



The customer's awareness towards Tally ERP.9 in Kadapa district of Andhra Pradesh state

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Abstract

Accounts are maintained by every organization for every year not only for the legal compliances but also to know the results of its operations made during the year. The stakeholders of financial statements include proprietors, banks, creditors, suppliers, investors, etc. Maintenance of books of accounts manually is a traditional method while maintaining the books of accounts electronically is a modern method. In the traditional method, properly trained accountants with sound knowledge of principles of book keeping alone are able to record original entry in the books of accounts. However, the modern method of accounting facilitates the organizations to keep the books electronically with the help of accounting software.

Keywords: awareness, customers, software, tally

Introduction

Every organization needs to maintain its books of accounts for every accounting year with a view to understand the net result of its activities made during the year. Traditionally the book keeping has been made manually by a trained accountant with sound knowledge of book keeping and accountancy. In the era of electronic revolution, maintenance of accounts is made possible electronically by using accounting software. Tally. ERP 9 is the most widely used accounting software. It is simple and easy to understand for the users even those who have no thorough knowledge of accounting are able to keep the books of accounts with this software. It is a complete solution of all the accounting requirements of an organization. The software is updated often and new versions are released with additional features to meet their requirements of the customers. In this paper, an attempt has been made to examine the level of awareness of customers towards the features of Tally. ERP 9.

Tally is accounting software used to maintain the books of accounts, vouchers, invoices, receipts, final accounts and reports in electronic form. Tally. ERP 9 contains all the features required for high performance business management. It is considered as simple software which makes accounting easier. A user having no knowledge of accounting can also maintain the books of accounts easily using Tally. ERP 9. Invoice format can be customized according to the need of the users. It is easy to make invoices, generate reports and to prepare tax compliance reports. It is to be noted that no separate internet connection is required as the software is installed in the personal computer. It is easy to maintain multiple ware houses and track the actual stock/inventory in real time.

Among the other accounting software packages, Tally. ERP 9 has been the popular and most widely used accounting software. It is simple and easy to understand the feeding of

input data. The user needs to give the input data only. The accounting entries are made, invoices and vouchers are prepared and reports are generated automatically by the software. It is faster yet accurate in keeping the books of accounts.

Review of literature

Scovia Murungi and Callist Kayigamba (2015) ^[1], in their study entitled, 'The Impact of Computerized Accounting System on Financial Reporting in the Ministry of Local Government of Rwanda' evaluated the nature of computerized accounting system used by the Ministry, how computerization of accounting has affected the generation of financial reports, and the extent to which computerized accounting contributes to financial reporting in the MINALOC. The researchers have found that the respondents maintained that the system provides financial statements on time. The study recommended that finance and accounting staff should have constant and continuous training by the authorized dealers of the packages so that they remain well equipped with the knowledge and experience of the package.

The Problem

Customers have access to a wide range of accounting software packages in the market. In order to face the competition of other accounting software manufacturers, accounting software is available with a bundle of features. These packages are updated every now and then according to the dynamic needs organizations, the expectations and limitations of customers have been realized and the software developers incorporate the features for the benefits of the customers. When a new version of accounting software is released, it is obvious that additional features are provided. Tally. ERP 9 is one of such packages to fulfill the needs of the customers. However, it is a question whether the customers are aware of the features

available in the accounting software. In this context, the researchers have probed the following questions in this study:

1. What are the socio-economic characteristics of different types of customers, and
2. What is the level of awareness of customers towards Tally. ERP 9.

Objectives of the study

In this study, the researchers have made an attempt to reveal the awareness level of the customers about the features of Tally. ERP 9. In this regard, the following objectives have been framed.

1. To understand the socio-economic characteristics of the customers of Tally. ERP 9
2. To assess the level of awareness of customers towards the features of Tally. ERP 9 and
3. To offer suggestions for enhancing the level of awareness of customers about Tally. ERP 9.

Hypotheses

The under-mentioned hypotheses have been formulated with a view to fulfill the objectives of the study:

Null Hypothesis (H₀) There is no significant relationship between socio-economic variables and level of awareness of towards the features of Tally. ERP 9.

Alternative Hypothesis (H₁) There is a significant relationship between socio-economic variables and level of awareness of towards the features of Tally. ERP 9.

Research Methodology

The present study has adopted Descriptive research method. The data required for the study have been mainly collected from the primary sources. In this regard, a structured questionnaire has been prepared and administered among the sample respondents. The duly filled-in questionnaire have been collected back and the data provided by the sample respondents have been put through analysis with the help of statistical tools to observe the findings.

Sample Size

The size of sample pertaining to the present study has been restricted to 100 each of single user and multi user customers. Thus the total size of the sample of the present study is 200.

Sampling Method

The sample respondents have been selected among the customers of Tally. ERP 9 using Systematic Sampling Method. The list of customers has been obtained from the Dealers of Tally. ERP 9 and among the customers, the sample respondents have been chosen by adopting the systematic sampling method.

Tools of Analysis

The researchers have employed the following statistical tools for the analysis of data obtained from the sample respondents.

- Percentage Analysis and
- Chi Square Test

Limitations of the study

The present study is subject to the following limitations

1. The sample size has been confined to 200 respondents only.
2. The study has been conducted among the customers of Tally. ERP 9 in Salem District only.

Results and Discussion

The analysis made in this study has been divided into two parts – analysis of socio-economic characteristics of the sample respondents and analysis of level of awareness of customers towards the features of Tally. ERP 9.

Table 1: Socio Economic Variables

Socio Economic Variables	Groups	No. of respondents	Percentage
Gender	Male	132	66.0
	Female	68	34.0
	Total	200	100.0
Age	Up to 20 years	24	12.0
	20 to 30 years	139	69.5
	30 to 40 years	22	11.0
	Above 40 years	15	7.5
	Total	200	100.0
Educational Level	School Level	27	13.5
	UG Level	124	62.0
	PG Level	49	24.5
	Total	200	100.0
Purpose of Using	Academic	31	15.5
	Commercial	169	84.5
	Total	200	100.0
Type of User	Single	100	50.0
	Multi	100	50.0
	Total	200	100.0

Table 1 depicts that out of total respondents, 66.0 per cent of them were male respondents and 34.00 per cent of them were female respondents while 12.0 per cent of the sample respondents belonged to the age group of up to 20 years and 69.5 per cent of the respondents were pertaining to the age group of 20 to 30 years. It is also observed that the age group of 30 to 40 years consisted of 11.0 per cent of the total respondents whereas the age group of above 40 years had 7.5 per cent of the sample respondents.

Among the 200 sample respondents, those who have completed their school level education were found to be 13.5 per cent whereas

62.0 per cent of them have completed UG level education and 24.5 per cent of the respondents have completed PG level education. It could be understood that the Tally. ERP 9 has been used by 15.5 per cent of the respondents for academic purposes while 84.5 per cent of them have been using the Tally. ERP 9 for commercial purposes.

It is well known that the sample respondents consisted of equal proportion (50 per cent each) of single user and multi user customers.

For the purpose of the present study, the socio economic variables like age, gender, educational qualification, purpose

of using and type of user have been considered as the independent variables. The level of awareness on the following features has been treated as the dependent variable.

1. Barcode Integration(F1)
2. Email Integration(F2)
3. HR & Payroll (F3)
4. Investment(F4)
5. Job Costing(F5)
6. Mobile Support (F6)
7. Online Document Storage(F7)
8. PO SInvoicing (F8)
9. Production Management (F9)
10. Quotation& Estimates(F10)
11. Warehouse Management (F11)
12. Multi Location(F12)

Table 2: Socio economic variables and level of awareness

Features	Gender		Age		Educational Level		Purpose of using		Type of user	
	Chi square value	value	Chi square value	p value	Chi square value	value	Chi square value	p value	Chi square value	value
F1	18.411	0.001**	12.778	0.385NS	19.907	0.011*	1.737	0.784NS	12.931	0.012*
F2	22.285	0.000**	22.560	0.032*	4.285	0.831NS	13.167	0.010*	22.119	0.000**
F3	9.211	0.056NS	23.796	0.022*	13.625	0.092NS	4.122	0.390NS	9.635	0.047*
F4	17.957	0.001**	19.523	0.077NS	7.898	0.443NS	2.792	0.593NS	4.027	0.402 NS
F5	19.726	0.001**	19.042	0.088NS	14.934	0.060NS	4.010	0.405NS	8.286	0.082NS
F6	8.157	0.086NS	18.777	0.094NS	4.958	0.762NS	7.406	0.116NS	8.805	0.066NS
F7	11.104	0.025*	26.603	0.009**	30.678	0.000**	1.512	0.824NS	7.032	0.134NS
F8	4.001	0.406NS	22.588	0.031*	17.205	0.028*	3.749	0.441NS	14.595	0.006**
F9	6.136	0.189NS	24.378	0.018*	16.338	0.038*	6.273	0.180NS	5.297	0.258NS
F10	21.890	0.000**	27.858	0.006**	27.161	0.001**	4.248	0.373NS	23.868	0.000**
F11	11.700	0.020*	20.879	0.052NS	12.359	0.136NS	3.472	0.482NS	18.732	0.001**
F12	6.004	0.199NS	5.388	0.944NS	9.589	0.295NS	8.851	0.065NS	3.781	0.436NS

** Significant @ 1%, * Significant @ 5%, NS – Not Significant

From the Table 2 it could be understood that the level of awareness towards Barcode Integration (F1) has been significantly different among customers with reference to gender, educational level and type of user. However, the level of awareness on Email Integration (F2) has been significantly varying among the customers with reference of gender, age, educational level, purpose of using and type of user. On the other hand, the awareness of customers in respect of HR & Payroll (F3) varied significantly according to their age and type of user. There has been a significant difference among the customers with regards to their gender towards the awareness on Investment (F4).

It is to be noted that the level of awareness of customers towards Job Costing (F5) feature varied significantly in accordance with their gender. There exists no significant difference in the level of awareness about Mobile Support (F6) with reference to any socio economic variables – gender, age, educational level, purpose of using and type of user. The difference among the customers regarding the level of awareness on Online Document Storage (F7) is found to be significant according to their gender, age and educational level. The level of awareness towards Point of Sales (POS) Invoicing (F8) is significantly different among the customers with reference to their age, educational level and type of user. The age and educational level of the customers have caused significant difference among them with reference to their level of awareness on Production Management (F9). It could be understood that there exists a significant difference among the customers regarding the level of awareness towards Quotation & Estimates (F10) in accordance with their gender, age, educational level and type of user. The level of awareness of customers on Warehouse Management (F11) is found to be significantly different among them in respect of gender and

type of user. However, the level of awareness did not vary significantly according to any of the socio economic variables – gender, age, educational level, purpose of using and type of user.

Suggestions

1. It is suggested that the company shall arrange for online teaching to the customers for knowing the features existing in the software.
2. Awareness campaign shall be conducted for the customers through video conferencing in order to enhance the awareness of the customers.
3. It is further recommended that awareness quiz shall be organized for the customers through mobile phones – One day one question One answer One winner programme shall be conducted to motivate the customers to learn about the features of Tally. ERP 9.
4. Customization of software to cater to the needs of customers would enhance the awareness of the customers.

Conclusion

The Tally. ERP 9 has been the most popular accounting software in the country. Despite the competition from other accounting software packages, Tally. ERP 9 has occupied the predominant position in the market through its services and features. The customers are aware of the basic features. However, there has been a lack of awareness among the customers towards the advanced features of Tally. ERP 9.

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