AN EMPIRICAL ANALYSIS OF MARKETING OF SERVICES

IN RURAL UTTAR PRADESH

K. K. MISHRA

Professor and Head, Department of MBA, Sagar Institute of Technology and Management,

Barabanki, Uttar Pradesh, India

ABSTRACT

India, being an agrarian economy, where agriculture sector makes its significant contribution of about 18% to the national Gross Domestic Product, has been divided into two: Urban India and Rural India. The gap between the two is getting widened due to high concentration of services' sector in Urban India. The urban India has resultantly raised its living standard in the presence of various urban facilities, which are not easily available to and accessible by the rural counter part of the country. No organized efforts have been made by the services' companies in supplying the various services like - medical facilities, vaccination, fast foods, matrimonial services, retailing, e-commerce, telephone and telecommunication, banking, postal and courier services, employment agencies, computer programming, information relating to higher and professional education, career counselors, advertising and marketing, research, consultancy, accountancy, hotels, restaurants, wholesaling, telecasting, share and stock broking, healthcare and health clubs, beauty parlors, beauticians, tourism, business process outsourcing etc. in rural India. This creates a big social gap between the urban and the rural.

In view of the existing dichotomy in availability of the services in urban and rural areas creating a yawning gap between rural and urban masses of the society, the study aims at analyzing the marketing prospects of the services especially- courier services, beauty parlors and computer education, which are easily available to, and accessible by urban people and not by rural and suburban people, in the rural and suburban areas of Uttar Pradesh.

KEYWORDS: Services, Prospects and Rural Markets

INTRODUCTION

The services sector is the life line for the socio economic growth of a country. Today, it is the largest and fastest growing sector, at 11% per annum in 2010-11. This sector has witnessed a major boom and has been one of the major contributors to both employment and national income in recent times. Today, it contributes 59% to the GDP and employs 35% of the workforce.

Some of the examples of growing urban facilities are: courier services, beauty parlors, and computer education considered specifically for study purposes and advertising and marketing, research, consultancy, accountancy, medicine, education, healthcare and health clubs, and hotel, restaurants, tourism, retailing, e-commerce, transport, telephone and telecommunication, broadcasting and telecasting, banking, share and stock broking, postal and employment agencies, computer software services and business process outsourcing in general. Information technology has made the world boundary less, thus widens the scope for services.

But these services have remained as urban facilities not available to rural areas of the country. To bridge the gap between urban and rural living standard, the former President, Dr. A P J Abdul Kalam, has been advocating the concept of PURA (Providing Urban amenities in Rural Areas), which he has made the core of his Vision 2020, with missionary zeal. After a long journey of 60 years of so called sustainable development after independence, the urban facilities could not reach out to rural areas.

Prime Minister Dr. Man Mohan Singh recently talked about his vision for rural India: "My vision of rural India is of a modern agrarian, industrial and services economy co-existing side by side, where people can live in well-equipped villages and commute easily to work, be it on the farm or in the non-farm economy. There is much that modern science and technology can do to realize this vision. Rural incomes have to be increased. Rural infrastructure has to be improved. Rural health and education needs have to be met. Employment opportunities have to be created in rural areas."

Existing dichotomy in availability of the services in urban and rural areas has been creating a yawning gap between rural and urban masses of the society. The problem is of great concern creating social imbalance in the urban and the rural. In order to study the problem, only three types of services - courier services, beauty parlors, and computer education, fairly known and understood in rural areas of the state, have been considered fit for study purposes in the research work

RESEARCH STATEMENT

The main aim of this research work is to carry out empirical study for marketing of courier services, beauty parlors and computer education, which are easily available to, and accessible by urban people and not by rural and suburban people, in the rural and suburban areas of Uttar Pradesh.

OBJECTIVES

The following are the research objectives representing the research problems of the topic relating to courier services, beauty parlors, and computer education

- To study the demand for courier services, beauty parlors, and computer education in rural areas of the state.

- To study the supply of courier services, beauty parlors, and computer education in rural areas of the state.

- To study the scope for courier services, beauty parlors, and computer education in rural areas of the state.

- To formulate the strategy for making such services available in rural areas of the state.

HYPOTHESIS

Based on the research topic and its objectives, the following research hypotheses are formulated.

- The target customers in the rural and suburban areas of the state have strong demand for courier services, beauty parlors, and computer education.

- The target customers in the rural and suburban areas of the state have less access to the supply of courier services, beauty parlors, and computer education.

- There is lot of scope for the three services in the rural markets of the state.

- The target customers in the rural and suburban areas of the state give regular responses for such services.

RESEARCH DESIGN

The entire research work is a two pronged study. The study is based on both primary and secondary data. The primary data have been collected through three sets of interview schedules, meant for three different types of services – courier services, beauty parlors and computer education under study, administered by the researcher in the field of the sample study. The schedules were designed in English language and administered in the period of January 2012 to July 2012 in the population area under consideration. Respondents aging between 15 to 35 years, both males and females were considered as contact persons for collecting the primary data. The contact persons were interviewed physically by the researcher. The schedule for beauty parlor services was dedicated only to female respondents. In view of the research work, area sampling has been considered, which is quite closure to cluster sampling and is often talked about when the total geographical area of the interest happens to be big one. The census data of 2001 and 2011 are the major sources for secondary data.

UNIVERSE OF STUDY

In view of the sample design, the universe of the study for the research work is the contact persons, both males and females aging between 15 to 35 years of suburban and rural areas of Sohawal, Masaudha, Purabazar, Mayabazar blocks of the district Faizabad, U. P.

SAMPLE OF STUDY

Samples for the study have been drawn based on area sampling from the 4 blocks - Sohawal, Masaudha, Purabazar, Mayabazar out of 11, which encompasses 1/3rd of the total area of the district.

SAMPLE SIZE

The respondents for the study are the mixture of villagers and town dwellers as customers and shopkeepers in the town markets. 200 respondents, 50 each from the four blocks - Sohawal, Masaudha, Purabazar, Mayabazar, for each set of the three questionnaires have been contacted during the research period in the field. Moreover, respondents for courier services and computer education were the same, but, for beauty parlors, only female respondents were contacted. So, total of 400 respondents were contacted physically, but, 600 questionnaires were administered in all.

TOOLS FOR DATA COLLECTION

Primary data have been collected through conducting surveys by the use of three sets of interview schedules. Secondary data have been collected from journals, magazines, books, census data report of 2001 and 2011 and Internet.

TOOLS FOR DATA ANALYSIS

The data have been ordered, analyzed and interpreted with help of pie and bar charts. However, various statistical techniques – mean, standard deviation, coefficient of variation, chi-square test and ANOVA test have been used for analyzing and interpreting the data.

ANALYSIS AND FINDINGS

11.1 From the figures below (from 1to 4) regarding levels of education, it is evident that male respondents are 100% literate; where as the literacy of female respondent is 71%. This indicates that more than 85% of the respondents are literate. 64 of male respondents and 51 of female respondents out of literate ones have passed high school examination. The pass percentage of high school examination in both male and female respondents is the highest amongst the literate respondents. This concludes that the majority of the respondents is educationally matured to understand its needs and wants for services.
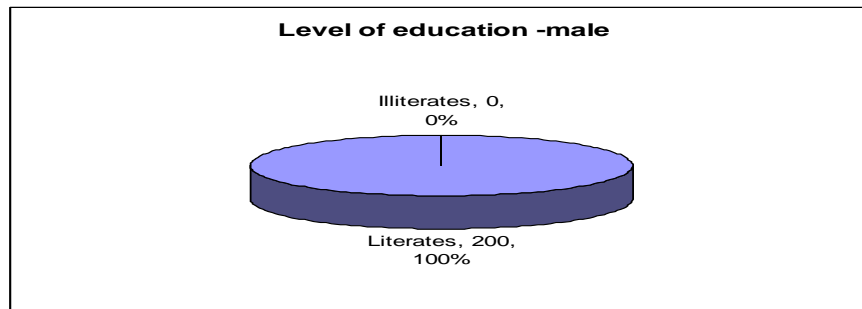
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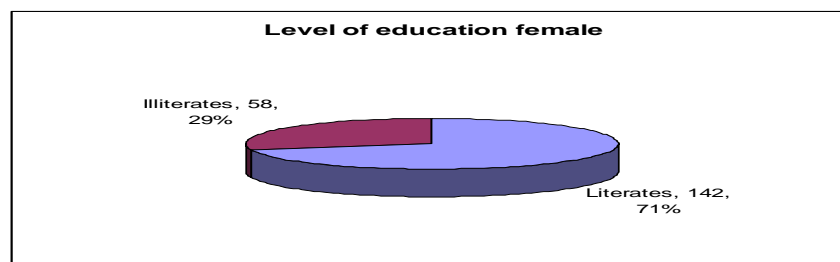
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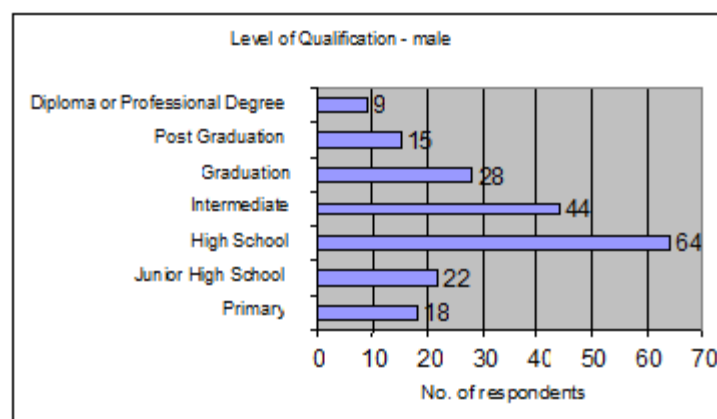
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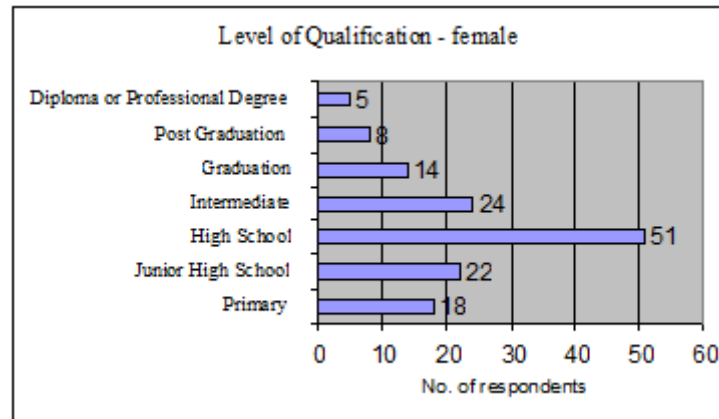
Figure 4

11.2 From the figure 5, it is clear that more than 67% of the respondents belong to the income group Rs. 50000 per annum and above. This indicates that the majority of the respondents belong to middle class income group of the rural market, which gives the largest market potential with comparatively with high paying capacity.
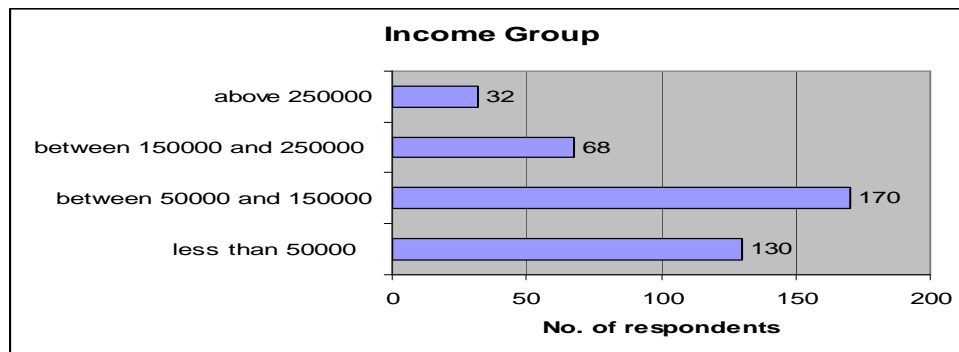

Figure 5

Naresh Gupta, Director, Strategic Planning, Dentsu Marcom, in his article entitled "the new Indian middle class will impact the world of marketing in a big way", published in 4ps of business and marketing, issue date - 23/09/2010 states that households earning up to `45,000 per annum are dubbed as lower income households, and those earning over `1.8 lakh per annum are classified as high income households. But the real story lies in the number of households whose annual income falls between `45,000 to `1.8 lakh. In fact, this number has now reached a whopping 141 million households (out of the total 228 million households in the country), and this is what we call the great Indian middle class. This middle class now is over 60% of the entire population. This is a stupendous turnaround that we are seeing happen to our country.

The new middle class has been powered by women. Just look at the long term literacy data of India and the impact women are having will be clear. The female literacy rate has risen from 8.6% in 1951 to 54% in 2001 census. By the 2011 census, I am sure that this number would have crossed 60%. Interestingly, the growth of female literacy rate was 15% between 1991 and 2001, as against just 11% of male literacy growth. Clearly the women are catching up with males, and this is triggering a set of new trends. The growth of the new middle class is powered by women. With better education they are joining the work force in a greater number. With this they are taking control of their future, having a greater say in their weddings, deciding on when to have kids and how many. Apart from the demographic impact, they are also driving their partners with a greater zeal to improve their future. They are making the most of the change in their

demographic and social status.

And not only women, the new middle class is changing the dynamics in a big way. For instance, the new middle class will impact the travel choices in a big way. The new found economic freedom will translate into a greater desire to explore the world. They will pack their bags and take vacations at a greater frequency than ever before. And they will not always be looking at visiting their relatives.

Further, the new middle class is very serious about securing their future. One of the first serious buying decisions they will take will involve buying a house. They might look at buying their own house even before they decide to buy a car. There is no better way to announce the transition than by buying a house. This means that the small home segment will boom in a much bigger way in the coming decade.

Table 1: Awareness about Courier Services, Beauty Parlors and Computer Education

Services	Yes	No	Mean (μ)	Standard Deviation (σ)	Variation (μ ± σ)	C. V.	Chi - Square (X2)
Courier Services	147	53					
Beauty Parlors	194	6	157.3	26.74	130.56 To 184.04	16.9	63.83
Computer Education	131	69					

11.3 From table 1, it is clear that mean awareness of the three services under consideration is 157.3. Courier services and computer education fall within the range of variation of mean μ from standard deviation σ (μ ± σ), which covers two third (68.27% of the area) of the observations. Awareness of beauty parlor falls within μ ± 2σ (i.e. 95.45 % of the area), which is in the right side of the area. Coefficient of variation is 16.9% which is more variable and hence less uniform. This connotes that two third of the respondents have uniform awareness about courier services and computer education. The awareness about beauty parlor services is the highest among the three and falls in the positive region of the area, which is why the variation is less consistent. The awareness of the three services is normally distributed in 95.45% of the area. The calculated value of chi square 63.83 is much greater than the table values of chi square 5.99 and 9.21 at 2 d. f. at 5% and 1% levels of significance respectively. This rejects the null hypothesis that there is no difference in the awareness about courier services, beauty parlors and computer education. Hence the level of awareness about the three services under consideration is less consistent and variable.

Table 2: Respondents Managing to Avail of Courier Services, Beauty Parlor Services and Computer Education

Services	Yes	No	Mean (μ)	Standard Deviation (σ)	Variation (μ ± σ)	C. V.	Chi - Square (X2)
Courier Services	124	76			130.09		
Beauty Parlors	153	47	147.3	17.21	To	11.7	22.87
Computer Education	165	35			164.51		

11.4 From table 2, it is clear that mean response about managing to avail of the three services under consideration is 147.3. Response about beauty parlors falls within the range of variation of mean μ from standard deviation σ (μ ± σ), which covers two third (68.27% of the area) of the observations. Response about courier services and computer education falls within μ ± 2σ (i.e. 95.45 % of the area). Coefficient of variation is 11.7% which is higher and hence more variable and less uniform. This connotes that two third of the respondents give uniform response about beauty parlor services. Response about courier services and computer education is more variable, as responses of courier services are on much

lower side, which is why the calculated variation is less consistent. The calculated value of chi square 22.87 is much greater than the table values of chi square 5.99 and 9.21 at 2 d. f. at 5% and 1% levels of significance respectively. This rejects the null hypothesis that there is no difference in the responses about courier services, beauty parlors and computer education. Hence the level of responses about the three services under consideration is less consistent and variable

Table 3: Availability of Courier Services, Beauty Parlor Services and Computer Education in the Nearby City / Town

Services	Yes	No	Mean (μ)	Standard Deviation (σ)	Variation (μ ± σ)	C. V.	Chi - Square (X2)
Courier Services	106	94	143	26.31	116.69To 169.31	18.3	50.96
Beauty Parlors	158	42					
Computer Education	165	35					

11.5 From table 3, it is clear that mean availability of the three services under consideration is 143. The availability of beauty parlors and computer education fall within the range of variation of mean μ from standard deviation σ (μ ± σ), which covers two third (68.27% of the area) of the observations. Availability of courier services falls within μ ± 2σ (i.e. 95.45 % of the area), which is in the left side of the area. Coefficient of variation is 18.3% which is higher and hence more variable and less uniform. This connotes that two third of the respondents speak about uniform availability of beauty parlor services and computer education. The availability of courier services is lesser and response of the sample unit for courier services falls in the negative region of the area, which is why the variation is less consistent. The availability of the three services is normally distributed in 95.45% of the area. The calculated value of chi square 50.96 is much greater than the table values of chi square 5.99 and 9.21 at 2 d. f. at 5% and 1% levels of significance respectively. This rejects the null hypothesis that there is no difference in the availability about courier services, beauty parlors and computer education in the rural market. Hence the availability of the three services under consideration is less consistent and variable. Moreover, in the pie and bar chart analysis it has been revealed that the availability of the three services is of local nature in the rural markets. Service outlets don't offer quality services to the customers.

Table 4: Number of Users of Courier Services, Beauty Parlor Services and Computer Education

Services	Yes	No	Mean (μ)	Standard Deviation (σ)	Variation (μ ± σ)	C. V.	Chi - Square (X2)
Courier Services	126	74	152	18.38	133.62 To 170.38	12.1	27.78
Beauty Parlors	165	35					
Computer Education	165	35					

11.6 From table 4, it is clear that mean of number of users of the three services under consideration is 152. The number of users of beauty parlors and computer education fall within the range of variation of mean μ from standard deviation σ (μ ± σ), which covers two third (68.27% of the area) of the observations. Users of courier services fall within μ ± 2σ (i.e. 95.45 % of the area), which is in the left side of the area. Coefficient of variation is 12.1% which is higher and hence more variable and less uniform. This connotes that two third of the respondents use beauty parlor services and computer education uniformly. The number of users of courier services is lesser and falls in the negative region of the area, which is why the variation is less consistent. The number of users of the three services is normally distributed in 95.45% of the area. The calculated value of chi square 27.78 is much greater than the table values of chi square 5.99 and 9.21 at 2 d. f.

at 5% and 1% levels of significance respectively. This rejects the null hypothesis that there is no difference in the number of users of courier services, beauty parlors and computer education in the rural market. Hence the number of the users of the three services under consideration is less consistent and variable.

Table 5: Frequency of Visit to Avail of Courier Services, Beauty Parlor Services and Computer Education

Services	No. of Respondents	Mean (μ)	Standard Deviation (σ)	Variation (μ ± σ)	C. V.	Chi - Square (X2)
Courier Services	126					
Beauty Parlors	165	140.7	17.33	123.37 To 158.03	12.3	6.38
Computer Education	131					

11.7 From table 5, it is clear that mean of frequency of visit to avail of the three services under consideration is 140.7. The frequency of visit to avail of courier services and computer education falls within the range of variation of mean μ from standard deviation σ (μ ± σ), which covers two third (68.27% of the area) of the observations. Frequency of visit to beauty parlors fall within μ ± 2σ (i.e. 95.45 % of the area), which is in the right side of the area. Coefficient of variation is 12.3% which is higher and hence more variable and less uniform. This connotes that the frequency of visit of two third of the respondents to courier services and computer education is uniform. The frequency of visit to beauty parlors is the highest among the three and falls in the positive region of the area, which is why the variation is less consistent. The frequency of visit to the three services is normally distributed in 95.45% of the area. The calculated value of chi square 6.38 is greater than the table value of chi square 5.99 at 2 d. f. at 5% level of significance. This rejects the null hypothesis that there is no difference in the frequency of visit of the respondents to courier services, beauty parlors and computer education in the rural market. Hence the frequency of visit of the respondents to the three services under consideration is less consistent and variable. But, the calculated value of chi square 6.38 is less than the table value of chi square 9.21 at 2 d. f. 1% level of significance. This accepts the null hypothesis that there is no difference in the frequency of visit of the respondents to courier services, beauty parlors and computer education in the rural market. Hence the frequency of visit of the respondents to the three services under consideration is consistent and uniform.

Table 6: Expectations of Respondents about the Availability (Adequately Large in Numbers) of Courier Services, Beauty Parlor Services and Computer Education in the Nearby City / Town

Services	Yes	No	Mean (μ)	Standard Deviation (σ)	Variation (μ ± σ)	C. V.	Chi - Square (X2)
Courier Services	193	7					
Beauty Parlors	194	6	191.7	2.62	189.08 To 194.32	1.4	2.59
Computer Education	188	12					

11.8 From table 6, it is clear that the mean expectations of respondents about the availability the three services under consideration to be more is 191.7. The expectations of respondents about the availability the three services under consideration to be more fall within the range of variation of mean μ from two times of standard deviation σ (μ ± 2σ), which covers 95.45 % of the area. Coefficient of variation is 1.4% which is lesser and hence less variable and more uniform and consistent. This connotes that the expectations of the respondents about the availability of courier services, beauty parlor services and computer education to be more is uniform, which is why the variation is more consistent. The number of users of the three services is normally distributed in 95.45% of the area. The calculated value of chi square 2.59 is less than the table values of chi square 5.99 and 9.21 at 2 d. f. at 5% and 1% levels of significance respectively.

This accepts the null hypothesis that there is no difference in the expectations of the respondents about the availability of courier services, beauty parlors and computer education to be more in the rural market. Hence, the expectations of the respondents about the availability of the three services to be more are more consistent and uniform.

Table 7: Respondents' Feeling of Courier Services, Beauty Parlor Services and Computer Education as a Better Means of Self Employment

Services	Yes	No	Mean (µ)	Standard Deviation (σ)	Variation (µ ± σ)	C. V.	Chi - Square (X2)
Courier Services	141	59	139.3	3.09	136.21 To 142.39	2.2	0.675
Beauty Parlors	135	65					
Computer Education	142	58					

11.9 From table 7, it is clear that the mean respondents' feeling of the three services under consideration to be a better means of self employment is 139.3. The respondents' feeling of the three services as a better means of self employment fall within the range of variation of mean µ from two times of standard deviation σ (µ ± 2σ), which covers 95.45 % of the area. Coefficient of variation is 2.2% which is lesser and hence less variable and more uniform and consistent. This connotes that the respondents' feeling of courier services, beauty parlor services and computer education as a better means of self employment is uniform, which is why the variation is more consistent. The respondents' feeling of the three services is normally distributed in 95.45% of the area. The calculated value of chi square 0.675 is less than the table values of chi square 5.99 and 9.21 at 2 d. f. at 5% and 1% levels of significance respectively. This accepts the null hypothesis that there is no difference in the respondents' feeling of courier services, beauty parlors and computer education as a better means self employment in the rural market. Hence, the feelings of the respondents about the three services as a better means of self employment are more consistent and uniform.

Table 8: Respondents' Responses in the Various Heads

Varieties of Services	I	II	III	IV	V	VI	VII
Courier Services	147	124	106	126	126	193	141
Beauty Parlors	194	153	158	165	165	194	135
Computer Education	131	165	165	165	131	188	142

Where:

I represents - Awareness about courier services, beauty parlors and computer education

II represents – Respondents' efforts to avail of courier services, beauty parlor services and computer education

III represents - Availability of courier services, beauty parlor services and computer education in the nearby city / town

IV represents - Number of users of courier services, beauty parlor services and computer education

V represents - Frequency of visit to avail of courier services, beauty parlor services and computer education

VI represents - Expectations of respondents about the availability (adequately large in numbers) of courier services, beauty parlor services and computer education in the nearby city / town

VII represents - Respondents' feeling of courier services, beauty parlor services and computer education as a better means of self employment

Table 9: Furtherance of Table 1 with the Help of Coding Method by Subtracting Each Element From 200

Varieties of Services	I	II	III	IV	V	VI	VII	Total
Courier Services	53	76	94	94	74	74	7	472
Beauty Parlors	6	47	42	42	35	35	6	213
Computer Education	69	35	35	35	35	69	12	290
Total	**128**	**158**	**171**	**171**	**144**	**178**	**25**	**975**

Table 11: The ANOVA Table

Source of Variation	SS	d. f.	MS	F-Ratio	5% F Limit (Table Value)
Between Columns	5689	6	5689/6=948.2	2.79	F (6, 12) = 3.00
Between Rows	5053	2	5053/2=2526.5	7.4	F (2, 12) = 3.88
Residual / Error	4073	12	4073/12=339.4		
Total	**14815**				

11.10 From the above table 11 of analysis of variance, it is clear that the calculated value 2.79 of F – ratio for the distribution between the columns is less than the table value 3.00 of F – distribution (6, 12) at 5% level of significance. This accepts the null hypothesis that there is no difference in the responses of the respondents under the various heads column wise (I – Awareness, II –Respondents' efforts to avail of the services, III –Availability, IV -Number of users, V -Frequency of visit, VI -Expectations of respondents about the availability, VII –Services as a better means of self employment) of table 8 and hence, the difference could have arisen due to fluctuations in the sampling. So, the difference in the responses of the respondents under the various heads column wise is insignificant and we can infer that average responses column wise are equal. As for as distribution between the rows is concerned, it is clear from the table above that the calculated value 7.4 of F – ratio for the distribution between rows is greater than the table value 3.88 of F – distribution (2, 12) at 5% level of significance. This rejects the null hypothesis that there is no difference in the respondents' responses for the three services – courier services, beauty parlors and computer education row wise of table 8 and hence, the difference in the respondents' responses for the three services under consideration row wise is significant. So, we can infer that respondents' responses for the three services row wise are not equal.

CONCLUSIONS

The majority of the respondents is educationally matured to understand its needs and wants for services belonging to middle class income group of the rural market, which gives the largest market potential with comparatively high paying capacity. There exists huge amount of potential in the rural markets for courier services, beauty parlors and computer education. During the survey some of the respondents revealed that they are not satisfied with the service providers rendering the three services locally. As per the respondents, the three services are inadequately available in the rural markets. Study reveals that the rural customers are willingly able to buy the services at competitive prices.

The level of awareness about the three services under consideration is fairly high, but, less consistent and variable. The level of responses about the three services under consideration is also high, but, less consistent and variable. The availability of the three services is not expectedly high. Moreover, in the pie and bar chart analysis it has been revealed that the availability of the three services is of local nature in the rural markets. Service outlets don't offer quality services to the customers. The expectations of the respondents about the availability of the three services to be more are more consistent and uniform. The feeling of respondents about the three services as a better means of self employment is more consistent and uniform.

The location and size of population of villages throw a challenge to marketers. This phenomenon is not true for the whole state and there are wide variations among the different districts of the state on the basis of geographical and demographical variables as the rural areas of western Uttar Pradesh are more developed than that of eastern Uttar Pradesh. Given the distribution of rural and urban population, it can be seen that the number of literates in rural areas are more than in urban areas. It is interesting to note that there has been a considerable increase in the number of literate persons in rural areas since the last two decades. This has its implication in communicating with the rural population. It appears that communication should not prove to be such a big hurdle.

Today, television has proved to be an effective medium for communication with the rural masses. The telecasting network in the country today covers about 93% of the population. Assuming that the entire urban population is covered by the television, which is only 23%, then nearly 67% of the rural population is covered by television.

Moreover, the rural market of India is an untapped and vastly spread market having lot of potential and challenges too for any entrepreneurial venture in the field of services in the rural markets. The outcomes are highly stimulating for different interest groups to tap the untapped rural market. Also, there are lot possibilities for further research in the field. The academicians, researchers, professionals, companies and the government are highly encouraged to explore the possibilities for marketing of other important services in the widely spread market of rural India.

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