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SARDAR PATEL UNIVERSITY

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Foreword

The Post Graduate Department of Business Management (MBA Programme) is a constituent department of Sardar Patel University (NAAC Accredited Grade A with 3.25 CGPA) is offering management programme since 1989. It is one of the leading management institutes in Gujarat state.

The University Grants Commission, New Delhi, in recognition of the quality of research in the department had elevated its status for award of special assistance under DRS – II for “Consumer Research in Rural Areas”, which was completed successfully in March 2016. The department has also received SAP DRS III (2016 to 2021) for undertaking research on “Transformation of Rural Economy” for five years. The department has completed a project on “Knowledge, Attitude and Perception of Voters in Gujarat commissioned by Election Commission of India, besides completing many such research studies. All through its journey of providing management education, it has exemplary record in terms of quality education, research and placements.

The department has been contributing to research activities continuously. All the faculty members are actively involved in research publications. It also organises national level seminar every year on varied topics relevant to current scenario to promote research in Management. All the ten faculty members are recognized Ph.D. Guides. More than 100 students have successfully completed their Ph.D. degree from department and sixty are pursuing their doctoral research work

This research journal provides a platform for regular interaction and exchange of views, opinions and research findings among peer groups. I am confident that this issue of “Synergy”, Journal of Management, Sardar Patel University, provides for a great deal of information sharing among teachers and research scholars belonging to the discipline.

I congratulate the editors for bringing out yet another volume of Synergy and appreciate the painstaking task undertaken by them.

Sardar Patel University
Vallabh Vidyanagar

Dr. Shirish kulkarni
Vice-Chancellor

Editorial

Globally, doing business is becoming more dynamic and complex. Factors such as globalization, liberalization, and innovation are adding to the complexity. The number of variables affecting businesses today has not only increased but their influence also keeps on changing with time. These factors have created a need to have better managers and necessitates that they improving decision making.

The present issue of 'Synergy' Volume 21, No. 1 consists of research papers on varied topics related to management. It is our constant endeavor to give opportunities to researchers to publish in different areas of management. This volume covers research papers on issues across various functional areas of Management.

In all nine blind peer-reviewed papers have been included focusing on topics such as Non Performing Assets, Brand awareness, Higher Education in Rural Area, Online Shopping, Workforce diversity issues, Direct taxation policy, and Sustainable development. This includes reward winning papers under faculty and student category of Sardar Patel University.

On behalf of our editorial team, we sincerely thank all the contributors and reviewers and look forward to their continued support in the sharing of facts, opinions, and views in the form of research papers in forthcoming issues as well.

We humbly invite your views and suggestions to strengthen our efforts in making further improvements in the publication of "Synergy".

(Dr. Yogesh C. Joshi)
Director

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NPA and Indian Banking Sector: Assessing the Impact on the Profitability of Public Sector Banks in India

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Abstract

Purpose: This study is an effort to understand the effect of NPA on the profitability of public sector banks operating in India. The main objective was to measure the extent of the impact put by NPA on the profitability of public sector banks.

Methodology: This study was purely based on secondary data for the last ten financial year from 2007-08 to 2016-17. To study the profitability, three variables have been identified Return on Assets, (ROA) Return on Equity (ROE) and Net Interest Margin (NIM) while the NPA was studied based on the ratio of Gross NPA to Gross advances and ratio of Net NPA to Net advances. The regression analysis has been used for data analysis to achieve the stated objective.

Findings: There was a significant relationship between NPA ratios and measures of profitability. Gross NPA Ratio as well as Net NPA Ratio puts a significant impact on ROA and ROE and not on NIM.

Research Implications: At present, the Indian Banking system facing the problem of the high level of Non-Performing Assets (NPA) and a recent report revealed by CARE rating puts the Indian economy on the top five countries with the highest amount of bad loan in the world with NPA ratio of 9.9. Indian economy is twirling under a huge NPA burden of Rs. 8.29 lakh crore as of June 2017. (ACEKP, 2017) Due to this, the profitability of public sector banks is getting affected which further affects the business in India.

Originality and Value: The findings of this paper identified that the NPA of public sector banks causes a significant impact on the profitability of public sector banks in India. This will help the decision-makers in the banking sector too.

Understand its implication on the banking business will surely help to make a better strategy to reduce the menace of NPA in the upcoming time.

Key Words: Non-Performing Assets (NPA), Return on Assets (ROA), Return on Equity (ROE), Net Interest Margin (NIM).

Paper Type: Research Paper

1. INTRODUCTION

Reserve Bank of India (RBI) moved towards the best international practices and to ensure greater transparency, the nonperforming assets defined as any loan or advance remain overdue for more than

90 days except for agricultural/farm loans. Hence from March 31st, 2004 following situation shall be called Non-Performing Assets (NPA) for a loan or advances given by banks. (RBI, 2014)

Table: 1 Types of Loans and NPA description by RBI with effect from 31st March 2004

Types of Loans	Situation	Outstanding Period
Term Loan	interest and/ or installment of principal remain overdue	More than 90 Days
Cash Credit/Overdraft (CC/OD)	the account remains 'out of order'	More than 90 Days
Bills purchased and Discounted	the bill remains overdue	More than 90 Days
Loan for agricultural purposes	interest and/or installment of principal remains overdue	two harvest seasons but for a period not exceeding two half years
Other accounts	any amount to be received remains overdue	More than 90 Days

Source: www.rbi.org.in

According to the report of RBI, the amount of gross NPA reached at Rs. 7918 billion at the end of the financial year 2016 -2017 as compared with the previous year of Rs. 6120 billion for all scheduled commercial banks operating in India. Similarly, the rise has also been observed in the net NPA amount stands at Rs. 4331 billion compared with Rs. 3498 billion in the previous financial year. **(RBI Report, 2016 -2017)** Therefore, there is no doubt that the NPA has been significantly rising in India for the last few years. The increased amount of gross NPA

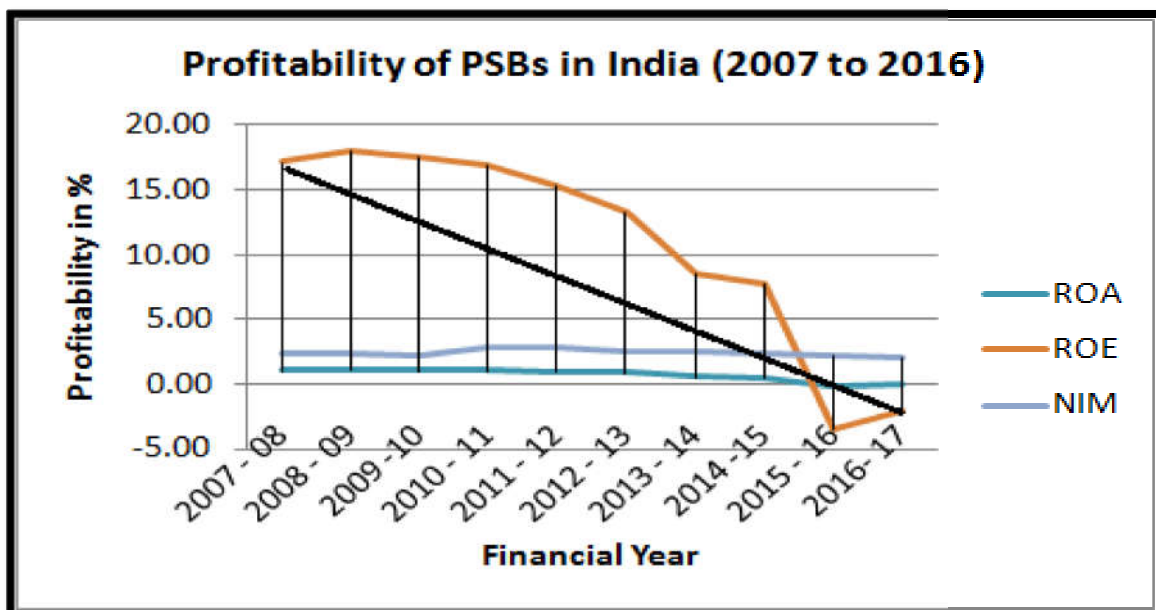
and net NPA in India are indicators of deterioration in assets quality of the Indian banking sector.

1.1 Non-Performing Asset and Profitability of Banks:

NPAs put an adverse impact on the profitability of the banks because it stops to receive income on one hand and has to give higher provisioning compared to standard assets on the other hand. NPA affects the many operational aspects of a bank and creates an impact on the many parts of banking operations.

1.2 Non-Performing Asset reduced the Profitability of PSBs in India (2007 to 2016):

Figure 1: Profitability of PSBs in India (2007 to 2016)



Source: <https://dbie.rbi.org.in/DBIE/dbie.rbi?site=publications#!2>

This data reveals that Non Performing Assets hurts very badly to the profitability of Public Sector Banks of India for the last ten year. At one point in time, the Return of Assets of this Banks were 17% which today turned out into the negatives. Apart from this, the other measures of profitability Return on Equity as well as Net Interest Margin have also reduced in the last few years due to the high menace of NPA. Hence, the above data revealed that there is an indirect relationship between NPA and Profitability.

2. REVIEW OF LITERATURE

Reddy (2002) commented on handling the issue of NPA from the experience of other Asian countries. It found that a strong legal and legislative framework is a prerequisite for solving this issue. Foreign experiences must be used with the domestic situation and flexible solutions that fit all stakeholders should develop.

Sathye (2005) studied Indian banks concerning inspect the effect of bank privatization on its performance and efficiency. The study was restricted to the year 1998 to 2002. The performance of public sector banks was not good compared to partially privatized banks. He also concluded that partially privatized banks have continued to show improved performance and efficiency in the years after privatization.

Michael (2006) commented that NPA in the loan portfolio affects operational efficiency which in turn influences profitability, liquidity, and solvency position of co-operative banks. He wrote that a high level of NPA affects the capital of the banks which further could cause crisis and due to that profitability and liquidity also reduced.

Chaudhary and Sharma (2011) attempted to analyze the efficiency of managing NPA by the public sector as well as private sector banks of India. They found that Effective and regular follow-up, an efficient management information system, a healthy Banker-Borrower relationship, a clear financial acquisition policy for ARCs and a better IT platform should be developed for reducing the NPA. Public sector banks must pay attention to their functioning to give tough competition to private banks.

Thiagarajan. al (2011) have studied to predict the determinants of the credit risk in the Indian commercial banking sector by using an econometric model. The study reveals that both macroeconomic and bank-specific factors play a crucial role in determining the credit risk of the commercial banking sector. They concluded that the public and private sector banks have been managing the credit risk effectively during the past decade.

Balasubramaniam (2012) was observed that the level of NPAs is high with all banks currently and the banks would be expected to bring down their NPA. He also concluded that Competition in banking also gone up and private sector banks especially HDFC and ICICI performs better than others. It was difficult for the PSU banks to follow the Basel III guidelines although being dominant banks in India.

Singh (2013) measured the performance of Indian commercial banks through the NPA. She found that the serious problem of high NPA shows a high probability of a large number of credit defaults which affects the profitability as well as the liquidity of banks. Public sector banks have a high level of NPAs compare to others and it is not possible to have nil NPA but at least banks must be cared enough for the creditworthiness of customers before granting loans.

Velmurugan (2013) studied the NPA in the public sector bank of India in Tamilnadu state. He concluded that the profits of banks have been highly affected because of nonperforming assets especially public sector banks which accounted almost for one-half NPA in India. The borrower has to take responsibility and needs to become ahead in this bad situation without it India can't become an advanced country.

Das and Dutta (2014) have focused on the reasons behind NPA and its impact on banking operations. They found that there is no significant difference between the means of NPA of the banks. Banks irrespective of their operations have similar NPAs in recent years was the main conclusion of them. The period of the study was 2008 to 2013.

Narula and Singla (2014) assessed the NPA of Punjab National Bank and measure its impact on

the profitability for the period of 2006 – 2007 to 2011 – 2012. It was found that the decline of NPA is essential to improve the profitability of the bank. They concluded that there is a positive relation between Net Profits and NPA of PNB. It simply means that as profits increase NPA also increases.

Kiran and Jones (2016) said Non-Performing Assets reflect the efficiency of the performance of the banks. The selective study has been done on the public sector bank of India to evaluate the effect of NPA on the profitability of banks. Their result found that 5 nationalized banks selected revealed the indirect relationship between gross NPA and net profits whereas the same is not true in the case of State Bank of India only.

Sharma and Rathore (2016) measured the impact of NPA on the profitability of the Indian scheduled commercial banks for the period of 2004 – 2005 to 2014 – 2015 with the help of regression analysis. It was found that currently, NPA shows upward trend and profitability measures have shown a declining trend. The study also revealed that NPA hurts the profitability of the banks.

3. OBJECTIVES OF THE STUDY

1. To examine the trend of Non-Performing Assets (NPA) in Public Sector Banks of India.
2. Assessing the impact of Non-Performing Assets (NPA) on the various parameters of profitability for Public Sector Banks of India.

4. RESEARCH METHODOLOGY

5. DATA ANALYSIS

5.1 Trend Analysis of NPA for Public Sector Banks in India (2007 to 2016)

Table: 2 Trend Analysis of NPA in India for the last ten financial years

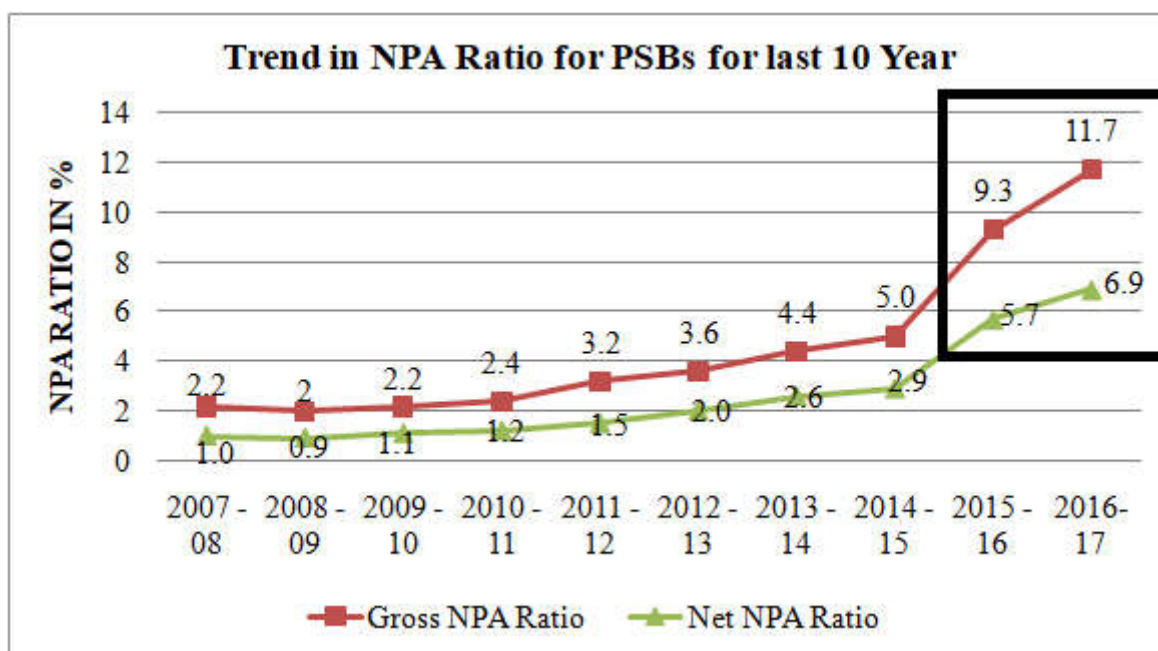
Particulars/Year	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
GNPAR*	2.2	2	2.2	2.4	3.2	3.6	4.4	5.0	9.3	11.7
NNPAR**	1.0	0.9	1.1	1.2	1.5	2.0	2.6	2.9	5.7	6.9

*Gross NPA RATIO in % =Gross NPAs as a percent of Gross Advances

**Net NPA RATIO in % = Net NPAs as a percent of Net Advances

The current study was based on the secondary data collected from the various publications of Reserve Bank of India. (RBI) includes an annual report, report on trend and progress of banking in India as well as Handbook of Statistics on the Indian Economy for the relevant study period. The study period was the last ten financial years starting from 2007 – 2008 to 2016 – 2017. Causal research, also known as explanatory research is conducted to identify the extent and nature of cause-and-effect relationships between NPA and Profitability of PSBs. In this study, researchers have used causal research design to assess the impact of NPA on the profitability of public sector banks (PSBs) in India. PSBs of India have been selected for the study because banks in this sector contribute primarily to the NPA in India. As per the study of CARE ratings, 18 PSBs were among the top 20 banks with the highest gross NPA ratios in the first quarter of the financial year 2017. The regression analysis has been performed to assess the impact of NPA on the profitability of PSBs. The dependent variable of the study was the profitability of PSBs and independent variables were NPA of PSBs. The measures of NPA were Gross NPA Ratio and Net NPA Ratio while Profitability has been measured on Return on Assets (ROA), Return on Equity (ROE) and Net Interest Margin. The data collected have been analyzed with the use of software called statistical package for the social sciences. (SPSS 21) The relevant hypothesis was formulated and tested during the study. In analyzing the data, the first correlation between identified variables was found and then to quantify relationship single regression analysis has been performed.

Chart: 1 Trend Analysis of NPA in India for the last ten financial years



Source: (RBI, Handbook of Statistics on the Indian Economy, 2017)

The above data reveals that during these ten years, the quality of the assets of assets for public sector banks was significantly worsened. Gross NPA ratio as well as the Net NPA ratio both continuously increases from 2007 – 08 to 2016 – 17. The regular rise in this would adversely affect the earnings of public sector banks as well as reduces the economic upbringing of a nation. There were sharp increases observed during the last two financial years in the case of both ratios. Two years ago, these ratios were almost less than half of its current value. It means that public sector banks couldn't able to get back much of its

lending amount in the past two years compares to the earlier period. Banks have to take serious actions to tackle this situation properly.

5.2 Correlation analysis between independent and dependent variables.

Hypothesis:

H₀: There is no significant relationship between NPA ratios and measures of profitability of PSBs in India. H₁: There is a significant relationship between NPA ratios and measures of profitability of PSBs in India.

Table: 3 Correlation Analysis

		Return on Assets	Return on Equity	Net Interest Margin
Gross NPA Ratio	Pearson Correlation	-.962**	-.963**	-.589
	Sig. (2-tailed)	.000	.000	.073
	N	10	10	10
Net NPA Ratio	Pearson Correlation	-.974**	-.974**	-.597
	Sig. (2-tailed)	.000	.000	.068
	N	10	10	10

*. Correlation is significant at the 0.05 level (2-tailed).
 **. Correlation is significant at the 0.01 level (2-tailed).

A Pearson product-moment correlation was run to determine the relationship between the NPA ratios and various measures of profitability for PSBs of India. (2007–08 to 2016–17).

Gross NPA Ratio & Profitability Measures

- A strong negative correlation between Gross NPA ratio and Return on Assets which was statistically significant. (**r = -.962, n =10, p = .000**)
- A strong negative correlation between Gross NPA ratio and Return on Equity which was statistically significant. (**r = -.963, n =10, p = .000**)
- Moderate Negative correlation between gross NPA ratio and Net Interest Margin which was statistically significant. (**r = -.589, n =10, p = .073**)

Net NPA Ratio & Profitability Measures

- The strong negative correlation between the Net NPA ratio and Return on Assets which was statistically significant. (**r = -.974, n =10, p = .000**)

- The strong negative correlation between the Net NPA ratio and Return on Equity which was statistically significant. (**r = -.974, n =10, p = .000**)
- Moderate Negative correlation between Net NPA ratio and Net Interest Margin which was statistically significant. (**r = -.597, n =10, p = .068**)

Hence, Data reveals that the null hypothesis was rejected. It means that there was a significant relationship between NPA ratios and measures of profitability.

5.3 Regression analysis for PSBs of India (2007-08 to 2016-17)

Regression Equation: **Y = a + bX** (Where Y = DV, a constant, b Beta and X= IV)

1. GNPA Ratio & ROA

H₀: There is no significant impact of GNPA ratio on ROA of PSBs in India

H₁: There is a significant impact of GNPA ratio on

ROA of PSBs in India

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.962 ^a	.926	.917	.13175

a. Predictors: (Constant), Gross NPA Ratio

Table 5: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1.742	1	1.742	100.335	.000 ^b
1 Residual	.139	8	.017		
Total	1.880	9			

a. Dependent Variable: Return on Assets

b. Predictors: (Constant), Gross NPA Ratio

Table 6: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.241	.074		16.801	.000
	Gross NPA Ratio	-.133	.013	-.962	-10.017	.000

a. Dependent Variable: Return on Assets

The total variation in the dependent variable ROA is 92.6% which is very large. (R Square.926) The ANOVA table represents the statistical significance of the regression model that was run. In this case, the significance value p is 0.000 which is less than 0.05 that means it is a good fit for the data. The significant column of the coefficient table tells whether the ROA of PSBs

significantly depends on the Gross NPA ratio or not. Here, in this case, the significance value p is 0.000 which is less than 0.05. Hence data shows that the null hypothesis was rejected it means that there is a significant impact of gross NPA ratio on the return on assets of PSBs of India. So, **ROA = 1.241 - 0.133 * Gross NPA Ratio**

2. GNPA Ratio and ROE

H₀: There is no significant impact of GNPA ratio on ROE of PSBs in India

H₁: There is a significant impact of GNPA ratio on ROE of PSBs in India

Table 7: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.963 ^a	.927	.918	2.29951

a. Predictors: (Constant), Gross NPA Ratio

Table 8: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	540.294	1	540.294	102.179	.000 ^b
	Residual	42.302	8	5.288		
	Total	582.596	9			

a. Dependent Variable: Return on Equity

b. Predictors: (Constant), Gross NPA Ratio

Table 9: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	21.630	1.289		16.781	.000
	Gross NPA Ratio	-2.339	.231	-.963	-10.108	.000

a. Dependent Variable: Return on Equity

The total variation in the dependent variable ROE is 92.7% which is also very large. (R Square.927) In this case, the significance value p is 0.000 which is less than 0.05 that means it is a good fit for the data. The significant column of the coefficient table tells whether the ROE of PSBs significantly depends on the Gross NPA ratio or not. Here, in this case, the significance value p is 0.000 which is less than 0.05. Hence it reveals that the null hypothesis was rejected it means that

there is a significant impact of gross NPA ratio on the return on equity of PSBs of India. So, **ROE = 21.630 – 2.339 *Gross NPA Ratio.**

3. GNPA Ratio and NIM

H₀: There is no significant impact of GNPA ratio on NIM of PSBs in India

H₁: There is a significant impact of GNPA ratio on NIM of PSBs in India

Table 10: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.589 ^a	.347	.266	.18491

a. Predictors: (Constant), Gross NPA Ratio

Table 11: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.145	1	.145	4.255	.073 ^b
	Residual	.274	8	.034		
	Total	.419	9			

a. Dependent Variable: Net Interest Margin

b. Predictors: (Constant), Gross NPA Ratio

Table 12: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.601	.104		25.089	.000
	Gross NPA Ratio	-.038	.019	-.589	-2.063	.073

a. Dependent Variable: Net Interest Margin

The total difference in the dependent variable NIM is 34.7% which is also large. (R Square.347) In this case, the significance value p is 0.073 which is more than 0.05 that means it isn't a good fit for the data. The significant column of the coefficient table shows that whether the NIM of PSBs significantly depends on the Gross NPA ratio or not. Here, in this case, the significance value p is 0.073 which is more than 0.05. Hence

data shows that the null hypothesis was failed to reject it means that there is no significant impact of the gross NPA ratio on a net interest margin of PSBs of India. So, **NIM = 2.601 – 0.038 *Gross NPA Ratio**

4. NNPA Ratio and ROA

H₀: There is no significant impact of NNPA ratio on ROA of PSBs in India

H₁: There is a significant impact of the NNPA ratio on ROA of PSBs in India.

Table 13: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.974 ^a	.948	.942	.11016

a. Predictors: (Constant), Net NPA Ratio

Table 14: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.783	1	1.783	146.961	.000 ^b
	Residual	.097	8	.012		
	Total	1.880	9			

a. Dependent Variable: Return on Assets

b. Predictors: (Constant), Net NPA Ratio

Table 15: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.179	.057		20.637	.000
	Net NPA Ratio	-.213	.018	-.974	-12.123	.000

a. Dependent Variable: Return on Assets

The total variation in the dependent variable ROA is 94.8% which is very large. (R Square.948) In this case, the significance value p is 0.000 which is less than 0.05 that means it is a good fit for the data. The significant column of the coefficient table tells whether the ROA of PSBs significantly depends on the Net NPA ratio or not. Here, in this case, the significance value p is 0.000 which is less than 0.05. Hence it reveals that the null

hypothesis was rejected it means that there is a significant impact of the Net NPA ratio on the return on assets of PSBs of India. So, **ROA = 1.179 - 0.213 * Net NPA Ratio**

5. NNPA Ratio and ROE

H₀: There is no significant impact of NNPA ratio on ROE of PSBs in India

H₁: There is a significant impact of NNPA ratio on ROE of PSBs in India

Table 16: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.974 ^a	.949	.943	1.92113

a. Predictors: (Constant), Net NPA Ratio

Table 17: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	553.070	1	553.070	149.854	.000 ^b
	Residual	29.526	8	3.691		
	Total	582.596	9			

a. Dependent Variable: Return on Equity

b. Predictors: (Constant), Net NPA Ratio

Table 18: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.536	.996		20.615	.000
	Net NPA Ratio	-3.746	.306	-.974	-12.241	.000

a. Dependent Variable: Return on Equity

The total deviation in the dependent variable ROE is 94.9% which is very large. (R Square.949) In this case, the significance value p-value is 0.000 which is less than 0.05 that means it is a good fit for the data. The significant column of the coefficient table tells whether the ROE of PSBs significantly depends on the Net NPA ratio or not. Here, in this case, the significance value p is 0.000 which is less than 0.05. Hence data shows that the null hypothesis

was rejected it means that there is a significant impact of the Net NPA ratio on return on equity of PSBs of India. So, **ROE = 20.536 – 3.746 * Net NPA Ratio**

6. NNPA Ratio and NIM

H₀: There is no significant impact of NNPA ratio on NIM of PSBs in India

H₁: There is a significant impact of NNPA ratio on NIM of PSBs in India

Table 19: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.597 ^a	.357	.276	.18357

a. Predictors: (Constant), Net NPA Ratio

Table 20: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.149	1	.149	4.436	.068 ^b
	Residual	.270	8	.034		
	Total	.419	9			

a. Dependent Variable: Net Interest Margin

b. Predictors: (Constant), Net NPA Ratio

Table 21: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.583	.095		27.135	.000
1 Net NPA Ratio	-.062	.029	-.597	-2.106	.068

a. Dependent Variable: Net Interest Margin

The total deviation in the dependent variable NIM is 35.7% which is very large. (R Square.357) In this case, the significance value p is 0.068 which is more than 0.05 that means it isn't a good fit for the data. The significant column of the coefficient table tells whether the NIM of PSBs significantly depends on the Net NPA ratio or not. Here, in this

6. CONCLUSION

The burning issue of NPA in the Indian banking sector would be perilous if we fail to take correct remedial measures promptly. Sufficient measures to a great extent are needed to bring the sector on track which is the backbone of our economy. The measures of profitability used in the study and gross NPA ratio along with the net NPA ratio show a very high degree of negative correlation. It means any fall in profitability measures is highly attributed to NPA for public sector banks. The gross NPA ratio significantly reduces the two variables of profitability i. e. return on assets and return on equity while the same does not remain

case, the significance value p is 0.068 which is more than 0.05. Hence it reveals that the null hypothesis was failed to reject it means that there is no significant impact of the Net NPA ratio on the net interest margin of PSBs of India. So, **$NIM = 2.538 - 0.062 * \text{Net NPA Ratio}$**

true for the net interest margin. The same is true in the case of the net NPA ratio as well. Hence from the above data, one can easily conclude that the NPA puts a significant impact on the profitability of public sector banks of India for the year 2007 – 08 to 2016 – 17. It is now the duty of Banks, Regulatory body RBI, Government, and Borrowers to act in the right direction which helps the banking sector to back on track.

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Brand Awareness of FMCG Products in Selected Rural and Urban Areas of Vadodara District- A Comparative Study

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Abstract

FMCG players in the Indian market have launched and are continuously launching several brands to get a bigger pie of the market. With distinct positioning for different segments, there are several brands at the disposal of the consumers. With Indian urban markets saturating, FMCG players have launched products for the rural markets. Brand awareness will play a very critical role in the success of these brands. FMCG products being a low involvement purchase relies heavily on brand awareness. This paper aims to compare the brand awareness of selected FMCG products in urban and rural areas of Vadodara (India). The descriptive research design was used and convenience sampling was used to collect data from a sample of 250 urban dwellers and 250 rural dwellers using a structured questionnaire which was translated in Gujarati for data collection from rural areas. Mann-Whitney U test was used to check the mean difference in brand awareness across urban and rural areas. It was found that Parachute, Close-Up, Colgate, Parle-G, Fair & Lovely, and Dairy Milk had high recognition (aided recall) in both rural and urban areas; and Surf-Excel, Close-Up, Parle-G, and Fair & Lovely had high recall among both urban and rural consumers. Furthermore among urban consumers Surf Excel, Close-Up, Colgate, Parle-G, Fair & Lovely and Fair & Handsome had high brand recognition as well as recall; and among the rural consumers Lux, Surf Excel, Parachute, Close-Up, Parle-G, Fair & Lovely and Dairy Milk had both high recognition as well as recall. A significant difference was found in the recognition and recall across urban and rural markets for Lux, Fair & Handsome, Lipton, Close-Up and Nirma.

Introduction

It was stated during the Fourth Rural Strategy Summit (2016) that the Indian FMCG sector is projected to grow to over 20 bn USD by 2018 and 100 bn USD by 2025 in rural markets. Statistics shared by the National Council of applied economic research state that about 70 percent of Indians are living in rural villages and this makes them a huge potential market for FMCG players. In a cluttered FMCG market, brand equity plays a very important role in the success of an FMCG player in the marketplace. The two sources of Brand Equity are Brand Awareness and Brand Recall. Consumer behavior in FMCG purchases is determined largely by Brand Awareness, as these are low involvement purchases and mere brand awareness is enough to trigger buying. Attitude and loyalty depend largely on satisfaction post-consumption. Hence is very

important for companies in the FMCG industry to create brand awareness which consists of two components namely brand recognition and brand recall. Companies use various ATL techniques to create brand awareness for which they need to take several critical decisions concerning message, media, and creative strategy. Firms make changes to customize their communication strategy, product strategy, pricing strategy, and distribution strategy to suit urban and rural consumers. Brand awareness also leads to risk reduction and also plays a vital role for the brand to be included in the consideration set in purchases. Brand Awareness is affected by demographic factors such as age, income, education as well as locality (urban and rural areas), though the changing environment is reducing the gap between urban and rural areas still socio-economic and cultural environment leads to a change in consumer behavior of urban and rural consumers. This paper attempts to

gauge if any difference exists in the brand awareness of FMCG products in urban and rural areas of Vadodara.

Literature Review

Brand Equity- Consequence of brand awareness and brand image

Aaker (1991a, p.4) has defined brand equity as a set of assets such as awareness, perceived quality, loyal customers and associations that are linked to the brand and add value to the product or service being offered. Keller (1993), defines brand equity as the effect of the brand on the consumer's response to the marketing activities associated with a particular product or service. Brand equity is a multi-dimensional concept (De Chernatony and McDonald, 1998, p.396) and can be considered from several perspectives including financial, consumer, firm, employees and the channels of communication (Kim et al., 2003, Vazquez et al., 2002; Supornpradit chai et al., 2007).

Brand equity has a different perspective that includes financial perspective and consumer's perspective. According to Keller consumer-based brand equity is the differential effect that brand knowledge has on consumer's responses to the marketing of a brand. Sources of brand knowledge include brand awareness and brand image. Keller has defined brand awareness as the strength of the brand node or trace in memory which can be measured as the consumer's ability to identify a brand under different conditions. Rossiter and Percy (1987) defined brand awareness as the ability of consumers to identify or recognize the brand. Rajan Saxena (1991) described brand awareness as the ability of the consumer to recognize or recall a brand as a part of a product category. According to Ming, Ismail & Rasiah, brand awareness contributed to the creation of brand equity in four ways; firstly, it created a brand node in the consumer's memory. Secondly, it provided a sense of brand popularity in the consumer's mind. Thirdly, it acted as a signal of trust and fourthly it can give enough reasons to the consumer to consider the brand in his consideration set.

Brand awareness and its relation to consumer buying behavior

There are several ways of creating brand awareness, some of them include creative advertising, event sponsorship, out of home and these days a lot of avenues are available on digital and online media. Brand awareness can also be created by carefully integrating various brand elements that include brand name, slogan, jingle, and the like. (Patil, 2012)

Customer-based brand equity is said to have been achieved when the consumer has a high level of awareness and familiarity with the brand and holds some strong, favorable, and unique brand associations in memory (Keller 2008).

Brand recognition and recall of FMCG products in Urban and Rural areas

Despite efforts to cater to the urban and rural areas, some brands have a top of the mind awareness in urban areas and they are less known in the rural brackets of the country (Daud, 2013) Brands targeting the rural markets customize the promotion mix as per the suitability but still find it difficult to reach them, given the challenges of the rural markets. (Misra et.al, 2014). As per Majeed (2014) brand recall of FMCG products also differed substantially in urban and rural areas. Consumers recalled different brands of toothpaste, soap, shampoo, and tea when asked about the brand that comes to mind when respective needs are triggered (Majeed, 2014).

As per findings from the research literature, the following hypotheses were developed:

H1 Brand Recognition of FMCG products differ in urban and rural areas

H2 Brand Recall of FMCG products differ in urban and rural areas

Research Objectives

1. To study the Brand Awareness of selected FMCG products in urban and rural areas of Vadodara.
2. To assess if there is any difference in the brand awareness of selected FMCG

products in the urban and rural areas of Vadodara.

Research Methodology

Fifteen FMCG brands were selected in the list of brand awareness survey based on popularity in their respective product categories based on researcher's judgment, the brands selected were Lux, Medimix, Wheel, Nirma, Surf Excel, Parachute, Close-Up, Colgate, Parle-G, Fair & Lovely, Fair & Handsome, Waghbakri, Lipton, Dairy Milk and Good Day. The descriptive research design was used and convenience sampling was used to collect data from a sample of 250 urban dwellers and 250 rural dwellers using a structured questionnaire which was translated in Gujarati for data collection from rural areas. The questionnaire included questions on aided brand recall and brand recognition based on brand elements. The nominal scale was used in the form of multiple-choice questions to collect responses. For data analysis 237 urban (Alkapuri, Fatehganj & Sama) respondents were considered and 226 rural (Halol, Jarod & Savli) respondents were considered as the remaining forms were incomplete. Group preferences of brands were

compared using the Man Whitney u test and the other data was analyzed using descriptive statistics.

Data Analysis

Brand Recognition (Aided Recall)

Brand Recall of selected FMCG products was measured using product elements/promotion elements as cues. It was found that aided recall for Lipton (14%), Waghbakri (19%) and Fair & Handsome (23%) was the least among rural areas and aided recall was maximum for Close-Up (95%), Parachute (98%), Parle-G (98%), Fair & Lovely (92%), Colgate (87%)& Lux (87%). Among urban areas aided recall was minimum for Waghbakri (14%), Wheel (44%) and Medimix (58%), brands that had the highest recall in urban areas were Close-Up (97%), Colgate (93%), Parle-G (98%), Fair & Lovely (89%), Fair and Handsome (85%), Lipton (92%), Dairy Milk (97%) and Good Day (97%).

It was observed that among the selected brands, Parachute, Close-Up, Colgate, Parle-G, Fair & Lovely, and Dairy Milk had high recognition (aided recall) in both rural and urban areas.

Table.1: Brand Recognition (Aided Recall) among urban and rural consumers.

Sr.No	Brands	Question	Recall No & Percentage	
			Urban Respondents	Rural Respondents
1	Lux	Which is the popular soap used by Bollywood actresses?	137 (58%)	197 (87%)
2	Medimix	Which is the soap which has ayurvedic content and is green in color?	110 (46%)	131 (58%)
3	Wheel	Which detergent flake is green colored, lemon-flavored and economical?	105 (44%)	110 (49%)
4	Nirma	Which detergent powder makes your clothes bright and vibrant?	133 (56%)	176 (78%)
5	Surf Excel	Which detergent is blue and known for removing tough stains?	193 (81%)	181 (76%)
6	Parachute	Which coconut oil bottle is blue and endorsed by Bollywood actresses?	205 (86%)	221 (98%)
7	Close-Up	Which toothpaste is red and makes your day	230 (97%)	215 (95%)

		fresh and refreshing?		
8	Colgate	Which toothpaste is white and popular for strengthening teeth & fighting germs?	221 (93%)	196 (87%)
9	Parle-G	Which biscuit is known for making kids genius?	232 (98%)	222 (98%)
10	Fair & Lovely	Which cosmetic cream can make u fair in 7 days?	211 (89%)	209 (92%)
11	Fair & Handsome	Which cosmetic cream is meant for making men's skin fair?	202 (85%)	52 (23%)
12	Waghbakri	Which tea is handpicked from tea farms and refreshes you?	34 (14%)	43 (19%)
13	Lipton	Which tea has red packaging and is known for its taste and flavor?	217 (92%)	31 (14%)
14	Dairy Milk	Which chocolate is popular for sharing when you get some good news?	230 (97%)	163 (72%)
15	Good Day	Which biscuit is known for making you smile and is known for its cashew flavor?	229 (97%)	123 (54%)
Total Respondents			237	226

Brand Recall:

Brand recall of the selected FMCG products was measured using questions whereby they were asked to recall the brand that came to their mind when they were asked questions about needs that specific products would satisfy. In terms of top of the mind recall, it was observed that among the rural respondents, parachute (80%), Close-Up (71%), Parle-G (85%), and Fair & Lovely (88 %)

had the highest brand recall, brands that had the lowest recall among the rural respondents were

Medimix (28%), Wheel (37%), Fair& Handsome (19%), Waghbakri (27%), Lipton (5%), and Good Day (18%). Among the urban customers, brands having the highest recall were Close-Up (83%), Colgate (72%), Parle-G (78%), Fair & Lovely (76%), Fair & Handsome (76%), Lipton (61%) and Dairy Milk (65%), Brands that had the lowest recall among urban areas were Lux (24%), Medimix (17%), Wheel (30%), Nirma (88%), Parachute (43%), and Waghbakri (10%). It was observed that Surf-Excel, Close-Up, Parle-G, and Fair & Lovely had high recall among both urban and rural consumers.

Table No.2: Brand Recall

Sr.No	Brands	Question	Recall No & Percentage	
			Urban Respondents	Rural Respondents
1	Lux	Which soap would you prefer to buy if you want to become as beautiful?	57 (24%)	142 (63%)
2	Medimix	Which soap would you prefer to buy if you want Ayurveda ingredients?	41 (17%)	63 (28%)
3	Wheel	Which detergent would you prefer to buy if you want to remove tough stains?	71 (30%)	83 (37%)
4	Nirma	Which detergent powder would you prefer to buy if you want shining white clothes?	91 (38%)	139 (62%)
5	Surf Excel	Which detergent would you prefer if you want to fight tough stains?	153 (65%)	161 (71%)

6	Parachute	Which hair oil do you prefer to buy to have strong and shiny hair?	103 (43%)	181 (80%)
7	Close-Up	Which toothpaste would you prefer to buy to have a fresh day?	196 (83%)	161 (71 %)
8	Colgate	Which toothpaste would you prefer to buy to have strong teeth?	171 (72%)	112 (50%)
9	Parle-G	Which biscuit would you prefer to buy which will make you intelligent and sharp?	185 (78%)	193 (85%)
10	Fair & Lovely	Which cosmetic cream would you prefer to buy if you want to become fair instantly?	181 (76%)	198 (88%)
11	Fair & Handsome	Which cosmetic cream would you prefer to buy if you want to become fair instantly?	179 (76%)	44 (19%)
12	Waghbakri	What brand of tea would you prefer to buy which you think has natural and fresh ingredients?	23 (10%)	62 (27%)
13	Lipton	What brand of tea would you prefer to buy which you think has natural and fresh ingredients?	144 (61%)	11 (5%)
14	Dairy Milk	Which chocolate would you prefer to buy to spread happiness?	154 (65%)	134 (60%)
15	Good Day	Which biscuit would you prefer to buy to bring a smile on people's faces?	125 (53%)	41 (18%)
Total Respondents			237 (100%)	226 (100%)

Table No. 3 Comparison of Brand Recognition and Brand Recall among urban consumers.

S.No	Brand	Comparison of Recognition and Recall among Urban Customers	
		Brand Recognition	Brand Recall
1	Lux	137 (58%)	57 (24%)
2	Medimix	110 (46%)	41 (17%)
3	Wheel	105 (44%)	71 (30%)
4	Nirma	133 (56%)	91 (38%)
5	Surf Excel	193 (81%)	153 (65%)
6	Parachute	205 (86%)	103 (43%)
7	Close-Up	230 (97%)	196 (83%)
8	Colgate	221 (93%)	171 (72%)
9	Parle-G	232 (98%)	185 (78%)
10	Fair & Lovely	211 (89%)	181 (76%)
11	Fair & Handsome	202 (85%)	179 (76%)

12	Waghbakri	34 (14%)	23 (10%)
13	Lipton	217 (92%)	144 (61%)
14	Dairy Milk	230 (97%)	154 (65%)
15	Good Day	229 (97%)	125 (53%)

Table No.4: Comparison of Brand Recognition and Brand Recall among rural consumers.

S.No	Brand	Comparison of Recognition and Recall among Rural Customers	
		Brand Recognition	Brand Recall
1	Lux	197 (87%)	142 (63%)
2	Medimix	131 (58%)	63 (28%)
3	Wheel	110 (49%)	83 (37%)
4	Nirma	176 (78%)	139 (62%)
5	Surf Excel	181 (76%)	161 (71%)
6	Parachute	221 (98%)	181 (80%)
7	Close-Up	215 (95%)	161 (71 %)
8	Colgate	196 (87%)	112 (50%)
9	Parle-G	222 (98%)	193 (85%)
10	Fair & Lovely	209 (92%)	198 (88%)
11	Fair & Handsome	52 (23%)	44 (19%)
12	Waghbakri	43 (19%)	62 (27%)
13	Lipton	31 (14%)	11 (5%)
14	Dairy Milk	163 (72%)	134 (60%)
15	Good Day	123 (54%)	41 (18%)

Hypothesis Testing

H1 Brand Recognition of FMCG products differ in urban and rural areas

H2 Brand Recall of FMCG products differ in urban and rural areas Difference in brand

awareness among urban and rural consumers was tested using the Mann-Whitney U Test, the results of which are as under:

Table No.5: Hypothesis Summary for Brand Recognition across Urban and Rural Areas

	Null Hypothesis	Test	Sig.	Decision
1.	There is no difference in the brand recognition of Lux across urban and rural areas	Independent Samples Mann-Whitney U Test	.045	Reject the Null Hypothesis
2.	There is no difference in the brand recognition of Medimix across urban and rural areas	Independent Samples Mann-Whitney U Test	.631	Retain the Null Hypothesis
3.	There is no difference in the brand recognition of Wheel across urban and rural areas	Independent Samples Mann-Whitney U Test	.532	Retain the Null Hypothesis
4.	There is no difference in the brand recognition of Nirma across urban and rural areas	Independent Samples Mann-Whitney U Test	.819	Retain the Null Hypothesis
5.	There is no difference in the brand recognition of Surf Excel across urban and rural areas	Independent Samples Mann-Whitney U Test	.674	Retain the Null Hypothesis
6.	There is no difference in the brand recognition of Parachute across urban and rural areas	Independent Samples Mann-Whitney U Test	.976	Retain the Null Hypothesis
7.	There is no difference in the brand recognition of Close-up across urban and rural areas	Independent Samples Mann-Whitney U Test	..777	Retain the Null Hypothesis
8.	There is no difference in the brand recognition of Colgate across urban and rural areas	Independent Samples Mann-Whitney U Test	..563	Retain the Null Hypothesis
9.	There is no difference in the brand recognition of Parle-G across urban and rural areas	Independent Samples Mann-Whitney U Test	.541	Retain the Null Hypothesis
10.	There is no difference in the brand recognition of Fair & Lovely across urban and rural areas	Independent Samples Mann-Whitney U Test	.639	Retain the Null Hypothesis
11.	There is no difference in the brand recognition of Fair & Handsome across urban and rural areas	Independent Samples Mann-Whitney U Test	.031	Reject the Null Hypothesis
12.	There is no difference in the brand recognition of Waghbakri across urban and rural areas	Independent Samples Mann-Whitney	.875	Retain the Null Hypothesis

		U Test		
13.	There is no difference in the brand recognition of Lipton across urban and rural areas	Independent Samples Mann-Whitney U Test	.044	Reject the Null Hypothesis
14.	There is no difference in the brand recognition of Dairy Milk across urban and rural areas	Independent Samples Mann-Whitney U Test	.955	Retain the Null Hypothesis
15.	There is no difference in the brand recognition of Good Day across urban and rural areas	Independent Samples Mann-Whitney U Test	.544	Retain the Null Hypothesis

Table No.6: Hypothesis Summary for Brand Recall across Urban and Rural Areas

	Null Hypothesis	Test	Sig.	Decision
1.	There is no difference in the brand recall of Lux across urban and rural areas	Independent Samples Mann-Whitney U Test	.876	Retain the Null Hypothesis
2.	There is no difference in the brand recall of Medimix across urban and rural areas	Independent Samples Mann-Whitney U Test	.932	Retain the Null Hypothesis
3.	There is no difference in the brand recall of Wheel across urban and rural areas	Independent Samples Mann-Whitney U Test	.872	Retain the Null Hypothesis
4.	There is no difference in the brand recall of Nirma across urban and rural areas	Independent Samples Mann-Whitney U Test	.024	Reject the Null Hypothesis
5.	There is no difference in the brand recall of Surf Excel across urban and rural areas	Independent Samples Mann-Whitney U Test	.974	Retain the Null Hypothesis
6.	There is no difference in the brand recall of Parachute across urban and rural areas	Independent Samples Mann-Whitney U Test	.677	Retain the Null Hypothesis
7.	There is no difference in the brand recall of Close-up across urban and rural areas	Independent Samples Mann-Whitney U Test	.121	Reject the Null Hypothesis
8.	There is no difference in the brand recall of Colgate across urban and rural areas	Independent Samples Mann-Whitney U Test	.563	Retain the Null Hypothesis
9.	There is no difference in the	Independent		

	brand recall of Parle-G across urban and rural areas	Samples Mann-Whitney U Test	.753	Retain the Null Hypothesis
10.	There is no difference in the brand recall of Fair & Lovely across urban and rural areas	Independent Samples Mann-Whitney U Test	.998	Retain the Null Hypothesis
11.	There is no difference in the brand recall of Fair & Handsome across urban and rural areas	Independent Samples Mann-Whitney U Test	.844	Retain the Null Hypothesis
12.	There is no difference in the brand recall of Waghbakri across urban and rural areas	Independent Samples Mann-Whitney U Test	.995	Retain the Null Hypothesis
13.	There is no difference in the brand recall of Lipton across urban and rural areas	Independent Samples Mann-Whitney U Test	.431	Reject the Null Hypothesis
14.	There is no difference in the brand recall of Dairy Milk across urban and rural areas	Independent Samples Mann-Whitney U Test	.655	Retain the Null Hypothesis
15.	There is no difference in the brand recall of Good Day across urban and rural areas	Independent Samples Mann-Whitney U Test	.984	Retain the Null Hypothesis

recall across urban and rural consumers was found for Lipton, Close-Up and Nirma.

Discussion

It was observed that among the selected brands, Parachute, Close-Up, Colgate, Parle-G, Fair &

Lovely, and Dairy Milk had high recognition (aided recall) in both rural and urban areas; and Surf-Excel, Close-Up, Parle-G, and Fair & Lovely had high recall among both urban and rural consumers.

Furthermore among urban consumers Surf Excel, Close-Up, Colgate, Parle-G, Fair & Lovely and Fair & Handsome had high brand recognition as well as recall; and among the rural consumers Lux, Surf Excel, Parachute, Close-Up, Parle-G, Fair & Lovely and Dairy Milk had both high recognition as well as recall.

It was also found that there was a significant difference in the recognition of Lux, Fair & Handsome and Lipton across urban and rural consumers; also a significant difference in brand

Some FMCG Brands have successfully created high recognition as well as high recall among both urban and rural consumers and hence are more likely to be present in the consideration set of consumers when they are in the decision making phase. These brands are in a condition to reap the benefits of a higher market share as well as higher revenues. They are also likely to succeed with brand extensions due to high brand awareness. The results of this research have also highlighted that there are a few brands that have a low level of brand awareness in both urban and rural markets indicating a lot of scope for further improvement in their communication programs. A few brands had a higher level of awareness in urban areas and less in rural areas and vice-versa. If these brands can increase awareness in both the markets, they can increase their top lines as well as market share to a considerable extent.

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Higher Education in Rural Area of India: Present Scenario, Issues, and challenges

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Abstract

India lives in villages. The major part of the population hails from rural areas with poor economic family background. If any country wants to develop, it is imperative to provide fundamental amenities to its citizens. Education is one of the amenities which holds the potential to bring development. India with a dominant presence of rural populations with relatively unattended needs such as access to education and other infrastructure cannot be kept so forever if we aim at fast and balance the growth of the country. This paper attempts at analyzing the present scenario of higher education in the rural area and explores the issues and challenges faced by this sector. The secondary data were used to find out existing issues in the way of imparting higher education to the rural area. The main issues identified from the analysis are; a smaller number of universities and colleges, slow gross enrolment ratio (GER), inadequate funding, and poor infrastructural facilities. It is a big challenge to meet all these issues due to the magnitude of population mass living in the rural area which requires an enormous investment for the development. Even if we take the education sector alone, it requires huge investments; that may be an extremely difficult task for the governments, central as well as states due to the budgetary stress that they already have. Probably, the government can take initiatives to implement public-private partnerships in establishing higher education institutions in a rural area with a standard curriculum transacted in local languages followed by quality assurance through regulation.

Keywords: Higher Education, GER, Funding, Rural Area, Issues, Challenge

Introduction:

It was truly said by the father of our nation Mahatma Gandhi that 'India lives in its villages'. As per the Census 2011, the distribution of the population in the country is in rural areas 68.84 percent and urban area 31.1 percent. People residing in rural areas represent the true image of 'real India'. Thus, rural development is an important factor in the growth of our economy. The crucial motivating factor for the development of the economy is education, particularly higher education. However, due to a lack of awareness and poor higher education facilities, the rural population of India is deprived of quality education. This paper attempts to explore several issues faced by higher education in India especially in rural India, through literature review and suggests some mechanisms for overcoming it.

The contribution of rural India towards economic development is not a hidden fact. Earlier people

used to positively correlate rural development with agricultural development. Thus, the focus was only on increased agricultural production. But with the changing time, this inference got changed. Today the concept of rural development is fundamentally different than it was two or three decades ago. Now rural development includes improving the quality of life of rural people. It constitutes an improvement in their health and nutrition, education, a safe and healthy environment, fairness in income distribution and no gender discrimination. The continuous growth of the Indian economy forces the Indian government to accelerate the process of developing all the branches of the Indian education system. The quality education system provided to the rural population can contribute significantly to the growth of the economy.

Higher Education has a desirable controlling influence over the development of the rural

individual, family, community, and society that leads to reduced poverty and unemployment. Functions of Higher education include imparting knowledge on social change, making rural people aware of their rights, improving the individual standard of living, providing employment and income opportunities to rural people and so on.

The present system of higher education in India was introduced by the British in the 20th century. The system so given has a western-style and content, ignoring traditional structure. After independence, the Central Government has taken the responsibility of technical and higher education. The Higher Education system in India has rapidly grown after independence (Agarwal, 2006). Nowadays, India has the third-largest higher education system in the world after America and China. The central government through the Department of Higher and Technical Education, Ministry of Human Resource Development and the governments at the state level formulate the education policy and planning.

Due to the paucity of funds, every village is not provided with the school which means that students must go to another village to get an education. Owing to this parent usually do not send their children to school, leading to a failure in achieving GER and rural education in India. Poverty is another setback. Government schools are not as good as private schools but are less expensive. This results in a very low number of students clearing their secondary and higher secondary education and taking admission in HEIs for further studies. So, the drop-out-rate at the secondary level is extremely high in villages. Only those parents who can afford Higher education can send their children to HEIs for further study. If parents are not able to send their wards for higher education then all their previous efforts get wasted as completing just secondary education means availing a low paying job and the person is again struck in the same never-ending cycle of money, life, and poverty.

Higher education is significantly related to the human development index and greater for the disadvantaged groups (Joshi, 2006). Similarly, the lack of such education causes the inverse to occur; i.e. the greater the level of higher education in a society, whether in stock or flow forms, the greater the level of human development can be through its

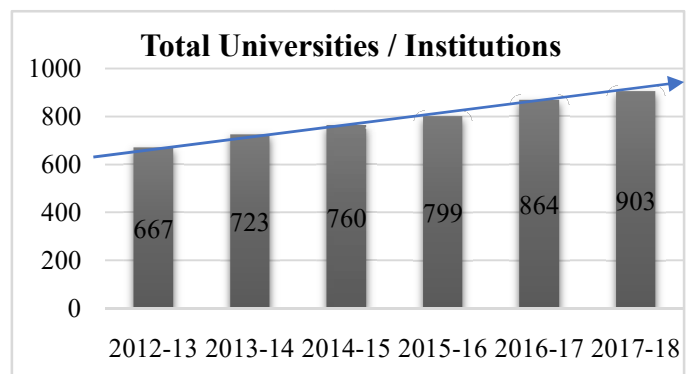
influence on two main components of human development index: life expectancy, and GDP per capita (Tilak, 1994). Therefore, whenever we talk about the development of rural areas, higher education plays a very important and crucial role.

Literature Review:

Many published works on the higher education system of India were reviewed in this paper. Some of the reviews are as under:

Multiple regulations and measures have been envisaged by different commissions and committees to enhance access, quality and equity to face the challenges of opening-up this sector globally (Joshi and Vijay, 2013). Several principles of sustainable development are embedded in India's education policy. It is perhaps the only country where the highest court has mandated environmental education at all levels of formal education, which includes a compulsory undergraduate course (Chhokar, 2010). It was found that the various initiatives are taken by the government for improving the education system in rural or remote areas and they gave some suggestions to improve the system in India (Sreekanthchari and Nagaraja, 2013).

It was found that improving the quality of education, awareness towards social and economic issues to tackle dropouts, supplementing public funding, promotion of research and with the right policy mix in higher education could look forward to better and more equitable prospects in a rural area (Gupte, 2015). Indian economy is facing various challenges regarding higher education, which need to overcome through appropriate policy



Graph I: (Sources: AISHE 2012-13 to 2017-18)

formation and their effective implementation (Chahal, 2015).

It is quite evident from the above literature review that a specific or focused study has not been made with regards to higher education in a rural area, present scenario, issues, and challenges. It would be developed some of the ideas to resolve the issues of higher education in the rural area of India.

Objectives:

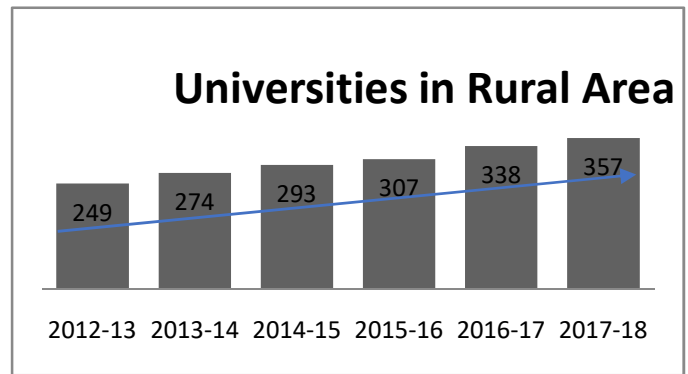
1. To analyze the present scenario of higher education in the rural area of India
2. To analyze the Gross Enrollment Ratio in higher education in India
3. To analyze the funding provided to the higher education
4. To identify issues and challenges of higher education in the rural area of India

Data Analysis:

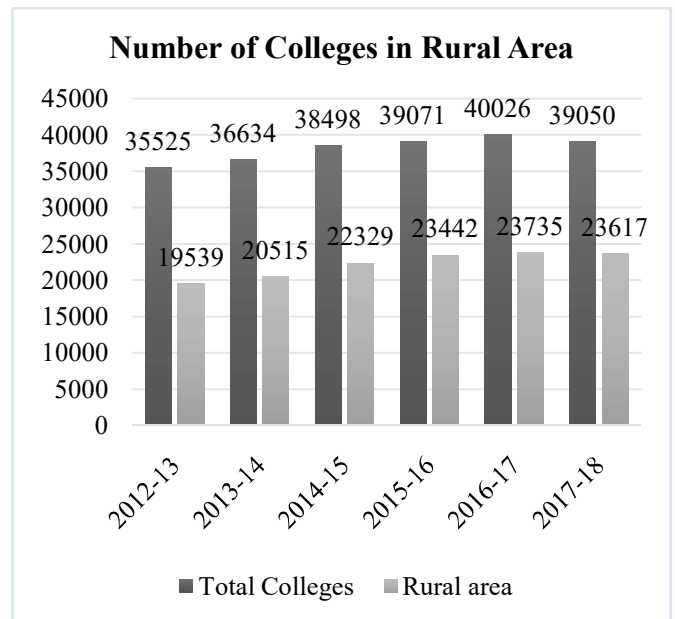
This study aimed to analyze and identify the present scenario, issues and challenges in the rural area of India based on secondary data. The data had been gathered and furnished from the official website of HRD Ministry of India, University Grant Commission, reports on higher education, Census 2011 and related research papers, books, and published work. The data analysis was done for five years from the secondary data wherein the growth rate was also identified.

Present Scenario of Higher Education in India:

At present, there are 903 universities, 39050 colleges, and 10011 stand-alone institutions in India. Out of 903 universities (357 Universities are located in rural area), 343 are privately managed, 45 are central universities, 14 states open universities, 101 are institutes of national importance, 351 are state public universities, 5 are institutes under State Legislature Act, and 43 are deemed universities, out of 39050 colleges 60.48% Colleges are in Rural Area(AISHE, All India Survey of Higher Education, 2018).



Graph II (Sources: AISHE 2012-13 to 2017-18)



Graph III (Sources: AISHE 2012-13 to 2017-18)

However, despite this large number of Universities and colleges, access to higher education to every citizen of this country for ensuring knowledge-based learning is yet to be harnessed. Many of the rural areas are out of the coverage of higher education after increasing the number of Universities and Colleges. The graph I, II, and III shows the number of Universities and colleges are increasing in total as well as in rural areas. But it was increasingly slow.

**Number of Universities in Rural Area in India
(Table I)**

No. of Universities in Rural Area				
Year	Total Universities	Universities in Rural Area	% of University in Rural Area	% of Growth rate
2013-14	723	274	37.89	10
2014-15	760	293	38.55	6.9
2015-16	799	307	38.42	4.7
2016-17	864	338	39.12	10
2017-18	903	357	39.53	5.6

(Source: MHRD AISHE Report 2012-13 to 2017-18)

Further, Table I reveals that the Growth rate of increasing Universities in the rural area is very low and it is between 4.6 to 10 from 2013-14 to 2017-18 and % of Universities in the Rural Area are also below 40% whereas a large number of populations lives in the rural area.

**Number of Colleges in Rural Area in India
(Table II)**

No. of Colleges in Rural Area				
Year	Total Colleges	Colleges in Rural Area	% of Colleges in Rural Area	% of Growth rate
2013-14	36634	20515	56	4.9
2014-15	38498	22329	58	8.8
2015-16	39071	23442	60	4.9
2016-17	40026	23735	59.3	1.2
2017-18	39050	23617	60.48	-0.5

(Source: MHRD AISHE Report 2012-13 to 2017-18)

It was found from the above data that the percentage of college in Rural areas is increased from 56% to 60.48% from 2013-14 to 2017-18. However, the growth rate is declining, and it was -0.5 in 2017-18 which shows shifting of interest from rural to the urban area. However, as per the National Knowledge commission Report to the Nation headed by Sam Pitroda submitted in its report in 2007 and it was recommended that 1500

Universities are required by 2015(Commission, 2007). At present, the higher education system is far away from the target. We need more universities and colleges particularly in rural areas because we have more population lives in rural areas and the present number of universities in the rural area is too less.

Gross Enrolment Ratio:

Regarding the total enrolment in higher education, only 52.4 percent of the male can be enrolled, on the other hand, the female enrolled around 47.6 percent(AISHE, All India Survey of Higher Education, 2018).

Gross Enrolment Ratio (18-23 age group) in Higher Education (in percentage) (Table III)

Gross Enrolment Ratio (GER)				
Year	% of GER	% of Growth Rate	Male (in %)	Female (in %)
2013-14	23	6.9	23.9	22
2014-15	24.3	5.6	25.3	23.2
2015-16	24.5	0.82	25.4	23.5
2016-17	25.2	2.8	26	24.5
2017-18	25.8	2.38	26.3	25.8

(Source: MHRD AISHE Report 2012-13 to 2017-18)

The growth rate of GER was very slow and it was declined from 2013-14 to 2017-18. As per Table III, the growth rate was 6.9 % in 2013-14 and it has declined to 2.38% in 2017-18. However, the GER of Male and females was increased from 2013-14 to 2017-18.

Gross Enrolment Ratio (18-23 age group) in higher education (in percentage) (Table IV)

	Total (India)	SC	ST
GER	25.8	21.8	15.9
Male	26.3	22.2	17.8
Female	25.4	21.4	14.9

(Source: MHRD AISHE Report 2017-18)

As shown in Table IV, the GER in Higher education in India is 25.8 percent, which is calculated for the 18-23 age group, whereas in developed countries like Germany and the USA, it is more than 90 percent. The GER for the male population in India is 26.3 percent, and for females, it is 25.4 percent. For the Scheduled Castes, it is 21.8 percent, in which male occupies 22.2 percent, and the female 21.4 percent. For the Scheduled Tribes, it is 15.9 percent (male 17.8 and female 14.9 percent), which is very poor compared to the national average. This reveals that the overall inclusion of girls and women in higher education is poor compared to boys and men.

At the all-India level, the adult (15+years) literacy rate is 69.3 percent. Among the male, it is 78.8 percent and female 59.3 percent. The rural-urban gap has existed in the adult literacy rate for both males and females. The adult literacy rate for the female in rural areas is 50.6 percent vis-à-vis 76.9 percent in urban areas, whereas for the male, rural areas are 74.1 percent vis-à-vis 88.3 percent in urban areas(Annual Report, 2016-17).

If higher education is related to human resource development, and if it makes people productive citizens, it has been seen that the Workforce Participation Rate at all India is 25.51 percent for females, and 53.26 percent for males. While there is no rural-urban gap for the male (53 percent), there is a considerable rural-urban gap for the female (rural 30 percent, urban 15.4 percent)

(Census, 2011). These figures prove that there is a lack of adequate skills among these people, mostly among adult learners, forgetting their required livelihood opportunities in the rural area. Therefore, to lead this young and vibrant group of people in the right direction by raising their knowledge, skills, and attitude, need-based higher education is an absolute necessity for a country like India where there is a mass population lives in rural areas.

However, providing education to all has been one of the greatest challenges in India because of important but unsolved reasons like a lower level of GER, lower level of adult literacy, regional and gender disparities in terms of accessing higher education and so on. If higher education providers are considering skill-based education, the fact is that only 5 percent of the population belonging to the 18-23 age groups, has acquired some skills.

Funding Facilities

Funding for higher education is a very important aspect of the development of higher education in rural areas. However, a mere 3% of GDP is invested in the education sector in India. However, other countries like Brazil invested 5.3%, South Africa invested 6.9% (BRICS, 2015) and other developed countries like the USA invested 4.99%, UK invested 5.12%, and Australia invested 5.32% (UNESCO).

Funding of Higher Education in India (Table V)

The Budget of Higher Education				
Year	Total Budget of Education	The budget of Higher Education	% of Higher Education budget	% of Growth Rate
2013-14 (Actual)	71321.3	24465	34.3	10.96
2014-15 (Actual)	68874.4	23152	33.61	-2.011
2015-16 (Actual)	69074.8	26855.3	38.87	15.65
2016-17 (Actual)	72015.7	29026.3	40.3	3.67
2017-18 (Revised Estimates)	81868.6	34862.4	42.58	5.65

(Source: MHRD Annual Report from 2013-14 to 2017-18 and Union Budget 2013-14 to 2017-18)

In 2013-14, the GOI allocated 71321.3 crores to MHRD for the education sector and out of which 34.3 % was allocated to Higher Education. It was increasing and in 2017-18, it was 42.58% for higher education out of total grant allocated to education. However, the growth rate was declined from 10.96% (2013-14) to 5.65% (2017-18) as stated in above table V.

In 2018-19, the MHRD has allocated Rs 85,010 crore, the fifth-highest allocation among all Ministries. The allocation constitutes 3% of the central government's estimated expenditure for 2018-19. Out of which the Higher Education Department has been allocated Rs. 35,010 Crore, accounting for 41% of the Ministry's total allocation. This amount includes provisions for higher and technical institutions. (Higher education includes undergraduate and postgraduate courses, doctoral degrees, and certificates following the completion of 12 years of schooling or equivalent.)

Funding of Higher Education in India for the year 2018-19 (Table VI)

Department	Actuals	RE*	BE#	% change (RE to BE)
	2016-17	2017-18	2018-19	
	(in Crores)			
School Education & Literacy	42,989	47,006	50,000	6.4%
Higher Education	29,026	34,862	35,010	0.4%
Total	72,016	81,869	85,010	3.8%

(Sources: Union Budgets, 2018-19; PRS Legislative Research)

* Revised Estimates # Budget Estimates

The Department of Higher Education has been allocated Rs 35,010 crore in 2018-19, a 0.4% increase over the revised estimate of 2017-18. This is an increase of Rs 148 crore over the revised estimates of 2017-18.

About 51% of the Department's expenditure has been allocated to central universities (as grants), Indian Institutes of Technology (IITs), and statutory and regulatory bodies (University Grants Commission (UGC) and All India Council for Technical Education (AICTE). All three categories have however registered a decrease in their allocation over the revised estimates of 2017-18 by 11%, 23%, and 4% respectively. In 2018-19, they have been allocated Rs 6,445 crore, Rs 6,326 crore, and Rs 5,208 crore respectively.

The bulk of the enrolment in higher education is handled by state universities and their affiliated colleges. However, these state universities receive very small amounts of grants from the Union Budget. Nearly 65% of the University Grants Commission (UGC) budget is utilized by the central universities and their colleges while state universities and their affiliated colleges get only the remaining 35%. The Standing Committee on Human Resource Development has recommended that the mobilization of funds in state universities should be explored through other means such as endowments, contributions from industry, alumni, etc.

The above-stated analysis of the funding pattern of higher education in India shows that more investment in higher education is needed for future growth, expansion, and development of the rural and poor areas for better education.

Issues and challenges:

The role of higher education in the emerging scenario of the knowledge economy is very crucial and multi-layered for any country especially for the rural area of India. There are many basic issues faced by the higher education system in India, particularly in rural areas. There are some of the issues related to higher education in rural India which are as under:

- The growth rate of the number of colleges/Universities is very low in Rural India. As per the National Knowledge commission Report to the Nation headed by Sam Pitroda submitted its report in 2007 and it was recommended that 1500 Universities are required by 2015. However, as per the above data, there are only 903 Universities.

- The financing of higher education is low compared to other countries. Other countries like Brazil invested 5.3%, South Africa invested 6.9% (BRICS, 2015) and other developed countries like the USA invested 4.99%, UK invested 5.12%, and Australia invested 5.32% (UNESCO).
- Gross Enrollment Ratio is nearly 26% is extremely low as compared to other countries like Germany and the USA, which is more than 90 percent.
- The growth rate of GER is also declining which was 6.9 % in 2013-14 and 2.38% in 2017-18.
- Inadequate facilities and infrastructure in the rural area due to the decline in the growth rate of funding to the Higher education and 65% grant is used for salary purposes.

It is a huge challenge to resolve the issues due to massive population overflow in the rural area and on-implementation of proper policy to increase the number of Universities and colleges as recommended by the National Knowledge Commission Report resulting in a slow growth rate of GER.

Possible Interventions:

Now, In the era of Globalization along with Liberalization and Privatization, there is an urgent need that the Government should implement various policies, programs as recommended by different commission and committees for improvement in facilities in higher education and this requires giving equal attention to the rural areas.

The MHRD and UGC should plan for the expansion of higher education in the rural area and also must lay importance on improving the quality of education. In this context, one can mention the need for establishing high quality higher educational institutions concerning general education, professional education and agricultural colleges in the rural areas.

The government should focus on the funding pattern to higher education and as per the need basis, more investment is to be done in the rural area of India for higher education. Financial scarcity is an important hindrance affecting higher education in general and rural education in

particular. Keeping in mind the humble background of rural students' efforts have to be made to provide education available at subsidized rates. This will help in addressing two crucial issues namely access and equity.

The most important task is that of tackling the problem of GER in the rural area. The government should plan for the creation of social awareness of the advantages of seeking admission and completing higher education and its repercussions on future generations. A sense of awakening has to be generated, where the rural population is made to realize the significance of higher education which is resulting in employment prospects. This will help us in tackling the two basic problems of poverty and population explosion.

Conclusion:

The paper has discussed the present scenario, issue, and challenges of higher education in the rural area of India. Over the period, growth has been taken place in higher education in a rural area in terms of Universities/colleges, enrolments, etc. but it is not sufficient. Funding towards higher education may require at least 5% of GDP especially investment in the rural area which is playing a vital role to improve the efficiency of youth. Higher education in India is facing many challenges that need to be overcome through the proper formulation of policy and its effective implementation. This area needs to be studied in the future with the help of a consultant, policymakers, educationalists, and other stakeholders.

To conclude, higher education in the rural area of India assumes significant importance and it is intertwined in the political and social systems of the society. There is a need for a change in priorities towards development in a rural area to higher education in the country. If the government initiates rigorously to implement public-private partnerships in establishing higher education institutions in rural areas and curriculum is transacted in local languages, a lot of quality changes may occur.

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Shoppers' Motivation and Preference towards Online Shopping in the Rural areas of Surat and Tapi Districts

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ABSTRACT

Introduction

Online shopping is getting wider acceptability among urban consumers in India. They prefer to buy a wide array of products ranging from food and grocery to fashion and clothing; and from consumer electronics to consumers durables through online retailers. Online retailers seem to have better reach in urban areas. However, it is interesting to investigate how they perform in the rural market, which is having about 69% of the total population in India. The present study is aimed at investigating the preference of rural shoppers towards online shopping. For this purpose, shoppers located in rural areas have been surveyed to find out their preferences regarding online shopping.

Research Methodology – The present study is a descriptive study to find out what rural shoppers prefer to buy online. The samples are drawn from the rural areas of the Surat and Tapi districts of the South Gujarat region using a non-probability convenience sampling technique. The responses are collected using a structured questionnaire as a data collection instrument.

Major Outcomes – Rural consumers do have a preference for online shopping with clothing & lifestyle and electronic goods being their preference for online shopping. The study revealed four important factors that may motivate the rural consumers to go for online shopping are Security of data and Ease of return/refund; Discount offer; Time & Location Convenience; and Availability (Easily available). Major inhibitors that came out from this study are lack of physical touch-and-feel factor, lack of trust in product quality, privacy concerns about personal & financial details and fear of not goods exchanged / refund.

Keywords: Consumer Preference, Online Shopping, Rural Consumer Behavior.

INTRODUCTION

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser¹. It means going online, landing on a seller's website, selecting something, and arranging for its delivery. The buyer either pays for the good or service online with a credit or debit card or upon delivery. Alternative names are e-web-store, e-

shop, e-store, Internet shop, web-shop, web-store, online store, online storefront, and virtual store.

Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. One of the most enticing factors about online shopping, particularly during holiday or festival season, is it alleviates the need to wait in long lines or search from store to store for a particular item.

¹ https://en.wikipedia.org/wiki/Online_shopping, accessed on December 12, 2019

A rural area is an area of land outside the densely populated urban areas in a town or city. Rural areas are traditionally areas not included in the urban definition and are usually large, open areas with few houses and few people, as opposed to urban areas that have larger populations².

As per the definition given in census report, 2011 rural areas are where “All other places which satisfied the following criteria (known as Census Town): A minimum population of 5,000; At least 75 percent of the male main workers engaged in non-agricultural pursuits; and A density of population of at least 400 per sq. km.”³

India is a land of diversity and about 70% of the Indian population lives in villages. These villages contribute to the economic development of the nation through the production of food grains, vegetables, fruits, etc. The export of these agricultural commodities results in the generation of capital and earnings of foreign exchange.

There are 600,000 villages in India. 25% of all villages account for 65% of the total rural population. So we can contact 65% of 680 million or 700 million population by simply contacting 1,50,000 villages, which shows the huge potential of this market⁴. Also as per the census report, 2011 shows that, there has been an increase of 217.8 million literates since the last Census in 2001, out of this; 131.1 million were in rural areas and 86.6 million in urban areas. These stats show that there lot of prospective and growth opportunities in rural areas of India for expansion of their business.

REVIEW OF LITERATURE

Several studies conducted in the past have thrown light on the rural consumer behavior. These studies

² <https://www.safeopedia.com/definition/2958/rural-area>, accessed on December 12, 2019

³ <https://archive.india.gov.in/citizen/graminbharat/graminbharat>, accessed on December 12, 2019

⁴ http://censusindia.gov.in/2011-prov-results/paper2/data_files/india/Rural_Urban_2011.pdf, accessed on December 15, 2019

have attempted to cover the satisfaction of rural consumers towards online shopping, rural consumers' attitude towards online shopping, and factors influencing the online shopping behavior of rural consumers. A brief review covering all these studies is presented below:

A study conducted in the USA to examine the effects of hands-on trial of retail websites on rural consumers' attitude towards internet shopping reported that that younger, rural consumers with computer skills had more positive attitudes toward internet use than did older consumers (Worthy et al., 2004). The results also indicated that attitude towards internet shopping was not different among rural consumers with different educational levels. Another longitudinal study conducted in USA investigated rural consumers' online shopping for food and fiber products as a function of satisfaction with local retailing and out shopping revealed that dissatisfaction with local retailing in year 2000 was a powerful driver of out shopping, beliefs about online shopping, and online shopping(both in 2000 and in 2003) (Lennon et al., 2009). This study included 879 rural consumers from 11 states, who completed the surveys twice (in 2000 and 2003).

A study conducted in Indian consumers related to their online buying behavior reported that the availability of information about products was perceived to be excellent by most of the respondents (Rastogi, 2010). The study further reported that factors that affected the online buying behavior of shoppers were easy buying procedure, variety of products, lower price of the products, various modes of payments, availability of information about product, and cash on delivery.

It was found that rural consumers are aware of the concept of e-commerce and its advantages, but are hesitant to shop online due the lack of 'touch-and-feel' factor, fear of carrying the financial transactions over internet, lack of trust and the fear of being fooled, lack of proper courier services in villages and lack of support of credit card facility from online shopping companies (Desai & Marolia, 2012). Similarly, a study conducted in Punjab,

India reported that consumers' preferred to buy online due the factors such as time-saving, discounts and offers, convenience and ease of shopping (Shrama et. al, 2014). Shoppers also considered company and brand, security certification, customer service, product information, cost of delivery, speed of delivery, simplicity of buying process, privacy of customer's information, ability to track shopping history, speed of website, website interface and personalized offers by website at the time of online shopping. Yet another study revealed that the majority of online shoppers happened to be the youngsters, and some of the important factors that might drive the future of online shopping in India would be after-sales services, secure/safe payment options, timely delivery, and better packaging. It also reported that some of the problems that shoppers could face were fear of unsecured payment transactions and the misuse of personal information. It was also found that *Convenience, time-saving, and price* were three important factors that motivated consumers to go for online shopping (Kanupriya & Anupreet Kaur, 2016). It also reported certain problems faced by online shoppers, such as delay in delivery, cheap quality of the product, and damaged product. Similar findings were reported in a study which said that time convenience, and ease of comparison of price and feature were important reasons for shopping online (Deshmukh & Joseph, 2016). Some other important factors were prompt service, insurance tie-ups, safety of financial transactions, and privacy of personal details. Some of the utilitarian and hedonic benefits also contribute to forming consumers' attitude toward online shopping. A study conducted in Solapur, Maharashtra identified five broad factors – *cognition, sensed usefulness, comfort of use, sensed enjoyment and security* – that affect consumers' perception of online purchasing (Kothari & Maindargi, 2016).

Similar factors were found to be influencing rural consumers. Savings in time and money, shopping at leisure time, seasonal discounts and offers, ease of comparing price and features, wide range of products, convenient payment, replacement

guarantee, after-sales service, and free home delivery were found to be the factors influencing rural consumers to go for online shopping (Jayaprakash, et. al, 2016). Another study conducted in the context of rural consumers revealed that low price (offer/discounts) happened to be the most influential factor, followed by tie saving, convenience of 24*7 availability, accessibility to a large number of brands and their images motivate rural customers to shop online (Samuel & Janardhanan, 2016). The study further reported that the factors such as lack of physical examination of goods before placing any orders, and lack of sufficient information about products discourage rural customers to shop from online retailers.

A study on the satisfaction of rural customers towards online shopping revealed that the security of payment transactions happened to be a major concern that may be stopping many people from shopping online (Jayaprakash & Pavithra, 2017). It suggested that the online retailers needed to solve customers' problems, ensure the proper and safe delivery of the product and also needed to offer a wide range of products at an additional discount.

A positive attitude toward online shopping may be formed among the rural consumers by factors such as ease of operation, better choice by comparing price and quality, no need to go to stores, can buy foreign goods, delivery at doorstep and secure transaction (Sureshkumar, 2017). However, the reasons why rural consumers do not prefer to buy online happened to be no delivery point, no guarantee of quality, exchange option not available, no touch-and-feel, possibility of buying at a higher price, security of financial details, delayed shipping, etc.

Wider choice of merchandise and low price offered by online retailers played the most influential role in motivating rural customers to buy online (Pathan, 2019). The study further revealed that lack of touch-and-feel factor, lack of trust and the fear of being fooled, quality of product, and slow speed internet connection may negatively affect the rural

customers and keep them away for shopping online.

A brief review of the literature suggests that the topic has been under-researched. Only one study could be found that dealt with rural consumers of the Vadodara district of Gujarat state. Hence, a need was felt to study this topic in the context of rural consumers of Surat and Tapi districts.

RESEARCH METHODOLOGY

Statement of the Problem

The present study is aimed at investigating the motivation and preference of rural shoppers towards online shopping in the context of rural areas of Surat and Tapi districts of South Gujarat region.

Objective of the study

The objectives of the study have been listed below:

1. To find out the factors that may motivate rural consumers to buy online
2. To find out the preference of rural consumers for online shopping.
3. To find out the reasons that may discourage rural consumers from buying online.

Data Collection Plan

The primary data is collected from the people living in rural areas of Surat and Tapi districts of the South Gujarat region using a non-probability convenience sampling technique. The responses are collected through a structured questionnaire as a data collection instrument. Various types of secondary data have been collected from journals, books, magazines, newspaper and various websites.

Research Design

In the present study, a descriptive research design has been used to measure the factors which

motivate and affect the preference of people for online shopping and with that what is the buying behaviour pattern and awareness regarding online shopping among rural areas consumers in Surat and Tapi districts of South Gujarat region.

Sampling Plan

The sampling unit for this study happens to be a consumer staying in rural areas of Surat and Tapi districts. Since no sampling frame is available; it was decided to use a non-probability convenience sampling technique to draw samples from the population. In all, 175 valid responses were collected from the rural areas of Surat and Tapi districts of South Gujarat region.

DATA ANALYSIS AND FINDINGS

The primary data collected from the respondents (n=175) is analyzed using appropriate statistical tools and the analysis is presented as follows:

The respondents who participated in the survey are quite younger (75% less than 30 years) and well educated (85% are graduates and above) and have a joint family (60% have family size of 4 – 5 members). The majority of the respondents' families have 1 or 2 working members (about 80%). The distribution of respondents according to monthly income is almost equal in 3 income groups (less than 15000, 15000-25000 and more than 25000). A detailed profile of the respondents is given in Table-1.

Out of the 175 respondents surveyed, 155 respondents prefer to shop online. The respondents who do not prefer to shop online gave a variety of reasons. Major reasons are *lack of physical touch-and-feel factor, lack of trust in product quality, privacy concerns about personal & financial details and fear of not goods exchanged / refund*. See Table-2 for more details.

Table 1: Demographic Profile of Respondents

Gender:	Frequency (N)	Percentage (%)	Occupation:	Frequency (N)	Percentage (%)
Male	108	61.7	Farmer	6	3.4
Female	67	38.3	Pvt. Employee	66	37.7
Total	175	100.0	Govt. Employee	9	5.1
Age Group (in years):	Frequency (N)	Percentage (%)	Business Persons	Frequency (N)	Percentage (%)
Less than 20	14	8.0	Housewife	17	9.7
21 - 30	117	66.9	Student	55	31.4
31 - 40	36	20.6	Others	7	4.0
41 - 50	3	1.7	Total	175	100.0
Above 50	5	2.9	Family Income (in Rs./Month):	Frequency (N)	Percentage (%)
Total	175	100.0	Less than 15000	59	33.7
Marital Status:	Frequency (N)	Percentage (%)	15001 - 25000	53	30.3
Married	71	40.6	25001 - 35000	39	22.3
Unmarried	104	59.4	35001 and Above	24	13.7
Total	175	100.0	Total	175	100.0
Educational Qualification:	Frequency (N)	Percentage (%)	Family Size: (Members in the Family):	Frequency (N)	Percentage (%)
Secondary	1	0.6	1 – 3	34	19.4
Higher Secondary	10	5.7	4 – 5	105	60.0
Diploma	7	4.0	6 & More	36	20.6
Graduate	73	41.7	Total	175	100.0
Post Graduate	77	44.0	Working Members in the Family:	Frequency (N)	Percentage (%)
Professional Qualification	7	4.0	1 – 2	140	80.0
Total	175	100.0	3 – 4	34	19.4
			5 & More	1	.6
			Total	175	100.0

Table 2: Preference for Shopping and Reasons for not Shopping Online

Preference for Shopping Online:	Frequency (N)	Percentage (%)
Yes	155	88.6
No	20	11.4
Total	175	100.0
Reasons:	Frequency (N)	Percentage (%)
Lack of Proper Information.	9	9.7
Lack of Physical Touch and Feel of product.	15	16.1
Lack of Trust in Online Product Quality.	16	17.2
Lack of High-Speed Internet Connectivity.	3	3.2
Lack of Free Service Delivery in Rural areas.	9	9.7

Lack of Timely Delivery of Goods.	4	4.3
Fear of not Exchanging Goods or Refund.	12	12.9
Fear of Losing Personal and Financial Details.	13	14.0
Negative Word of Mouth.	5	5.4
Past Bad Experience.	6	6.5
Others	1	1.1
Total Response	93	100.0

Similar findings are there with the study conducted by Desai & Marolia (2012).

The rural consumers showed the highest preference for *clothing and lifestyle* (22.7%) category of products, followed by electronic goods /equipment (18.5%) making a total of more than 40 percent.

Toys and baby products are at the bottom of rural consumer preference. The least preferred categories are toys and baby products. So, online companies need to consider these findings in the future for deciding improvements in product categories. The details are given in Table-3 below:

Table3: Preferred Product Category for Online Shopping

Products Prefer to Purchase through Online Shopping	Frequency (N)	Percentage (%)
Clothing/Lifestyles	109	22.7
Electronic goods/Equipments	89	18.5
Home Appliances	45	9.4
Books	39	8.1
Footwear	68	14.1
FMCG	19	4.0
Cosmetics	40	8.3
Baby Products	16	3.3
Toys	17	3.5
Others	39	8.1
Total Responses	481	100.0

The purchase frequency of rural consumers was very low with the majority of the respondents (about 65%) buying either once or twice a year. Moreover, a large number of respondents (about 70%) showed their preference for online shopping during the days of offer or festivals. Thus, discount/offer happen to be an important motivator for rural consumers. This confirms the findings of quite a few of the past studies (Shrama, Mehta &

Sharma, 2014; Samuel & Janardhanan, 2016; Pathan, 2019).

Rural consumers have more or less equal preference for Amazon (34.9%) and Flipkart (33.3%) followed by Myntra (16.4%). About 60% of the respondents surveyed used to spend up to Rs. 4000/- in a year for shopping online, whereas

remaining about 40% used to spend more than Rs. 4000/- in a year.

Most of the rural consumers (59%) preferred *cash-on-delivery (COD)* as a method of payment. This finding also is in confirmation with the findings of the study conducted by Kanupriya and Anupreet Kaur (2016). More details are given in Table 4 below:

Table 4: Rural Consumers’ Preference for Online Shopping

Frequency of Online Shopping:	Frequency (N)	Percentage (%)
Once in a Month	20	12.9
Once in 3 Months	34	21.9
Once in 6 Months	45	29.0
Once in a Year	56	36.1
Total	155	100.0
Preferred Online Shopping Days:	Frequency (N)	Percentage (%)
Normal Days	43	16.0
At the Time of Birthday’s and Anniversary	38	14.2
At the Time of Festivals	90	33.6
At the Time of Company’s Sale	97	36.2
Total Responses	268	100.0
Preferred Online Shopping Sites:	Frequency (N)	Percentage (%)
Flipkart	124	33.3
Amazon	130	34.9
Snapdeal	23	6.2
Myntra	61	16.4
E-bay	2	0.5
Others	32	8.6
Total Responses	372	100.0
Amount Spent on Online Shopping Every Year:	Frequency (N)	Percentage (%)
Less than Rs. 2000	47	30.3
Rs. 2000 - 4000	45	29.0
Rs. 4000 - 6000	32	20.6
More than Rs. 6000	31	20.0
Total	155	100.0
Preferred Method of Payment:	Frequency (N)	Percentage (%)
Cash on Delivery	135	59.0
Net Banking	27	11.8
Debit/Credit Card	58	25.3
Gift Coupons	9	3.9
Total Responses	229	100.0
Internet Access:	Frequency (N)	Percentage (%)
Mobile phone	101	65.2
Desktop	5	3.2
Both	49	31.6

Frequency of Online Shopping:	Frequency (N)	Percentage (%)
Once in a Month	20	12.9
Once in 3 Months	34	21.9
Once in 6 Months	45	29.0
Once in a Year	56	36.1
Total	155	100.0
Preferred Online Shopping Days:	Frequency (N)	Percentage (%)
Normal Days	43	16.0
At the Time of Birthday's and Anniversary	38	14.2
Total	155	100.0

Table 5: Cross-Tabulation of Family Income v/s Amount Spent

		Amount spent on buying online shopping every year				Total
		Less than Rs. 2000	Rs. 2000 – 4000	Rs. 4000 - 6000	More than Rs. 6000	
Family Income (in Rs. / Month)	Less than 15000	22	16	7	6	51
	15001 - 25000	8	17	14	10	49
	25001 - 35000	11	7	6	10	34
	35001 and Above	6	5	5	5	21
Total		47	45	32	31	155

Shoppers whose family income (monthly) is less than Rs. 15000, spent less than Rs.2000 or maximum up to Rs.4000 per month on purchasing of online products. On the other side shoppers whose family income (monthly) is above Rs.25001-35000 and 35001 and above, spend more than Rs. 6000 amount in buying products from online shopping every year. These findings help online retailers in taking decisions regarding the pricing of their products in the future in rural areas.

Chi-square contingency test was run on the above data as shown in Table-6. The null and alternative hypotheses for family income and the amount spent on online shopping are given below:

H0: There is no significant relationship between family income and the amount spent on online shopping.

H1: There is a significant relationship between family income and the amount spent on online shopping.

Table 6: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.98	9	.042
Linear-by-Linear Association	3.99	1	.046
N of Valid Cases	155		

Based on the asymptotic significance of Pearson chi-square, the null hypothesis is rejected. Hence it

is concluded that there is a significant relationship between family income and the amount spent on

online shopping. It means that the amount spent on online shopping is in direct proportion with the

monthly family income.

Table 7: Cross-Tabulation Family Income v/s Frequency of Online Shopping

		Frequency of online shopping				Total
		Once in a Month	Once in 3 Months	Once in 6 Months	Once in a Year	
Family Income (in Rs. / Month)	Less than 15000	5	9	18	19	51
	15001 – 25000	7	10	14	18	49
	25001 – 35000	6	9	9	10	34
	35001 and Above	2	6	4	9	21
Total		20	34	45	56	155

Shoppers whose family income (monthly) is less than Rs. 15000, prefers to shop more only once in a year and once in 6 months. On the other side shoppers whose family income (monthly) 25001-35000 prefers to more shop every month. These findings help online retailers in taking decisions regarding offers as per the suitability of rural area shopper's income.

Chi-square contingency test was run on the above data as shown in Table-8. The null and alternative hypotheses for family income and frequency of online shopping are given below:

- H0: There is no significant relationship between family income and frequency of online shopping.
- H1: There is significant relationship between family income and frequency of online shopping.

Table 8: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.65	9	.013
Linear-by-Linear Association	.567	1	.452
N of Valid Cases	155		

Based on the asymptotic significance of Pearson chi-square, the null hypothesis is rejected. Hence it is concluded that there is a significant relationship between family income and frequency of online shopping. It means that the amount spent on online shopping is in direct proportion with the monthly family income.

Factor Analysis

The respondents were asked 11 statements for their agreement as motivators/reasons for buying products online. These 11 statements were factor analyzed and reduced to 04 factors as shown in the following section. The KMO for the data analyzed

turned out to be 0.717 and Bartlett's test of sphericity turned out to be significant, thus suggestive of good factorability of the variables. The details of KMO and Bartlett's statistics are given in Table-9.

Principal Axis Factoring (PAF) was carried out to generate the initial factor matrix. These factors were then rotated using the Equamax rotation method to generate a better factor structure of the variables that the shoppers consider for making their online shopping. Based on the analysis, four factors could be identified. The loadings of each of the 11 variables on 04 factors are shown in Table-10 below:

Table 9: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.717
Bartlett's Test of Sphericity	Approx. Chi-Square	334.203
	Df	55
	Sig.	.000

Table 10: Rotated Factor Matrix

Rotated Factor Matrix	Factor			
	1	2	3	4
(10) Security of financial and personal details.	.787	.115	.156	-.029
(11) Ease of product return and money refund.	.684	.028	.131	.118
(7) Discounts/Offers/Deals given by the company.	-.011	.610	.208	-.091
(9) Provide preferred payment options.	.274	.535	.158	.142
(5) Product comparison can be done easily.	.409	.510	.124	.134
(2) It offers a greater choice of products.	.121	.376	.347	-.169
(1) Products are available at a lower price than the rural market.	.143	.171	.054	.078
(4) Spend more time with family and friends.	.225	.043	.678	.092
(3) It saves time of physical shopping.	.134	.175	.568	.092
(8) Free home delivery facility given by the company.	-.049	.418	.429	.114
(6) Products are not available in the rural market.	.041	-.005	.071	.752
Extraction Method: Principal Axis Factoring.				
Rotation Method: Equamax with Kaiser Normalization.				
a. Rotation converged in 9 iterations.				

Appropriate labels are given to each of the factors depending on what each one of them can explain.

Factor 1: Security of data and Ease of return/refund

Factor 2: Discount offer

Factor 3: Time & Location Convenience

Factor 4: Availability (Easily available)

CONCLUSION

The findings of the study showed that rural consumers do have a preference for online shopping with clothing & lifestyle and electronic goods being their preference for online shopping. Though the majority of the rural consumers have a low yearly frequency of shopping, the amount per capita per annum they spent is quite sizeable and looking at the size of the rural market, the total sum

may become quite significant that online retailers cannot ignore. As with many of their urban counterparts, rural consumers also preferred a cash-on-delivery (COD) option for payments.

The study revealed four important factors that may motivate the rural consumers to go for online shopping. They are *Security of data and Ease of return/refund; Discount offer; Time & Location Convenience; and Availability (Easily available)*.

This study brought forward some of the important inhibitors that may stop the rural consumers to buy online. Some of the major inhibitors that came out from this study are *lack of physical touch-and-feel factor, lack of trust in product quality, privacy concerns about personal & financial details and fear of not goods exchanged / refund*. These

inhibitors are similar to a study conducted in the past (Desai & Marolia, 2012). Rural showed their agreement to the statements such as *online shopping saves time, offers them a greater choice of products, free home delivery*, which are similar to the findings of an earlier study (Deshmukh & Joseph, 2016).

Limitations and Scope for the Further Study:

The present study is confined to Surat and Tapi districts of the South Gujarat area and topical scope

is limited to study the motivation and preference of rural consumers toward online shopping. Further studies may be extended by including attitude and intention to buy as two major constructs and maybe within a wider geographical area to improve its generalizability. The study may also be extended as comparative study by including the urban consumers.

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A study on Consumers Online Shopping Orientation and Life Style

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ABSTRACT

The investigation centers on an assessment of the individual qualities of the potential early adopters and a distinguishing proof of pivotal saw development properties for internet shopping, utilizing India as a contextual research. Results demonstrate that the financial stability, profit capacity, risk bearing capacity, security, income, opinions on new trends, attitude towards advancement and boldness are the key factors in arranging potential adopters. Administrative ramifications are examined and proposals are offered that help marketers in developing four P's (Product, Price, Place, Promotion) This paper looks at the shopping and purchasing conduct of more youthful and more established online customers as intervened by their attitude toward web shopping.

Structure/philosophy/approach – Over 500 respondents were taken as a base to perform the study.

Discoveries – The outcomes show that, there are key differences in attitude, interest and opinions of online shoppers and non shoppers, it can also be seen that computer and internet knowledge and its usage also plays a vital role in developing high frequency of online shopping.

Usefulness – On the basis of this study it would be helpful to ascertain key factors which directs the mind of person to buy online, there are many behavioral issues one can understand and the marketer can implement to fix the problems and to improve the growth of online selling.

Keywords: Online Shopping, Lifestyle factors, life style orientation, shopping continuance, computer knowledge

Introduction of the study

The web has ordinarily been depicted as a youngster's medium. Youngsters have likewise been viewed as early adopters of web based shopping. Be that as it may, as the web has gotten progressively universal, the profile of the online customer has come to look like that of the all inclusive community (Stores, 2001). For instance, in the year 2000, ladies contained right around

60 percent of the online customers. In a report by Jupiter Media Matrix, customers age 50 and more seasoned currently include 16 percent of new online customers and this number is relied upon to twofold by 2006 (Tedeschi, 2002).

The reason for this exploration is to decide the general effect of age and attitude towards shopping on the web in foreseeing the probability to shop and purchase on the

web. The primary segment of the presentation will display a record of the discoveries on shopping inspirations with specific spotlight on web based shopping. The research will talk about the segment profile of online customers and look at whether their dispositions towards shopping on the web change by segment portion.

Review of Literature

Thought processes in shopping in customary retail channels have for some time been a focal point of customer examine. Babin et al. (1994) distinguished two prevailing shopping thought processes: looking for the sake of entertainment (gluttonous) and shopping in view of an objective (utilitarian). Utilizing a subjective investigation, Wolfinbarger and Gilly (2001) demonstrated that these two thought processes are likewise common of online customers. Decadent customers (alluded to as experiential customers in the Wolfinbarger and Gilly study) are inspired by their association with a class of items that coordinates their perusing the web through closeout destinations and visits to pastime related locales. At the end of the day, the epicurean customer regularly looks for an item explicit web based shopping experience.

Objective arranged customers are described by four intentions in internet shopping: comfort, education, determination, and the capacity to control the shopping experience. There is extensive research to help their decision. For instance, reviews led by the Graphics, Visualization and Usability bunch at Georgia Tech (1994-1998) reasoned that the web conveys accommodation and time reserve funds for the online customer. Alreck and Settle (2002) found that web shopping was seen as sparing additional time than customary methods of shopping. Bhatnagar et al. (2000) found that clients'

apparent accommodation of shopping on the web positively affected online buy conduct. Nonetheless, Ramaswami et al. (2000-2001) found that for the individuals who utilize online data hotspots for purchasing budgetary items, time accessibility was not related with the affinity to direct an online quest for or acquisition of these items. That is, the individuals who were forced for time didn't utilize web based shopping more than the individuals who were not constrained for time.

An elective structure (Korgaonkar and Wolin, 1999) for shopping inspiration recognized seven inspirations for web use. These were: social idealism; exchange security and protection; data; intuitive control; socialization; non-value-based protection; and monetary inspiration. Their examination researched the inspirations for web utilization when all is said in done and web based buying. Utilizing consistently having-acquired online as the reliant measure, the huge inspirational indicators were exchange based security concerns, intelligent control, discussion intentions, and financial thought processes. Joines et al. (2003) broadened the structure of Korgaonkar and Wolin by evaluating the effect of these intentions on the measure of time spent looking for items on the web and the recurrence of web buy for items, for example, speculations, travel, and PC related items. Just the financial inspiration (for example "appreciate the accommodation of shopping on the web") and exchange based security concerns (for example "stressed over the security of budgetary data") were seen as imperceptibly measurably noteworthy indicators of the measure of time scanning for items on the web.

Objectives of the Study:

The objectives of the study are

1. To analyze life style orientation influencing Indian consumers to shop online by exploring the impact of Activity, Interest & Opinion and life style values of user on their online shopping
2. To examine the extent of online shopping continuance and life style related factors affecting online shopping continuance

Research Methodology

- **Data collection Method:**

The study includes primary data which were gathered using the pre tested questionnaire which were distributed offline and online to reach out to wider audience. In the questionnaire the researcher has added 17 AIO statements (Lifestyle instrument) with demographic characteristics along with measures dealing with computer and Internet use and knowledge, and demographics.

Secondary Information relating with the research were obtained from secondary sources such as reference books, magazines, journal, research papers and internet.

The research incorporates essential information which were assembled utilizing the pre-tested survey which were dispersed personally and online to connect with more extensive group of people. In the survey the

Analysis and Interpretation

Gender wise Distribution of Samples

The Demographic analysis of the respondents of the present study shows that males have been more than females. Gender

researcher has included 17 AIO articulations (Lifestyle instrument) with demographic characteristics along with measures dealing with computer and Internet use and knowledge, and demographics.

Secondary Information related with the exploration were gotten from optional sources for example, reference books, magazines, news paper and websites.

- **Sample size:**

Convenient sampling was used for selecting respondents. The sample size of 500 of Gujarat was taken for research purpose. The study is descriptive in nature and using a questionnaire containing both open ended and close ended questions. Some of these questions used five point Likert scale to capture data relating preference variables and demographic parameters.(Gender, Age, Employment status, Income level, Educational level, Marital status,).The study started with exploratory research design in order to have a deeper insight of the changing environment.

- **Population:**

The population for the research is from **Gujarat state** only which includes cities as Ahmedabad, Anand, Vadodara, Surat, Rajkot.

- **Sample Unit:**

For the research, the sample unit was an individual consumer who uses the facility of internet and purchasing online.

analysis is a significant component in any social science study. Since this research work is on perception and preference of consumers in urban and semi-urban areas, the male respondents comparatively more but there is representation of female also so comparison is possible.

Table 1: Gender wise Distribution of Samples

	Frequency	Percent
Male	312	62.4
Female	188	37.6

Graph 1: Gender wise Distribution of Samples

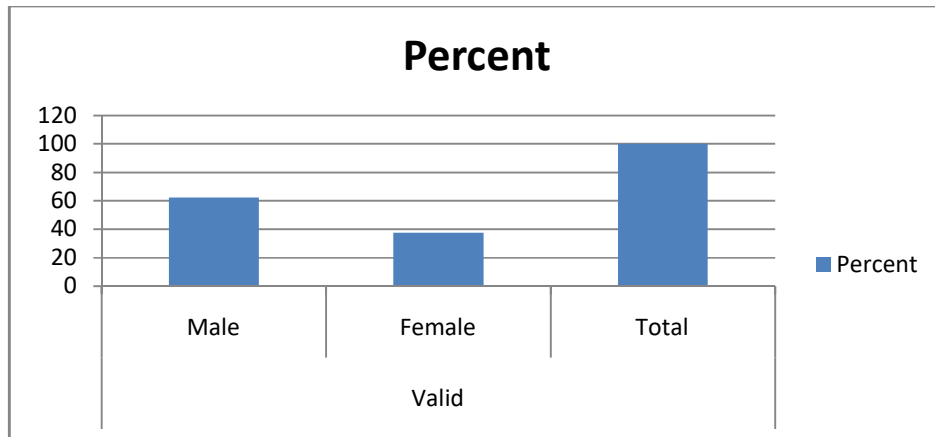


Table 1 represents the distribution of respondents with respect to their gender. It shows that majority of the respondents were male 62.4% while female respondents were 37.6%.

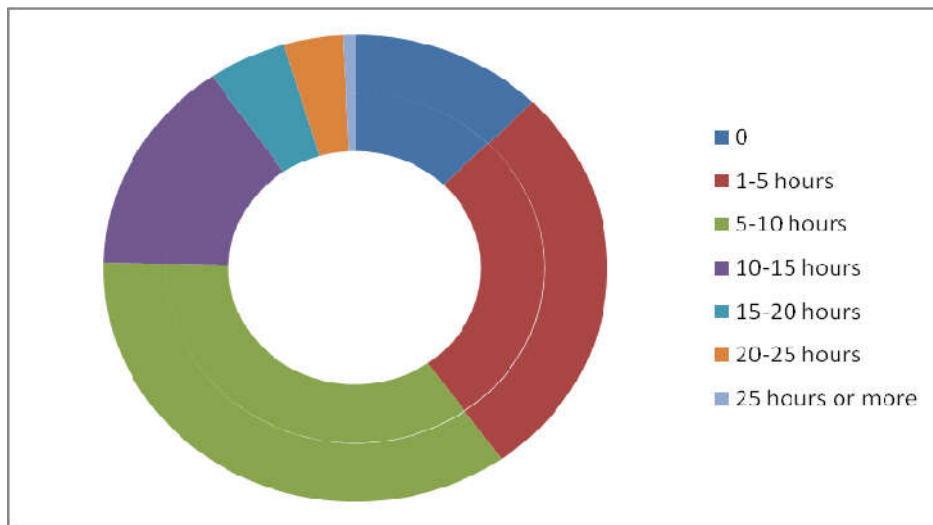
Knowing the time which is spent by respondents will help researcher to get an idea about total usage of computer on day to day basis and demand for the same. Hence the following data of time spent on computer is collected.

Time Spent on Computer

Table 2: Time Spent on Computer

Time (week)	Frequency	Percent
0 hours	62	12.4
1-5 hours	139	27.8
5.1-10 hours	176	35.2
10.1-15 hours	75	15
15.1-20 hours	25	5
20.1-25 hours	19	3.8
More than 25	4	0.8
Total	500	100

Graph 2: Time Spent on Computer



Interpretation:

Table 2 shows that majority of the respondents about 35.2 % spent time on computer for at least 5-10 hours in a week. About 27.8 % spent time on computer for at least 1-5 hours in a week. About 15 % spent time on computer for at least 10-15 hours in

a week. About 3.8 % spent time on computer for at least 20-25 hours in a week. There are 0.8 % respondents who use computer for more than 25 hours weekly and there are also 12.4% respondents who actually don't use computer ever.

Time Spent on Internet

Knowing the time which is spent by respondents will help researcher to get an idea about total usage of internet on day

today basis and demand for the same. Hence the following data of time spent on internet is collected.

Table 3. Time Spent on Internet

Time (Week)	Frequency	Percent
5-10 hours	48	9.6
10.1-15 hours	64	12.8
15.1-20 hours	122	24.4
20.1-25 hours	217	43.4
More than 25 hours	49	9.8
Total	500	100

Graph 3. Times Spent on Internet

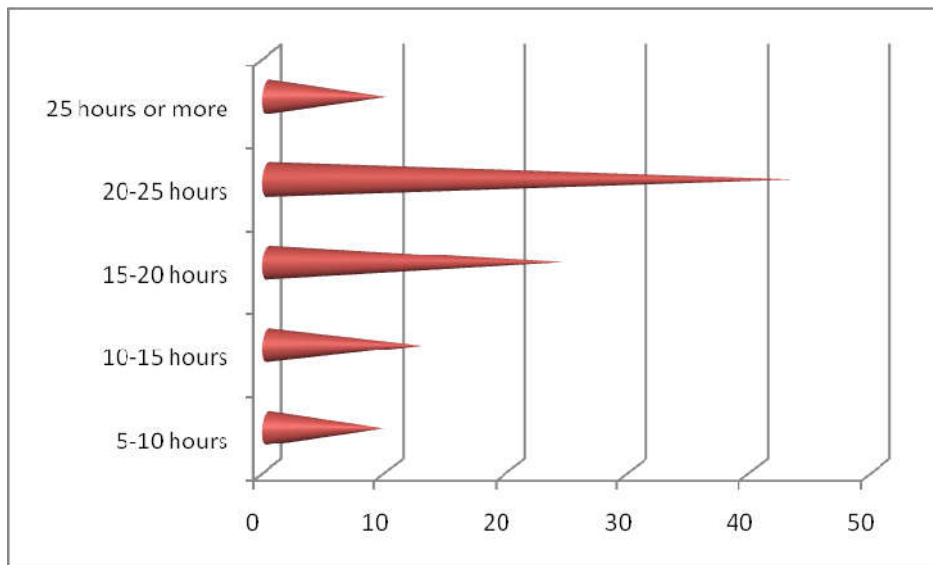


Table 3 shows that majority of the respondents about 43.4 % spent time on computer for at least 20-25 hours in a week. About 24.4 % spent time on computer for at least 15-20 hours in a week. About 12.8 % spent time on computer for at least 10-15 hours in a week. There are 9.8 % respondents who use computer for more than 25 hours weekly.

Frequency of computer knowledge related activities.

Frequency of computer knowledge related activities shows knowledge of computer within all the respondents; this is directly connected with the online purchase intention from different websites.

Table 4. Frequency of computer knowledge related activities.

Functions	I could not do this		I could do this somewhat		I Could do this	
	Frequency	(%)	Frequency	(%)	Frequency	(%)
Search engines	0	0	6	1.2	494	98.8
Word processing	1	0.2	9	1.8	490	98
Spreadsheets	1	0.2	8	1.6	491	98.2
Browser basics Internet	0	0	1	0.2	499	99.8
Virus/malware scanning	4	0.8	10	2	486	97.2

Common keyboard commands	0	0	70	14	429	85.8
Basic hardware terminology	0	0	10	2	490	98
Simple networking diagnosis	14	2.8	461	92.2	25	5
Security/privacy	0	0	500	100	0	0
Sending/receiving Email Messages	0	0	2	0.4	497	99.4
Finding Internet-retailer rating	12	2.4	357	71.4	131	26.2
Installing an operating system	478	95.6	0	0	22	4.4
Installing computer software	0	0	353	70.6	147	29.4

Interpretation:

From the above table it can be interpreted that 98.8% of the respondents have proper understanding of operating search engine, 98% respondents know word processing, 98.2% respondents know about spreadsheet, 99.8% respondents have knowledge of internet browser and their usage, 97.2% respondents can scan their computer/laptop against antivirus and malware. 85.8% respondents know common keyboard commands, 98% respondents

knows common hardware terminology, now when we come to some higher standard of computer knowledge, it can be interpreted that there are 92.2% respondents who have little knowledge of networking diagnosis, all the 100% respondents have somewhat knowledge of security and privacy, there are 71.4% respondents who know about internet rating. 95.6% respondents have no knowledge of installing operating system and 70.6% respondents have little knowledge of computer software.

Table 5. Percentage of using computer for various activities

Activities	Daily	2-3 times a week	Once a week	2-3 times a month	Once a month	Not at all
1) Check or send Email Messages	45.4	28.2	14.6	9	2.6	
2) Visit Internet Hobby sites	45.8	22.6	18.6	9.2	3	0.6
3) Play Games	41.2	27.6	17	7.8	6	0.2
4) Read on Online News or magazine	45.8	24.8	16.8	9.6	3	
5) Visit retail merchandise sites	42	27.2	17.8	7.8	4.8	0.4
6) Conduct business related work	36	30.8	18.4	6.8	7.4	0.6
7) Look at financial information	38.8	28.4	18.8	8.8	5	0.2

8) Find and view images	42.6	27	16	8.4	5.4	0.2
9) Search for and download software	45.6	25	16.8	9.6	3	
10) Chat online	40.4	30.6	14.8	9.4	4.4	0.4
11) Visit auction sites	43.8	25	19.8	5.2	6.2	
12) Look for tickets and reservation	45.6	25.6	16.4	8.6	3.8	
13) Visit message news group	42.6	30.2	16.8	6.4	4	
14) Look for job opportunity	39.6	27.6	18.8	8.4	5.4	0.2
15) Look for internet banking	43	28	18.8	4.8	5.4	
16) Use social sites	58.2	22.4	12	5.4	1.8	
17) Watch online movie/TV/serial	53.4	22.2	16.8	5.4	2.2	
18) Get information for knowledge	42.6	27	17	8	5.2	0.2
19) Read for exam preparation/competitive exam	40.2	26	18.8	8	6.6	0.2

Interpretation:

From the above table it can be interpreted that highest 45.4% of the respondents Check or send Email Messages on a daily basis, highest 45.8 % respondents visit internet hobby sites on a daily basis, highest 41.2 % respondents play games on a daily basis, highest 42 % respondents read online news or magazine on a daily basis, highest 42 % respondents visit retail merchandise sites on a daily basis, there are 36 % of respondents who conduct business related work on a daily basis, highest 38.3 % respondents look at financial information on a daily basis, highest 42.6 % respondents find and view images on a daily basis, highest 45.6 % respondents search for and download software on a daily basis, highest 40.4 %

respondents chat online on a daily basis, highest 43.8% respondents visit auction sites on a daily basis, highest 45.6 % respondents look for tickets and reservation on a daily basis, highest 42.6% respondents visit message news group on a daily basis, highest 39.6% respondents look for job opportunity on a daily basis, highest 43 % respondents look for internet banking on a daily basis, highest 58.2 % respondents use social sites on a daily basis, highest 53.4 % respondents watch online movie/TV/serial on a daily basis, highest 42.6 % respondents get information for knowledge on a daily basis, highest 40.2 % respondents read for exam preparation/competitive exam on a daily basis.

Table 6. Percentage of Online shopping behavior

Statements	SD	D	NAND	A	SA
I always search for the lowest price in just about everything I buy.	0	2.6	14	61.2	22
I want my purchases to be absolutely private.	0.2	9.6	30.8	42.8	16.4
I like browsing on the Internet.	0	24	37.6	26.8	11.4
I like having products delivered to me at home.	0	7.2	11	23.4	58.2

I would shop on the Internet (more) if the prices were lower.	0	3	7.6	30.6	58
I often go to the Internet to preview products.	0	11.8	31.6	46.4	9.4
I often go to the Internet for product reviews or recommendations.	0	5	21.2	54	19.2
I think Internet shopping would avoid the hassle of local shopping.	0	0.6	15.4	63	20.4
I like it that no car is necessary when shopping on the Internet.	0	2.8	28.8	35.8	31.8
For me, shopping in stores is a hassle.	0	17.6	48.2	25	8.6
I would like not having to leave home when shopping.	0	12.4	43.4	33.2	10
I think on-line buying is (or would be) a novel, fun way to shop.	1	13	35.2	40.4	9.6
I enjoy buying things on the Internet.	0.4	11.8	40	37.2	9.8
I think the Internet offers lower prices than local stores.	0	3.8	13	43.2	38.6
I think Internet shopping offers better selection than local stores.	0	2.4	13.6	51.8	31.4
I often return items I have purchased.	0.6	16	52.8	24.8	4.8
I think Internet shopping offers better quality than local stores.	0	20.4	49.2	24.2	6

Interpretation:

From the above table it can be interpreted that highest 83.2 % (total of agree and strongly agree group) respondents search for the lowest price in just about everything they buy so here price is one of the dominant factor which consumers keep in mind all the time before purchasing online, it might happen that consumer also check online and offline price before he or she buy. 59.2 % of respondents believes that privacy matters to them, 38.2 % respondents agrees that they like browsing on internet, but this percentage is not that much big concern for online shopping as there are 37.6 % respondents, 81.6 % respondents likes to get products delivered at home, 55.8 % respondents likes to review the products before they get them at home, 83.4 % respondents believes that internet shopping is hassle free, 83.2 % respondents agrees to do comparative study of different products online, 29.6 % agrees that they often return

products bought from internet, 30.2 % of respondents believes that quality in internet is far better than local shops.

Conclusion:

The outcomes are showing significant Activities, different sorts of intrigue and diverse assessment of on-line customers, likewise this investigation will assist us with finding the degree of web based shopping continuation in Gujarat. Why online customers tirelessly purchasing from on the web. We can likewise ready to locate the different way of life factors that impact customers' aim to repurchase on the web and finally after the finish of this examination we can investigate and way of life based Profile of online customers.

A commonsense perspective, the discoveries from this examination may benefit online retailers,

online banks, online financiers whose plans of action and income streams depend on long haul utilization of IT items and administrations. The consequences of this examination will give a few thoughts and functional recommendations which

can be executed especially in web based shopping so as to improve its continuation (for example: client retention techniques).

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Workforce Diversity Issues in India – Response by Indian organizations

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Abstract

This paper critically analyses the workforce diversity initiatives by Indian organizations. The data were collected from fifteen industries from online sources. The study found that many industries are moving towards workforce diversity which is helping to attract and recruit top talent and encourage employees to be diversity sensitive and to build and sustain an inclusive organizational culture. It concludes that many industries are moving towards workforce diversity which is helping to attract and recruit top talent and encourage employees to be diversity sensitive and to build and sustain an inclusive organizational culture.

Keywords: workforce, diversity, Indian organizations, initiatives, performance.

Introduction to workforce diversity

Workforce diversity can be defined as organizations become more inclusive and heterogeneous in terms of gender, age, race, caste, religion, etc. Today, a diverse workforce is considered to increase an organization's performance and helps to add value to an organization. It has become a need today for all organizations to become more successful. Diversity is generally defined as acknowledging, understanding, accepting, valuing and celebrating differences among people concerning age, class, ethnicity, gender, physical and mental ability, race, sexual orientation, spiritual practice, and public assistance status (Esty, et al., 1995). Harrison and Klein (2007) define diversity as "the distribution of differences among the members of a unit concerning a common attribute, X, such as tenure, ethnicity, conscientiousness, task attitude, or pay."

Need for workforce diversity

Khanna, 2017 found that those organizations that invested in diversity management practices saw reduced absenteeism and were able to create an

environment in which employees were more likely to enjoy their work (Barrile, 2003, Kulkarni. 2018). Some have concluded that demographic diversity is positively associated with improved performance at the organizational level, but others have found a negative association, and others yet have found no association at all. Herring (2009). Armstrong et al. (2010) found diversity was associated with increased labor productivity, increased workforce innovation, and decreased employee turnover. Mannix and Neal, (2005), suggests that diversity increases the ability to exchange task-relevant information; and social categorization theory.

Internally, organizations promote diversity and manage increasingly heterogeneous workforces, accommodate and integrate employees with a different value and belief systems and combat range of different forms of discrimination with both organizational and societal consequences (Groschl, 2011)

Externally, organizations have to manage demands from governmental, consumer and lobbying sources for the implementation of anti-

discrimination policies and laws, and for attracting and integrating employees from minority or historically disadvantaged groups (Groschl, 2011)

Relationship between workforce diversity and organizations performance

A report by Deloitte argued that diversity and inclusion lead to improved business outcomes (Deloitte (2011)). A diverse workforce helps reach out to diverse customer groups and markets and promotes innovativeness and superior work outcomes and performance (Vohra et. al 2015). Investing in diversity management also reduces absenteeism (Khanna, 2017) and creates an environment in which employees are more likely to enjoy their work (Barrile, 2003, Kulkarni. 2018). Some have concluded that demographic diversity is positively associated with improved performance at the organizational level, but others have found a negative association, and others yet have found no association at all. Herring (2009). Armstrong et al. (2010) found that diversity was positively associated with increased labor productivity, increased workforce innovation, and decreased employee turnover. Mannix and Neal (2005), suggests that diversity increases the ability to exchange task-relevant information; and social categorization theory Internally, organizations promote diversity and manage increasingly heterogeneous workforces, accommodate and integrate employees with different value and belief systems and combat range of different forms of discrimination with both organizational and societal consequences (Groschl, 2011). Externally, organizations have to manage demands from governmental, consumer and lobbying sources for the implementation of anti-discrimination policies and laws, and for attracting and integrating employees from minority or historically disadvantaged groups (Groschl, 2011)

Research Methodology: New age sector organizations are open to publishing their policies, openly on their websites or the internet. Therefore it was decided to take those organizations in the sample who have published their workforce diversity initiatives. The data for fifteen different industries were collected from online sources which would help us in doing the analysis.

Objectives of the study

The objectives of the study were as follows:

- A) To study the need for workforce diversity in organizations.
- B) To understand the initiatives taken by global and Indian organizations for workforce diversity.
- C) To understand the objectives of these organizations for adopting workforce diversity initiatives.
- D) To identify if any similar pattern exists in the type of initiatives taken by these organizations

Data collection

The data was collected through secondary sourced from websites, company documents, annual reports, etc. It was then tabulated and analyzed to understand if any pattern arises. The sample consisted of fifteen organizations that had published the workforce diversity initiatives on their website.

Findings: The study found that many industries are moving towards workforce diversity which is helping to attract and recruit top talent and encourage employees to be diversity sensitive and to build and sustain an inclusive organizational culture.

Table 1: Profile of organizations who had taken workforce diversity initiatives in the sample

Sr. no.	Name of the company	Sector
2.	Godrej	Chemical
3.	Paytm	E-commerce
4.	Myntra	E-commerce
5.	Shop Clues	E-commerce
6.	Infosys	IT services
	Wipro	IT services
7.	HCL	IT services
8.	TATA Steel	Manufacturing

The above table represents the various sectors to which the organizations belonged to. The majority of the organizations belonged to manufacturing

9.	Mahindra and Mahindra	Manufacturing
10.	TATA Motors	Manufacturing
11.	Eicher Motors	Manufacturing
12.	Bajaj Auto	Manufacturing
13.	Hero Moto Corp	Manufacturing
14.	Reliance Industries	Manufacturing
15.	ONGC	Oil and Gas

Compiled from secondary data

sectors followed by IT service organizations, then E-commerce organizations and lastly chemical sector.

Table no. 2: Reasons were given by organizations for workforce diversity initiatives

Sr. no	Objectives cited by organizations	Frequency
1.	Encourage employees to be diversity sensitive	5
2.	Attract and recruit top talent	3
3.	To partner effectively with clients from diverse nationalities	2
4.	To offer the best diversity opportunities	2
5.	Building and sustaining an inclusive organization culture	2
6.	To reduce the attrition of women employees	1
7.	To help differently-abled individuals to leverage their talent and build their careers	1
8.	To improve the employability of the unprivileged youth	1
9.	To make the workplace more engaging	1
10.	To make an organization suitable and friendly for women	1

Compiled from secondary data

Organizations cited various reasons for undertaking workforce diversity initiatives. They differed significantly in their reasons. Some cited only one while others cited several reasons for these initiatives. Following is the summary of initiatives taken by organizations.

To encourage employees to be diversity sensitive: Analyzing the reasons for taking workforce diversity initiatives shows that the majority of organizations encouraged employees to

be diversity sensitive. This result has less connection with initiatives that directly affect the business.

To attract and recruit top talent: Ranking wise 'attract and recruit top talent' was given as the most important reason for introducing workforce diversity initiatives. These organizations were operating in a very competitive environment where the gap between demand and supply was significant. Therefore the need to attract talent at all

levels was important. The model of the industry in which these organizations were working is also such that the competitive edge is acquired only through competent people. Therefore, manpower is the most important asset of the organization. To attract and retain competent people these organizations used different types of methods, workforce diversity is one of the initiatives.

To partner effectively with clients from diverse nationalities: The majority of the organizations in the sample were those which had a global presence. It was their business need to expand the business and look at the whole world as their market. In this process, they were interacting with people from different nationalities who had different cultures and value systems. Encouraging workforce diversity helped these organizations to understand the needs of their clients in a better way and expand their business.

Other organizations cited the following reasons for taking workforce diversity initiatives

- To offer the best diversity opportunities
- Building and sustaining an inclusive organization culture
- To reduce the attrition of women employees
- To help differently-abled individuals to leverage their talent and build their careers
- To improve the employability of the unprivileged youth
- To make the workplace more engaging
- To make an organization suitable and friendly for women

An attempt was made to differentiate the workforce diversity initiatives according to the sector.

Table no. 3: Sector-wise initiatives for inclusion of women

Sector	Initiatives
Manufacturing	<ul style="list-style-type: none"> • Creation of new support structures, systems, and processes conducive for a safe workplace for women. • Provision of technical training, financial and computer literacy, self-defense training, entrepreneurship skills, and effective communication. • Building a network

Compiled from secondary data

The above table represents the initiatives taken by various manufacturing companies for the inclusion of women. Women employees constitute only 3% to 12% in the manufacturing sector in India. The manufacturing organizations are taking initiatives for the inclusion of women to enhance their talent pool as retaining talent has become more difficult in a tight labor market. Additionally, the younger

workforce has more inclination to join the service industry. Comparatively, the service industry has better working conditions and pay scales. Therefore, the manufacturing sector is looking for alternate sources of manpower, one of which is 'women employees'. The inclusion of women may also help the organization to cultivate innovation.

Table 4: Initiatives by E-commerce industry

Sector	Initiatives
E-commerce	<ul style="list-style-type: none"> • Creation of email helpline exclusively for its woman employees to promptly address issues. • Provisions for a safer workplace. • Flexible provisions like work from home and flexible working hours

Compiled from secondary data

The above table represents the initiatives taken by various E-commerce organizations for the inclusion of women. The representation of female employees in E-commerce organizations is 31% in India. Organizations in the E-commerce industry are facing fierce competition within themselves. This has given birth to a situation where the demand for a talented workforce is more. An increasing number of E-commerce organizations are

taking up various initiatives for the inclusion of women because they offer reliable services. The attrition rate of female employees in the front line role is also lower. Organizations in this sector are trying to build a friendly environment by taking initiatives like 'Creation of email helpline exclusively for its woman employees to promptly address issues', Provisions for a safer workplace', and ' Flexible provisions like work from home and flexible working hours'.

Table 5: Initiatives by IT industry

Sector	Initiatives
IT Services	<ul style="list-style-type: none"> • Programs for mentoring Program for Women. • Programs that address work-life issues and developmental needs of the women employees. • Provision for vocational, personal and psychological counsel to enable professional and personal development. • Provision for support on parenting matters.

Compiled from secondary data

The above table represents the initiatives taken by various IT Service organizations for the inclusion of women. The representation of female employees is 60% in IT Service organizations in India. An increased number of IT services organizations are recruiting more female employees as collaborating with individuals of different genders leads to greater innovation and problem-solving. Female employees in IT service organizations are well educated. The IT industry is also facing the challenge of attracting talent and attrition. 'Women employees' can act as a useful pool of talent for

these organizations. Therefore, IT organizations are taking initiatives like Programs for mentoring Program for Women, Programs that address work-life issues and developmental needs of the women employees, Provision for support on parenting matters, etc. in this regard.

Some organizations also looked beyond the inclusion of women employees and expanded their horizons to differently-abled employees. The initiatives taken by organizations for differently-abled employees are as follows.

Table no. 6: Sector-wise Initiatives for the inclusion of differently-abled employees

Sector	Initiatives
IT services	<ul style="list-style-type: none"> • Build accessible physical infrastructure • Develop talent transformation measures • Celebration 'World Disability Day' to sensitize employees

Compiled from secondary data

The above table represents the initiatives taken by various manufacturing companies for the inclusion of differently-abled. IT service sector organizations are recruiting a diverse workforce comprising of differently-abled employees to attract and retain the best talent pool. Certain organizations may also

have a reservation for differently-abled employees. These employees contribute to the organization by providing innovative ideas. The reputation of the organizations also improves when they are more inclusive of differently-abled employees.

Table no. 7: Sector-wise initiatives for inclusion of employees of different nationalities

Sector	Initiatives
IT services	Wipro- It has about 122,000 personnel from 69 nationalities. Globally it hired 38 percent locally. 19 percent of its IT workforce is non-Indian.
	HCL- has established several initiatives to promote and integrate diversity at every level.

Compiled from secondary data

Some organizations that were operating globally hired a mix of a local and international workforce. This mix helped them to understand global issues as well as act on local issues. Secondly, this also helped the organizations to mitigate the negative effects of firms being multinational. Often multinational firms are viewed with suspicion and locals have negative feelings towards them. Hiring locals and employees from different nationalities allowed locals to progress and create a truly global competition.

Conclusion

From the analysis, it is found that in today's changing business environment companies have to continuously observe the changes in the surroundings and have to act accordingly to sustain the workforce diversity to remain competitive in the market. A diverse workforce improves the talent pool, initiates innovation and improves the reputation of the organization.

Managerial implications

The managers must implement practices such as flexible working hours, conduct workshops to train and sensitize employees on the need for workforce diversity.

A diverse workforce increases the productivity of the organizations as well as builds a positive reputation for the organizations. Hence organizations should promote workforce diversity by initiatives such as building infrastructure that is comfortable for differently-abled employees.

Managers should provide flexible working hours for working women, policies for their safety and conduct workshops for their counseling and personal development.

Limitations of the study

- The study is based on secondary data.
- The results are obtained from a limited number of private Indian organizations hence the results cannot be generalized to other organizations.

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A Study on Mapping of Perception of Present Direct Taxation Policy of Government

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ABSTRACT

Direct tax is more important as compared to indirect tax because these kinds of taxes are more collected from the rich people and the corporate sector without injuring the poor people. The tax system of India is quite reasonable, balanced and based on the principle of maximum welfare of people. Whatever tax is collected by the government is used to undertake welfare and development activities such as education, sanitation, rural development, water supply, etc. In this study, an attempt has been made to measure the perception of taxpayers regarding the direct tax policy of the government. The study discloses that the perception of taxpayers regarding present direct tax policy is very positive, taxpayers are happiest with the present tax system and tax authorities are friendly with taxpayers. The present study is helpful for the taxpayers, tax authorities and tax policymaker as the paper majorly focus on the important aspects of present direct taxation policy of the government.

Key-Words: Perception of Direct tax, Income-tax, Taxpayers

INTRODUCTION

India offers a well-structured tax system for its population. Taxes are the largest source of income for the government. There are two kinds of taxes collected by the Government of India, first being direct and the other is an indirect tax. Direct tax is the kind of tax that is directly paid by taxpayers to the government. E.g.:Income-tax, Wealth tax, corporate tax, gift tax, etc. Now a day's direct tax is more important, as per the Indian economy. In India, direct taxes have contributed to nearly 80% of the tax revenues in the early 1990s. Now, since 2007, direct taxes are contributing around 54% of the central government's tax revenue. This indicates that the Indian tax system is getting more and more progressive.

REVIEW OF LITERATURE

Ojah et, al (2008)

This study aimed to investigate the likely antecedents of young Indian professionals' behavioral intention (BI) to use the income tax e-filing service. Young Indian professionals' BI to use the income tax e-filing service are perceived ease-of-use, personal innovativeness in information technology, relative advantage (RA), the performance of e-filing service and compatibility (COMP). Professionals suggested that in e-filing of return digital signatures must incorporate for security purposes.

Sharma (2011)

The study found that perceived ease of use, perceived usefulness, perceived credibility, and computer awareness significantly influence the customer's

acceptance of e-filing. The study posits that acceptance of e-return filing can be improved by focusing on perceived ease of use, perceived usefulness, perceived credibility, and computer awareness.

Geetha and Sekar (2012)

Their conceptual study concludes that e-filing is the new effective method of filing income tax returns online and make e-payment Tax. It saves our golden time, energy and cost and also reduces our tension. So the Taxpayers are requested to use e-filing and e-payment facilities. This study reveals that the existing users are satisfied with the e-filing facilities but most of the individual Taxpayers are not aware of the e-filing and e-payment procedures so sufficient steps are required to create more awareness in the minds of Taxpayers regarding e-filing of income tax.

Brahmbhatt (2012)

This paper attempts to develop an understanding of the factors that influence citizens' adoption of electronic Tax-filing services and to discuss Taxpayer perception and satisfaction with an online system for filing individual income tax returns. The awareness can be best spread by introducing the e-filing in the high school or college curriculum. Awareness can be increased by organizing awareness programs in offices/workplaces. For the older generation who are hesitant to technology, the e-filing can influence by organizing awareness camps to ensure that the effort expectancy, system expertise. Thus, the Tax Authorities should have to develop marketing strategies to reduce and resolve the e-filing related issues.

Chawla et.al (2013)

The study resulted that the existing users are satisfied with the procedure of e-filing but others are not aware of such a facility. New technology is been gifted to

Taxpayers for filing their income tax returns online is e-filing. The e-filing is the new effective method of filing income tax returns online and make e-payment Tax. It saves time, energy and cost and also reduces our tension. So the Taxpayers are requested to use e-filing and e-payment facilities. The study shows that the existing users are satisfied with the e-filing facilities but most of the individual Taxpayers are not aware of the e-filing procedures so sufficient steps are required to create more awareness in the minds of Taxpayers regarding e-filing of income tax.

We can observe that above mention studies either meant to map behavioral intention or understanding the perceived benefit of e-filing of Income-tax but very few kinds of literature available for mapping of perception of present Direct Taxation Policy of Government. Perception of Gujarati Tax Payer was not measured so researchers have attempted to measure the perception of present taxation.

OBJECTIVE OF THE STUDY

The primary objective of this study is to examine the perception of taxpayers regarding the present direct tax policy of the Government of India.

RESEARCH METHODOLOGY OF THE STUDY

The said research is analytical in nature. This study is based on primary data collected through a structured questionnaire from different selected taxpayers as per different age, annual income, tax payment, qualifications and from different occupations. A total of 208 respondents have been approached to examine the perception of taxpayers regarding the present direct tax policy of the government, based on purposive sampling method. To measure the perception of taxpayers regarding the present direct tax policy of the

government, we have used a standard scale. After collecting the data from 208 respondents for data analysis, we have

used SPSS 20 (Demo version). To test the hypothesis, we have used ANOVA and t-test using SPSS.

DEMOGRAPHIC INFORMATION

Table No. 1 Demographic Information of Respondents

DEMOGRAPHIC INFORMATION	VARIABLE	FREQUENCY	PERCENTAGE (%)
Gender	Male	149	71.6
	Female	59	28.4
Qualification	SSC	8	3.80
	HSC	15	7.20
	Graduation	68	32.7
	Post-Graduation	61	29.3
	Other	56	26.9
Occupation	Teacher	75	36.1
	Business Man	35	16.8
	Professor	3	1.40
	Private Employee	88	42.3
	Others	7	3.40
Annual Income	Rs. 2,50,001 to 5,00,000	136	65.4
	Rs. 5,00,001 to 10,00,000	55	26.4
	Above Rs. 10,00,000	3	1.40
Tax Payment	Up to Rs.10,000	129	62.0
	10,001 to 20,000	45	21.6
	Above Rs.20,000	34	16.4
Age	20 to 30 Years	66	31.7
	31 to 40 Years	48	23.1
	41 to 50 Years	58	27.9
	51 to 60 Years	32	15.4
	Total	208	100.0

Table No. 1 depicts the demographic information of the respondents. Regarding gender- 71.60% are males and the rest are females. About qualifications- 32.70% of respondents were graduates, 29.30% were post-graduates and the rests are having different qualifications. Occupation wise-42.30% were private employees, followed by 36.10% who were teachers and remaining are from different occupations. Regarding annual income, 65.40% of respondents have their incomes between Rs. 2, 50,001 to Rs. 5,00, 000, followed by 26.40% of respondents who have their incomes between Rs. 5,00,001 to Rs. 10,00,000 and the remaining respondents have their incomes more than Rs. 10,00,000. Tax payment wise- 62.00% paid tax up to Rs. 10,000, 21.60% were paid tax between Rs. 10,001 to Rs. 20,000 and the remaining paid tax more than Rs. 20,000. About the age category- 31.70% of respondents are having age between 20 to 30years, followed by 27.90% and 23.10% having age between 41-50 and 31-40 years respectively.

DATA ANALYSIS

Table No. 2 Mapping of Perception of Present Direct Taxation Policy of Government

STATEMENT	VERY POOR	POOR	OK	GOOD	EXCELLENT
Present tax system	4 (1.9%)	8 (3.8%)	18 (8.7%)	88 (42.3%)	90 (43.3%)
Updated information provided	2 (1%)	12 (5.8%)	69 (33.2%)	90 (43.3%)	35 (16.8%)
About tax system	4 (1.9%)	9 (4.3%)	83 (39.9%)	76 (36.5%)	36 (17.3%)
Procedure of payment of tax	2 (1%)	11 (5.3%)	54 (26%)	77 (37%)	64 (30.8%)
Refund policy	10 (4.8%)	16 (7.7%)	53 (25.5%)	66 (31.7%)	63 (30.3%)
Enough time period	1 (0.5%)	13 (6.3%)	93 (44.7%)	64 (30.8%)	37 (17.8%)
Penalty provided is mild	7 (3.4%)	44 (21.2%)	82 (39.4%)	59 (28.4%)	16 (7.7%)
Compulsory online filing	6 (2.9%)	15 (7.2%)	92 (44.2%)	69 (33.2%)	26 (12.5%)
SMS and email facility	1 (0.5%)	16 (7.7%)	61 (29.3%)	66 (31.7%)	64 (30.8%)
Facility of calculation of tax amount	3 (1.4%)	14 (6.7%)	94 (45.2%)	71 (34.1%)	26 (12.5%)
Set off and carry forward of losses	4 (1.9%)	21 (10.1%)	90 (43.3%)	68 (32.7%)	25 (12%)
Deduction available under various sections	9 (4.3%)	23 (11.1%)	85 (40.9%)	71 (34.1%)	19 (9.1%)
TDS provisions is satisfactory	7 (3.4%)	21 (10.1%)	86 (41.3%)	70 (33.7%)	24 (11.5%)
Advance payment of tax rules	3 (1.4%)	21 (10.1%)	84 (40.4%)	78 (37.5%)	22 (10.6%)
Interest payment	8 (3.8%)	17 (8.2%)	76 (36.5%)	82 (39.4%)	25 (12%)
Penalty and prosecution to stop tax evasion	7 (3.4%)	13 (6.3%)	79 (38%)	84 (40.4%)	25 (12%)
Income tax authority are friendly with tax payer	4 (1.9%)	15 (7.2%)	64 (30.8%)	60 (28.8%)	65 (31.3%)

Table No. 2 represents the opinion of respondents regarding the mapping of perception of the present direct taxation policy of the government. Regarding the present Tax system, 90 (43.30%) respondents said it is excellent, followed by 88 (42.30%) respondents who believed it to be good and only 4 respondents (1.90%) said it is very poor. About updated information, the majority of the respondents (90 out of 208) (43.3%)

said it is good, 35 (16.80%) respondents said it is excellent and only 2 (1%) respondents believed it to be very poor. Here, we can say that the majority of the respondents have given a positive opinion about the present tax system and updated information in present direct tax policy.

About Tax system 36 (17.3%) respondents said it is excellent, 76 (36.50%) respondents said it is good and only 4

(1.9%) respondents said it is very poor. Regarding the procedure of payment of Tax, 64 (30.80%) respondents said it is excellent, followed by 77 (37%) respondents who believed it to be good and only 2 respondents (1%) found it to be very poor. Regarding time, 37 (17.8%) respondents said it is excellent, 64 (30.80%) respondents said is good and only 1 (0.5%) respondent said it is very poor. About compulsory online filling, 26 (12.50%) respondents said it is excellent, followed by 69 (33.20%) respondents who said it is good and only 6 (2.90%) respondents said that compulsory online filling is very poor. Here, we can say that the majority of the respondents have given a hopeful opinion about the tax system, procedure of payment of tax, time period and compulsory online filling in present direct tax policy.

About SMS and email facility, 64 (30.80%) respondents said it is excellent, followed by 66 (31.70%) respondents who said it is good, and only 1 (0.5%) respondents said it is very poor. Regarding the facility of calculation of tax, 26 (12.50%) respondents it is excellent, followed by 71 (34.10%) respondents who said it is good and only 3 (1%) respondents said it is very poor.

Opinion about set off and carry forward of losses, 25 (12%) respondents said that it is excellent, followed by 68 (32.70%) respondents who said it is good and only 4 (1.90%) respondents said it is very poor. About advance payment of tax rules, 22 (10.60%) respondents said that it is excellent, followed by 78 (37.50%) respondents said it is good and only 3 respondents (1.40%) said it is very poor. Regarding income tax authorities whether they are friendly or not, 65 (31.30%) respondents said it is excellent, followed by 60 (28.80%) respondents who said it is good and only 4 (1.90%) respondents said it is very poor. Here, we can say that majority of the respondents have given a positive opinion about SMS and email

facility, the facility of calculation of tax, set off and carry forward of losses, rules of advance payment of tax and income tax authorities are friendly with taxpayers in present direct tax policy.

Regarding refund policy, 63 (30.30%) respondents said it is excellent, followed by 66 (31.70%) respondents who believed it as good and only 10 respondents (4.80%) said it very poor. About penalty, 59 (28.40%) respondents said it is good, followed by 16 (7.70%) respondents who said it is excellent, 44 (21.20%) respondents said it is poor and only 7 (3%) respondents said it very poor. Opinion about deduction available under various sections, 19 (9.10%) respondents said it is excellent, followed by 71 (34.10%) respondents who said it is good and only 9 (4.30%) respondents said it is very poor. Regarding TDS provision, 24 (11.50%) respondents said it is excellent, followed by 70 (33.70%) respondents who said it is good and only 7 (3.40%) respondents said it is very poor.

About interest payment policy, 82 (39.40%) respondents said it is good, followed by 25 (12%) respondents who said it is excellent and only 8 (4%) respondents said it is very poor. Opinion about the penalty and prosecution policy of tax evasion, 25 (12%) respondents said it is excellent, followed by 84 (40.40%) respondents who said it is good and only 7 (3.40%) respondents said it is very poor. From all of the above statements, we can find that in majority of the aspects, taxpayers are happy and so it has to be continued and in some aspects like refund policy, penalty provided is mild, deduction available under various sections, TDS provisions are satisfactory, interest payment and penalty and prosecution to stop tax evasion taxpayers given destructive opinion and so it is required to improve this facility.

HYPOTHESIS AND TESTING

H₀₁: There is no significant difference in the opinion of respondents regarding various statements on the Present Direct Tax policy as per age category.

H₀₂: There is no significant difference in the opinion of respondents regarding various statements on the Present Direct Tax policy as per age qualification.

H₀₃: There is no significant difference in the opinion of respondents regarding

various statements on the Present Direct Tax policy as per age occupation.

H₀₄: There is no significant difference in the opinion of respondents regarding various statements on the Present Direct Tax policy as per age annual income.

To test the above-mentioned hypothesis, the researcher has applied ANOVA and t-test as per requirement. The following are the result of hypothesis testing.

Table No. 3 Hypothesis and Testing

Statement	Test Applied	P value			
		Age Category	Qualification	Occupation	Annual Income
Present tax system	ANOVA	.506	.034	.000	.477
Updated information provided	ANOVA	.155	.127	.823	.628
About tax system	ANOVA	.366	.559	.987	.809
Procedure of payment of tax	ANOVA	.208	.119	.570	.559
Refund policy	ANOVA	.105	.311	.387	.214
Enough time period	ANOVA	.917	.379	.647	.063
Penalty provided is mild	ANOVA	.539	.904	.051	.661
Compulsory online filing	ANOVA	.855	.895	.996	.657
SMS and email facility	ANOVA	.012	.025	.527	.633
Facility of calculation of tax amount	ANOVA	.873	.064	.013	.491
Set off and carry forward of losses	ANOVA	.860	.357	.668	.156
Deduction available under various sections	ANOVA	.442	.079	.654	.770
TDS provisions is satisfactory	ANOVA	.626	.546	.640	.515
Advance payment of tax rules	ANOVA	.645	.380	.509	.369
Interest payment	ANOVA	.747	.095	.201	.418
Penalty and prosecution to stop tax evasion	ANOVA	.874	.690	.514	.289
Income tax authority are friendly with tax payer	ANOVA	.815	.920	.366	.315

Present tax system, updated information provided, procedure of payment of tax, enough time period, SMS and email facility, advance payment of tax rules and income tax authority are friendly with taxpayer, etc. and are highly valued by taxpayers so it should be continued while some aspects like refund policy, penalty

provided is mild, deduction available under various sections, TDS provisions are satisfactory, interest payment encountered few problems so, it has to be developed for the future. Over all the opinions of taxpayers regarding present direct tax policy of government are very positive.

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Sustainable Development and India: A Comparative Analysis with other BRICS members

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Abstract

The sustainability paradigm is a major change from the previous paradigm of economic development with its damaging social and environmental consequences. Until recently these consequences have been seen as inevitable and acceptable as it was thought that development has its own cost. However, we now realize that major damage or serious threats to the well-being of humans and the environment in pursuit of economic development have no place within the sustainability paradigm. The new arena of thinking emphasizes a future in which environmental, social and economic considerations are balanced in the pursuit of development and more importantly an improved quality of life is a priority. The three spheres—society, environment, and economy—are highly entangled as a prosperous society relies on a healthy environment which in turn results in higher development

Sustainable development -an overarching paradigm of the United Nations -as described in 1987 by Bruntland Commission Report is “*development that meets the needs of the present without compromising the ability of future generations to meet their own needs*”. While sustainable development is a long term perspective, sustainability is pathway to achieve it encompassing sustainable consumption, education, health, agriculture, forestry, and many more. In a nutshell sustainable development embraces sufficiency for all and equity of opportunity.

The present study attempts to evaluate the pattern of sustainable development amongst BRICS nations. These emerging economies have been grappling with development dynamics from all corners. The wide indicators are covered in the study to gauge this development paradigm and across countries, comparison is done to ameliorate understanding. The eight main parameters used are Health dynamics, Educational attainments, Income and growth, Work and employment, Environmental sustainability, External integration, Human security and Trends in human development index. Beneath these eight parameters there are 28 sub parameters which would help deduce holistic view of development in these economies.

Keywords: Sustainable development, Human development, Human security.

Objectives of the study

The study is an attempt to analyze and synthesis the development of the dynamics-sustainable development of BRICS countries and develop comparative matrices across these countries to enumerate their development. In the present study, the data for 2017 is used to visualize the development in BRICS nations. The data source predominantly is the Human Development Report (HDR) 2018, UNDP

Introduction

Originally Brazil, Russia, India, and China were grouped as BRICs in 2001 by Jim O’Neil and this group officially became a diplomatic-political entity called BRIC in the year 2006. Later in the year 2011, South Africa joined the group and called the group as BRICS. The emerging economy of these countries is to realize the real and fast economic growth of the region. The aim of the BRICS is that the growth of these countries should

be larger than some of the developed countries economies. This group of country's collective contribution to world GDP has increased from 11% in 1990 to 32% of world GDP and \$4.46trillion foreign exchange reserves as of 2018. The growth potential of the BRICS countries has been widely acknowledged and Goldman Sachs economists predicted that the BRIC economies (Brazil, Russia, India, and China) would outperform that of the G7 countries (the richest countries) before the middle of the century (Glosny, 2010). A distinguishing feature of all BRICS countries is fast-developing, emerging economies, and newly industrialized countries. Being members of the G-20 group of countries, BRICS countries boast enormous political clout in their respective regions and the international arena. A crucial factor is that all BRICS countries hold important stocks of resources and effective utilization of these resources amounts to a positive spinoff for each country (Arkhangelskaya, 2011).

Health in BRICS countries

Health appears for the first time as a discussion point in the Sanya Declaration at the 3rd BRICS Summit in 2011 in China, with regard to HIV/AIDS. Since then the group has held annual meetings devoted to health, with the first meeting of the BRICS health ministers hosted by the Chinese in Beijing in July that year. In 2012, the BRICS health ministers also decided to meet every year on the side-lines of the World Health Assembly. At their first meeting of health ministers, they discussed four priorities: strengthening their domestic health systems,

primarily by developing and ensuring access to health technologies, support for international organizations, such as WHO and UNAIDS as well as global health partnerships, and promoting technology transfer to developing countries.

Among BRICS, the Russian Federation has one of the world's highest rates of cardiovascular disease. China and India have two of the highest diabetes burdens. The Chinese Health Minister Chen Zhu recently went so far as to call non-communicable diseases (NCDs) "the number one threat". NCDs have been a priority at every BRICS health ministers' Brazil was very influential in the Framework Convention on Tobacco Control negotiations and is now the world's largest smoke-free country, given its tough legislation on smoking in public places. The Russian Federation hosted the first international NCDs conference in 2011 and committed US\$ 36 million to the global NCD response. India issued its first compulsory license for cancer drug imatinib (Glivec) in 2012, sharply reducing the price, which was not an easy thing to do given the pressure. Meanwhile, China is investing US\$ 1.3 billion in drug research and development, infectious disease control and prevention. Besides, both India and Brazil are leading manufacturers of generic medicines. India's generics industry has supplied about 80% of all donor-funded therapies in the developing world. About 60–80% of all United Nations-procured vaccines come from India. The BRICS countries see technology transfer as a way of empowering developing countries keen to produce generic medicines.

Table: 1 Few basic health indicators of BRICS 2017

Countries	Life Expectancy		MMR	IMR		Child Malnutrition	Public expenditure on health as % to GDP
	Female	Male		Infant	Under Five		
Brazil	72.1	79.3	44	13.5	15.5	7.1	8.9
Russia	76.8	65.6	25	6.6	7.7	NA	5.6
India	70.4	67.3	174	34.6	43	37.9	3.9
China	78.0	74.9	27	8.5	9.9	8.1	5.3
South Africa	67.0	59.9	138	34.2	43.3	27.4	8.2

Source: Human Development Report 2018

Table 1 depicts barring South Africa all other countries have life expectancy for females of average 70+. Maternal mortality rate (MMR) and Infant mortality rate (IMR) is reported to be highest in India of 174 and 43 respectively which is a matter of concern. While other countries are faring well of which Russia reports lowest MMR and IMR. India has the lowest public expenditure on health which is only 3.9% of its GDP which could be the reasons for malnutrition and higher mother, infants as well as child deaths.

Education attainments in BRICS countries:

BRICS are driving global progress in education. The five countries have been major contributors to the Education for All (EFA) movement, demonstrating what governments can achieve through sustained political and financial investment in education. India, which in 1999 was home to almost one in five children out of primary school, has nearly achieved universal enrolment. India and South Africa have dramatically expanded pre-primary education, with enrolment tripling in just fourteen years, from 1999 to 2012. The number of illiterate adults in China decreased by 70% between

1990 and 2010. BRICS are also emerging as leaders at higher levels of education. Between 1999 and 2012, the number of students in higher education increased more than five-fold in China, nearly tripled in Brazil and India, more than doubled in South Africa and increased by over one-third in the Russian Federation. More than one in three students in the world today by 2018 lives in BRICS, compared with one in four in 1999. However, it is well realized that educational deprivation if persists, weakens growth prospects and social cohesion.

In the past and a few years, back wide and widening social inequalities in BRICS were reflected in inequalities at all levels of education. Even today poor families are struggling to feed their children, resulting in chronic malnourishment during children's earliest years causing lifelong harm to their learning capacities. All BRICS countries recognized that they need to improve the quality of education significantly if learners are to succeed in life and work and contribute positively to the economy. In some countries, economic reforms, decentralization, and privatization of education have resulted in deeper disparities

between schools, with the poorest children suffering the most from low-quality schooling. Despite the huge expansion of education facilities

in recent years, even today only one in five young people in India and about one in four in China attends higher education.

Table: 2 Education attainments and its indicators in BRICS 2017

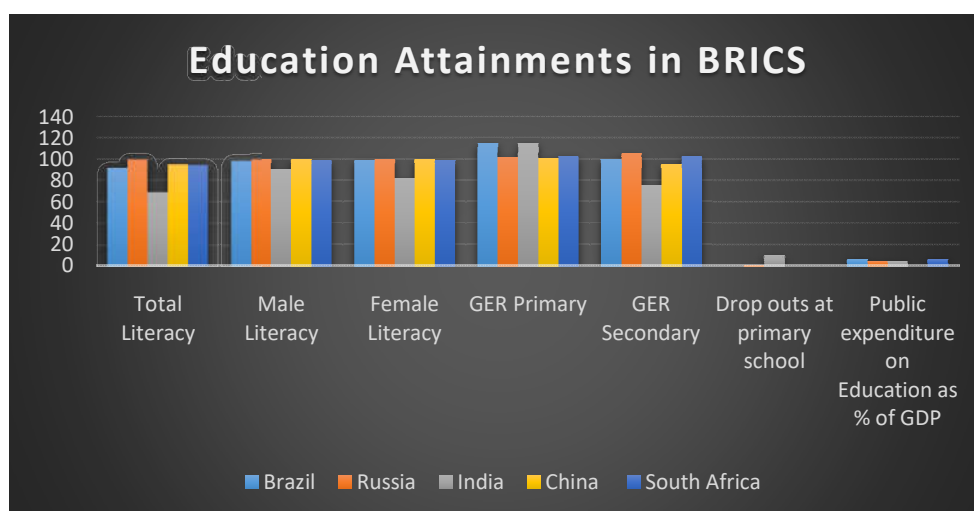
Countries	Total Literacy	Male Literacy	Female Literacy	GER Primary	GER Secondary	Dropouts at primary school	Public expenditure on education as % of GDP
Brazil	91.7	98.4	99.3	115	100	NA	5.9
Russia	99.7	99.7	99.8	102	105	0.7	3.8
India	69.3	90.0	81.8	115	75	9.8	3.8
China	95.1	99.7	99.6	101	95	NA	NA
South Africa	94.4	98.7	99.2	103	103	NA	5.9

Source: Human Development Report 2018

BRICS countries have reported inequalities in education between gender with higher male literacy in India and China. Low GER in secondary education in India lowest among BRICS countries is worth noting and needs instantaneous attention.

High dropout rates of 9.8 are recorded in India and low government expenditure as well as needs attention. A country with a low female literacy rate needs a big push from the Government to enhance the educational scenario.

Chart 1: Education Attainments in BRICS



Source: Developed by author

Income and Growth in BRICS

Economic growth plays a substantial role in the reformation of economic and social attributes of the countries around the world, especially the developing countries. Economic growth is one of the most important goals of both developed and developing countries. But BRICS countries suffer from many economic differences such as high rates of inflation, unemployment, chronic deficit in the

balance of trade and balance of payment and others. Therefore, Economic growth in BRICS countries increases competition, high-tech advancements, etc., furthermore, the rapid developing economies stimulated to examine the role of macro-economic variables that instigate in promoting economic growth, based on this observation below table 3 indicates some important economic parameters of these countries.

Table 3: Few vital economic indicators of BRICS 2017

Countries	GDP PPP US Billions \$	PCI PPP US \$	Population below poverty line 1.90 \$ PPP/day	Capital Formation as % of GDP
Brazil	2951.7	14103	3.4	15.6
Russia	3636.7	24766	NA	21.7
India	8606.5	6427	21.2	16.0
China	21223.9	15309	1.4	41.9
South Africa	637.3	12295	18.9	18.7

Source: Human Development Report 2018

India exhibits a dismal scenario in growth vis a vis other BRICS countries. The per capita income in India is the lowest and population below the poverty line being highest. The country has a high incidence of poverty reflects a high incidence of inequality and such distress conditions need instantaneous attention. Despite endless efforts from authorities and unending schemes for poverty eradication and alleviation, the outcomes are weak. It is a matter of grave concern for India to address this scenario.

Work and Employment

The BRICS countries - Brazil, Russia, India, China, and South Africa, have realized that they need to

boost employment and inclusive growth which needs enhancing the skills of professionals to alleviate poverty. They have realized that these countries should cooperate in terms of the exchange of labor resources and promote skill-driven development. The BRICS countries should work together to ensure stable employment and a better quality of life for their people. As a science, technology and changes in economic and demographic structures have brought in new challenges to labor markets around the world, so the BRICS should find common ways of dealing with them.

Table 4: Work and Employment in BRICS, 2017

Countries	Employment to population ratio	Labor force participation rate (LFPR)	Unemployed Youth (%)	Youth not in school or employment (%)
Brazil	55.5	63.7	30.5	24.8
Russia	60.3	63.5	33.1	0
India	51.9	53.8	10.5	27.5
China	65.5	68.9	10.8	NA
South Africa	39.6	54.7	57.4	31.2

Source: Human Development Report 2018

All the BRICS countries have low employment to population ratio but out of all these countries, India after South Africa has the lowest ratio of 51.9 and 39.6 respectively. India's labor force participation rate is the lowest of 53.8 % compared to other developed countries. Youth unemployment and the percentage of youth neither in school nor in employment as well is high in India. Employment in India has always been a crucial concern and needs attention.

Environment Sustainability and BRICS

challenges are still viewed as conflicting with their social and economic challenges. The carbon

BRICS countries have showcased a high growth trajectory with most of the countries improving smoothly on incomes and per-capita incomes. Their economic participation is growing, already surpassing 32% of the global GNP. Their combined carbon emissions account for 36% of global emissions and is a matter of grave concern. The member countries are rich in natural resources that are vital for their populations and the planet's survival. BRICS members have very high rates of income concentration and their environmental

emission is highest at Russia indicating health hazards, India has the lowest per capita Co2

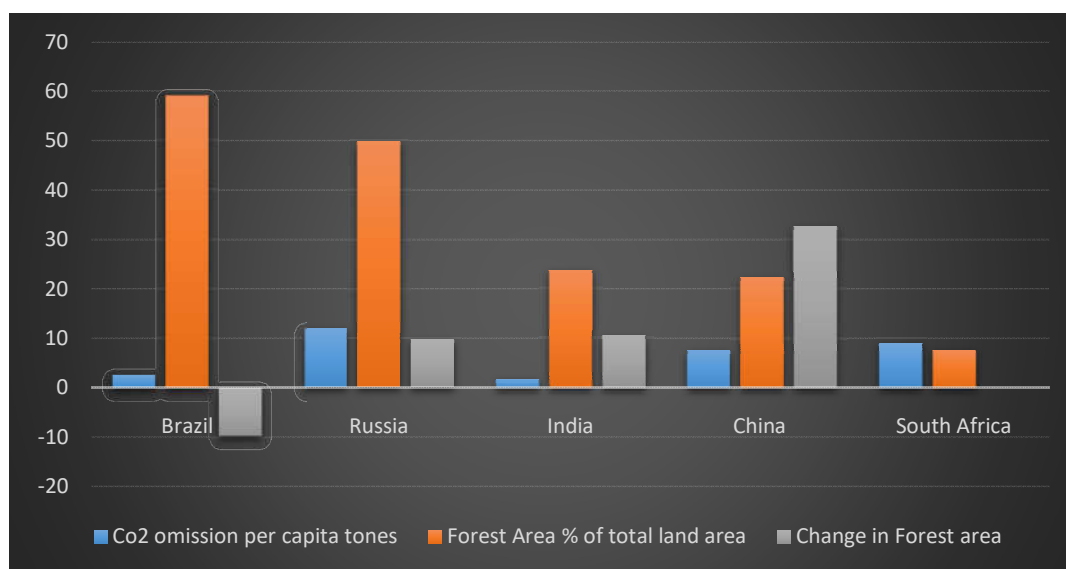
emission and is commendable in terms of health indicators and environment sustainability.

Table 5: Environment and sustainability in BRICS 2017

Countries	Co2 omission per capita tones	Forest Area % of total land area	Change in Forest area
Brazil	2.6	59	-9.7
Russia	11.9	49.8	9.8
India	1.7	23.8	10.5
China	7.5	22.2	32.6
South Africa	9.0	7.6	0.0

Source: Human Development Report 2018

Chart 2: Environment indicators



Source: Developed by author

External Integration and BRICS

BRICS as a bloc has remained a major contributor in global trade and other external integration. It is reported that these countries have fared well in service trade. After the US and Europe, BRICS stand at the third position intangible trade. Trade and FDI for the bloc- BRICS have played a vital

role in enhancing national income. Mostly all BRICS nations except Brazil have more than 40% of its GDP from trade. FDI flows have remained in the range of 1% except in South Africa that has the lowest FDI inflow of 0.4% and Brazil having the highest FDI inflow of 3.4%. India has high out migrants whilst some countries have in migrants

the countries that have negative net immigration value indicating more people move out of the

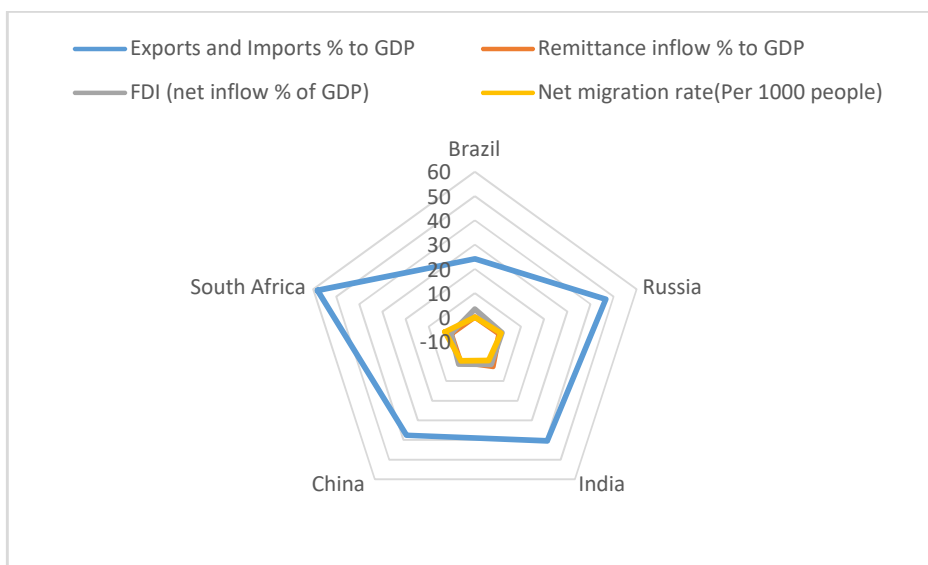
country than that of moving into the country. India has -0.4.

Table 6: External Integration in BRICS 2017

Countries	Exports and Imports % to GDP	Remittance inflow % to GDP	FDI (net inflow % of GDP)	Net migration rate(Per 1000 people)
Brazil	24.1	0.13	3.4	0.0
Russia	46.7	0.51	1.8	1.4
India	40.6	2.66	1.5	-0.4
China	37.8	0.23	1.4	-0.2
South Africa	58.2	0.25	0.4	3.0

Source: Human Development Report 2018

Chart 3 External relation



Source: Developed by author

Human Security and BRICS

A society becomes livable if individuals living there are both secure and happy. Human security

matters a lot when we addressed sustainability. BRICS countries in the present study are evaluated based on three parameters viz. suicide rate: male and female, food-deficit and the homicide rate in

terms of secured livable society. Disappointedly, India reports the highest male suicidal rate and for females also India is on the third rank after Russia and South Africa. For deficit calories, India tops the list of BRICS.

Table: 7 Human Security Indicators in BRICS 2017

Countries	Suicide rate		Food deficit (Kilocalories per person per day)	Homicide rate
	Male	Female		
Brazil	2.7	9.6	14	29.5
Russia	5.6	32.2	6	10.8
India	14.2	17.9	105	3.2
China	9.5	7.7	26	0.6
South Africa	5.1	20.7	32	5.1

Source: Human Development Report 2018.

Trends in human development index in BRICS countries

Human development of late is gauged as an important parameter to evaluate sustainability. HDI is prepared by UNDP and three parameters used therein rates countries on human-centric growth.

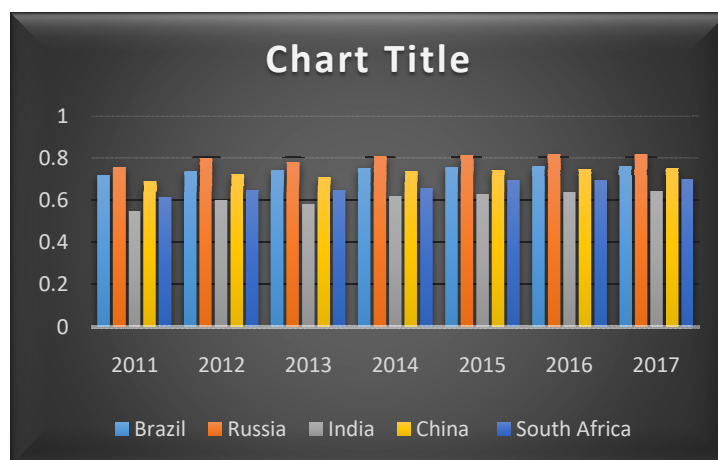
Among BRICS counties India's performance in all three indicators viz. health, education, and income is low thus resulting in low HDI

Table 8 Trends in Human Development Index across BRICS countries

Countries	2011	2012	2013	2014	2015	2016	2017
Brazil	0.718	0.736	0.740	0.752	0.757	0.758	0.759
Russia	0.755	0.798	0.781	0.807	0.813	0.815	0.816
India	0.547	0.600	0.581	0.618	0.627	0.636	0.640
China	0.687	0.722	0.710	0.738	0.743	0.748	0.752
South Africa	0.615	0.644	0.646	0.655	0.692	0.696	0.699

Source: HDR 2018

Chart 3: Trends HDI across BRICS



Source: Developed by author

Conclusion

BRICS countries have proved to be a cartel that led to the overall development of all member countries. These countries have exhibited fair improvement in health outcomes with most of these countries have improved on malnutrition and lower down of MMR and IMR baring India with highest of both the rates across BRICS. Education attainments in these countries have shown improvement with literacy rate being almost 90% except India having a literacy rate of 69% nonetheless India's scenario is also improving with steady improvement in literacy over decades. The only glitch being low public expenditure across BRICS. The growth indicator – Per-capita Income (PCI) is as well showing improvement again India being lowest in PCI (6427\$ PPP). The employment levels in these economies need attention with employment ratio being in the range of 40% to 60 % - depicting high

level of unemployed youth that cripples the economy. Environmental sustainability among BRICS countries is emphasized with mostly all countries except Brazil has improved in its forest cover. Another important parameter Co2 emission is curbed in all the countries and electrification to almost 80%, HDR 2018 of its population. External relations of BRICS nations have remained slow with FDI flow as a percentage of GDP in the range of 0.4% to 3.6% and remittances in the range of 0.2% of GDP to 2.6% of GDP both low. BRICS on human security parameters except India has performed well Indian scenario is especially dismal in case of calorie and nutrition and needs instantaneous attention. Owing to such malnutrition development and health outcomes dwindles and development cripples. Similar is the condition in human development –mostly all BRICS countries have steadily improved in HDI but have a long way to go to enter high human development stature.

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A Study of Brand Awareness of Toothpaste Perspective to Rural Youth of Anand District

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Abstract

Brands of the products are a major influence for the consumers whether they belong to rural or urban areas. Consumers' perceptions, their belief, culture and physiographic and demographic factors strongly influencing consumer behavior especially to rural consumers while buying branded products. In the case of Oral Care products and their different brands are known more by their names by urban consumers compare to rural consumers. The purposes behind buying Oral Care products especially like Toothpastes are different according to the nature of the consumers. This paper focuses on the brand awareness and factors affecting buying decisions of Toothpaste among the Rural Youth of selected villages of Anand district.

Keywords: Consumers' perceptions, Brand, Brand awareness, rural consumers.

Introduction

In recent years, rural markets have acquired significance in countries like China and India, as the overall growth of the economy has resulted in substantial on account of the green revolution in India, the rural areas are consuming a large quantity of industrial and urban manufactured products. In this context, a special marketing strategy, namely, rural marketing has taken shape. Sometimes, rural marketing is confused with agricultural marketing of the produce of the rural areas to the urban consumers, whereas rural marketing involves delivering manufactured or inputs or services to rural producers or consumers. The toothpaste history in India can be traced back from 1975 with 1200 tonnes of toothpaste produced by the toothpaste industry. Before the toothpaste Oral Hygiene was the domain of local homemade powders and Ayurveda practitioners. With the entry of Colgate in the Indian marketplace the awareness about Oral care and the importance of oral care. In recent years the industry has shown an impressive growth rate of 18.6% (this growth is calculated in terms of value growth in Rs.). The growth in the urban market has been largely by the Gel Segment. Presently, a large chunk of the market is still held by Colgate. The major players in the toothpaste Industry being Colgate Palmolive and Hindustan Lever Limited and several minor players like Balsara hygiene,

Dabur, etc. Presently Colgate Dental Cream holds 52% of market share. HLL's Close up lies far behind with 23% of the existing market share. The third player in the marketplace in terms of market share is Colgate Gel with 10.5% of the market share. That leaves a 14.5% market share for other Brands like Pepsodent, Pepsodent G, Promise, Babool, Sensofoam, Forhans, Cibaca, Neem, Vicco, etc. The toothpaste market is presently valued at Rs. 750 crores out of which the Gel segment has already bagged 1/3rd portion of it. The Gel segment presently stands at Rs. 248 crores and is growing at a rate much faster than Cream. In India toothpaste usage as compared to other countries is very low which signifies the potential of the market. In Urban India, the usage of toothpaste per person per year is just 190gms. Whereas it is 200 gms of toothpaste per person per year in developing countries as Indonesia and Thailand. In developed countries like the USA and other European countries, toothpaste usage is 375 Grams per person-year. In India, the toothpaste companies are going in for advertising on a heavy note, on average the companies managing this FMCG category are spending 6.15% of their sales on development. Colgate Palmolive had shelled out 15% of their sales on ads in the year 1994. Dabur had an ad expenditure of 5.07% for the year 1993. Whereas Balsara Hygiene spends a huge 10.17% of its sales. The

oral care market can be segregated into toothpaste (60%), toothpowder (23%) and toothbrushes (17%). While 60% of toothpaste is sold on the family platform, around 35% is sold on cosmetic propositions. On the other hand, while toothpowder accounts for 52% of the market, red toothpowder accounts for 40% and black toothpowder accounts for 8%. The penetration level of toothpaste/powder in urban areas is 3X that in rural areas. Traditional materials such as Naeem and Tobacco are popular for cleaning in the rural areas.

Literature Review

Prajapati and Thakor (2012) have found that rural consumers are more concerned about the quality, brand name of the oral care products purchased by them. Further, it was also found that once the rural consumers found that certain brands are suitable to them, the ratio of brand loyalty is being increased and they do not change it easily due to the influence of friends/social group and lack of availability of their usual brands.

Vani, et. al, (2010) have concluded in their study that Consumer behavior is unpredictable. This study revealed that consumer awareness of toothpaste is less in Bangalore city. The oral care market offers huge potential as penetration and per capita consumption of oral care product is very low in India. However, rising per capita income and increasing awareness is driving demand for oral care products. Yuvarani (2013) concludes that the perception of rural consumers and urban consumers is equal in terms of realizing the need for the product, having extensive awareness of the product and suitable information sources of the product. The consumer behavior of the rural population logically prefers the product, making the purchasing decision and expressing the satisfaction level. Prialatha and Mathi (2011) found that the study focused on gaining insight into the influence of various factors on the purchase behavior of rural consumers. The factors included were related to the personal care brands and rural consumers. The study did not take into consideration the influence of advertising and other promotional factors that includes quality, nearness to selling point and retailer, Income and Marital Status Gender of respondents plays a

significant contribution in influencing their purchase decision.

Painoli and Singh (2015) have examined through their study that there are many challenges in the rural market, but the future of rural marketing is bright. The future is very promising to those companies who understand the needs and wants of rural customers and shopkeepers effectively and accordingly implementing their marketing strategies. The shopkeeper plays a very important role in the promotion and distribution of FMCG products in rural areas.

Research Methodology

Research Objectives

- 1 To find out the motives to buy Branded Toothpaste among rural youth.
2. To find out factors responsible to generate brand awareness among rural youth.

Research methodology

For this purpose, a structured questionnaire has been used to collect primary information. The information has been collected from the young age group of Anand district. For this purpose villages like Vadod, Aanklav, Borsad, Nar, and Ramnagar have been considered. Each village represents 10 respondents for the study.

Research design

The research is descriptive to validate the hypothesis generated from research. A structured questionnaire has been developed

Sampling technique

Non - Convenient sampling techniques have been used to collect data.

Sampling Size

Data have been collected from 50 respondents from the Rural Youth of Anand district.

Method of data collection

Primary Data is collected through a structured questionnaire and secondary data have been

collected from newspapers, magazines, journals

and concern websites, etc.

Data analysis

Table 1: Factors influencing to prefer a particular brand

No.	Factor	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Score	Average
1	Price	65	20	30	20	12	147	2.94
2	Taste	50	60	24	14	10	158	3.16
3	Quality	90	32	21	14	10	167	3.34
4	Quantity	85	36	27	16	7	171	3.42
5	Brand image	80	40	36	14	5	175	3.50
6	Availability	85	20	21	20	11	157	3.14
7	Advertisements	50	52	39	14	7	162	3.24
8	Packaging design	50	40	30	22	9	151	3.02
9	Friends	25	52	36	12	14	139	2.78
10	Labeling	50	60	18	18	10	156	3.12
11	Offers/ Discounts	25	60	30	20	10	145	2.90
12	Freshness	75	56	18	10	10	169	3.38
13	Retailers influence	30	48	39	14	12	143	2.86
Total		760	576	369	208	127	2040	
Total No. of Respondents								50
Average Agreement score							2040/650	3.14

The score of the first factor is 2.94 out of 5 points so we can say that the price of the product influence moderately to the buying decision of consumers. The taste of the product holds a 3.16 score which means that respondents strongly agree and consider it to their buying decision. Quality of the product score 3.34 which means that respondents strongly agree and consider it as one of the important factors while buying toothpaste. Quantity of the product also scores as much as quality aspects 3.42 which means that these factors have been given more importance by the consumers as they strongly agree about it. Brand image score 3.50 means that the image of the brand plays a very important role and it means that it leads by consumers in their opinion about strongly agree. The availability of the product scores 3.14 means that respondents strongly agree and consider it to their buying decision.

Advertisements score 3.24 which means that respondents strongly agree and consider it as one of the important factors while buying toothpaste. The design of the packaging is also scored 3.02 shows that the strongly agree and agree while making the buying decision. Opinions of the friends hold a 2.64 score so it can be said that friends' opinions influence moderately to the buying decision of the consumers. Labeling hold score 3.12 shows mean that respondents strongly agree and consider highly it to their buying decision. Offers and discounts of the products score 2.90 which are considering highly as one of the factors to buy products. The freshness of the toothpaste score 3.38 considers as an important influencing factor to buy the product like toothpaste. Retailers influence score 2.86 which affects moderately to the consumer's buying behavior.

H₀: There is no significant difference between gender and influencing factors for the preferred brand.

H₁: There is a significant difference between gender and influencing factors for the preferred brand.

Table: 2 T-Test

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Price	Male	35	2.11	.993	.168
	Female	15	4.87	.352	.091
Taste	Male	35	2.91	1.502	.254
	Female	15	3.73	1.100	.284
Quality	Male	35	3.00	1.663	.281
	Female	15	4.13	.990	.256
Quantity	Male	35	3.26	1.502	.254
	Female	15	3.80	1.320	.341
Brand image	Male	35	3.80	1.106	.187
	Female	15	2.80	1.612	.416
Availability	Male	35	2.91	1.687	.285
	Female	15	3.67	1.291	.333
Advertisements	Male	35	3.200	1.4512	.2453
	Female	15	3.333	.9759	.2520
Packaging design	Male	35	3.00	1.515	.256
	Female	15	3.07	1.163	.300
Friends	Male	35	2.43	1.378	.233
	Female	15	3.60	.986	.254
Labelling	Male	35	2.46	1.197	.202
	Female	15	4.67	.488	.126
Offers Discounts	Male	35	2.29	1.045	.177
	Female	15	4.33	.488	.126
Freshness	Male	35	3.31	1.586	.268
	Female	15	3.53	1.356	.350
Retailers	Male	35	2.49	1.380	.233
	Female	15	3.73	.799	.206

Table : 3 Independent Samples Test

	t-test for Equality of Means				
	Levene's Test for Equality of Variances	F	T	df	Sig. (2-tailed)
Price	Equal variances assumed	17.348	-10.404	48	.000
	Equal variances not assumed		-14.418	47.033	

Taste	Equal variances assumed	5.194	-1.900	48	.063
	Equal variances not assumed		-2.150	35.895	
Quality	Equal variances assumed	16.616	-2.451	48	.018
	Equal variances not assumed		-2.983	42.634	
Quantity	Equal variances assumed	.949	-1.212	48	.231
	Equal variances not assumed		-1.277	30.032	
Brand image	Equal variances assumed	3.179	2.542	48	.014
	Equal variances not assumed		2.191	19.883	
Availability	Equal variances assumed	2.376	-1.541	48	.130
	Equal variances not assumed		-1.715	34.399	
Advertisements	Equal variances assumed	1.513	-.325	48	.747
	Equal variances not assumed		-.379	38.770	
Packaging design	Equal variances assumed	3.704	-.152	48	.880
	Equal variances not assumed		-.169	34.293	
Friends	Equal variances assumed	5.203	-2.974	48	.005
	Equal variances not assumed		-3.395	36.684	
Labelling	Equal variances assumed	21.394	-6.878	48	.000
	Equal variances not assumed		-9.272	47.966	
Offers Discounts	Equal variances assumed	11.156	-7.225	48	.000
	Equal variances not assumed		-9.436	47.525	
Freshness	Equal variances assumed	.452	-.466	48	.643
	Equal variances not assumed		-.497	30.869	
Retailers influence	Equal variances assumed	9.298	-3.263	48	.002
	Equal variances not assumed		-4.007	43.447	

It can be observed from the above table that factors like Price, Quality, Brand image, Friends, Labelling, offers and discounts, and Retailer influence hold significant value like .000, .018, .014, .005, .000, and .002 respectively. Hence the

null hypothesis is rejected. It can be concluded that there is a significant difference between gender and influencing factors for buying toothpaste.

H2₀: There is no significant difference between occupation and influencing factors for the preferred brand.

H2₁: There is a significant difference between occupation and influencing factors for preferred brands.

Table: 4 ANOVA test of occupation and influencing factors for preferred brand of toothpaste

Descriptive					ANOVA					
Factors	Occupation	N	Mean	Std. Deviation		Sum of Squares	Df	Mean Square	F	Sig.
Price	Student	18	2.89	1.491	Between Groups	41.245	5	8.249	4.933	.001
	Private Services	7	2.43	1.272	Within Groups	73.575	44	1.672		S
	Business	8	2.00	1.512	Total	114.820	49			

	Farmer	6	2.33	.816						
	Government Services	4	3.25	1.500						
	Housewife	7	5.00	.000						
	Total	50	2.94	1.531						
Taste	Student	18	3.17	1.339	Between Groups	8.952	5	1.790	.858	.516
	Private Services	7	2.57	1.512	Within Groups	91.768	44	2.086		
	Business	8	3.38	1.598	Total	100.720	49			
	Farmer	6	2.50	1.378						
	Government Services	4	3.75	1.893						
	Housewife	7	3.71	1.254						
	Total	50	3.16	1.434						
Quality	Student	18	3.78	1.555	Between Groups	17.002	5	3.400	1.436	.230
	Private Services	7	3.14	1.773	Within Groups	104.218	44	2.369		
	Business	8	2.25	1.035	Total	121.220	49			
	Farmer	6	3.00	1.897						
	Government Services	4	3.25	2.062						
	Housewife	7	4.00	1.000						
	Total	50	3.34	1.573						
Quantity	Student	18	3.56	1.199	Between Groups	12.438	5	2.488	1.193	.328
	Private Services	7	3.86	1.676	Within Groups	91.742	44	2.085		
	Business	8	2.75	1.982	Total	104.180	49			
	Farmer	6	2.67	1.506						
	Government Services	4	3.25	1.258						
	Housewife	7	4.14	1.069						
	Total	50	3.42	1.458						
Brand image	Student	18	3.89	1.278	Between Groups	12.210	5	2.442	1.408	.240
	Private Services	7	3.43	.787	Within Groups	76.290	44	1.734		
	Business	8	3.25	1.581	Total	88.500	49			
	Farmer	6	3.83	1.169						
	Government Services	4	3.75	1.500						
	Housewife	7	2.43	1.512						
	Total	50	3.50	1.344						
Availability	Student	18	3.28	1.638	Between Groups	9.183	5	1.837	.692	.632
	Private Services	7	3.71	1.704	Within Groups	116.837	44	2.655		

	Business	8	2.50	1.773	Total	126.020	49			
	Farmer	6	2.67	1.366						
	Government Services	4	2.75	1.708						
	Housewife	7	3.57	1.512						
	Total	50	3.14	1.604						
Advertisements	Student	18	3.444	1.2472	Between Groups	8.503	5	1.701	.977	.443
	Private Services	7	3.857	1.3452	Within Groups	76.617	44	1.741		
	Business	8	2.875	1.7269	Total	85.120	49			
	Farmer	6	3.167	1.3292						
	Government Services	4	2.250	.9574						
	Housewife	7	3.143	1.0690						
	Total	50	3.240	1.3180						
Packaging Design	Student	18	3.22	1.437	Between Groups	3.553	5	.711	.335	.889
	Private Services	7	3.29	.951	Within Groups	93.427	44	2.123		
	Business	8	2.63	1.996	Total	96.980	49			
	Farmer	6	3.17	1.602						
	Government Services	4	2.75	1.708						
	Housewife	7	2.71	.756						
	Total	50	3.02	1.407						
Friends	Student	18	3.11	1.410	Between Groups	15.499	5	3.100	1.769	.139
	Private Services	7	2.57	.976	Within Groups	77.081	44	1.752		
	Business	8	2.13	1.642	Total	92.580	49			
	Farmer	6	3.00	1.265						
	Government Services	4	1.50	1.000						
	Housewife	7	3.43	1.134						
	Total	50	2.78	1.375						
Labeling	Student	18	3.06	1.259	Between Groups	35.889	5	7.178	4.686	.002
	Private Services	7	3.43	1.397	Within Groups	67.391	44	1.532		S
	Business	8	1.88	1.356	Total	103.280	49			
	Farmer	6	3.00	1.095						
	Government Services	4	2.50	1.732						
	Housewife	7	4.86	.378						
	Total	50	3.12	1.452						
Offers Discounts	Student	18	2.83	1.200	Between Groups	27.411	5	5.482	4.225	.003
	Private	7	2.00	1.000	Within	57.089	44	1.297		S

	Services				Groups					
	Business	8	3.13	1.458	Total	84.500	49			
	Farmer	6	2.00	.894						
	Government Services	4	3.00	1.414						
	Housewife	7	4.43	.535						
	Total	50	2.90	1.313						
Freshness	Student	18	3.56	1.423	Between Groups	2.746	5	.549	.222	.951
	Private Services	7	3.14	1.574	Within Groups	109.034	44	2.478		
	Business	8	3.63	1.923	Total	111.780	49			
	Farmer	6	3.00	1.549						
	Government Services	4	3.50	1.915						
	Housewife	7	3.14	1.345						
	Total	50	3.38	1.510						
Retailers influence	Student	18	2.89	1.323	Between Groups	10.748	5	2.150	1.193	.328
	Private Services	7	3.14	1.574	Within Groups	79.272	44	1.802		
	Business	8	2.38	1.408	Total	90.020	49			
	Farmer	6	2.67	1.506						
	Government Services	4	2.00	1.155						
	Housewife	7	3.71	.951						
	Total	50	2.86	1.355						

From the above table, it is found that there is a statistically significant difference between occupation and factors affecting the purchase decision of toothpaste in rural areas like Price, labeling, offers a discount at less than 5% significance level. For all others, there is no significant difference between occupation and factors affecting purchase decision of toothpaste-like quality, taste, brand image, availability, packaging design, friends, freshness and retailers' influence at more than 5% significance level.

Findings of the study

- Most of the consumers (80 percent) would prefer the availability of the product as one of the influencing factors. Some (20%) of the respondents have been found influenced by family while buying toothpaste.
- Colgate brand has been found the most popular brand for toothpaste by the rural

youth Close-up and Pepsodent also has significant share given by the rural youth. Vicco has been found as the least popular brand among the young age group.

- Most of them (75.5%) of the respondents made aware through television media followed for the brand of the toothpaste. Newspapers also play a significant role to provide awareness regarding brands of toothpaste.
- As per the nature of the rural consumers, 91.1% of the respondents give preference to buying from the Kirana shop and only 22.2% have been found to prefer departmental stores to buy the oral care products like toothpaste.
- Most of them (63.3%) of the respondents have been found parenteral influence on their buying decision.59.2% of the respondents took decision themselves independently.51.0% respondents decision relies on shopkeeper.40.8% of the consumers considers oral health as one of

the influencers for the purchase decision. 38.8% of the respondents prefer their friends' opinions and 18.4% of the respondents buying decision relies on advice of their neighbors

- Colgate was found as one of the preferred brands for the toothpaste to use by the rural youth.
- The study revealed that 70.0% of the consumers would like to go to another shop when their preferred brand was not available and 50% of the consumers would like to buy another brand immediately. Only 10.0% of the consumers postponed their purchase plan on the non-availability of their preferred brand of toothpaste.
- Most of the consumers have been found to do planned purchase (80%) and (20%) of the consumers would like to buy impulsively.
- From the T-test, it is been found that the factors like Price, Quality, Brand image, Friends, Labelling, offers and discounts, and Retailers influence hold significant value like .000, .018, .014, .005, .000, and .002 respectively which shows the significant difference between gender and influencing factor for buying of toothpaste.
- Through the help of ANOVA, it is found that there is a statistically significant difference between education and factors affecting the purchase decision of toothpaste in rural areas like Price and Advertisement at less than 5% significance level. For all others, there is no significant difference between education and factors affecting the purchase decision of toothpaste-like quality, taste, brand image, availability, packaging design, friends, labeling, offers and discounts, freshness and retailers' influence at more than 5% significance level.

Conclusion and Suggestions for the study

As the study contains the source of rural youth, the Availability of the brand has been found as one of the major influencing factors considered while buying toothpaste. Colgate becomes a brand or similar terminology in the field of oral care products as the highest numbers of rural

consumers have been aware of Colgate. Television and newspapers have found as one of the major effective media to spread awareness among rural consumers. Rural youth would like to buy it from the local Kirana shop rather than departmental stores. Most of the rural consumers would like to make a buying decision considering their parent's opinions. Major portion of the consumers preferred to go to another shop when their selected brand was not available and half of the respondents would like to switch over the brand as non-availability of a particular brand of their choice. Consumers have given preference to Planned purchased for buying of toothpaste. Price, Quality, Brand image, Friends, Labeling, offers and discounts, and Retailer influence have a significant influence on gender. It can be an inference from the study that perception and awareness regarding brands are changing according to Gender. As factors like Price and Advertisement have been found as significant value holders, it proved a significant relationship between education and factors affecting the buying decision of toothpaste. Factors like Price, labeling, offers discount hold statistically significant difference between occupation and affecting to the buying decision of toothpaste with the help of ANOVA. It can be an inference from the study that according to the occupation the building up of the awareness is different for the different brands of the products. The availability of the brand plays a crucial role in the selection of the brand so the distribution flow of the supply with the rural Kirana store should be maintained consistently for the sake of the convenience of the rural consumers.

Scope for further study

The present study contains the specific age group from the specific district Anand only. The numbers of samples are also limited which unable to justify the authenticity of the research proportionately. The results may be different from one region to another from the same rural areas. The study also has not considered some important brands in the study like PatanjaliDantKanti, Babool, etc.

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THE UNIVERSITY CREST



The tree in the Crest is the Historic Mango tree where the founders of this seat of learning started their activity and the rising sun behind the tree represents the light of learning that is being spread by this Rural Centre of Education. The Sanskrit dictum in the form of a crest presents the ideal viz. "Character and conduct are the fruits of learning" - "शीलवृत्तफलं श्रुतम्" - that is set before it by the great personality after whom this place and this University are named.