Impact of Managerial Style on Employees: A Case Study

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Abstract

The study sought to investigate the impact of managerial style s practiced in an organization and their effect on employee performance. The purpose of this study is to understand the effect of different managerial style autocratic, consultative, persuasive, democratic, laissez faire and management by walking around style on employee performance. The objectives that guided the study were; to investigate the impact of autocratic style on employee, to investigate the impact of consultative style on employee, to investigate the impact of persuasive style on employee, to investigate the impact of democratic style on employee, to investigate the impact of laissez-faire style on employee and to investigate the impact of management by walking around style on employee in an organization. The study followed the qualitative approaches, primary research will be integrated. In primary research researcher make structured schedule, formal interviews discussed with the employees in an organization for getting more information. At the end it was concluded that in the organization, Autocratic managerial style is adopted by manager which is not appropriate so, researcher suggested consultative managerial style which is appropriate in an organization.

Keywords:- Leadership; Autocratic; Consultative; Persuasive; democratic; Laisssez-Faire; Management by walking around; Employee performance

Introduction

This study is about the effect of managerial styles on employee performance which majorly focused on employees. Walchandnagar Industries Ltd. is highly reputed foundry. It is heavy engineering project executing company. The Walchandnagar Industries Ltd. had always believed that their employees where greatest assets and the reason for the survivor of their business.

The HR departments are involved with efforts to improve productivity through changes in employee performance. The success and the failure of organization are directly proportional to the labour but by each and every employee.

This section elaborates the background of the study (Historical, theoretical, and conceptual perspectives), Problem statement, purpose, Specific objectives, Hypothesis, Scope of study and Significance of the study were explored. In the recent past years, Managerial has engaged as a new effective approach for managing the employees and organization at

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large. The traditional concept of personnel administration has gradually replaced with the human resource management. This gives importance to the strategic integration of new managerial styles into effective management of employees and to improve the employee performance.

This study is about the effect of managerial styles on employee performance which majorly focused on employees. There are six managerial styles: 1) Autocratic, 2) Consultative, 3) Persuasive, 4) Democratic, 5) Laissez-Faire, 6) Management by walking around. In an organization, they are using managerial style which is not appropriate so, researcher done this study to suggest appropriate managerial style.

Review of Literature

(ZaeemaAsrarMohiuddin; Journal of Marketing and Management 8 (1), 18, 2017)[1]

Leadership style has immense impact on employees to perform, grow and lead to positive attitude towards achieving organizational goals. The study explores the influence of different leadership style on employee's performances. The objective is to review past literatures to understand that how different style such as autocratic, democratic, transformational, transactional, and participative approach influence worker execution. Evidences from literature shows that transformational leadership approach have more beneficial outcomes on worker execution than transactional where concentrate is on upper hands. The autocratic approach is considered as more appropriate style when workers are less informed and unaware regarding job description; if employees continuously interfere or misuse their power, or when single person are accountable for decision making process. The democratic style is appropriate when a innovative problem solving solutions are demanded by organization or conducting meeting for departments working improvement and for achieving tasks and goals. In the end, the participative style is applicable when organization has experienced and talented team members for innovative and creative work.

(Antony TS Chan, Edwin HW Chan; Journal of construction engineering and management 131 (4), 413-422, 2005)[2]

The purpose of this study is to empirically evaluate the transformational and transactional leadership styles among building professionals in the construction industry. This is part of a large-scale research project undertaken by the writers. Bass's transformational leadership theory reported in 1985 was employed and tested in a sample of 510 professional employees from a cross section of qualified building professionals selected from four countries. The main objectives of the study are (1) to examine the extent of leaders who are perceived to use transformational and transactional leadership styles; (2) to identify which of the two leadership styles is best able to predict outcomes of

[1]Chan, A. T. (2005). *review of literature of study of impact of managerial styles on employees*. Retrieved november 15, 2019, from google scholar:
http://scholar.google.co.in/scholar?start=30&q=review+of+literature+of+study+of+impact+of+managerial+style+on+employees&hl=en&as_sdt=0,5&as_vis=1#d=gs_qabs&u=%23p%3DPzbzM8TEaS0J

[2]Men, L. R., & Stacks, D. W. (2013).*The impact of leadership style and employee empowerment on perceived organizatinal reputation*. Retrieved november 15, 2019, from emerald publishing:
https://scholar.google.co.in/scholar?start=90&q=review+of+literature+of+study+of+impact+of+managerial+style+on+employees&hl=en&as_sdt=0,5&as_vis=1#d=gs_qabs&u=%23p%3D68EIy0Vi3l0J

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"leader effectiveness," "extra effort by employees," and "employees" satisfaction with the leaders; and (3) to offer insight into the management theory for building professionals in business organizations. Results of the study suggest that all five of the transformational factors and three of the transactional factors are significantly correlated with leadership outcomes of leader effectiveness, extra effort by employees, and employees satisfaction. The results further supported that transformational leadership could augment transactional leadership in producing greater amounts of performance and satisfaction.

(Linjuan Rita Men, Don W Stacks; Journal of Communication Management 17 (2), 171-192, 2013)[3]

Research Methodology

Statement of management problem:

The organization faced the problem of discontinuous work during last 3 years. Workers cannot complete their work time to time. They are wasting their time because of the old managerial style which is used by managers for completion of work in the organization. Because of using old managerial style, the productivity of organization is decreases. So, management can apply some other managerial styles for completion of their work. There are six managerial styles:

1) Autocratic
2) Consultative
3) Persuasive
4) Democratic
5) Laissez-faire
6) Management by walking around

Following table shows the decreasing productivity year by year.

Sr.No.	Years	Turnover of Company (Rs. In Crore)
1	2015-16	50
2	2016-17	48
3	2017-18	45

Objectives of the study:

1)To know managerial style adopted by manager.

2)To study impact of managerial style on employee performance.

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[3]Mohiuddin, Z. A. (2017). *Influence of leadership style on employees performance: evidence from literatures.* Retrieved November 15, 2019, from ProQuest:
https://scholar.google.co.in/scholar?start=30&q=review+of+literature+of+study+of+impact+of+managerial+style+on+employees&hl=en&as_sdt=0,5&as_vis=1#d=gs_qabs&u=%23p%3DPzbzM8TEaS0J

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3)To suggest appropriate managerial style.

Significance of the study:

-Researcher study will lead to know the effect of managerial style on employee   performance of an organization.

-Researcher will check the relation between manager and employee.

-Researcher will lead to know the current status of managerial behaviour towards employees in an organization.

Scope of the Study

Walchandnagar Industries is a high-tech heavy engineering company. It is large scale foundry division. This company is in urban region.

Sampling:

1) Sample unit: The present study is confined to Walchandnagar Industries Ltd. Satara-Road.

2) Sample: The primary data was collected from the employees those are working in the organization. In first shift, there are 110 workers are working in the organization.

Using Solvin's formula:

$n = N/1 + (N*e^2)$

$= 110/1 + (110*(0.05)^2)$

$= 110/1 + (110*0.0025)$

$= 110/1 + 0.275$

$= 110/1.275 = 86.274$

$n = 86$

Hypothesis Development:

Here, we check the dependency between age and opinion of employees about appropriate managerial style. The opinion of the respondent sought on the age group i.e. 20-30, 30-40, 40-50 and above 50. There are six managerial styles; autocratic, consultative, persuasive, democratic, laissez-faire, management by walking around.

H0: Age and opinion of employees about appropriate managerial styles are independent.

H1: Age and opinion of employees about appropriate managerial styles are not independent.

Data Analysis

Age Group:

Table No. 4.1

(n=86)

Sr. No.	Particulars	No. of Respondent	Percentage
A	Age		

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1.	20-30	1	1%
2.	30-40	28	33%
3.	40-50	49	57%
4.	Above 50	8	9%
Total		86	100

Source :(Field Data)

Qualification:

Table No. 4.2

(n=86)

Sr. No.	Particulars	No. of Respondent	Percentage
B	Qualification		
1.	5th-10thStd	17	20%
2.	11th-12thStd	17	20%
3.	Graduate	19	22%
4.	Technical Education	33	38%
Total		86	100

Source :(Field Data)

Working Experience:

Table No. 4.3

(n=86)

Sr. No.	Particulars	No. of Respondent	Percentage
C	Working Experience		
1.	1-5	2	3%
2.	5-10	25	29%
3.	10-15	38	44%
4.	15-20	19	22%
5.	20-25	2	2%
Total		86	100

Source :(Field Data)

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Managerial style:

Table No. 4.4

Following table shows the managerial style adopted by the manager.

(n=86)

Sr. No.	Particulars	Mean	Standard Deviation	Variance
	Autocratic			
1.	My superior makes decision independently without consulting subordinates.	3.6395	0.4829	0.2332
2.	It saves the time in process of decision making.	3.5348	0.7623	0.5811
3.	This style of manager putting restriction on employee looking for autonomy.	3.9767	0.1515	0.0229
4.	In time of crisis this is one of the best managerial style.	3.4418	0.4995	0.2495
5.	It demoralizes employee.	3.7906	0.4091	0.1674
6.	Employee does not get a chance to utilize talent.	3.8255	0.3816	0.1456
7.	I am uncomfortable under this managerial style.	3.8023	0.4005	0.1604

Source :(Field Data)

Managerial style:

Table No. 4.5

(n=86)

Sr. No.	Particulars	Mean	Standard Deviation	Variance
	Consultative			
1.	My superior makes decision with consulting subordinates.	2.3604	0.7342	0.5391
2.	This type of management style often leads to loyalty from employees included in decision making process.	2.9767	0.7666	0.5876

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Sr.	Particulars	Mean	Standard Deviation	Variance
3.	In time of crisis this is one of the best managerial style.	3.6395	0.4829	0.2332
4.	This style leads to a dependency of the employees on the leader.	3.5813	0.4962	0.2462
5.	I am uncomfortable under this managerial style.	2.4651	0.5465	0.2987

Source :(Field Data)

Managerial style:

Table No. 4.6

Sr. No.	Particulars	Mean	Standard Deviation	Variance
	Persuasive			
1.	My superior make decision based on persuasion of subordinates	2.1744	0.5571	0.3103
2.	Employees convince their manager to make the final decision.	2	0	0
3.	This is great option for manager who needs input from experts.	3.1744	0.4650	0.2162
4.	This does not work when employees do not support management.	3.6976	0.5103	0.2604
5.	I am uncomfortable under this managerial style.	2.8837	0.3570	0.1274

Source:(Field Data)

Managerial style:

Table No. 4.7

(n=86)

Sr. No.	Particulars	Mean	Standard Deviation	Variance
	Democratic			
1.	My manager offers all employees an opportunity to engage in decision making.	2.3604	0.7342	0.5391

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Sr. No.	Particulars	Mean	Standard Deviation	Variance
2.	In this style all decisions are agreed upon by the majority.	2.8488	0.9269	0.8592
3.	In this style communication goes from both the manager down to employees and from the employees up to the superior.	3.4418	0.4995	0.2495
4.	This style works when complex decisions must be made that have a variety of outcomes.	3.3372	0.5447	0.2967
5.	In this style democracy does slowdown decision making.	2.9418	0.7570	0.5730
6.	This managerial style takes more time to taking final decision.	3.7906	0.4631	0.2145
7.	I am uncomfortable under this managerial style	2.8255	0.3816	0.1456

Source :(Field Data)

Managerial style:

Table No. 4.8

Sr. No.	Particulars	Mean	Standard Deviation	Variance
	Laissez-Faire			
1.	In this managerial style employees are allowed to make the majority of decisions.	2.5348	0.8359	0.6987
2.	Management providing guidance when employees need to make decisions.	2.6976	0.5329	0.2839
3.	In this managerial style the manager in this case is considered a mentor rather than a leader.	2.8139	0.4730	0.2238
4.	This style of management is popular in start-ups and technologies companies where risk taking is encouraged.	3.2906	0.4567	0.2086
5.	It can lead to difficulties in making decisions.	3.3023	0.4867	0.2369
6.	I am uncomfortable under this managerial style.	2.9883	0.1078	0.0116

(n=86)

Source:(Field Data)

Managerial style:

Table No. 4.9

(n=86)

Sr. No.	Particulars	Mean	Standard Deviation	Variance
	Management by Walking Around			
1.	In this style, manager gathers information by listening to the thoughts of employees.	2.2906	0.6836	0.4674
2.	Employee's thoughts can stop management problem.	3.6395	0.4829	0.2332
3.	This type of managerial style, manager must be counsellors and not directors.	2.9883	0.1875	0.0351
4.	When employee does not support management there can be problems in MBWA management.	3.2441	0.7811	0.6102
5.	I am uncomfortable under this managerial style.	2.9883	0.1078	0.0116

Source :(Field Data)

Impact of Managerial Style on Employee Performance:

Table No. 4.10

(n=86)

Sr. No.	Particulars	Mean	Standard Deviation	Variance
	Autocratic			
1.	It demoralizes employee.	3.5883	0.8223	0.6763
2.	It demotivates employee.	3.5232	0.7780	0.6053
3.	It decreases the quality of work.	3.5348	0.7623	0.5811
4.	It decreases the productivity.	3.5348	0.7623	0.5811

Source :(Field Data)

Impact of Managerial Style on Employee Performance:

Table No. 4.11

(n=86)

Sr. No.	Particulars	Mean	Standard Deviation	Variance
	Consultative			
1.	It increases morale.	3.9767	0.1515	0.0229
2.	It motivates employees.	3.7906	0.4091	0.1674

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3.	It increases the quality of work.	3.8255	0.3816	0.1456
4.	It increases the productivity	3.8023	0.4005	0.1604

Source :(Field Data)

Impact of Managerial Style on Employee Performance:

Table No. 4.12

(n=86)

Sr. No.	Particulars	Mean	Standard Deviation	Variance
	Persuasive			
1.	It increases morale.	2.9883	0.2867	0.0822
2.	It demotivates employee.	3.3720	0.4861	0.2363
3.	It decreases the quality of work.	3.1511	0.4476	0.2004
4.	It decreases the productivity.	2.9302	0.6823	0.4656

Source :(Field Data)

Impact of Managerial Style on Employee Performance:

Table No. 4.13

(n=86)

Sr. No.	Particulars	Mean	Standard Deviation	Variance
	Democratic			
1.	It increases the morale.	3.6976	0.6520	0.4251
2.	It motivates employee.	3.7325	0.4452	0.1982
3.	It increases the quality of work.	3.2093	0.4091	0.1674
4.	It increases the productivity.	2.9418	0.6571	0.4318

Source :(Field Data)

Impact of Managerial Style on Employee Performance:
Table No. 4.14

(n=86)

Sr. No.	Particulars	Mean	Standard Deviation	Variance
	Laissez-Faire			
1.	It increases morale.	3.5813	0.4962	0.2462
2.	It motivates employee.	3.1279	0.3359	0.1128

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Sr.	Particulars	Mean	Standard Deviation	Variance
3.	It increases the quality of work.	3.1279	0.3359	0.1128
4.	It increases the productivity but it takes more time.	3.8488	0.3603	0.1298

Source :(Field Data)

Impact of Managerial Style on Employee Performance:

Table No. 4.15

(n=86)

Sr. No.	Particulars	Mean	Standard Deviation	Variance
	Management by Walking Around (MBWA)			
1.	It increases morale.	3.2093	0.6879	0.4733
2.	It motivates employee.	3.3139	0.7237	0.5238
3.	It increases the quality of work.	3.1162	0.3224	0.1039
4.	It increases the productivity.	3.2674	0.4452	0.1982

Source :(Field Data)

Appropriate Managerial Style:

Table No. 4.16

(n=86)

Sr. No.	Particulars	Mean	Standard Deviation	Variance
1.	Autocratic	2.5058	0.5482	0.3005
2.	Consultative	3.8720	0.3359	0.1128
3.	Persuasive	2.8	0.5300	0.2809
4.	Democratic	3.8372	0.3713	0.1378
5.	Laissez- Faire	3.0941	0.2937	0.0862
6.	Management by Walking Around	3.4813	0.4962	0.2462

Source :(Field Data)

Reasons for appropriate managerial style:

Table No. 4.17

If you like any one above style of manager, why do you like it?

(n=86)

Sr.	Particulars	No. of	Percentage

No.		Respondent	
1.	Manager takes decision unilaterally.	1	0%
2.	All decisions are agreed upon by the majority.	62	16%
3.	Manager makes decision with consulting subordinates.	78	20%
4.	It increases morale.	84	21%
5.	It motivates employee.	85	21%
6.	It increases the quality of work.	85	22%

Source :(Field Data)

Table No.4.18

Sr. No.	Age	Managerial styles						
		Autocratic	Consultative	Persuasive	Democratic	Laissez-Faire	Mgt.by walking around	Total
1.	20-30	0	1	0	1	1	1	4
2.	30-40	0	23	0	20	0	17	60
3.	40-50	2	46	5	43	6	33	135
4.	Above 50	0	6	0	6	0	1	13
	Total	2	76	5	70	7	52	212

Source :(Field Data)

Result of hypothesis

Chi-Square test shows that age and opinion of employees about appropriate managerial styles are dependent. (Table No. 4.18)

Results

In the organization, superior make decision independently without consulting subordinates. So, employees do not get a chance to utilize talent. In that organization autocratic managerial style is mostly used. Its demoralized employees.

1) 57% of the employees are belongs to the age group of 40-50 years. It clears that the employees are matured. (Graph No.4.1)

2) 38% employees having knowledge of technical. (Graph No.4.2)

3) 44% employees having 10-15-year experience. (Graph No.4.3)

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4) Autocratic style of manager putting restriction on employee looking for autonomy as mean is 3.97, Superior making decision independently without consulting subordinates thus it saves the time in decision making process as mean is 3.63, 3.53 respectively. (Table No.4.4)

5) Consultative style of manager make decision with consulting subordinates as mean is 2.36, this type of management style often leads to loyalty from employees included in decision making process as mean is 2.97 so, this style leads to a dependency of the employees on the leader as mean is 3.58. (Table No. 4.5)

6) Persuasive style of manager make decision based on persuasion of subordinates as mean is 2.17, employees convince their manager to make the final decision thus it does not work when employees do not support management as mean is 2, 3.69 respectively. (Table No. 4.6)

7) Democratic style of manager offers all employees an opportunity to engage in decision making. In this style all decisions are agreed upon by the majority as mean is 2.36, 2.84 respectively. This style works when complex decisions must be made that have a variety of outcomes as mean is 3.33. (Table No. 4.7)

8) Laissez-Faire style of manager providing guidance when employees need to make decisions as mean is 2.69, in this managerial style employees are allowed to make the majority of decisions as mean is 2.53, Laissez-Faire style lead to difficulties in making decisions as mean is 3.30. (Table No. 4.8)

9) Management by walking around style of manager gathers information by listening to the thoughts of employees thus employee's thoughts can stop management problem as mean is 2.29, 3.63 respectively. When employee does not support management there can be problems in MBWA management as mean is 3.24.(Table No. 4.9)

10) Impact of autocratic managerial style demoralizes employee as mean is 3.58, It demotivates employee as mean is 3.52, it decreases the quality of work thus it decreases the productivity as mean is 3.53, 3.53 respectively. (Table No. 4.10)

11) Impact of consultative managerial style increases morale thus it motivates employees as mean is 3.97, 3.79 respectively. It increases the quality of work so, it increases the productivity as mean is 3.82, 3.80 respectively. (Table No. 4.11)

12) Impact of persuasive managerial style demotivates employee thus it decreases the quality of work as mean is 3.37, 3.15 respectively. It increases morale as mean is 2.98. It decreases the productivity as mean is 2.93. (Table No. 4.12)

13) Impact of democratic managerial style motivates employees thus it increases the quality of work as mean is 3.73, 3.20 respectively. It increases the morale thus it increases the productivity as mean is 3.69, 2.94 respectively. (Table No. 4.13)

14) Impact of Laissez-Faire managerial style increases morale thus it increases the quality of work as mean is 3.58, 3.12 respectively. It motivates employee thus it increases the productivity but it takes more time as mean is 3.12, 3.84 respectively. (Table No. 4.14)

15) Impact of Management by Walking Around style motivates employee thus it increases the quality of work as mean is 3.31, 3.11 respectively. It increases morale as mean is 3.20, it increases the productivity as mean is 3.26. (Table No.4.15)

16) Employees felt that autocratic managerial style is not appropriate managerial style as mean is 2.50. (Table No. 4.16)

17) Employees felt that consultative managerial style is appropriate managerial style as mean is 3.87. (Table No. 4.16)

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18) Employees are neither liked nor disliked of persuasive managerial style as mean is 2.8. (Table No.4.16)

19) Employees felt that democratic managerial style is appropriate managerial style as mean is 3.83. (Table No.4.16)

20) Employees are neither liked nor disliked of Laissez-Faire managerial style as mean is 3.09. (Table No. 4.16)

21) Employees are neither liked nor disliked of management by walking around managerial style as mean is 3.48. (Table No.4.16)

22) 16% employees towards appropriate managerial style is depends on, All decisions are agreed upon by the majority. 20% employees towards appropriate managerial style is depends on, Manager Makes decisions with consulting subordinates. 21% employees towards appropriate managerial style is depends on, It increases morale. 21% employees towards appropriate managerial style is depends on, It motivates employee. 22% employees towards appropriate managerial style is depends on; It increases the quality of work. (Graph No. 4.17)

Suggestion

Now in the organization manager adopted autocratic managerial style but it is very disastrous for organization because it demotivates employee thus it decreases the productivity, because of using autocratic managerial style manager does not improve their business so, researcher suggested that using consultative managerial style in an organization because consultative managerial style is about developing the ability to influence people rather than impose on them manager's authority, engaging subordinates effectively in the decision making and problem-solving process.

Some of the ways to be an effective consultative manager:

Treating other people like they want to be treated:

Everyone is individually different so it is getting to know your team members in deeper ways like how do they process information? Are they more social or more tasks oriented? Do they have strong, self-confident personalities or are they more collaborative and easy going?

Learn and respect people's values:

Values are those inner qualities that everyone has and these drives human motivation.

Be responsive to your team.

Manage by walking around:

Since staying in touch is so important you need to be visible on a regular basis.

Delegate more often:

The more you delegates, the more time you have to attend to team.

Conclusion

A managerial style is particular way for managers to go about accomplishing their objectives. Managerial style is overall methods of leadership used by a manager. It is aggregate practices of unit, project, or department and involves organization, processes, decision making and communication practices.

Researcher concluded that now in that organization autocratic managerial style is adopted by the manager but the opinion of employees felt that autocratic managerial style is not appropriate managerial style. Employee felt the impact of autocratic managerial style decreases the productivity. Employee gives more response to consultative and democratic

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managerial style but most of the employees felt that the impact of democratic style not improve the quality of work and it decreases the productivity. Most of the employees are satisfied the impact of consultative managerial style it improves morale, it motivates employee, it improves quality of work and it increases the productivity. So, consultative managerial style is most appropriate than democratic managerial style.

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Research Paper

A Study Related As You'll Be A Better Leader If You Lose Your Mind In IT Industry In Pune City.

Dr.Shivraj Rajaram Nikam

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Abstract :

Studying leadership in the context of commercial organisations has proven to be a significant and challenging endeavour over the years. The purpose of this research is to investigate the factors that contribute to the achievements and failures of leaders in business settings. It has been shown that the presence of mental disorders in a leader is the primary reason for leadership failures. These disorders serve as a barrier to the leader's ability to carry out their responsibilities as a leader to the fullest extent possible. Afflictions of the mind are a form of negativity that can have an effect, either directly or indirectly, on required functioning and frequently contribute to leadership failures.

Because losing one's ability to focus inward renders one clueless, losing one's ability to focus on others renders one clueless, and losing one's ability to focus outward may cause one to be blindsided, every leader needs to nurture this triad of awareness, in abundance and in the appropriate balance. The encouraging news is that virtually every type of focus may be improved upon and enhanced. This conceptual paper study on letting in different types of knowledge and losing your mind occasionally will make you a more caring and holistic leader as well as a student. And it might just help you get back in touch with your spiritual self.

Keywords :leadership position, leadership, mind

Research Paper

Introduction

Leadership is one of the terms that is used the most frequently not only in the realm of business, but also in all of the realms of human affairs in general. The concept of leadership has consistently been recognised as an essential subject of research, not only by political scientists and psychologists living in the present day, but also by holy men and women and wise men and women dating back to ancient times.

Leadership is an essential quality that must be present within the framework of commercial organisations. Today, the role of a leader is not only to provide vision and direction to the organisations that they lead, but they are also expected to maintain "responsible" business practises in order to achieve the concurrent goals of stakeholders' welfare, economic growth, and sustainability. This is in addition to the traditional role of a leader, which is to provide vision and direction to the organisations that they lead. They are responsible for ensuring not only the profits, but also the culture of acceptable value systems and a moral code of conduct that is acceptable to all of the stakeholders and to the general public. People look up to leaders and hold their thoughts and deeds to an extremely high standard, expecting them to perform beyond their human capabilities. When taken together, these factors create a difficult situation for those in leadership positions who are tasked with making decisions. The very environment in which leadership is exercised within an organisational setting is one that is fraught with complication. Some leaders are able to rise to the challenge presented by this situation and provide outstanding results, while other leaders give in to the demands and lose sight of their goals. Those leaders are regarded as successful who are able to protect their organisations from dangers posed by the outside world, keep their organisations' cultures and codes of conduct in good shape, and ensure the well-being of the organisations' stakeholders. Additionally, successful leaders are able to keep their organisations on the path to growth. On the other hand, people who are unable to accomplish this are regarded as failures.

Failures and successes in leadership (Burke, 2006; Zenger and Folkman, 2009; Finkelstein, 2003; Kets de Vries, 1989; Berglas, 1986); biographies and autobiographies of successful leaders (Lala, 1992; Anne, 1970; Gandhi, 1927); different leadership styles, behaviours, and types (Howell and Frost, 1989; Bass, 1988; Avolio and Gardner,2005; Stinson and Johnson, 1975; Fiedler, 1967.

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This paper proposes that in order for leaders to be successful and equipped with all of the qualities that are required to be successful in leadership position, it is a pre-requisite that they should overcome the afflictions of mind that act as a barrier and very often lead to leadership failure. These afflictions of mind can be broken down into two categories: those that prevent leaders from being successful and those that prevent leaders from being successful.

The Context of the Investigation

Uncertain and murky circumstances are ideal breeding grounds for leadership (Mumford and Connelly, 1991). Because of this, there is always the possibility that those in leadership positions will make poor choices or choose the incorrect course of action. To prevent this from happening, it is essential for those in leadership roles to make judgments while maintaining an organised and balanced state of mind. Taking into consideration the presence of afflictions, this will not take place.

Although this is a topic that might be debated, the failure of leadership in business organisations could be attributed to the systems that businesses use to run, or it could be the complete responsibility of the leaders who are in charge of the affairs of the company.

J.N. Tata (1839-1904), the man who established the Tata Group, is a shining example of effective leadership. The word Tata is synonymous with success and prestige in the economic world in India today. The Tata family has long been held up as a model of what it means to conduct business with integrity, and they are given a great deal of credit for the rapid industrialization of India. It would be difficult to find a business organisation that demonstrates a higher level of social responsibility than the Tata group of firms, and the reason that this has been possible is due to the foundation that was set under the leadership of J.N. Tata. According to what Harris (1958, page 45) wrote, whenever J.N. Tata established a new business, "he thought not only of his profits, but of the welfare of the people, inside and outside of the factory" (J.N. Tata was concerned not only with his profits, but also with the well-being of those who worked in and around the factory).

Therefore, the thinking, behaviour, and actions of business organisation leaders can easily be attributed to the sustainability of business organisations. This is evident from the example of leaders like Kenneth Lay who caused their organisation to fail in comparison to leaders like J.N. Tata whose legacy still continues even after more than a century, and the Tata organisation is still on the rise.

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The most powerful people in society, economically, and politically are found in today's business world. Leaders have the ability to either use or misuse their power, depending on how they choose to use it. Those leaders who have surrendered to unethical behaviour have, at their core, abused the power they possessed in order to further their own self-interests rather than making use of such power to advance higher-level objectives. They allow their lust for power to cloud their judgement, leading them to believe that they can get away with whatever unethical behaviour they choose to engage in. In addition, in circumstances that call for ethical thinking, these leaders don't even recognise that there is a circumstance that calls for ethical and moral reasoning; instead, they act in a manner that satisfies their own self-interests by behaving selfishly. The destinies of both individuals and organisations rest in the hands of those in leadership positions. Therefore, it becomes necessary for leaders to carefully grasp the art and science of boosting organisational and human wellbeing, and since a great deal depends on the personal characteristics of a leader for achieving this goal, it is vital that leaders do so. Leaders are the exact nourishment that an organisation thrives on, with the organization's percepts serving as its blood supply and contributing to the formation of its body and soul.

Leaders should be the driving force behind the creation and maintenance of values that constitute the very soul of an organisation, that transcend the barrier of space and time, and that provide organisations with the eternal constancy they need to thrive in the face of growing levels of unpredictability in the business environment. In addition, they should conduct regular checks to determine whether or not any unethical business practises are seeping into the operations and infecting the organization's core values. This will allow any such practises to be eradicated and eliminated at the very beginning of the process.

Statement of Objectives

This qualitative phenomenological study's objective is to contribute to the existing body of research surrounding leadership transitions by determining the characteristics that are present when leadership transitions fail as a result of an individual contributor mindset as opposed to a people leader perspective. In addition to this, the influence, both positive and negative, on organisational and team performance that results from effective and poor leadership changes was investigated.

The Conceptual Underpinnings

This research was built on the basis of five different concepts, themes, and perceptions, which were used as the building blocks. Each notion lends support to the particular problem statement as well as the research questions.

A discussion of the procedure

For the purpose of carrying out this qualitative research study, one may have chosen from a variety of research methodologies. To begin, a qualitative method was used rather than a quantitative method to conduct the research. When contrasting a qualitative approach with a quantitative one, it is essential to have a firm grasp on the distinctions between providing an explanation and demonstrating an understanding, as well as playing a personal role and an impersonal role (Stake, 2010). Interpretive, experiential, situational, and personalistic are all key features of a qualitative study, according to Stake (2010). He also lists personalistic as an important characteristic. A qualitative study is one that is conducted in the field and places an emphasis on the participants' observations. In order to come to a conclusion as to which kind of qualitative research design is superior, several different forms of qualitative research designs, including ethnographic, case study, and phenomenological designs, were analysed and contrasted.

Because doing phenomenological research is best accomplished through the use of a qualitative research strategy, the decision was made to employ a qualitative approach rather than one of the other available methods. Because of the nature of the problem and the reason for conducting this research, the phenomenological research approach is the one that should be used. For instance, Creswell and Poth (2018) define phenomenological design as "the experience or the actuality of participants as they journey through a phenomenon." This means that phenomenological design focuses on the journey that participants take through a phenomenon. Researchers using phenomenological designs investigate the similarities in participants' experiences, taking into account the fact that they all share the same experienced world (Creswell &Poth, 2018). According to Creswell and Poth (2018), phenomenology can be understood as having intimate ties to philosophy.

The phenomenological approach takes into account the characteristics that all of the participants share (Creswell &Poth, 2018). When the researcher aims to gain an understanding of the experiences that the participants are having, it is suitable to utilise a

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phenomenological research design. For the purpose of this study, the topic will need to be investigated in greater depth and with a larger degree of insight. This is because there is an ongoing challenge associated with leadership development programmes, as well as a high failure rate associated with leadership transitions. Other qualitative methodologies were considered for this study but were ultimately rejected for a variety of reasons. Research based on grounded theory or narratives are examples of studies with a tight focus, with the average subject being a single person. In contrast, phenomenological research is typically conducted with smaller groups (Creswell &Poth, 2018).

Discussion Regarding the Design

According to the findings of a study that was conducted by Prion and Adamson (2014), the design of qualitative research must include a structured method for the collection of data that results in an auditable procedure. Researching the impact on an organisation that occurs when an individual fails to properly transition from the attitude of an individual contributor to the mindset of a people leader was primarily accomplished through the use of interviews as the primary technique. In order to gather information for a phenomenological study, the researcher will conduct interviews with participants who have firsthand experience with the reality, concept, or phenomenon under investigation (Creswell &Poth, 2018). It is essential to have an understanding of what has been experienced as well as how the individuals who participated in the study have experienced the phenomenon (Creswell &Poth, 2018). Groenewald (2004) asserts that "the goal of the researcher is to characterise the phenomenon as correctly as possible, refraining from any pre-given framework, but maintaining true to the facts" (p. 44).

The discussion, followed by the conclusion

For the avoidance of confusion, I am not suggesting that "losing your mind" is synonymous with "becoming mad." In fact, the opposite is true. It is about receiving knowledge by other ways, by putting your reasoning and judgmental mind to rest so that you can open yourself up to new information. This is also another technique to become a leader who is centred on love (amare).

The vast majority of leaders learn to rely nearly entirely on logic and reason throughout their careers, and they are constantly conditioned to do so. And just like any other strength, if you overuse it, your mind will eventually turn into a weakness.

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- Do you see how Jim's statement about losing your mind makes sense to you?

- Will you allow yourself to consider the possibility of losing your mind every so often?

- Are you willing to learn regardless of how the information is presented to you?

The Amare Method: Six Easy Steps to Mental Decline

- Consider the times when you thought "I've lost my mind." Make a list of five instances something great made you feel like you were going to literally lose your mind. It may have been the experience of falling in love, being astounded by a new concept, going to a performance, communing with nature, or suddenly having an epiphany about how to solve an issue. Consider how you reacted back then as well as the sentiments that are brought up for you today when you think about it.

- Pick the language that best fits your "thinking." Determine what you mean when you say "mind" by thinking about how you now talk about it. Is it primarily an ally, an adversary, a consultant, a leader, a tyrant, or a servant? Think about the phrases you use to talk about fantastic things that have happened to you, such as "my mind is blown!" Maybe you'd like to have more of them.

- Create space by paying attention. Take note of the things that are going through your head right now. Take into account that they are not you. Take note of the time gap that exists between when you become aware of an idea and when you respond to it. Perform this activity for one minute multiple times throughout the day.

- Quiet your mind. For excellent guided meditations, download an app like Headspace, Calm, or Plum Village on your device. Take a seat outside with a friend and don't talk for the first five minutes. You should put your phone into aeroplane mode every day for one hour.

- Wonder rather than pass judgement on something. Things that don't make sense to you logically or go against common sense shouldn't be disregarded right away. Instead, you should just let your mind wander to the various options.

- Enjoy yourself (even if you think it's dumb!). Change your hairstyle, sing loudly in your car, dance while you're in the shower, wear clothes that don't match (this one is simple for some of us!), and wear objects that don't match. In a nutshell, you should make it a daily habit to engage in at least one activity that is completely risk-free, may defy logic, and nourishes your soul.

Conclusion

You will become a more holistic and compassionate student as well as a leader if you allow yourself to occasionally lose your mind and allow other forms of knowing to enter. And it might just help you get back in touch with your spiritual self.

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STUDY OF CHALLENGES IN SUSTAINABILITY AND GROWTH OF AGRITOURIST CENTRES IN WESTERN MAHARASHTRA

PDF (https://ijfans.org/uploads/paper/4dee6b714e5a2dbd818c35ee09af7881.pdf)

Keywords:

Agritourism, Financial challenges, Labour challenges, Sustainability, Growth

Dr. B S Sawant and Ms. Mayura S Kadam

Abstract

Agritourism is another concept of tourism. The objective of agritourism is to get closer to nature. The infrastructure of the agritourism centre is completely different compared to the luxury Hotels. Agritourism centres do not have a great ambiance or many facilities. Most of these centres have average ambiance and limited facilities. In these centres, tourists can take active participation in activities related to farming. Activities such as sowing, farm animal rearing, bird watching, harvest demonstration, bullock cart ride etc. The objective of the research is to identify the challenges of agritourism centres. Majorly there are two types of challenges, first is financial challenges and second is labor challenges. An exploratory research method is applied to identify the challenges faced by the agritourism centres. Research also compares the challenges of agritourism centres in Pune and in the Satara districts. Research is based on primary data. There are total 33 centres in Western Maharashtra that have completed more than 5 years, of which 27 agritourism centres are considered

for the study. Data is collected by a personal visit by the researcher to every agritourism centre. For the processing of primary data, SPSS software is used. Descriptive as well as inferential statistics is applied. The expected outcome of the research is there are significant challenges in both areas, financial as well labor, which affect the sustainability and growth of agritourism centres.

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AN EASY HAND-FREE DESIGN TECHNIQUE FOR MOBILE COMMUNICATION IN ALL TYPES OF VEHICLES

Dr. SHEELA HUNDEKARI, Dr. SAYALEE GANKAR, Dr. RAJENDRA D. KUMBHAR, Dr. PRAKASH DIVAKARAN

Abstract:

Now a day's Using mobile phone has increased worldwide at the same time we have to consider the risk associated with it . Using a mobile phone while driving can affect the cognitive functions of persons, distract his or her visual concentration and also the speed of processing information. The theme of the project is to make the driver to attend only the emergency calls. Initially when a call is made to driver then he will receive a message intimating that he is in driving. If once again the person makes a call to the driver, then the driver will understand that it is emergency. So the driver will get an intimation regarding the emergency call in voice and automatically the car speed need to be reduced using PWM in order to prevent accidents due to mobile phone

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AN EASY HAND-FREE DESIGN TECHNIQUE FOR MOBILE COMMUNICATION IN ALL TYPES OF VEHICLES

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AN EASY HAND-FREE DESIGN TECHNIQUE FOR MOBILE COMMUNICATION IN ALL TYPES OF VEHICLES

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Abstract:

Now a day's Using mobile phone has increased worldwide at the same time we have to consider the risk associated with it . Using a mobile phone while driving can affect the cognitive functions of persons; distract his or her visual concentration and also the speed of processing information. The theme of the project is to make the driver to attend only the emergency calls. Initially when a call is made to driver then he will receive a message intimating that he is in driving. If once again the person makes a call to the driver, then the driver will understand that it is emergency. So the driver will get an intimation regarding the emergency call in voice and automatically the car speed need to be reduced using PWM in order to prevent accidents due to mobile phone

Keywords: Mobile Phone, GSM Modem, Ultrasonic, Heart Beat Sensor, PWM Technique.

1) INTRODUCTION

Using a mobile phone while driving can affect the cognitive functions of persons, distract his or her visual concentration and also the speed of processing information though many hand free device like Bluetooth, ear phones are there but still no improvements for avoiding accidents. If we are using these hand free devices, we will lose our concentration these may leads to accidents. Some of the figures which will show the procedures to avoid accidents by using a hand free device.

The predicament is there are so many diversions when we drive already that are identical to talking over the phone, and not automatically from within the car. In the end, safety is our target. The predicament is there are so many diversions when we drive already that are identical to talking over the phone, and not automatically from within the car. Hands free phone kits are considered to increase safety due to the fact operators no longer have to hold the mobile phone to have a conversation. The driver's hands stay put on the wheel and eyes on the road. Actually the process is the same as talking to someone next to you.

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A CRITICAL STUDY OF 5R IN PURCHASING WITH RESPECT TO LARGE SCALE MECHANICAL ENGINEERING UNITS IN SATARA

○ **Dr. Santosh Babanrao Chavan***

Abstract :

Study is focused on the scientific purchasing with specific reference to the Large Scale Mechanical Engineering Units. These industries are very vital to the overall growth of the economy. Reason behind is that many Medium scale and Small scale Mechanical Engineering Units are depending on it.Until & unless there is growth of the Large Scale Mechanical Engineering Units, there is no growth of medium and small scale Mechanical Engineering Units. Growth of any industry is also depending upon the optimization of highest expenditure department. Purchasing is the highest expenditure department in any engineering industry. So study is focused on the critical study of 5Ri.e Scientific Purchasing.

Keywords: Scientific, Mechanical, Large Scale, Optimization, Engineering

Introduction

Most of the Large Scale Mechanical Engineering Units are involved in the Automobile Sector. They are also called as the heavy industries. In such type of the industries, High capital expenditure is realized in the procurement of the spares for manufacturing or the operations purpose. In order to assure high profitability, procurement cost is to be reduced with suitable strategies.5 R or scientific purchasing i.e Right Source, Right Quality, Right Quantity, Right Cost, Right Time assurance should be implemented in the organization. So study is focused on the various aspects regarding it.

Objectives :

1. To know the prevailing 5R strategies availed by the Large Scale Mechanical Engineering Units.
2. To know challenges in implementation of 5R.
3. To know problems in streamlining 5R strategies in Large Scale Mechanical

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Engineering Units.

4. To suggest measures for optimization in 5R in Large Scale Mechanical Engineering Units.

Research Problem :

For the last two years the Large Scale Mechanical Engineering units are going through an unfavorable economic environment. As purchasing contributes to major cost of the industries, 5R implementation is one of the important aspect. As a researcher it is necessary to get answers of some research questions like :

1. What are the prevailing 5R strategies of Large Scale Mechanical Engineering Units?

2. What problems do they face specifically during an unfavorable economic environment in 5R implementation?

3. What could be done to streamline 5R in the optimum way?

4. So the whole research is depending upon it.

Literature review :

(Masaaki Kotabea, 2004), The writers of this research paper examine possible restrictions and detrimental effects of a worldwide outsourcing approach. The article also explains how firms increased their sourcing from abroad when the dollar appreciated, whereas domestic sourcing was promoted when the dollar depreciated. This essay also underlines the need for strong global coordination of R&D, production, and marketing operations in order to successfully implement a global sourcing strategy.

(S. Tamer Cavusgil, 1993), This article has stated that while economic concerns will be crucial in businesses' decisions about offshore sourcing, businesses need also take strategic and technology matters into account. Last but not least, companies who are able to develop a system that prioritizes the development of a coordinated and integrated sourcing strategy will be in a better position to take advantage of a bigger sustainable competitive advantage to address global challenges.

(James Mauti Mose (PhD Candidate), May 2013 Edition vol.9, No.13), The use of e-procurement by significant manufacturers in Nairobi, Kenya, was the subject of this study. Three goals were set for the study: determine the critical success factors influencing the adoption of e-procurement in large manufacturing firms in Nairobi, the challenges that face e-procurement adoption in large scale manufacturing firms in Nairobi, and the degree to which large scale manufacturers in Nairobi have adopted e-procurement. To identify the variables affecting the effectiveness of e-procurement programmes, the study used a descriptive methodology. 46 responses were chosen at random from a list of 455 major manufacturers. Using a questionnaire, information was gathered from the respondents. SPSS was used to analyse and show the data in tables. The survey found that the majority of large manufacturers in Nairobi, Kenya, had embraced e-procurement, using methods including online tender advertising, online filing of proposals for the tenders, and online shortlisting of suppliers, among others. (Ping Ji, 2014), In this article the theoretical and simulation results indicate that the manufacturing industry can form the pattern of the

sustain- able development, and the recycling capability of suppliers directly influences the achievement of sustainable supply chain management.

(Ilyas Masudin, 2021), This study was carried out to ascertain how the implementation of e-procurement would affect the performance of Indonesian manufacturing firms. The four variables in this study are top management support, information quality, e-procurement deployment, and business performance. To determine if the respondents comprehended the questions posed by the researcher, pilot testing questionnaires were employed. Respondents received the final questionnaire after the pilot test was completed. The Statistical Package for Social Science was used to analyse the outcomes of the pilot test and the final questionnaire (SPSS). Three hypotheses can be accepted in light of the study's findings. The findings show that the deployment of e-procurement is significantly impacted by top management support. (Valk, 2008), This study looks into the ongoing interactions between the customer and seller that impact the success of a service purchase after a decision to buy has been made. Since manufacturers' spending on services increasingly includes services that eventually constitute a component of their final product offering to clients, the focus is specifically on services that manufacturers purchase.

(Maryam Sobhani, 2014), This study aims to examine the relationship between Iranian manufacturing companies' financial success and their level of strategic procurement. According to the study's findings, there is a link between a company's financial performance and its strategic purchasing decisions.

Research Gap :

Therefore from above available literature it is observed that the 5R in purchasing, though very significant, have not been shed light upon and therefore need to be researched and addressed.

Research Methodology :

1. **Data collection :**
    a. Primary data required was collected through questionnaire.
    b. Secondary data was collected through various manuals, journals, reference books and internet.

2. **Data Analysis :**
    c. In the qualitative part through questionnaires with the participants the evaluation will be done and a suitable Rating scale to quantify the qualitative data.
    d. Mean and standard deviation would provide final base for interpretation, analysis and suggestions.

Data Analysis :

In this chapter the collected data has been processed and analyzed to fulfill the objectives laid down for the purpose of study. The data has been collected through questionnaires given to purchase managers of various organizations.

Exhaustive process followed during analysis :

-The questionnaires was divided under three headings or table such as *prevailing practices, challenges faced and problems encountered.*

-Each heading or table had ten questions and against which the participants had to

respond. The questionnaire had five point scale having strongly disagree, disagree neutral, agree, and strongly agree each with 1,2,3,4 and 5 points respectively to convey the appropriate response.

-The responses were collected and subsequently mean and standard deviation was calculated based on which interpretations were drawn.

Analysis and Interpretation of data :

A. Prevailing 5R strategies adopted by the organization®

Sr. No.	Statement	Mean	Standard Deviation	Rank
1	The products procured by firm are expressed in specifications by mentioning aspects like brand, dimensions, standards, packaging etc.	4.325	0.52	2
2	Value analysis is streamlined in the procurement process.	4.125	0.64	4
3	Selective inventory control techniques have been adopted by the firm.	4.375	0.74	1
4	Economic Order Quantity (EOQ) has been adopted by the firm to ascertain right quantity and to reduce procurement strain.	3.875	0.625	6
5	The firm is continuously increasing strategies to increase efficiency of management to decrease internal lead time of purchasing.	3.75	0.71	8
6	CPM, PERT techniques are used by the firm to ascertain right time of procurement.	3.25	1.01	10
7	To reduce interruptions in supply and to diversify choice of quality, the firm has developed multiple suppliers.	3.875	0.836	7
8	So as to retain good suppliers the firm has done single tender contracting and standardization as well as bulking of orders.	3.5	0.76	9
9	The firm stresses upon learning curve for assuring right price in the procurement.	4	0.53	5
10	The firm uses competitive bidding to gain price advantage.	4.25	0.712	3

Interpretation :

Mean of the above table is ranging from 4.375 to 3.25 and standard deviation is ranging from 0.52 to 1.01. It seems that observations are inclined agreement with acceptable standard

deviation. As per opinions of purchase managers they mostly agree with Selective Inventory Control Techniques as prevailing 5R strategy and they least agree with CPM PERT techniques' use in 5R.

B. Challenges faced in implementation of 5R

Sr. No.	Statement	Mean	Standard Deviation	Rank
1	Comprehensive supplier counselling and training is done by the firm to prioritize the quality function is challenging.	3.625	0.74	6
2	Developing agile and resilient buyer-supplier relationship/collaboration at all business levels is a challenge.	3.875	0.83	3
3	Balance of cost economy i.e. costs of inventory, procurement, transit, negotiations is a challenge for the firm.	3.5	1.02	9
4	Maintaining an efficient EOQ during the market fluctuations is a challenge.	3.75	1.28	4
5	The firm has developed efficient reorder system to facilitate procurement function and reduce time required in procurement.	4.125	0.64	2
6	Managing disruptions in supply chains is a challenge for the firm.	3.125	0.98	10
7	Ensuring consistent quality from multiple suppliers is challenging.	3.625	1.12	8
8	Building a robust system to analyze supplier capabilities is a challenge.	3.75	0.89	5
9	Dealing with uncertainties of price with respect to market fluctuations is a challenge.	4.25	0.71	1
10	Setting up an effective "Price Panel (Committee)" that overlooks price aspect of purchasing is a challenge.	3.625	0.85	7

Interpretation:

Mean of the above table is ranging from 4.25 to 3.125. Also standard deviation ranges from 0.61 to 1.12. It seems that observations are inclined agreement with acceptable standard deviation. As per opinions of purchase managers they mostly agree that dealing with uncertainties of price with respect to market fluctuations is a challenge. They least agree that managing disruptions in supply chain, balancing cost of economy, consistent quality

from multiple supplier is a challenge.

C. Problems in streamlining 5R strategies in Large scale Mechanical Engineering units

Sr. No.	Statement	Mean	Standard Deviation	Rank
1	Ensuring calibration of equipment of suppliers is a problem.	2.5	0.84	10
2	Presence of inspection bias and concession is causing serious quality issues in the organization.	3.5	0.76	4
3	Market uncertainty has caused a serious resource crunch on procurement function of the organization.	3.5	1.07	5
4	Supply chain disturbances are hazardous to ascertain/acquire right quantities.	3.75	0.71	2
5	Poor or lack of inspection which causes returning the rejects and again reordering is a problem.	4	1.51	1
6	Inadequate procurement planning and follow-up with suppliers is a problem.	3.375	1.06	6
7	Quality conformance from supplier is a serious problem.	3.375	1.11	7
8	Retaining good suppliers is a problem.	3.25	1.03	8
9	Negotiating profitable shipping terms is a problem.	3	0.93	9
10	Overlooking of quantity-time-quality aspects while availing lowest price is a problem.	3.625	1.20	3

Interpretation:

Mean of the above table is ranging from 2.5 to 4 and so does the standard deviation from 0.76 to 1.51. It seems that only few observations are inclined towards agree while most of them are inclined towards disagree. As per opinions of purchase managers they mostly agree that reordering due to rejection is a cause of problem in maintaining 5R.they disagree that ensuring calibration of equipment and negotiating profitable shipping terms is a problem.

Findings :

1. From table 'A' we find that large scale mechanical engineering units have adopted all the 5R strategies except CPM-PERT and single tendering contract.

2. From table 'B' excluding managing disruptions in supply chain, balance of cost economy and consistent quality from multiple suppliers all others are challenges faced in implementation of 5R.

3. From table 'C' excluding ensuring calibration of equipment and negotiating profitable shipping terms, rest all are problems in streamlining 5R strategies implementation.

Suggestions :

1. Large scale mechanical engineering units in Satara should streamline Selective Inventory Control Techniques so that it will assure optimization in inventory management.

2. Large scale mechanical engineering units in Satara should initiate value analysis to reduce lead time of procurement.

3. For developing agile system large scale mechanical engineering units in Satara should develop collaborations with suppliers.

4. Large scale mechanical engineering units in Satara should assure continuous flow of materials in SCM by adopting optimization techniques

Conclusion :

Research Paper was based on the prevailing 5R strategies adopted, challenges and problems in 5R implementation by large scale mechanical engineering units in Satara. They have adopted all 5R strategies except CPM, PERT and single tender contracting. Dealing with uncertainties of price with respect to market fluctuations is a challenge. Reordering due to rejection is a major problem in 5R implementation.

If large scale mechanical engineering units in Satara will streamline measures as suggested, it will ensure full 5R implementation. Thus it will be a competitive advantage for them.

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A Study on Impact of Western Culture on Indian Youth

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Abstract:

India has treasure of norms, ethics, languages, food, attire, cultures, traditions, festivals but still Indian youth is neglecting it and is attracted towards western culture. The opinions of Indian youths were ascertained using structured questionnaire and data processed and analyzed with the help of Ms- excel. This study reveals that most of youths attracted towards the western culture such as food, language attire, festivals and art.

Keywords: Indian culture, Westernization, Impact of western culture

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Introduction:

The culture of India refers to a collection of minor unique cultures. The culture of India comprises of clothing, festivals, languages, religions, music, dance, architecture, food, and art in India Now a day's Indian youth is neglecting Indian culture and found prefer the western food to eat, western dress to wear, western language to speak, western Music and dance and because of this our Indian culture is decaying and it is not good for us.

Research Problems:

Indian culture is our asset and youths must save the culture and tradition, being modern doesn't mean that forgot our old culture, Youth does not find accepting our culture and neglecting it so researcher have undertaken study to understand the scenario of impact of western culture on Indian youth and young generation.

Research Methodology:

Present study has been undertaken with following objectives.

1. To study impact of western culture on Indian youth.
2. To study the concept of Indian culture.
3. To know how Indian youth is attracting towards western culture.
4. To find out solution for this problem.

The research is descriptive in nature and data collected using inferential approach and Inductive method is used. 141 sample students from SSC, HSC, under graduate, post graduate and 15 parents in Satara to seek the opinion on Impact of western culture on Indian youth. A structured questionnaire was executed on these samples and the data analysis was undertaken using MS Excel. Percentage has been used for data.

Data analysis:

Data analysis is done using MS Excel. Initially sample profile is mentioned followed by opinions of samples on impact of western culture on Indian youth.

Following table shows gender of samples participated in the study. Two options were facilitated to mark the gender one is male and second is female.

Table 1 (youth) Gender of sample youth

Sr.	Variable	Frequency	Percentage
1	Male	89	63.1
2	Female	52	36.8
	Total	141	100

Source: Field data

Above table, number 1 revels male and female gender. As from the participation of sample is considered, it has found that participation of male sample is 63.1% and rest 36.8% are females.

Table 2: Qualification of sample youths

Sr.	Variable	Frequency	Percentage
1	SSC	3	2.12
2	HSC	30	21.27
3	UG	83	58.86
4	PG	25	17.73
	Total	141	100

Source: Field data

Above table number 2 revels the educational qualification of sample participated. It has found that undergraduate sample is 58.86% and 21.27 are HSC, 17.73 are Post graduate and rest 2.12 from SSC.

Table 3: Occupation of sample youth

Sr.	Variable	Frequency	Percentage
1	Business	19	13.47
2	Job	25	17.73
3	self-employed	5	3.54
4	Student	92	65.24
	Total	141	100

Source: Field data

Above table number 3 revels the occupation of samples participated. It has found that Students are 65.24 % and 17.73 % are doing job, 13.47 are doing business and rest 3.54 are self-employed.

Table 4: Languages sample youth prefers to speak.

Sr.	Variable	Frequency	Percentage
1	Marathi	62	43.97
2	Hindi	8	5.67
3	English	6	4.25
4	Sanskrit	1	0.70
5	Language combination	64	45.39
	Total	141	100

Source: Field data

Above table number 4 revels the most preferred language is Marathi with 43.97 % and Hindi 5.67%, English 4.25% Sanskrit 0.70 %, and rest 45.39 % prefer to speak all 4 languages in combination.

Table 5: Attire preferred by sample youth

Effort has been made to understand the inclination towards clothing's.

Sr.	Variable	Frequency	Percentage
1	Jeans-T-shirt	116	82.26
2	Dhoti-kurta	11	7.80
3	Trousers	10	7.09
4	Saree	4	2.83
	Total	141	100

Source: Field data

Above table number 5 revels that most male and female samples wear jeans-t-shirt with percent 77.30% and dhoti-kurta7.80%, trousers 8.51% and Saree 2.83 %.

Table 6: Food preferred by sample youths

Following table narrates the food preferences of sample youths.

Sr.	Variable	Frequency	Percentage
1	Puran Poli	35	24.82
2	Pizza burger	7	4.96
3	Bhajibhakari	49	34.75
4	Manchurian	50	35.46
	Total	141	100

Source: Field data

Above table number 6 revels that 35.46% of samples prefer to eat Manchurian, 34.75% samples prefer Bhaji-Bhakari ,24.82% samples prefer to eat Puranpoli and rest 4.96 % prefers Pizza burger.

Table 7: Valentine Day celebration preference of sample youths

Sr.	Variable	Frequency	Percentage
1	yes	22	15.60
2	no	119	84.39
	Total	141	100

Source: Field data

Above table number 7 revels that 84.39% samples are not celebrating valentine day and rest 15.60% samples celebrates valentine day.

Table 8: Words preferred to speak by sample youths while meeting peoples.

Sr.	Variable	Frequency	Percentage
1	Hello	28	19.85
2	Namaste	25	17.73
3	Hi	62	43.97
4	Ram-Ram	26	18.43
	Total	141	100

Source: Field data

Above table number 8 revels that 43.97% samples use word Hi, 19.85% Hello, 18.43% Ram-Ram and rest 17.73% use Namaste.

Table 9: Family structure preferred by sample youths

Sr.	Variable	Frequency	Percentage
1	Joint family	101	71.63
2	Nuclear Family	40	28.36
	Total	141	100

Source: Field data

Above table revels that 71.63% samples wants to live in Joint family and rest 27.65% samples wants to live in Nuclear family .

Table 10: Marriage type preferred by sample youths

Sr.	Variable	Frequency	Percentage
1	Arrange Marriage	78	55.31
2	Love marriage	63	44.68
	Total	141	100

Source: Field data

Above table number 10 revels that 55.31% samples prefer Arrange marriage and rest 44.68% percent samples prefer love marriage.

Table 1: Language books sample youths preferred to read.

Sr.	Variable	Frequency	Percentage
1	Marathi books	32	22.69
2	English books	2	1.41
3	Hindi books	2	19.85
4	Sanskrit books	3	2.12
5	Combination language books	76	53.90
	Total	141	100

Source: Field data

Above table number 11 revels that 22.96% samples prefer to read Marathi books, 19.85% prefer to read Hindi books and 2.12% samples prefer to read Sanskrit books and 1.41% samples prefer to read English books and rest samples prefer to use combination of books in number 53.90%.

Table 12: Medical treatment preferred by sample youths

Sr.	Variable	Frequency	Percentage
1	Allopathic	50	35.46
2	Homeopathic	91	64.53
	Total	141	100

Source: Field data

Above table number 12 revels that 64.53% samples prefer homeopathic treatment and rest 35.46% samples prefer allopathic.

Table 13: Sample youths preferred to watch on television.

Sr.	Variable	Frequency	Percentage
1	Marathi serials	20	14.18
2	Marathi comedy shows	50	35.46
3	English serials	12	8.51
4	English comedy shows	10	7.09
	Combination	49	34.75
	Total	141	100

Source: Field data

Above table number 13 revels that 35.46% samples watch Marathi comedy shows, 14.18% samples watch Marathi serials, 8.51% samples watch English serials. 7.09% samples watch English comedy shows and rest 34.75% samples watch all in combination.

Table 14: Sample youths prefer to listen music

Sr.	Variable	Frequency	Percentage
1	Classical Music	41	29.07
2	Folk Music	8	5.67
3	Pop Music	9	6.38
4	Rap	16	11.34
	Combination	67	47.51
	Total	141	100

Source: Field data

Above table number 14 revels that 29.07% samples love to listen Classical music, 11.34% samples love to listen Rap, 6.38% samples love to listen Pop music, and 5.67% samples love to listen Folk music.

Table 15: Celebration of birthdays preferred by sample youths

Sr.	Variable	Frequency	Percentage
1	Cake cutting	105	74.46
2	Eating meat	18	12.76
3	Drinking	3	2.12
4	To wave	15	10.63
	Total	141	100

Source: Field data

Above table number 15 revels that 74.46% samples celebrates birthday by cake cutting , 12.76% samples Eating meat , 10.63% samples To wave and rest 2.12% Drinking .

Table 16: Sample youths prefer to communicate.

Sr.	Variable	Frequency	Percentage
1	Chatting	23	16.31
2	Oral communication	67	47.51
3	Video calling	3	2.12
4	Combination	48	34.04
	Total	141	100

Source: Field data

Above table number 16 revels that 47.51% samples communicate through Oral communication 16.31% samples communicate through chatting and 2.12% samples Video calling and rest 34.04% samples use all in combination.

Table 17: Workout preferred by sample youths

Sr.	Variable	Frequency	Percentage
1	Yoga	71	50.35
2	Gym	70	49.64
	Total	141	100

Source: Field data

Above table number 17 revels that 50% samples does yoga and rest 50% samples does Gym.

Table 18: Kind of dance Sample youths prefer to watch.

Sr.	Variable	Frequency	Percentage
1	Lavani	21	14.89
2	Orchestra	11	7.80
3	Kathak	6	4.25
4	Folk	12	8.51
5	Hip-hop	28	19.85
6	Combination	63	44.68
	Total	141	100

Source: Field data

Above table number 18 revels that 19.85% samples watch Hip-Hop, 14.89% samples watch Lavani,8.51% watch Folk, 7.80% Orchestra, 4.25% watches Kathak and rest 44.68% samples watches all dance forms in combinations.

Table: A: Gender of Parents

Sr.	Variables	Frequency	percentage
1	Male	8	53.33
2	Female	7	46.66
	total	15	100

Source: Field data

Above table A revels that male and female gender. As from participation of sample is considered, it has found that participation of male samples is more in number i.e., 53.33% and female 46.66%.

Table B: Opinion of parents on wards towards following westernized culture.

Sr.	Variables	Frequency	percentage
1	Strongly agree	3	20
2	Agree	6	40
3	Neutral	2	13.33
4	Disagree	2	13.33
5	Strongly disagree	2	13.33
	total	15	100

Source: Field data

Above table B revels that 40% samples agrees and 20% samples are strongly agreeing and 13.33% samples are neutral, 13.33% samples disagrees and rest 13.33% samples strongly disagrees.

Finding:

1. As from the participation of sample is considered, it has found that participation of male sample is. 63.1% and rest 36.8% are females.

2. It has found that undergraduate sample are more in number i.e., 58.86% and 21.27 are HSC, 17.73 are Post graduate and rest 2.12 from SSC.

3. It has found that Students are more in number i.e., 65.24 % and 17.73 % are doing job, 13.47 are doing business and rest 3.54 are self-employed.

4. Most preferred language is Marathi with 43.97 % and Hindi 5.67%, English 4.25%, Sanskrit 0.70 %, and rest 45.39 % prefer to speak all 4 languages in combination.

5. Most of male and female samples wear jeans–t-shirt with percent 77.30% and dhoti-kurta 8.51%, trousers 8.51%, Saree 2.83 %.

6. Samples prefer to eat Manchurian, 34.75% samples prefer Bhaji-Bhakari, 24.82% samples prefer to eat Puran poli and rest 4.96 % prefers Pizza burger.

7. The opinions of sample youths on celebration of valentine day have been taken and it has found that 84.39% samples are not celebrating valentine day and rest 15.60% samples celebrates valentine day.

8. Samples were asked about the salutation or greeting words they use the moment they meet first. It has found that 43.97% samples use word Hi, 19.85% Hello, 18.43% Ram-Ram and rest 17.73% use Namaste.

9. The opinions on samples preference regarding staying in joint or nuclear family has been assessed. 71.63% samples wants to live in Joint family and rest 27.65% samples wants to live in Nuclear family.

10. One of life's important decision is marriage the opinion on marriage of sample has been assessed 55.31% samples prefer Arrange marriage and rest 44.68% percent samples prefer love marriage

11. The reading habit of sample has been ascertained 22.96% samples prefer to read Marathi books, 19.85% prefer to read Hindi books and 2.12% samples prefer to read Sanskrit books and 1.41% samples prefer to read English books and rest samples prefer to use combination of books in number 53.90%.

12. Opinion of samples on medical treatment 64.53% samples prefer homeopathic treatment and rest 35.46% samples prefer allopathic treatment.

13. From the samples 35.46% samples prefer to watch Marathi comedy shows, 14.18% samples watch Marathi serials, 8.51% samples watch English serials, 7.09% samples watch English comedy shows and rest 34.75% samples watch all in combination

14. Listening music is hobby it might be preferred by 29.07% of samples love to listen Classical music, 11.34% samples love to listen Rap, 6.38% samples love to listen Pop music, and 5.67% samples love to listen Folk music.

15. Celebration pattern selected by samples 74.46% celebrates birthday by cake cutting, 12.76% samples Eating meat, 10.63% samples to wave and rest 2.12% Drinking.

16. Communication mode preferred by samples 47.51% communicate through Oral communication 16.31% samples communicate through chatting and 2.12% samples Video calling and rest 34.04% samples use all in combination

17. Now the young generation is health conscious 50% of samples attracted towards yoga and rest 50% samples prefers Gym.

18. The opinion of samples loves to watch dancing forms while 19.85% samples watch Hip-Hop as it is western form of dance, 14.89% samples watch Lavani ,8.51% watch Folk, 7.80% Orchestra, 4.25% watches Kathak and rest 44.68% samples watches all dance forms in combinations.

19. B) Opinion of parents was also taken on the culture. From amongst 15 sample parents 53.33% were male and 46.66% were female participants. 40% parent's samples Agrees and 20% samples are strongly agreeing and 13.33% samples are neutral, 13.33% samples Disagrees and rest 13.33% samples strongly disagrees.

Suggestions:

Parents and educational institute should facilitate the knowledge about Indian culture to youth what exactly it is. Social media is giving scope to wrong things such as trend and youth is blindly following the trend for style and coolness. Indians must wear Indian traditional clothes at least clothes which will cover our full body. Educational institutes and Government must organize camps on imparting on Indian culture, Ayurveda and such Indian traditional knowledge treasure. Citizens should prefer to speak regional and national language. Our India has so many laws, ethics was implemented by great authors of India in ancient time we must follow them also. Indian food is made as per environment, seasons and it is healthy too so eat Indian healthy food rather than spicy and harmful food. All peoples must appreciate and support our Indian art and artists who are saving our culture.

Conclusion:

From the present research study, it has seen that more youth is attracted towards western culture and they are neglecting Indian culture from this study researcher finds that the parameters which used for data collection such as clothing, food, dress, language etc. The Indian youth is not proud of Indian culture from this research it is concluded that the efforts must take to change youth's mindset by giving knowledge about Indian culture to youth, by giving limit to social media, giving information to youth about our great Indian culture.

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Statistical Analysis of Registered Geographical Indications in India, Need of The Hour

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Abstract:

Intellectual property is a property created by human brain. Geographical Indication (hereinafter referred to as GI) is a unique type of Intellectual Property Right (IPR) which is though not as famous as patents and copyrights, is however very much significant in 21st century. The Government of India provides for registration of goods of five categories, viz. natural, manufactured, handicraft, foodstuff and agricultural, as a GI product under the Geographical Indications of Goods (Registration and Protection) Act, 1999. The registered goods can use the GI tag which has a brand value. The researchers plan to statistically analyze this registered list and pen down their findings and observations. Based on them, the researchers want to draw conclusions and make a few recommendations. The researchers also want to observe the rank of Maharashtra State in the list of registered GIs in India. The researchers also aim at spreading awareness about importance of 'Geographical Indication' as an IPR, through this research paper.

Keywords: Geographical Indication, registered GI goods, GI tag

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Introduction:

Intellectual property, as the name suggests, is the intangible asset created by making use of human brain. Intellectual property and intellectual property right (hereinafter referred to as IPR) are different. When an intellectual property is registered under some law, as a creation of the creator, it becomes an intellectual property right of the creator and he becomes the owner of that intellectual property right. In simple words, intellectual property is a property created by human brain. Patent, trademark, copyright are a few popular IPRs often heard by a common man, unlike geographical indication (hereinafter referred to as GI) as an IPR. GI is one of the important IPRs which seems to be less popular in India as compared to other IPRs. Geographical Indication is a unique type of IPR which is very much significant in the 21st century. Intellectual Property Rights is an unavoidable device for today's globalized economy. "An India where Intellectual Property stimulates creativity and innovation for the benefit of all" is the vision of the National IPR Policy laid down by the Government of India.[1]

Augmentation of Quality of Life of Generations

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Abstract:
The key issue today is the increased gap between the senior citizens and youths. It is seen that the senior citizens, retired senior professionals in the society are deviated from their main social stream. This research has been conducted to explore and examine the current scenario of relationship bonds between senior citizens and youths. The research has conducted with the hope that senior citizens are still interested to work and share their knowledge and experiences with the youths and spend their time by employing themselves in different activities carried out in the society. The data of 56 senior citizens is collected using structured schedule and results were analyzed using Excel. The empirical findings reveal that there is gap between senior citizens and youths attributed to technological involvement. Youths are more technology savvy on the contrary senior citizens are far aloof from technology. Study reveals that the senior citizens and the youths are ready to get connected with each other through the appropriate platforms which would help in bridging the gap between them. The factor analysis on the perceptual reasons behind increased gap between these two ends reveals four components as, Technology leads to communication Gap, Senior Citizens connect with youths reveals bridging the gap which leads to career development through experience sharing, Bridging the knowledge gap through exchange enhances relational bonding and aging related problems lead in communication gap.

Introduction:

Communication is most necessary to develop a healthy relationship, sharing our problems, knowledge in groups and then finding solutions becomes more easy for us to overcome our problems. In the earlier days, people used to stay in joint families, where they could interact with each other and lead a happy life. Now-a-days, we mostly come across nuclear families and today's young generation is mostly found operating / browsing their cell phones. They avoid mingling with the family members too. They deliberately stay aloof, which surely increases the communication gap.

Even though science and Technology has helped Mankind to live a nice and comfortable life, it in turn, is also widening the gap between relationships. Today's youth should try and diminish this gap. They should take the initiative and teach the elderly about the changing technology so that, the senior citizens would develop interest in learning the new changing technologies and thus, avoid fear to communicate with youths.

Sharing of thoughts, ideas, experiences between the youth and elderly should take place. Connecting with each other will lead in exchanging of knowledge and experiences, understanding each other will surely bridge the Communication gap and we would be able to live a happy and contented life.

The need of enhancing the quality of life of the generations is necessary in order to diminish the gap between the generations. The enhancement in the quality of life through constant engagement and interactions between the generations would definitely help the senior citizens to stay in their social stream.

Research Problem:

The study is about an initiative of building a conceptual model to connect the senior citizens with the youths. Senior citizens hold a wide experience from their life journey and they also have esoteric knowledge. Nowadays senior citizens are found deviated from their main stream. They hold an expertise in their streams but do not have a suitable platform for sharing their knowledge to the people who hold interest in the same. Due to this there is increased communication gap between the elderly and youths. The study is conducted to find out the answers of the questions which are as follows:

1. What are the reasons behind the deviation of the senior citizens?
2. Are the senior citizens happy with their current situations?
3. What are the reasons behind increased communication gap between the generations?
4. Are senior citizens really interested in sharing their knowledge and experiences with the youths?
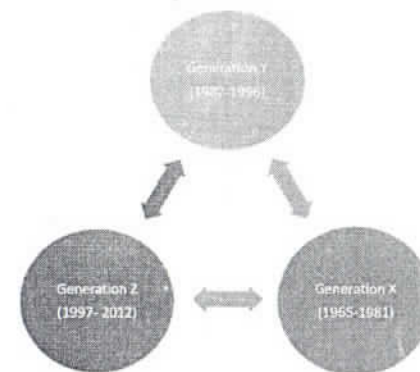
Research Methodology:

Present study has conducted with following objectives:

1. To know the current scenario of senior citizens in the study area.
2. To develop a model to keep senior citizens in the main social stream.

3. To assess the possibility of bridging the communication gap between senior citizens and the youths.

The research has adopted inductive approach and descriptive in nature. The variables used in the research are basically the outcomes of in-depth discussion undertaken with senior citizens as a pilot study. The primary data source is collected from the senior citizens residing in the Satara city. The senior citizens (above 60 years) are the sample units for the study. The structured close ended schedule was executed for collecting the data. Opinions from 56 samples were collected on desired variables. The opinion-based questions were asked to the samples and they were supposed to mark their opinions through five-point Likert scale where 1= Most likely, 2= Likely, 3= Undecided, 4= Not likely, and 5= Not at all. The data was processed in MS- Excel. The data analyzed using percentage, mean and standard deviation. Factor analysis brought in use for findings factors from the perceptual opinion of senior citizens on bridging the gap between youths.

The major delimitation of the study is; no empirical data have been collected of rest of the stakeholders of study those are youths, educational institutions and NGOs which are considered in the conceptual model.

Data Analysis:

The analysis focuses on the analysis of data collected from Senior citizens in the society. The analysis of data is done using MS-Excel.

Table below shows the locality of the samples involved in the research. Three options were provided to mark the locality i.e. Rural, Semi urban and Urban.

Table 1: Locality of samples: (n=56)

Sr.	Locality	Frequency	Percentage
1.	Rural	27	48.2%
2.	Semi urban	1	1.78%
3.	Urban	28	50%
	Total	56	100%

Source: field data

From the above table (table 1) it is found that samples residing in urban areas are more in number i.e. 50% , Total 48.2% samples participated are from rural areas and 1.78% of samples were from semi urban area.

Following table shows the gender of the samples who participated in the research. Three options were provided to select the gender of the sample i.e., Male, Female and Other.

Table 2: Gender of samples (n=56)

Sr.	Gender	Frequency	Percentage
1	Male	34	60.7%
2	Female	22	39.2%
	Total	56	100%

Source field data

From the above table it is concluded that male have shown more interest as compared to the females. The total percentage of males who participated in the research is 60.7%. And total number of female participants was 39.2%.

Following table shows the education of samples participated in the study. Six options were provided to select the education of samples. One is SSC, second is HSC, third is Undergraduate. Fourth is Postgraduate, Fifth is Profession and sixth is Doctorate

Table 3: Education of Samples (n=56)
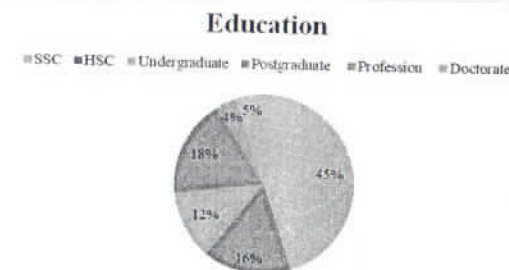
Source: field data

From the above data it is found that samples holding a SSC degree have participated more as compared to the other samples. Total 45% of samples hold a SSC degree which is more in numbers. 16% of samples hold a HSC degree. Total 12% of samples are undergraduate. The total number of postgraduate samples is 18%. There are total 4% of samples who holds a professional degree and 5% of samples holds the doctorate degree.

The following table shows the experience of the samples and their counterpart. Total seven options were provided to mark the experience. One is Job, second is Business trading, third is Industry, fourth is Farming, Fifth is teacher, Sixth is NGO and seventh is Housewife.

Table 4: Experience of samples (n=56)
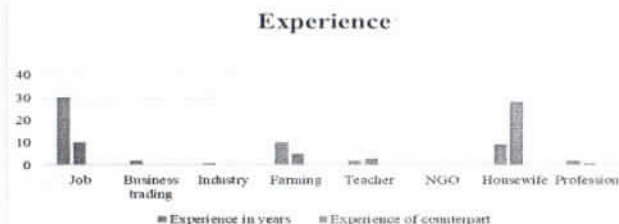
Experience

Source (field data)

From the above data it is found that maximum of the samples who participated in the study have Job experience. Total 30 samples marked their experience in Job sector, and total 10 samples marked their counterpart experience in Job sector. 2 samples marked their experience in Business trading. Total 10 samples marked Farming as their experience and 5 samples marked farming as experience of their counterpart. 2 samples marked their experience as Teacher and 3 samples marked experience of their counterpart as teacher. Total 9 samples marked their experience as Housewife and 28 samples marked their counterpart experience as Housewife. Total 2 samples marked their experience as profession (Doctor) and 1 sample marked their counterpart experience as profession (Doctor)

Following table shows about the kind of family the samples belong to. Total two options were facilitated to mark the kind of family. One is Joint family and other is nuclear family.

Table 5: Kind of family samples belong to (n=56)

Sr.	Type	Frequency	Percentage
1	Joint family	24	42.8%
2	Nuclear family	32	57.2%
	Total	56	100%

Source: field data

From the above data it is found that samples belonging to nuclear family are more than that of joint family. Total 57.2% of samples belong to joint family and total 42.8% of samples belong to nuclear family.

The following table shows that at what extent the samples hold an interest for spending time in the provided activities. The table is represented through mean, median, standard deviation and coefficient of variance. The data has been processed using measures of central tendency and measures of dispersion. The analysis is shown in the below table.

Table 6: Descriptive statistics on interests of samples in the provided activities (n=56)

Sr.	Activity	Mean	Median	Standard deviation	Coefficient of Variance	Rankings
1	Connecting youths for sharing your experience	1.80	2	0.79	0.63	1
2	Extending helping hand in NGO	2.37	2	1.00	1.00	2
3	Spend time with kids in creche	2.60	3	1.17	1.37	3

Source: field data

Above table shows the mean score of three different activities in which the samples would spend their time is ranging from 1.80 to 2.60 with standard deviation ranging from 0.63 to 1.37. This indicates that the senior citizens will like to spend their time in connecting with the youths for sharing their experiences the most.

Following table shows the opinions of the samples on the following statements. The table is represented through mean, median, standard deviation and coefficient of variance.

The data has been processed using measures of central tendency and measures of dispersion. The analysis is shown in the below table.

Table 7: Descriptive statistics on factors responsible for increased generation and communication gap as pursued by senior citizens (n= 56)

Sr.	Parameters	Mean	Median	Standard deviation	Coefficient of Variance	Ranking
1	There is a communication gap between elderly and youth	3.80	4	1.22	1.50	13
2	Communication gap affects relationship between people	3.94	4	1.06	1.14	8
3	Aging related problems lead in communication gap	3.44	4	1.04	1.08	16
4	Suitable actions should be taken for reducing the communication gap	3.82	4	1.02	1.05	11
5	Offering your knowledge will help youths for career development	4.10	4	1.05	1.11	5
6	Sharing your Experiences will guide youths in what to do and what not to do	4.14	4	0.98	0.96	3
7	Spending time with youth will automatically diminish the communication gap	4.03	4	0.93	0.87	6

8	Being with the people younger than you will help to explore the changes and problems of the current generation	4	4	1.04	1.09	7
9	Connecting with the youth will lead in exchanging of knowledge and experiences	4.23	4	0.91	0.83	1
10	Due to nuclear family, the bond and affection between the youth and elderly have been diminished to a great extent	3.89	4	1.10	1.22	9
11	Heavy usage of artificial intelligence and search engines like Google leads to loss of human touch amongst people	3.78	4	1.15	1.33	14
12	Youths should take initiative and teach the elderly about the changing technology	4.19	4	0.74	0.56	2
13	Senior citizens have fear of the new changing technologies and that's why they avoid to communicate with youths	3.57	4	1.24	1.55	15
14	Youth step out from the house for their higher education which creates communication gap	3.83	4	1.02	1.04	10
15	There are different priorities of the generations which lead to non-acceptance of the views between generations	3.80	4	1.16	1.36	12
16	There is lack of respect, Knowledge and interest amongst both youth and elderly which increases the communication gap	4.12	4	0.83	0.69	4

Source: field data

Above table shows the opinions of the samples for the given statements. The above data is analyzed through mean, median, standard deviation, Coefficient of variance and the rankings were given accordingly. Rank 1 was given for the statement whose mean was the highest and 16 number was given to the statement whose mean was the lowest. From the above table it is found that the senior citizens agree that connecting with the youths will lead in exchanging of knowledge and experiences.

Factor Analysis:

Senior citizens were asked on the generation and communication gap in between senior citizens and youths. The 16 different statements on the reasons behind the gap were assessed from pilot study which was held using qualitative research. These statements were executed to the samples for their opinion.

Sixteen statements on five-point scale were executed of which the Cronbach's Alpha reveals to be 0.885 which is accepted.

Table 8: Cornbrash's Alpha

Sixteen statements on five-point scale were executed of which the Cronbach's Alpha reveals to be 0.885 which is accepted.

Reliability Statistics	
Cornbrash's Alpha	N of Items
.885	16

To execute further the dimensions reduction, factor analysis has been used. The KMO and Bartletts test of sphericity is also acceptable.

Table 9: Factor analysis by Bartlett's Test of Sphericity

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.809
Bartlett's Test of Sphericity	Approx. Chi-Square	481.712
	df	120
	Sig.	.000

Table 10: Total Variance extracted

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.644	41.526	41.526	6.644	41.526	41.526	3.545	22.158	22.158
2	1.661	10.384	51.910	1.661	10.384	51.910	3.137	19.609	41.767
3	1.554	9.712	61.622	1.554	9.712	61.622	2.907	18.170	59.937
4	1.125	7.029	68.650	1.125	7.029	68.650	1.394	8.713	68.650
5	.874	5.465	74.115						
6	.792	4.951	79.067						
7	.640	4.001	83.067						
8	.583	3.645	86.712						
9	.530	3.312	90.024						
10	.413	2.583	92.608						
11	.254	1.590	94.197						
12	.246	1.540	95.737						
13	.214	1.337	97.075						
14	.186	1.161	98.236						
15	.170	1.061	99.297						
16	.113	.703	100.000						

Extraction Method: Principal Component Analysis.

Above table 10 shows that the total variance extracted is 68.65% which is also acceptable. Hence, the further factors have been analysed.

Table 11: Rotated component Matrix

Sr.	Statements		Rotated Component Matrix^a			
			Component			
			1	2	3	4
1	There is a communication gap between elderly and youth	B131	.399	.693	.199	.171
2	Communication gap affects relationship between people	B132	.502	.128	.706	.051
3	Aging related problems lead in communication gap	B133	.003	-.049	-.040	-.880
4	Suitable actions should be taken for reducing the communication gap	B134	.688	.246	.280	.268
5	Offering your knowledge will help youths for career development	B135	.315	.536	.480	.148
6	Sharing your Experiences will guide youths in what to do and what not to do	B136	.310	.610	.089	.440
7	Spending time with youth will automatically diminish the communication gap	B137	.581	.324	.384	.111
8	Being with the people younger than you will help to explore the changes and problems of the current generation	B138	.232	-.104	.803	.088
9	Connecting with the youth will lead in exchanging of knowledge and experiences	B139	.308	.718	.002	.283
10	Due to nuclear family, the bond and affection between the youth and elderly have been diminished to a great extent	B1310	.262	.308	.715	.064
11	Heavy usage of artificial intelligence and search engines like google leads to loss of human touch amongst people	B1311	.708	.467	.157	.095
12	Youths should take initiative and teach the elderly about the changing technology	B1312	-.238	.281	.740	-.077
13	Senior citizens have fear of the new changing technologies and that's why they avoid to communicate with youths	B1313	.809	-.003	-.053	-.348
14	Youth step out from the house for their higher education which creates communication gap	B1314	.289	.545	.339	-.147
15	There are different priorities of the generations which leads to non-acceptance of the views between generations	B1315	.781	.207	.211	.131
16	There is lack of respect, Knowledge and interest amongst both youth and elderly which increases the communication gap	B1316	-.078	.746	.111	-.146

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 6 iterations.

Above table shows four factors extracted from the data. Factor one has 22.158% of variance which envelops five variables. This factor is labeled as, 'Technology leads to communication Gap'.

A second factor amount to 19.609% of variance accommodates six variables. This factor is labeled as, 'Senior Citizens connect with youths reveals bridging the gap which leads to career development through experience sharing'.

The third factor which accommodates four variables with 18.17% of total variance extracted. This factor is labeled as, 'Bridging the knowledge gap through exchange enhances relational bonding'.

The fourth factor takes only one variable which unique in nature amounts to 8.71% of variance. This factor is titled as, 'aging related problems lead in communication gap'

Findings:

1. Among 56 samples, people residing in urban areas are more in number i.e. 50% , total 48.2% samples participated are from rural areas and 1.78% of samples were from semi urban area. It has found that male have shown more interest as compared to the females. The total percentage of males who participated in the research is 60.7%. And total number of female participants was 39.2%. Around 57.2% of samples belongs to joint family and total 42.8% of samples belongs to nuclear family.

2. It is found that samples holding a SSC degree have participated more in the research as compared to the other samples. Total 45% of samples hold a SSC degree which is more in numbers. 16% of samples hold a HSC degree. Total 12% of samples are undergraduate. The total number of postgraduate samples are 18%. There are total 4% of samples who holds a professional degree and 5% of samples holds the doctorate degree. It has found that male have shown more interest as compared to the females. The total

percentage of males who participated in the research is 60.7%. And total number of female participants was 39.2%.

3. Around 41.07% of samples would like to spend their time in connecting with youths, 19.64% of samples would like to extend a helping hand in NGO and 21.42% of samples would like to spend time in crèche.

4. Among the mean score of three different activities in which the samples would spend their time is ranging from 1.80 to 2.60 with standard deviation ranging from 0.63 to 1.37. This indicates that the senior citizens will like to spend their time in connecting with the youths for sharing their experiences the most.

5. From the analysis it is found that 42.85% of samples agree on the statement that connecting with the youths will lead in exchanging of knowledge and experiences.

Suggestions:

The above study suggests that, as the senior citizens are willing to spend their time in connecting with youths there should be an appropriate platform from them to connect with them. This platform can be provided through NGO's, Forums, Websites; Educational institutes will help to breach this gap and would help in connecting them.
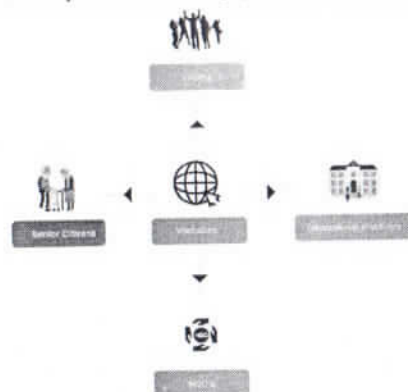
The above model suggests how this gap would be bridged. The connection between the youths and the senior citizens would be built through these sources. Website being the focal point, will help to connect the other stakeholders such as NGO's, educational institutes, senior citizens and youths. It would help the educational institutes to know about such senior citizens who have keen knowledge and expertise in a particular field which the institutes are looking for. As NGO's are associated with the senior citizen firms it would help us to know about the retired senior professionals holding an interest to connect with the youths for knowledge and experience sharing purpose which would ultimately help in enhancing their quality of life. This model basically directs the ways and sources through which the connection between the generations would be established.

Conclusion:

From the present study it is concluded that most of the senior citizens especially the retired senior citizens are found deviated from their main social stream. They do not have a platform through which they could keep themselves engage and could stay focused on their stream. Most of the senior citizens are willing and ready to spare their time with youths, which would help in knowledge sharing, but they do not have a platform through which they could connect with the youths. Due to this the communication gap between the generations has increased at the great extent. Providing them the appropriate platform will help them to stay connected and respect in the minds of youths towards the senior citizens will rise. Present study fosters thinking to find ways and means to bring the generations on one platform to facilitate mutual benefits in more effective way with almost no cost.

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Analytical Study of Moonlighting

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Abstract:

Moonlighting is the practice when an employee takes up a second job secretly. It is a trend that started during the Covid-19 pandemic. The study has undertaken to understand the contemporary scenario of moonlighting. Some questions about moonlighting were raised: like, why people are choosing moonlighting. What are the reasons behind it? How do they handle these working conditions? This study is an effort to find out the answers to these questions about moonlighting: Present study reveals the reasons behind moonlighting.

The structured close ended questionnaire was executed to find out the reasons behind moonlighting. The data of 89 samples is collected and the data is processed using MS-Excel.

It also highlights that the employees are not satisfied with their current job role that's why they opt for moonlighting. From this study it has found that the key factor behind moonlighting is not satisfactory monetary gains. This also states that the employees are not getting their leisure from their hectic schedule.

Keywords: Moonlighting, reasons behind moonlighting, work-life, Job satisfaction, side gigs

Introduction:

Moonlighting refers to the practice of holding a second job or working for second shift in addition to one's primary job. This phenomenon is not new and has been a subject of research for several decades. However, the emergence of the gig economy and the proliferation of online platforms that connect workers with multiple employers have led to an increase in moonlighting. The purpose of this analytical study is to examine the current state of moonlighting, its causes, and its effects on individuals and organizations. The study to examine the effects of moonlighting on the individual, including the impact on work-life balance, stress levels, and overall well-being is needed.

Research Problem:

The study has undertaken on the premises that are moonlighting i.e., dual employment and its analysis. The major question to be answered is why people prefer moonlighting? What are the reasons behind it? How do they handle these?

Working conditions? This study is an effort to find out the answers to these

questions based on moonlighting.

Research Methodology:

The research is descriptive in nature and data collected using an inferential approach ,89 sample employees from all sectors were approached using Google form in India to seek opinions about moonlighting.

The present study has been undertaken with the following objectives:

1. To study the current trend of moonlighting.
2. To find out the impact and relationship between moonlighting and job satisfaction.
3. To find out the reasons behind moonlighting
4. To study the impact of moonlighting on work-life balance.
5. To find out different sources and ways to reach the stage for moonlighting.

A structured close ended codified schedule was executed on samples and data analysis was undertaken using MS Excel. Percentage, Mean, and standard deviation

Data Analysis:

The analysis focuses on the analysis of data collected from the employees working in different sectors. The analysis is done through MS- Excel.

The following table shows the education of samples who participated in the study. Five options were facilitated to mark the education one is the SSC, second is HSC, third is Graduation, fourth is Professional Five is Ph.D.

Table 1: Educational Information: (n=89)

Sr.	Variables	Frequency	Percentage
1	SSC	6	6.74
2	HSC	20	22.47
3	Graduation	41	46.06
4	Professional	20	22.47
5	Ph.D.	2	2.24
	Total	89	100

Source: field data

Above the table, number 1 reveals education SSC, HSC, graduation, professional, Ph.D.

As the participation of the sample is considered, it has been found that participation of graduation persons or samples is more number i.e. 44.06%

Following table shows which industries work of samples participated in the study.

Table .2: Work profile of samples: (n=89)

Sr.	Variable	Frequency	Percentage
1	Education	30	33.70
2	Agriculture	14	15.73
3	Manufacturing	11	12.35
4	Health care	3	3.37
5	other	31	34.83
	Total	89	100

Source: field data

Above table 2 reveals the work profile of the samples. Total five options such as education, agriculture, manufacturing, healthcare and other were provided to the samples. From the above data it is concluded that total 34.83% of samples are engaged in other sectors which is more in numbers. And education sector ranks 2 as 33.70% of samples are engaged in education sector.

The following table shows engagement of samples in other activities apart from their primary job. Eight options were facilitated to mark - farming, consulting, petty trader, industry, profession, additional job, a part-time job, and others.

Table 3: Additional Work: (n=89)

Sr.	Variable	Frequency	%
1	Farming	27	31.39
2	Consulting	7	8.13
3	Petty Trader	0	0
4	Industry	10	11.62
5	Profession	18	20.93
6	Additional Job	12	13.95
7	Part-time Job	5	5.81
8	Other	7	8.13
	Total	86	100

Source: field data

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From the above data it is concluded that the samples are engaged more in farming activities. Total 31.39% of samples are engaged in farming activities which is more in numbers.

The following table shows the Reasons of samples participated in the study. Options earning additional income, quenching the intellectual thirst, forced work by an employer, as a hobby working additionally, to attain family economic responsibilities, it's my hobby and passion.

Table 4: Reasons behind moonlighting: (n=89)

Sr.	Variable	Frequency	%
1	Earning additional income	36	40.44
2	To quench the intellectual thirst	6	6.74
3	Forced work by the employer	1	1.12
4	As a hobby working additionally	19	21.34
5	To attain family economic responsibilities	7	7.86
6	It's my hobby and passion	20	22.47
	Total	89	100

Source: field data

The above table shows the Reasons behind moonlighting. Options earning additional income, quenching my intellectual thirst, forced work by an employer, as a hobby working additionally, to attain family economic responsibilities, it's my hobby and passion.

From the above data it is concluded that samples carry out moonlighting for earning additional income. Total 40.44% of samples marked this option for moonlighting which is more in number.

Table 5: Opinion of samples regarding their primary job (n=89)

Sr.	Statement	Mena	Median	Standard deviation	Coefficient of variance	Rank
1	I am satisfied with the working terms of my present job	3.47	4	1.16	1.36	4
2	I am satisfied with the monetary gain of my present job	3.51	4	1.02	1.04	3
3	I am feeling pressurized in my current job	2.69	3	1.10	1.21	7
4	I am feeling that the monetary gain I receive is less than the industry norms	3.07	3	1.03	1.07	6
5	I am having more capabilities that can be utilized by my present employer	3.56	4	0.87	0.77	2
6	I am getting good opportunities for career growth and prospects	3.73	4	0.93	0.88	1
7	My individual competencies are fully utilized by my present employer	3.25	4	0.92	0.85	5

Source: field data

The above table shows the opinions of samples related to their Primary job. The above data is analyzed through mean, median, standard deviation, coefficient of variance and the rankings are given accordingly. Rank 1 is given to the statement whose mean was highest and rank 7 is given to the statement whose mean is lowest. From the above table it is concluded that the samples are getting better opportunities for career growth.

Table 6: Primary job issues: (n=89)

Sr. No.	Statement	Mean	Median	Standard deviation	Coefficient of variance	Rank
1	I am suffering from issues	2.41	2	1.06	1.13	3
2	I could able to give quality time to my family	3.47	4	1.05	1.11	1
3	I could able to share me time with my friends and relatives	3.10	3	1.18	1.40	2

Source: field data

Above the table includes mean of 3 different issues related to the primary job of samples. From the above table, as per rankings the key issue of the primary job is that the samples are not getting enough time for their family.

Reasons behind Moonlighting:

The newspaper especially economics times revealed handful of articles on moonlighting in the recent past but these articles unfold various reasons on moonlighting. 21 reasons were found mentioned which researcher have classified into three categories based on similarity viz. monetary aspects, layoff and job switching and the third is leisure life.

1. **Monetary aspects:** the reasons under monetary aspects includes, Low salaries and incentives are not enough to maintain life, rising inflation Parallel income streams are needed it ensure financial independence, Security of job, Job satisfaction, manage work-life Saving money, Full-time work hours are not enough to maintain and earn extra income, In the organization no salary on time.

2. **Layoff and Job switching:** the reasons under layoff and job switching includes, upgrading their skill for different profiles, Covid-19 pandemic and work-from-home trend, Mass layoffs and hiring freezes, to combat boredom means covid-19 time attract peoples moonlighting, Utilization of extra time in creative ways, , Second occupation sources, Starting a new business, , The employees began to pursue their passion or side jobs.

3. **Leisure life:** reasons behind leisure life includes, Follow Passion, New Tendencies, Gig workers do not have full-time work. So the other people see this worker and start moonlighting, Side gigs mean Jobs that get paid in addition to your main job.

Findings:

The finding revealed from data analysis has been presented: and the economics times reading finding the following below:

1. Among 89 samples, it has found that samples holding graduation degree is more number i.e. 44.06% (Table no.1)

2. It is concluded that total 34.83% of samples are engaged in other sectors which is more in numbers. And education sector ranks 2 as 33.70% of samples are engaged in

education sector.

3. It is concluded that the samples are engaged more in farming activities. Total 31.39% of samples are engaged in farming activities which is more in numbers (Table no. 3)

4. It is concluded that samples carry out moonlighting for earning additional income. Total 40.44% of samples marked this option for moonlighting which is more in number. (Table no. 4)

5. It is concluded that the from the 7 provided statements, samples agree more on the statement that they are getting better opportunities for career growth (Table no. 5)

6. From the above table, as per rankings the key issue of the primary job is that the samples are not getting enough time for their family. (Table no. 6)

Suggestions:

Present study proposes a few suggestions

1. Consider the potential risks and rewards: Before taking on a second job, it's important to weigh the pros and cons of moonlighting. This includes thinking about the impact on your work-life balance, potential conflicts of interest, and the potential benefits of increased income and skill development.

2. Communicate with your primary employer: If you're considering taking on a second job, it's important to communicate with your primary employer about your intentions. This can help prevent conflicts of interest and ensure that you're not violating any employment agreements or policies.

3. Be realistic about your time and energy: It's important to be realistic about how much time and energy you can realistically dedicate to a second job. If you're already feeling overworked or stressed, taking on another job may not be the best decision.

4. Find a job that complements your primary job: To avoid conflicts of interest, it's a good idea to look for a second job that complements your primary job. For example, if you work in marketing during the day, you may want to consider a part-time job in graphic design or social media management.

5. Prioritize self-care: Moonlighting can be stressful, so it's important to prioritize self-care to avoid burnout. This can include setting boundaries, practicing good sleep hygiene, and finding time for hobbies and relaxation.

Conclusion:

From the present research study, it has seen that people are moonlighting in various sectors like education, agriculture, health care, and others. The main reason behind moonlighting from their perspective is to Maximum profit and to gain additional income for skill exploration. The study concludes that moonlighting is nowadays become an essential due rise in inflation. The study concludes moonlighting is apply all sectors and most importantly any organization's side point of view is beneficial the way. Present study the research sample shows the moonlighting reasons and all over data about satisfaction, reasons behind moonlighting, and most important thing is the data present jobs of employees are not satisfactory and some peoples are not gain in monetary as well as the position an organization that concludes leisure time of peoples choose some parameter of moonlighting like additional income, extra time to creative ways to learn.

The present study concludes moonlighting is not a new trend and can the compulsory rules declare to all organizations that, moonlighting concept is accepted in all sectors and run any organization in very good condition, so that concludes moonlighting concept is applicable or start in all sectors or all organizations. There are different reasons that peoples connect moonlighting, and fulfilling basic needs to be stable in their work-life. So Moonlighting is a clear or green sign to indicate in all sectors applicable and start the moonlighting concept in the market or start in all organizations.

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Penetration of Staples in Rural India

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Abstract:

Indian rural market is expanding very fast and the gap between urban and rural seems bridging. The article purports to find our penetration of consumable staple products in rural India. Study has undertaken in rural Satara district of Maharashtra State of India. 760 samples approached conveniently using structured schedule to find out use of staple products viz. bathing soap, Detergent powder, laundry bar, Dish wash bar, Tooth paste, Shampoo, Hair oil, Face cream, Mosquito repellent, Shaving cream, Sanitary napkins, Tea Powder, Edible oil. The analysis focuses on penetration of product as well as brands. The positions of respective companies have also been addressed like leader, challenger and follower.

It has found that penetration of bathing soap, detergent and laundry bar, shampoo, face cream is 96% and 100% and 100%, 98%,86% respectively with HUL as market leader. Dish wash bar has 100% penetration with RSPL is a leading company. Colgate is a market leader in toothpaste with 100% penetration. Hair oil too has cent percent penetration with parachute is leading brand. Mosquito repellent has 64% penetration with Rackitt Benckisar is a leader. V-John is a market leader in shaving cream and product penetration is 51%. Sanitary napkins have only 66% penetration and regional companies are leaders. The popular tea has cent percent penetration with Sapat as a leader and Tata tea is a follower. Edible oil has 100% penetration with Cargil is a leader. Biscuits have 91% penetration with Parle as a leader. Noodles have 62% penetration and Nestle is a leader. Wefers has 86% penetration where in 32% stake is of regional brands and Balaji is a second number stake. Cold drinks have 85% penetration and Coca Cola is the market leader with more than 55% rural market share. It has found that with the daily necessity products and penetration found very good but with the products generally presumed to be consumed by upper socio-economic class also the penetration found to be more than 50%. This signifies that the gap between urban and rural consumption is diminishing.

Keywords: Product Penetration, Brand Penetration, Rural Marketing, FMCG, Staple Products

Introduction:

In last few years several significant changes have seen in Indian rural market. Almost 70% of the total population of India from these rural areas almost half of the national income has been generated. This rural market is very large sized and based on demand of rural consumers consists huge marketing opportunities. Different literacy and economic levels. As well as this rural market is heterogeneous in nature this varies geographically, demographically and in statistical levels also.

Research Gap:

The crux of review of literature reveals that the study of penetration to a greater extent is required for different consumer products, its brands and the company penetration as well. By dint of this, it is easy to find out who the leader of the market is, who the challenger is and who the follower can be decided clearly. It will provide firms the insight to know their customers and total market for their products. With these figures firms come to know their competitors, they should compare with their sells and alter their sells efforts to beat the competition. This penetration study is not done significantly in preceding studies done in rural market.

Research Methodology:

Present research paper is an attempt to answer a question that what would be the penetration of consumable products in rural area? Hence, the study has undertaken with an objective, to study the penetration of selected Consumer Products.

This study has been conducted in the rural area of Satara district of Maharashtra state of India. The research was descriptive in nature. The data was collected using inferential approach.

The collected data was analyzed with the help of statistical tools viz. Percentage, frequency, averages, using Ms-Excel and SPSS.

Study focuses on Staple Convenience Consumer Goods viz. Bathing soap, Detergent powder, Laundry bar, Dish wash bar, Tooth paste, Shampoo, Hair oil, Face cream, Mosquito repellent, Shaving cream, Sanitary napkins, Tea Powder, Edible oil.

Researcher has used the structured schedule in order to collect the data from samples also the show cards were used while collection of data.

760 Samples from 385 villages were approached conveniently.

Product Penetration is calculated by using formula:

Product Penetration (%) = Number of Samples use the product / Total Population

And Brand Penetration is calculated by following formula:

Brand Penetration (%) = Number of Samples purchase the Brand / Total Population

The paper carries only one data table of bathing soap which is annexed and such data tables are prepared by researchers and analysis based on these tables. The said tables have not attached to this article owing to word limits.

Literature Review:

The changing demography, changes in tastes and demands is new rural India now. This rural market is very huge and consists of lot of opportunities for marketers. But as the market is different from urban market, the firms required its compendious

study including exact segmentation, rural consumer behavior, their consumption pattern, different challenges within etc. So that it will easier for firms to design tactics to accomplish their strategies for rural market. Noteworthy agencies like Accenture, National Council of Applied Economic Research (NCAER) and stalwarts like Rama Bijapurkar and C. K. Pralhad have extended their studies on rural India.

The decades back the rural India was poor but the picture has changed now. In rural India, with different plans, many projects of private companies and the government, like Haryali Kisan Bazar (DMC), e-chaupal by ITC, Kisan Sansar (Tata's retail hubs), Shakti project by HUL and NREGA tried to makeover this rural marketing system.

Ample studies were found on rural marketing, rural consumer behaviour and on product penetration. The recent study found to done by, Bishnoi et.al. 2007, Chandrahauns 2011, Rama Bijapurkar (2013), Accenture report (2014), .(Accenture Report 2016), Kakati et.al(2014), Arshi Talwar 2014, Bharucha J. 2015, Ajmer Singh et.al.2015, Soumya Gupta (2017), Anmol Sharma et.al.2017 have found published the research reports which talks on several dimensions of rural marketing including penetration. The recent study on penetration does not found especially during the pandemic and post pandemic.

Data Analysis and Interpretation:

Analysis of Product penetration and Brand penetration make the acquaintance of the most popular company products and their brands in rural (Satara)

Penetration of Product defines how many users are there for a product. It's one of the measures of company's efforts to make consumers to use their products. Product Penetration is calculated by following formula:

Product Penetration (%) = Number of Samples use the product / Total Population

Similarly, Brand Penetration is a measure of popularity of a brand of a product and it defined as the number of consumers who buy that brand over a specific period divided by the size of the concerned market's population.

Brand penetration is the growth strategy in which several initiatives are being taken to increase the market share for its brand in a particular market segment. It's an effort by company to dig deeper into an existing market place. As well as, it's an important measure and projection for success of a brand against its competitors. Brand penetration strategy involves assertive sales force or additional marketing to penetrate deeply into an existing customer base. It's generally the first step towards business growth. Thereupon the study of brand penetration is required. Brand Penetration is calculated by following formula:

Brand Penetration (%) = Number of Samples purchase the Brand / Total Population

The detailed tabulations are not given, the analysis and interpretation is presented below.

Bathing Soap:

Data reveals 96% penetration of Bathing Soap in rural market that conveys bathing soaps are essential part of their daily requirements and unlike bygone day's rural people also now taking care of their hygiene Availability and affordability plays important role in penetration to a great extent. Kakati et.al (2014). It is found that hair oils and bath soaps have highest penetration in rural market.

Santoor Sandal and turmeric seems most popular brand with 17% penetration in rural market with second popular Lux creamy white brand with 10% penetration, with 7% penetration Santoor sandal and almond milk, another Santoor brand is popular. Godrej No. 1 lime and aloe vera with 6% penetration liked and consumed.

Brands like Godrej No. 1 Kesar and milk, Santoor Gold and Lux sandal and cream popular with 4% penetration; it reveals that Santoor, Lux and Godrej brands are found most appealing in rural market. Saran (2005) Some of the products and brands are have similar popularity in urban and rural. Many of the brands which are well-known in urban areas are too in demand by rural consumers such as Lux soap. Parle-G, Lifebouy Active etc. HUL is at leader position with 39% penetration, Wipro is the challenger with 28% penetration and Godrej is the follower with 17.5% penetration. (Annexure 01 for data).

Detergent Powder:

Cent percent penetration of Detergent Powder found in rural market Presence of almost all brands with affordable small packs to 5kg powder packs is key reason behind this large extent penetration of Detergent Powder (Rao (2002) the products from non-durable category have high penetration rates such as soaps, detergents and hair oils.

The data reveals that Wheel green lemon Jasmine brand is most popular with 23% penetration along with second popular brand found to be Ghadi with12% penetration in rural market. Brands like Surf excel quick wash, Wheel Active lemon orange and Wheel Active Gold each with 7% penetration liked and used by rural consumers. Formerly popular Nirma brand has 3% penetration as is rarely used only for washing of heavy and bulky cloths by rural people.

HUL is leader position with brands having quite well i.e., 59% penetration in rural. (Vijay, 2016) Price is still prevailing factor in rural so years ago, use of low cost, single used packs which are pioneered by HUL to make company's products affordable for low-income consumers, who often use to purchase daily basis. And that is a winning formula. The challenger is RSPL with 14% penetration while follower is P & G with 12% penetration.

Laundry Bar:

Penetration of Laundry Bars is 100% in rural area. Like detergent powder product this product penetration is higher as it is one of the most needful daily utility products. So to suffice this need accessibility of many national brands as well regional brands are in rural market at different places of purchase.

HUL's popular brands Wheel active blue detergent bar have highest 29% penetration along with 21% penetration of Rin Advance Bar and 11% penetration of Surf Excel stain eraser. Regional brands in laundry bar also have 21% penetration with easy availability in weekly bazaars and low-cost strategies. In this category, P & G's only brand Tide big bar also working well with 10 % penetration. Pricy brands like Fena Ultra detergent cake and Henko detergent bar have comparatively less penetration 5%

and 2% respectively.

It has found that HUL is at leader position with 53% penetration. The challengers are regional brands with 21% penetration. And the follower is P&G with 10% penetration.

Dish wash Bar:

Penetration of Dish wash Bar found to be 100%. Since Dish wash Bar is one of the daily necessities of rural households, it is always in demand by utility oriented rural consumers.

RSPL brand Expert dish wash bar is greatly liked by rural consumers with 44% penetration in rural market. Near about half of the dish wash bar market is covered by this popular brand. Again, one more HUL brand Vim Lemon also has popularity among rural consumers with 14% penetration followed by brand Vim regular with 10% penetration. (Harish 2007) In 1993 Vim has created Dish wash bar category, till that time only urban households used dish wash powder which wasn't user friendly and was pricy. Since then, Vim Bar ruled the dish wash market by constantly improved upon the marketing mixes.

In this category regional brands are doing good business with 12% penetration. The fake/duplicate brands always found in weekly bazaars also have 10% penetration. In dish wash bar category RSPL is leading in the rural market and have 44% penetration, HUL with 28% is at challenger position.

Toothpaste/powder:

Penetration of Tooth paste/powder is 100%. As it is a part of daily must haves it is always in demand and easy accessibility with variants of toothpaste and powder from cost saving units to family pack are always available in market.

Colgate sensitive plus is much popular toothpaste with 18% penetration, followed by again toothpaste brands of same company Colgate-Palmolive, Colgate visible white and Colgate Maxfresh Citrus blast both have similar 16% penetration. Colgate tooth powder also successively present in popularity among rural with 15% penetration. Two more brands of Colgate-Palmolive, Colgate Salt neem and Colgate Max fresh have 9% and 6% penetration respectively.

Dabur, the India popular company in rural market since many years, its brands such as Dabur Babool has 5%, Dabur Babool neem 3% and Dabur Babool neem 2% penetration.

HUL brands like Pepsodent 2in1 has 3% penetration. Pepsodent Gel and Pepsodent Gum care 1% penetration each. Patanjali Dantkanti natural family value pack has only 0.5 % penetration. Vithoba tooth paste and powder also have good presence in rural market with 1% and 3% penetration respectively.

In tooth paste, Colgate is a leader with 79.5% penetration in rural market, while Dabur with 10% penetration is at challenger position and HUL is follower with 6% penetration.

Shampoo Brands:

Penetration of Shampoo in rural market is 98%. The small affordable sachets of shampoo are a winning strategy behind this product penetration.

The data in table reveals that HUL brand Clinic Plus has maximum i.e.33% penetration. Chick brand had 18% penetration. While Pantene and Sunsilk brands have penetration 14% and 11% respectively Dove brand has 8% penetration while Head & Shoulders 6%. Regional brands also have 5% penetration.

HUL is the market leader with 52% penetration. P & G is challenger with 20% and Cavinkare is follower with 18% penetration in rural market.

Hair Oil:

Penetration of Hair Oil is 100% in rural areas as national, regional and fake/duplicate brands are accessible at reasonable pouch forms also now a days.

Marico brand Parachute advance oil is most popular brand in rural areas with 46% penetration. Parachute Jasmine oil brand has 9% and Parachute ayurvedic hot oil has 7% penetration. It seems that Parachute is most loved coconut-based hair oil brand in rurals. In hair oil market in India coconut-based oils are dominated by Marico's Parachute brand as well Bajaj's Almond and Dabur's Amla based brands.

Bajaj Almond Drop brand has 5% penetration while Dabur's brands Dabur Vatika and Dabur Amla have penetration 4% and 3% respectively. Regional brands have 11% penetration while Fake/duplicates of popular hair oil brands have 10% penetration. In hilly and remote rural fake/duplicate brands such as Paras, Parashuram are exact look-a-like copies of Parachute hail oil are easily available.

In hair oil segment, Marico is at leader position. Regional companies are challenger position with 11% penetration and duplicate/ fake brand companies are follower.

Face Cream:

Face Creams has 86% penetration in the rural market. Companies are launching cosmetic products in smaller sachets and at affordable costs; focus on developing rural specific products. Companies like HUL used radio channels to create awareness.

As per data in table the inference is drawn that HUL's brand Fair & lovely daily treatment has maximum penetration i.e. 44% in rural market.

Boro plus skin care cream, the brand of Emami also popular in rural with 13% penetration. Nivea sparkling glow, Fairever fairness cream and Fairever fairness cream have 4% penetration each. In face cream category also fake / duplicate brand found accessible to rural consumers. The data shows 20% penetration of fake/duplicate brands in rural.

HUL is at No.1 position as market leader with 50% penetration, Fake/duplicate firms are challenger with 20% penetration and Emami is follower with 13% penetration.

Mosquito repellent:

Penetration of Mosquito Repellent in rural is 64%. In rural because of rise in literacy and awareness through different media about diseases spread through mosquitos' rural consumers are become health conscious.

Reckitt Benckiser, Mortein in Coil form has greatest penetration i.e. 28% and Mortein in Liquid form penetration is 17%. In the coil segment Reckitt Benckiser's Mortein is a leading brand followed by Godrej sara Lee's Good knight (MBA Rendazvous,2020) Godrej Sara Lee's brand, Good Knight Jumbo Coil in coil form also doing well with

12% penetration and good knight Active liquid brand in liquidator form with 10% penetration. Recently launched good knight cool gel, gel form applying over skin, is alternative to mats and economical too, also has 4% penetration.

KAPL's brand All Out mosquito repellent coil and All Out mosquito repellent liquid have 6% and 2% penetration respectively. Fake/ duplicate brands which are look-a-like copy of popular brands have 21% penetration, which is real challenge for leading companies.

Rackitt Benckisar is at leader position with 45% in rural market while Godrej is challenger with 26% penetration and fake/duplicate firms are followers with 21% penetration.

Shaving cream:

Shaving cream has 51% penetration. Only half of the samples are using shaving cream brands in rural. Still rural men prefer barber shops for shaves. In hilly areas and remote rural still there is barter system in many of the villages. Family provides a typical amount of grain to the barber and in return he provides service to all men in that family for full year.

Data reveals that brand of Vi-John Cosmetics, V-John Bacteria guard shaving cream used by maximum number of samples and has 32% penetration. Another brand of same company, V-John Lime fresh shaving cream also has quite good popularity with 16% penetration. V-John gave higher margins to all the stake holders in supply chain it gave tremendous impetus for pushing product in market. The brand of Colgate-Palmolive, Palmolive Refreshing Lemon shaving cream is also liked and consumed by rural men and has 10% penetration. HUL brand, Axe Denim lather shaving cream has 9% penetration. P & G brands, Gillette March 3 gel and Gillette series pure & sensitive gel have 3% penetration each. Brands of Park Avenue i.e., Park Avenue classic shaving foam and Park Avenue Re-Gen shaving cream have 4% and 2% penetration respectively. Godrej brands, Godrej shaving cream lime fresh and Godrej shaving cream cool menthol have 8% and 3% penetration respectively.

In shaving cream market, in rural V-John is at no.1 position with 48% penetration, P & G is at challenger position with 16% penetration and Godrej is follower with 11% penetration.

Sanitary Napkins:

Penetration of sanitary napkins is 66%. The rise of literacy level in rural has impact on many things including some change in mindset of rural consumers, their buying behavior and purchasing pattern. So the usage of this product seems comparatively increased in rural women.

As per data we can conclude that regional brands are most liked and utilized by rural women and has penetration 46%. Easy availability with comparatively less cost regional brands are preferred by rural feminine. Feminine hygiene has been monopolised by P & G and Johnson & Johnson, the 5000 crore rupees feminine hygiene market dominated by both tof the companies with over 90% market share, has witnessed the entry of host of new-age brands in the past few years. The key success for these low-cost sanitary napkin brands is affordability and accessibility.

Johnson & Johnson's brands, Stay Free secure Xl, Stay Free Dry max and Stay Free Advance ultra have penetration 20% , 14% and 3% respectively. P & G's brands, Whisper choice wings and Whisper maxi fit regular have penetration 5% each. Unicharm's brand, Sofy body fit also has 5% penetration.

In sanitary napkin market in rural, regional companies are at leader position while Johnson & Johnson is challenger with 37% penetration and P & G with 12% penetration.

Tea Brands:

Above data in table 4.2.4.12 reveals that product penetration of Tea in rural is 100%. Tea consumption is one of the basic necessities of almost all rural people as well it's a important part of hospitality among rural households.

As per data, most popular band of Sapat, Pariwar tea has 31% penetration in rural. (TNN, 2005) Sapat tea is a latest challenger brand in tea with new brand positioning. The largest selling variety of tea in rural market nearly about 60% was 'dust' tea, as its considered to be cheaper and stronger. Sapat, however, felt that time was ripe to covert the market to 'leaf' tea. And Sapat Launched its Pariwar brand to compete with big players. Sapat, recruited talented unemployed rural 1200 youth in Maharashtra These communication agents picked up sales by word- of- mouth. Thus, Pariwar sells around 600tonns per month, with a turnover of over Rs. 100 Cr, the brand Positioned with 'Surr ke piyo' line and saes increase really started a to kick off. The distribution and emotional connect made Pariwar brand popular in rural.

Regional tea brand has 26% penetration, There is still price conscious huge chunk of lower middle class who consumes regional brands. Brook bond Red Lable and Lipton tea have 12% each. And Tata tea gold has 9% penetration.

Sapat is leader with 31% penetration in rural while challengers are regional firms have 26% penetration and Tata is follower with 14% penetration.

Edible Oil:

From above data in the table 4.2.4.13 it can be concluded that, the product Edible Oil has 100% penetration in rural. As it's a most essential part of daily consumption (Sarwade 2011) In rural house holds the decision maker of the cooking oil are the women in house. The income of any house hold has big influence on purchase and consumption of cooking oil. Higher income level consumers like to consume branded cooking oil and low-income group loose cooking oil. Most of the consumers prefer 1 lit. pack or 5 lit. pack.

Above data reveals that among all brands maximum samples consume Cargil Gemini refined sunflower oil with 40%. After that price conscious consumers prefer regional brand soyabin oil pack and are consumed with 22% penetration. Upper middle class and elites choose Emami healthy & tasty Rice bran oil which has 4% penetration.

Regional brand soyabin loose oil, regional brand groundnut oil pack and regional brand sunflower loose oil has 4%, 3% and 1% penetration respectively. It seems that regional brand is consumed at huge level by different socio-economic rural consumers.

Cargil India is at no. 1 position in rural market and has 53% penetration as a leader. Regional firms are challengers and have 31% penetration while Emami has 10% penetration and has follower in rural market.

Findings:

1. Product penetration: The product bathing soap has 96% penetration in rural market of Satara.

2. Brand penetration: Santoor sandal & turmeric is most popular brand with 17% penetration in rural market. The second popular brand is Lux creamy white brand with 10% penetration. Other Santoor popular brand, Santoor sandal & almond milk have 7% penetration and Godrej No. 1 lime & aloe vera has 6% penetration. Brands like Godrej No. 1 Kesar & milk, Santoor Gold and Lux sandal & cream popular with 4% penetration.

3. Company Penetration: HUL is at leader position with 39% penetration, Wipro is the challenger with 28% penetration and Godrej is the follower with 17.5% penetration.

4. Product penetration: The product Detergent powder has 100 % penetration in rural market of Satara.

5. Brand penetration: Wheel green lemon Jasmine brand is most popular has 23% penetration along with second popular brand Ghadi with 12% penetration. Other brands, Surf excel quick wash, Wheel Active lemon orange and Wheel Active Gold each has 7% penetration.

6. Company Penetration: HUL is leader position with brands having quite well i.e., 59% penetration in rural. And the challenger is RSPL with 14% penetration while follower is P & G with 12% penetration.

7. Product penetration: The penetration of Laundry Bars is 100% in rural area of Satara.

8. Brand penetration: Wheel active blue detergent bar have 29% penetration; Rin Advance Bar has 21% penetration and Surf Excel stain eraser 11% penetration. Tide big bar has 10,% penetration. The regional brands also have 21% penetration

9. Company Penetration: It is found that HUL is at leader position with 53% penetration. The challengers are regional brands with 21% penetration. And the follower is P&G with 10% penetration.

Product penetration:

The product Dish wash bar has 100 % penetration in rural market of Satara.

Brand penetration: Expert dish wash bar has 44% penetration in rural market of Satara. Vim Lemon brand has popularity among rural consumers with 14% penetration followed by brand Vim regular with 10% penetration.

Company Penetration: In dish wash bar category RSPL is leading in the rural market and have 44% penetration, HUL with 28% is at challenger position whereas regional companies are the followers with having 12% penetration.

Product penetration: The product Tooth paste/powder has 100% penetration.

Brand penetration: Colgate sensitive plus is much popular toothpaste with 18% penetration, followed by again toothpaste brands of same company Colgate Palmolive,

Colgate visible white and Colgate Maxfresh Citrus blast both have similar 16% penetration. Colgate tooth powder also successively present in popularity among rural with 15% penetration. Two more brands of Colgate-Palmolive, Colgate Salt neem and Colgate Max fresh have 9% and 6% penetration. Babool has 5%, Dabur Babool neem 3% and Dabur Babool neem 2% penetration.

Company Penetration: In tooth paste, Colgate is a leader with 79.5% penetration in rural market, while Dabur with 10% penetration is at challenger position and HUL is follower with 6% penetration.

Product penetration: The penetration of Shampoo in rural market is 98%.

Brand penetration: Clinic Plus has.33% penetration. Chick brand has 18% penetration. While Pantene and Sunsilk brands have penetration 14% and 11% respectively. Dove brand has 8% penetration while Head & Shoulders 6%. Regional brands also has 5% penetration.

Company Penetration: HUL is the market leader with 52% penetration. P & G is challenger with 20% and Cavinkare is follower with 18% penetration in rural market.

Product penetration: The penetration of Hair Oil is 100% in rural areas of Satara district.

Brand penetration: Parachute advance oil is most popular brand in rural areas with 46% penetration. Parachute Jasmine oil brand has 9% and Parachute ayurvedic hot oil has 7% penetration.Bajaj Almond Drop brand has 5% penetration while Dabur's brands Dabur Vatika and Dabur Amla have penetration 4% and 3% respectively.

Company Penetration: In hair oil segment, Marico is at leader position. Regional companies are challenger position with 11% penetration and duplicate/ fake brand companies are follower.

Product penetration: The penetration of Face cream is 86% in rural areas of Satara district.

Brand penetration: Fair & lovely daily treatment has maximum penetration i.e. 44% in rural market of Satara district. Boro plus skin care cream, the brand of Emami also popular in rural with 13% penetration. Nivea sparkling glow, Fairever fairness cream and Fairever fairness cream have 4% penetration each.

Company Penetration: HUL is at No.1 position as market leader with 50% penetration, Fake/duplicate firms are challenger with 20% penetration and Emami is follower with 13% penetration.

Product penetration: The penetration of Mosquito Repellent in rural is 64%in rural areas of Satara district.

Brand penetration: Mortein in Coil form has greatest penetration i.e. 28% and Mortein in Liquid form penetration is 17% . Good Knight Jumbo Coil in coil form also doing well with 12% penetration and Good knight Active liquid brand in liquidator form with 10% penetration

Company Penetration: Rackitt Benckisar is at leader position with 45% in rural market while Godrej is challenger with 26% penetration and fake/duplicate firms are followers with 21% penetration.

Product penetration: The product Shaving cream has 51% penetration.

Brand penetration: V-John Bacteria guard shaving cream has 32% penetration. Another brand of same company, V-John Lime fresh shaving cream also has quite good popularity with 16% penetration. Palmolive Refreshing Lemon shaving cream has 11% penetration. Axe Denim lather shaving cream has 9% penetration. Gillette March 3 gel and Gillette series pure & sensitive gel have 3% penetration each. Godrej shaving cream lime fresh and Godrej shaving cream cool menthol have 8% and 3% penetration respectively.

Company Penetration: V-John become most popular within short period of time in rural In shaving cream market, in rural and is at no.1 position with 48% penetration, P & G is at challenger position with 16% penetration and Godrej is follower with 11% penetration.

Product penetration: The penetration of sanitary napkins is 66% in Satara rural.

Brand penetration: Regional brands are most liked and utilized by rural women and have penetration 46%. Johnson & Johnson's brands, Stay Free secure Xl, Stay Free Dry max and Stay Free Advance ultra have penetration 20%, 14% and 3% respectively. P & G's brands, Whisper choice wings and Whisper maxi fit regular have penetration 5% each. Unicharm's brand, Sofy body fit also has 5% penetration

Company Penetration: In sanitary napkin market in rural, regional companies are at leader position while Johnson & Johnson is challenger with 37% penetration and P & G with 12% penetration.

Product penetration: The product penetration of Tea in rural is 100%.

Brand penetration: Pariwar tea has 31% penetration in rural. Regional tea brand has 26% penetration. There is still price conscious huge chunk of lower middle class who consumes regional brands. Brook bond Red Lable and Lipton tea have 12% each. And Tata tea gold has 9% penetration.

Company Penetration: Sapat is most popular and favourite in rural Satara and is leader with 31% penetration in rural while challengers are regional firms have 26% penetration and Tata is follower with 14% penetration.

Product penetration: The product Edible Oil has 100% penetration in rural.

Brand penetration: Gemini refined sunflower oil with 40%. Regional brand soyabin oil pack and is consumed with 22% penetration. Emami healthy & tasty Rice bran oil which has 4% penetration. Regional brand soyabin loose oil, regional brand groundnut oil pack and regional brand sunflower loose oil have 4%, 3% and 1% penetration respectively.

Company Penetration: Cargil India is at no.1 position in rural market and has 53% penetration as a leader. Regional firms are challengers and have 31% penetration while Emami has 10% penetration and has follower in rural market.

Product penetration: The penetration of biscuits is 91% in rural Satara.

Brand penetration: Parle-G which has 39% penetration. Parle Hide & Seek and Parle Krack jack also have 8% and 2% penetration respectively. Sunfeast Marie Light has 23% penetration. Britannia Good Day and Britannia Bourbon have 11% and 3% penetration respectively. Regional brands also have 13% penetration.

Company Penetration: Parle is a leader from years in rural market, seems most popular in rural Satara and has 49% penetration. while ITC is challenger with 23% and follower is Britannia with 14%.

Product penetration: The product penetration is 62% of Noodles in rural area.

Brand penetration: Maggi Masala with 52% penetration. Yippee noodles have 20% and Patanjali atta noodles 18% penetration. Nissim's brands Top Ramen curry flavour, Top Ramen Tomato and Top Ramen chicken flavour have 5%, 3% and 2% respectively.

Company Penetration: Nestle is much liked in rural Satara in noodles and leading with 52% penetration and challenger is ITC with 20% penetration whereas Patanjali is follower with 18% penetration.

Product penetration: The product penetration of Wafers is 86% in rural area of Satara district.

Brand penetration: Different regional brands have maximum penetration i.e. 32% in rural market. Balaji Wheels, Band Balaji chatka patka and Balaji simply salted have also have good popularity in rural with 10%, 9% and 2% penetration respectively. Parle classic salted, Parle aloo chat and Parle tangy tomato brands of Parle have penetration in rural market 13%, 2% and 0.5% respectively. Lay's chile lemon has 10% penetration. ITC brands, Bingo chilli dhamaka, Bingo Achari masti, Bingo Yamitos and Bingo Mad angles have 7%, 1%, 1% and 0.5% penetration

Company Penetration: Regional firms are leader with 32% penetration; Balaji is challenger with 21% penetration while Parle is follower with 15% penetration.

Product penetration: The penetration of Cold drinks is 85% in rural areas of Satara district.

Brand penetration: Sprite has 22%, Fanta has 15%, Mazza has 9% and Coca cola has 3% penetration in rural. PepsiCo's popular brands, Mirinda has 11%, 7Up has 8%, Mountain Dew has 8% and Thumps Up has 6% penetration. Whereas regional brands also have 18% penetration

Company Penetration: Coca Cola is at leader position with more than half of the rural market with 55% penetration. PepsiCo is challenger with 27% penetration. Whereas regional firms are followers with 18% penetration

Suggestions:

It seems in the rural market that the penetration of both national and regional brands exists. The national brands have dominant existence in rural market as leaders, challengers and followers. Whereas regional brands seem to cater local wants and tests.

The consumer belonging to higher socio-economic classes found consuming the national brands whereas the lower socio-economic classes are consuming the regional brands.

It is imperative that the consumers are broadly classified into two groups. The test and preferences are continuously changing owing to changes in socio cultural environment and even technological environment hence; the regional brands should keep update with their marketing mix suited to changing wants of consumers. The national brands are continuously making changes in their marketing mix which

might threaten the regional brands hence, the changes regional brands should made commensurably with the changes made by national brands to maintain the segment.

There is much scope for regional and local brands to take ahead this market and cater the products like sanitary napkins, wafers, noodles and even beverages. The biscuit and beverage market can also be replaced with local bakery products and milk based energy drinks.

Conclusion:

Within last decade the rural economy has drastic growth. The improvement in road connectivity, electricity, improving literacy, increased mobile usage and buying capacity of rural consumers all in turn improved the form of rural market.

The national brands have penetration in urban as well as rural market and it is quite possible that alike rural market the regional brands also have presence in urban. Hence, the comparative study may be of greater help to resolve the issue of existence of two broad segments based on socio-economic class.

It seems that in the urban market also unlike in rural market there exists market India and market Bharat. The study evident that there is no gap as far as the consumption of consumable products is concerned amongst urban and rural consumers.

Annexure: 01 Bathing Soap Brands (n=760)

Sr. No.	Soap brands	Frq	%	Product penetration	Brand Penetration	Company Penetration
1	Godrej No. 1 Kesar & milk	32	4.2	4.2	4	
2	Godrej No. 1 Sandal & turmeric	12	1.6	1.6	2	
3	Godrej No. 1 Lime & aloe vera	44	5.8	5.8	6	
4	Godrej No. 1 Safron & milk	3	.4	.4	0.5	17.5
5	Godrej Cinthol Original	25	3.3	3.3	3	
6	Godrej Cinthol Lime	5	.7	.7	1	
7	Godrej Cinthol sandal	4	.5	.5	1	
8	Wipro: Santoor Sandal & turmeric	131	17.2	17.2	17	
9	Santoor Gold	29	3.8	3.8	4	28
10	Santoor Sandal & almond milk	55	7.2	7.2	7	
11	Reckitt Benckiser : Dettol Deep cleanse	18	2.4	2.4	2	
12	Dettol Cool	4	.5	.5	0.5	3.5
13	Dettol Skin care	10	1.3	1.3	1	
14	HUL :Lifebouy Total	21	2.8	2.8	3	
15	Lifebouy Care	10	1.3	1.3	1	
16	Lux Creamy white	72	9.5	9.5	10	
17	Lux Sandal & cream	29	3.8	3.8	4	
18	Lux Soft touch	7	.9	.9	1	39
19	Hamam Neem tulsi	17	2.2	2.2	2	
20	Hamam Aloe vera	10	1.3	1.3	2	
21	Pears Original	17	2.2	2.2	2	
22	Pears Soft fresh	10	1.3	1.3	1	
23	Breeze Lemon splash	4	.5	.5	0.5	
24	Breeze Fresh	14	1.8	1.8	2	
25	Breeze Rose	4	.5	.5	0.5	
26	ITC :Vivel Green tea	10	1.3	1.3	1	
27	Vivel Aloe vera	29	3.8	3.8	4	5
28	Patanjali Kanti neem	18	2.4	2.4	2	
29	Patanjali Haldi chandan	7	.9	.9	1	4
30	Patanjali Rose kanti	7	.9	.9	1	
31	KSDL:Mysore sandal soap	24	3.2	3.2	3	3
32	ITC :Fiama Di Wells	23	3.0	3.0	3	3
33	Cholayil: Medimix	7	.9	.9	1	
34	Medimix glyserine	7	.9	.9	1	2
35	Fake/ duplicate	12	1.6	1.6	4	4
	Total	731	100	96.18	100	

Source: Field Data

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Problems of Agricultural Laborers in Hatkanangale Tahsil of Kolhapur District

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Introduction:

Agriculture laborer can be defined as the involvement of any person in connection with cultivating the soil, or in connection with raising or harvesting any agricultural or horticultural commodity, management of livestock, bees, poultry etc. The first Agricultural Labor Enquiry Committee of 1950-51 regarded those people as agricultural workers who were engaged in raising crops on payment of wages. Since in India, many workers do not work against payment of wages all the year round, this definition was incomplete. Accordingly, the Committee laid down that those people should be regarded as agricultural workers who worked for 50 per cent or more days on payment of wages.

One of the most distinguishing features of the rural economy of India has been the growth in the number of agricultural workers, cultivators and agricultural labors engaged in crop production. The phenomena of underemployment, under-development and surplus population are simultaneously manifested in the daily lives and living of the agricultural workers. Agricultural workers constitute the most neglected class in Indian rural structure. Their income is low and employment irregular. Since, they possess no skill or training, they have no alternative employment opportunities either. the situation has shown some signs of improvement during the last four decades. Though even now they are the poorest and resource less class in rural areas yet they are no longer a victim of extreme form of oppression. but their economic exploitation cannot be ruled out even today. even now their level of income is extremely low and not sufficient to make both ends meet.

Problems of the Study:

Agriculture played important role in district as well as Indian economy, because majority of the population are engaged in agriculture.

1. What is the problems being faced by agricultural laborers in Hatkanangale.
2. To study the measures taken by government for agricultural laborers.

Objectives of the Study:

The objectives of this research are as under

1. To identify the problems of agricultural laborers in Hatkanangale.
2. To study the measures taken by government for agricultural laborers.

Research Methodology:

The present study aims to access the problems being faced by agricultural

2. The hotel managers can give training to the employees, so it will be improved customer satisfaction levels.

3. The first step in meeting consumer expectations is to comprehend the causes of unhappiness; as a result, they should examine the causes of dissatisfaction experienced by hotel customers.

4. The empathy parameters of SERVQUAL model is needed to be improved. Further, understanding the needs of the customers and having employees who provide personal attention to the customers is the key area to improve the service quality of the study area.

5. It also observed that the hotel employees are not providing quick services to customers so smart hotel managers can be updated to one technique for hotels. They can provide each table its own QR code menu card, so it will benefit the customers and hotel employees also.

Conclusion:

Gap theory and service quality determinants approaches are both used in the service quality measurement tool called SERVQUAL. The distinction between perceptions and expectations is utilized to calculate service quality, with importance weights given to each component. In this study, it was determined how 3-star hotel guests rated the quality of the service and their level of satisfaction with it. Management must continue to monitor employee behavior and knowledge by monitoring customer satisfaction levels and by providing on-the-job coaching and training. Hotels will profit from hiring informed, assured, and well-presented employees. The results also demonstrated that visitors' satisfaction was significantly impacted by the responsiveness dimension, or the ability to help customers and provide prompt service.

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Rural Consumer Behavior an Analytical Study of Bathing Soaps

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Abstract:

The face of rural market seems changing with time, duly the purchase pattern and buying behavior of rural consumers. This study attempts to understand rural consumer behavior while purchase of product 'Bathing Soap', the buying roles involved in purchase process, the factor determinants for its consumption and segmentation of market leader, challenger and follower for this product. The study has been conducted in Satara district of Maharashtra state of India. The data is collected using closed ended scheduled from 760 rural households selected from 11 tehsils of Satara district. The data is presented in tables and analyzed using percentages, regression analysis and cluster analysis.

In buying roles while purchase of bathing soap it is found that initiator is all family members, influencer is Company advertisement, decider is earner of family mostly, buyer is also earner in most cases and user is all family members according to all samples. The product bathing soap has 96% penetration in rural market of Satara. Santoor sandal & turmeric is most popular brand has 17% penetration consequently Lux creamy white brand is popular with 10% penetration and other Santoor popular brand, Santoor sandal & almond milk have 7% penetration and Godrej No. 1 lime & aloe vera has 6% penetration. Brands like Godrej No. 1 Kesar & milk, Santoor Gold and Lux sandal &cream popular with 4% penetration. HUL is at leader position with 39% penetration, Wipro is the challenger with 28% penetration and Godrej is the follower with 17.5% penetration. Out of six variables, four variables i.e., Monthly House hold Income, Number of family members, SEC Classification and the age of chief wage earner have been found significant to determine the consumption of bathing soap.

Introduction:

Rural India is a market with lot of opportunities and potential as there is increase in income of rural consumers Rama Bijapurkar (2013). Hence, the companies must realize how to segment it properly to target it and likewise frame the strategies for it. The income of rural is dependent on agriculture only, it's changing and increasing now, it is growing with same speed of urban.

There is rich class of rural India includes higher spenders as well as teenagers, women and BOP would be some of segments in rural market. There is vast diversity in this market; it is heterogeneous so with one global strategy marketer never been succeeding in it. Marketer has to study deeply for the strategies while tapping it. The assessment of variables having impact on the purchase of consumer products as well as segmentation on the basis of consumer is essential. Present study focuses on the same.

Review of literature:

Kakati et.al (2014) The opportunities lie in Indian rural market for host as well as global marketers as consumption of Indian rural households is near about 57%. With opportunities slow penetration of products and brands and easy availability of different products are main challenges before marketers. So, it's a need to find out consumer segments based on values, attitudes and their lifestyle to understand and develop the purchase behavior for both FMCG as well consumer durable goods. Proper segmentation is important to segregate products to increase the penetration level in rural market. In FMCG category availability, price and promotion of product have impact on buying decision of consumer. It is found that hair oils and bath soaps have highest penetration in rural market. For consumer durables quality and availability are important factors where in durables the cellular phones and bicycles have penetration level high. Numerous strategies opted and applied by different companies to have maximum penetration in rural market. To understand rural market new and unconventional methods to apply in market to get maximum response. To penetrate in rural some product strategies like new product development with affordable pricing, modifications in packaging size, introducing alternative usage of own product should work amazingly in rural market to penetrate product. For maximum penetration HUL used effective direct selling strategy i.e., Shakti ammas for maximum reach. HUL also offers flexible high level of service with their efficient supply chain consisting competitive capital investment operations supported by best appropriate technology. And the result is it has reach 80% households. Direct rural consumer contact program in case of Lifebuoy soap with "Lifebuoy Swachhta Chetna" and effective promotional Strategies by educating consumers for use of product like "Germ Test". Similarly, P & G introduces character in their promotional strategy "Sangeeta Bhabi" who convinced consumers to buy their top brands of FMCG category. P & G also attempted to introduce trials for SKUs as well as small sachets. P & G used effective distribution network in rural to fight with rivals through its dedicated program "Project Shakti". Dabur used differ distribution strategy for different areas also trying to capture market by selling same product with differ names in different areas (Chattopadhyay et.al. 2011)

Saran (2005) in rural India there are 122 million rural households, most of them having their income low. They are depending on farming or allied farming work. Many of the brands which are well-known in urban areas are too in demand by rural consumers such as Lux soap. Parle-G, Lifebuoy Active etc. Some of the products and brands are have similar popularity in urban and rural. In FMCG products rural consumers always see quality factor first while buying it as they are quality conscious. Quality goods with reasonable price preferred by them always. In FMCG the most liked brands of some products like bathing soap, shampoo, and toothpaste are Pepsodent preferred by male consumers and Colgate by female consumers. Shampoo penetration is less but samples male and female who use shampoo prefer Clinic Plus. And in bathing soap category Hamam soap is soap is mast preferred by all rural consumers (Kumar et.al. 2006)

(Sarangpani et al 2008) in the rural market there are two proper segments of rural consumers, between two the first segment illiterate or not much educated. So, because of the difficulties in understanding logos, brand names they are away from the usage of branded products. Mostly they utility-oriented consumers possessing own product identification methods also their own ways to communicate about those products with shopkeepers. Such as they demand for Lifebuoy as Lal Sabun and Rin as Neela Sabun. They rarely use to purchase branded and well packaged products. And the second segment is of the young and educated consumer group has mobile internet exposure and more influence of urban lifestyle. This segment is contrast with first segment as they are brand users. They always seek for branded consumer products and variety of brands.

Pradeep Kashyap (2016) the purchase behavior of rural consumers can be properly assessed n basis of psychographic factors of rural consumers such as traits, lifestyle and value systems. Behavioral segmentation includes parameters like place of purchase, usage rate, user status, loyalty status, occasions and benefits. Market segmentation is a complicated process and depends on the multiple factors so multi attribute segmentation is useful where various variables are being used together to segment the consumer market effectively.

Previously many big firms targeted urban educated consumers but now they realize actual potential of rural market and now they are focused FMCG sector in rural market. Because of the increased purchasing power they are willing to buy from shampoo sachet to two-wheeler. So, it's a need of an hour to study and predict rural purchase behavior. For FMCG products like bathing soap, shampoo, biscuits and toothpaste the television advertisement has very much impact on their buying decision (Yuvarani 2013)

Rina Dave et. al. (2012) Rural consumer market is changing rapidly. So as the consumption pattern also because demand of FMCG products like shampoo, biscuits, hair oil, edible oils has increasing day by day. 75% of biscuits are consumed as a breakfast. Many FMCG companies are trying to grab rural market's huge potential. By launching LUP means low unit packs they are widening their distribution channel network. The rural consumers buy some commodities like detergent in big scale while at the same time shampoo always purchased in small scale, small bottles or sachets. They use to buy the goods in that size which they afford to buy it. The big joint family use to purchase big packs and the small families or individual consumers purchase smaller packs. Usage, availability, price are the factors behind purchase of every product by rural consumers.

In different geography of rural market, the consumer buying behavior is changing according to the geographic area and surroundings as well as it is varying according to the category of different goods. Purchase behavior is changed with region to region and product wise also in rural market. In villages the consumers having good

income, they are brand loyal for bathing soaps and use branded hair oil like Vatika, parachute and Navratna. In detergent powder Nirma has good penetration. In remote rural Nirma one rupee pack is available and popular also. Only male from villages are only the buyers of these goods and women are not going out frequently (Chandrashekhar 2012).

Research Methodology:

The diagnostic research design has been used to know the scenario of bathing soap market in rural India. The study has been undertaken to know the present scenario of rural market with a sample product Bathing Soap. Furthermore to study the penetration of this product, its brands and the companies. The study also reveals the factors determinants consumption of bathing soap and segmentation of market leader, challenger and follower.

The study has been conducted in Satara district of Maharashtra state of India. Required data is collected using closed ended scheduled from 760 households. The households were selected from 11 Tehsils of Satara district. The data is presented in tables and analyzed using percentages, regression analysis, cluster analysis.

Data analysis:

To understand the consumer behavior of rural market the data regarding place of purchase of bathing soap, purchase intensity, buying roles for bathing soap, product penetration and brand penetration of bathing soap, demographic factors influencing purchase of bathing soap and segmentation of bathing soap have been studied.

Table: 1

Place of Purchase

Sr.	Place of Purchase of Consumer Goods	Frq	%
	Small shop nearby	23	3
	Grocery shop of village	92	12
	General store	64	8
	Medical store	20	3
	Big bazar/ Shriram bazar/Apana bazar	126	17
	Weekly bazar or nearby big village	185	24
	Big grocery shop from nearby town	142	19
	D-Mart of nearby cities	68	9
	Tehesil place	39	5

Source: Field Data

The data from above table 1 reveals that in staple convenience product category, for purchase of Bathing soap maximum consumers i.e., 24% select Weekly bazar or nearby big village as place of purchase followed by Big grocery shop from nearby town and Big bazar/ Shriram bazar/Apana bazar 19% and 17% respectively.

The Purchasing Intensity of soaps from 760 samples has been assessed and it has found that 54% of samples purchase the soap monthly and that of 46% purchase it weekly.

The buying roles have been assessed while purchasing of bathing soap, according to entire samples initiator is all family members and influencer is Company advertisement mostly i.e., 94% samples opine. 70% samples said that decider is earner of family mostly, 73% samples convey that buyer is also earner of family most of the times.

For bathing soap product user is all family members according to all samples. It was imperative to assess the penetration of bathing soap as per brand and company.

Table: 2 Penetration of Bathing Soap Brands

Sr.	Soap brands	Frq.	%	Product Penetration	Brand Penetration	Company Penetration
1	**Godrej** No. 1 Kesar & milk	32	4.2	4.2	4	
2	Godrej No. 1 Sandal & turmeric	12	1.6	1.6	2	
3	Godrej No. 1 Lime & aloe vera	44	5.8	5.8	6	
4	Godrej No. 1 Safron & milk	3	.4	.4	0.5	17.5
5	Godrej Cinthol Original	25	3.3	3.3	3	
6	Godrej Cinthol Lime	5	.7	.7	1	
7	Godrej Cinthol sandal	4	.5	.5	1	
8	**Wipro:** Santoor Sandal & turmeric	131	17.2	17.2	17	
9	Santoor Gold	29	3.8	3.8	4	28
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11	**Reckitt Benckiser:** Dettol Deep cleanse	18	2.4	2.4	2	
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15	Lifebouy Care	10	1.3	1.3	1	
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18	Lux Soft touch	7	.9	.9	1	
19	Hamam Neem tulsi	17	2.2	2.2	2	
20	Hamam Aloe vera	10	1.3	1.3	2	39
21	Pears Original	17	2.2	2.2	2	
22	Pears Soft fresh	10	1.3	1.3	1	
23	Breeze Lemon splash	4	.5	.5	0.5	
24	Breeze Fresh	14	1.8	1.8	2	
25	Breeze Rose	4	.5	.5	0.5	
26	**ITC:** Vivel Green tea	10	1.3	1.3	1	
27	Vivel Aloe vera	29	3.8	3.8	4	5
28	**Patanjali** Kanti neem	18	2.4	2.4	2	
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32	**ITC:** Fiama Di Wells	23	3.0	3.0	3	3
33	**Cholayil:** Medimix	7	.9	.9	1	
34	Medimix glyserine	7	.9	.9	1	2
35	Fake/ duplicate	12	1.6	1.6	4	4
	Total	731	100	96.18	100	

The data in table 2 shows, there is 96% penetration of Bathing Soap in rural market with product penetration formula, which conveys that bathing soaps are essential part of their daily requirements and unlike bygone day's rural people also now taking care of their hygiene. Availability and affordability play important role in penetration to a great extent. Kakati et.al (2014). It is found that hair oils and bath soaps have highest penetration in rural market.

Santoor Sandal &turmeric seems most popular brand with 17% penetration in rural market with second popular Lux creamy white brand with 10% penetration, with 7% penetration Santoor sandal & almond milk, another Santoor brand is popular. Godrej No. 1 lime & aloe vera with 6% penetration liked and consumed.

Brands like Godrej No. 1 Kesar & Milk, Santoor Gold and Lux sandal & cream popular with 4% penetration, It reveals that Santoor, Lux and Godrej brands are find most appealing in rural market. Saran (2005) Some of the products and brands are have similar popularity in urban and rural. Many of the brands which are well-known in urban areas are too in demand by rural consumers such as Lux soap. Parle-G, Lifebuoy Active etc.

HUL is at leader position with 39% penetration, Wipro is the challenger with 28% penetration and Godrej is the follower with 17.5% penetration.

Regression Model summary for Bathing Soap:

The regression model has been established taking monthly expenditure of bathing soap in rupees as a dependent variable. It shows that the value of R square is 0.693 and adjusted R square is 0.691 which is reasonably good to analyze rest of the results of regression model.

The ANOVA test of regression for Bathing Soap shows the value of 'f' test is 425.903 and 'p' value is 0.000 which reveals that the model is significant.

Initially six variables were entered to test the significance. Four variables have been found significant to determine the consumption of bathing soap.

These variables are, Monthly House hold Income, Number of family members, SEC Classification and the age of chief wage earner. It has seen from the table that the value of 't' test is significant with all the independent variables.

Hence the model is,

Consumption of bathing soap = -54.078+0.002 (MHI) +25.379(Number of family Members) – 7.995 (SEC) +0.950(Age of chief wage earner).

Segmentation of leader in bathing Soap:

The Santoor Sandal and Turmeric is the leader in the bathing soap market in sample rural market. The segmentation for the same is as follows.

Table: 3

Variables	Final Cluster Centers			Cluster Mean Square	df	Error Mean Square	df	F	Sig.
	1	2	3						
Age of chief wage earner	39	43	38	359.815	2	41.113	128	8.752	.000
Gender of chief wage earner	1	1	2	.203	2	.049	128	4.171	.018
Marital status of chief wage earner	1	1	1	.273	2	.269	128	1.016	.365
Occupation of the family member(s)	4	10	3	466.061	2	6.438	128	72.387	.000
Monthly House hold Income in rupees	8434	21679	43000	3579515878.405	2	7155543.885	128	500.244	.000
Education of chief wage earner	4	5	6	8.136	2	.460	128	17.693	.000
Type of family	2	2	2	1.145	2	.205	128	5.584	.005
Number of family members	5	5	6	5.088	2	.941	128	5.407	.006
Children in the family	1	1	1	.058	2	.029	128	1.985	.142
SEC Classification	4	3	2	40.383	2	.591	128	68.317	.000
Number of Cases in each Cluster (131)	62	67	2						

Source: Field Data

Above table 3 reveals that there are two major segments for the leader having majority of consumers from A3 and B1 socio economic class were occupation. Income and education are the major determinants of the segmentation. One small portion of samples from A2 is also contributing the leadership of Santoor.

The overall segmentation revolves around A3 socio economic class as a center.

The cluster analysis has been worked out for Segmentation of challenger LUX creamy white bathing soap.

The LUX creamy white is the challenger in the bathing soap market in sample rural market.

The data reveals that the significant contributors for clustering are occupation, monthly income, and education and socio-economic classification of the samples.

It has seen that the Socio-economic class A 2, A 3 and B 1 are the major consumers of this brand.

The analysis for Segmentation of follower Santoor Sandal and Almond shows that the age, marital status, monthly income, education and socio-economic class are the significant contributors of segmentation of bathing soap of brand having follower position in sample rural market.

It has seen that the major segment the brand caters is B 1.

From the analysis of segmentation of bathing soap, it has found that the leader, challenger and the follower brands are majority consumed by the upper socio-economic categories. From the impulse category of product noodles has been analyzed for possible segmentation as follows. Here again the leader, challenger and follower has been taken for analysis.

Findings:

1. Buying roles while purchase of staple convenience consumer goods, bathing soap, according to 100% samples initiator is all family members and influencer is Company advertisement mostly i.e., 94% samples opine. 70% samples said that decider is earner of family mostly, 73% samples convey that buyer is also earner of family most of the times. For bathing soap product user is all family members according to all samples.

2. Staple Convenience Consumer Goods which include bathing soaps, detergent powder, laundry bars, dish wash bars, tooth paste, shampoo, hair oil, face cream,

mosquito repellent, shaving cream, sanitary napkins, tea powder and edible oil the maximum money spend by 17% samples which ranges between 10001 to 13000. Followed by money spend on these goods yearly by 16% samples which ranges between 7001 to 8000. Money spends yearly on staple goods by 9% samples which ranges between 15001 to 18000 while 8% samples spend yearly between 8001 to 9000 rupees on these products. Whereas 7% samples spend 18001 to 20000 rupees for staple goods. And 6% samples spend rupees yearly between 23001 to 25000 and 5% samples spend 25001 to 27000 rupees per year for staple convenience consumer goods considered for this research.

3. Consumption of Bathing soap: Out of six variables entered as independent variables four variables have been found significant to determine the consumption of bathing soap.

These variables are, Monthly House hold Income, Number of family members, SEC Classification and the age of chief wage earner. It has seen from the table that the value of 't' test is significant with all the independent variables. Hence the model is,

Consumption of bathing soap = -54.078+0.002 (MHI)+25.379(Number of family Members) – 7.995 (SEC)+0.950(Age of chief wage earner).

4. **Product penetration**: The product bathing soap has 96% penetration in rural market of Satara.

Brand penetration: Santoor sandal & turmeric is most popular brand with 17% penetration in rural market. The second popular brand is Lux creamy white brand with 10% penetration. Other Santoor popular brand, Santoor sandal & almond milk have 7% penetration and Godrej No. 1 lime & aloe vera has 6% penetration. Brands like Godrej No. 1 Kesar & Milk, Santoor Gold and Lux sandal &cream popular with 4% penetration.

Company Penetration: HUL is at leader position with 39% penetration, Wipro is the challenger with 28% penetration and Godrej is the follower with 17.5% penetration.

Members) – 7.995 (SEC)+0.950(Age of chief wage earner).

Conclusion:

The study reveals that the purchase pattern of consumable goods especially bathing soap is alike urban markets. All companies present in the market have got some penetration and HUL found to be leader followed by Wipro is challenger and Godrej is the major follower. Present study brought in use the demographic factors to study the impact but the study on psychographic factors as well behavioral factors is also needed to probe into the depth to give justice to the segmentation of market.

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