurance sector & 15 i.e 7.14% are those who said that Telephones are less useful in insurance sector. On the other hand 101 i.e 48.10% are those who said that Mobile communication are more useful in insurance sector & 18 i.e 8.57% are those who said that Mobiles are moderately useful in insurance sector & 15 i.e 7.14% are those who said that Mobiles are less useful in insurance sector.

So the responses of candidates for Mobile communication is more i.e 48.10% who said that it is cost effective & time savers than Telephone communication i.e 20% of Insurance sector in selected cities.

Table 3: - Responses of candidates related with Traditional Banking & Online Banking communication of Banking sector in selected cities

Name of cities	Number of candidates	Traditional Banking			Online Banking		
		More useful	Moderately useful	Less useful	More useful	Moderately useful	Less useful
Gurgaon	50	04	02	02	35	04	03
Faridabad	22	02	02	02	12	02	02
Ghaziabad	36	03	03	03	20	04	03
Agra	42	03	02	02	29	04	02
Panipat	40	04	02	02	26	04	02
Sonipat	20	02	02	02	10	02	02
TOTAL	210	18	13	13	132	20	14
Percentage		8.57%	6.19%	6.19%	62.86%	9.52%	6.67%



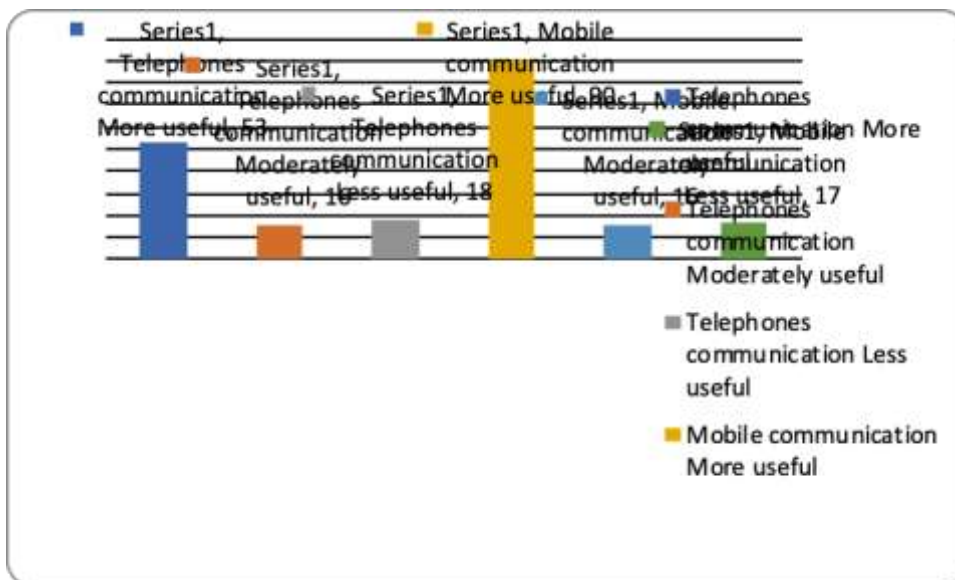
Interpretation

The above table explains the responses related with Traditional Banking and online Banking communication by candidates of Banking sector in selected cities. Total number of candidates are 210 out of which 18 i.e 8.57% are those who said that Traditional banking are more useful in Banks , while 13 i.e 6.19% are those who said that Traditional banking are moderately useful in Banking sector & 13 i.e 6.19% are those who said Traditional banking are less useful in Banking sector. On the other hand 132 i.e 62.86% are those who said that Online banking communication are more useful in Banking sector & 20 i.e 9.52% are those who said that Online banking are moderately useful in Banking sector & 14 i.e 6.67% are those who said that Online banking are less useful in Banking sector.

So the responses of candidates from Online banking communication is more i.e 62.86% who said that it is cost effective & time savers than Traditional banking communication i.e 8.57% of Banking sector in selected cities.

Table 4: Responses of candidates related with Traditional Insurance & Online Insurance communication of Insurance sector in selected cities.

Name of cities	Number of candidates	Traditional Insurance			Online Insurance		
		More useful	Moderately useful	Less useful	More useful	Moderately useful	Less useful
Gurgaon	48	10	02	03	26	03	04
Faridabad	24	06	02	02	09	02	03
Ghaziabad	34	11	03	04	11	03	02
Agra	44	09	03	04	20	04	04
Panipat	38	09	04	03	17	02	03
Sonipat	22	08	02	02	07	02	01
TOTAL	210	53	16	18	90	16	17
Percentage		25.24%	7.62%	8.57	42.86%	7.62%	8.10%





Interpretation

The above table explains the responses related with Traditional insurance and online insurance communication by candidates of insurance sector in selected cities. Total number of candidates are 210 out of which 53 i.e 25.24% are those who said that Traditional insurance are more useful in insurance , while 16 i.e 7.62% are those who said that Traditional insurance are moderately useful in insurance sector & 18 i.e 8.57% are those who said Traditional insurance are less useful in insurance sector. On the other hand 90 i.e 42.86% are those who said that Online insurance communication are more useful in insurance sector & 16 i.e 7.62% are those who said that Online insurance are moderately useful in insurance sector & 17 i.e 8.10% are those who said that Online insurance are less useful in insurance sector.

So the responses of candidates from Online Insurance communication is more i.e 42.86% who said that it is cost effective & time savers than Traditional Insurance communication i.e 25.24% of Insurance sector in selected cities.

Suggestion

1. The result shows that Banking sector (62.86%) of all selected cities are mostly benefitted by modern methods of communication as compare to Insurance (42.86%), so efforts should be made to make the modern communication most effective in Insurance sector in all selected cities.
2. Provisions should be made to make the employees to learn the new communication methods so that they implement in better way.
3. Provisions should be made to educate the customers about modern methods of communication useful in Insurance.
4. More efforts should be made to make Insurance sector to adopt new communication methods to speed up their work.
5. We also find that in city like sonipat mostly traditional methods of communication are in use, so efforts should be made to employ new communication methods.
6. Educational programmes should be arranged to educate the importance of new communication methods in Insurance sector.
7. The process of development of country will increase if modern methods of communication are mostly employed in both the sectors.
8. In order to take advantage of cost of operation, Insurance sector should employed modern methods of communication in there working.
9. City wise analysis shows that the responses of employees in Ghaziabad is more for Telephone communication , so efforts should be made to find the reasons for ignorance of Mobile communication among them.



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