

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C)].

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5555 Cities in 190 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	A STUDY OF VILLAGE CONSUMERS' BEHAVIOUR TOWARDS PERISHABLE GOODS OF AURANGABAD DISTRICT IN MARATHWADA REGION <i>DR. M.M.WADGULE & DR. SUBHASH M. VADGULE</i>	1
2.	ANALYSIS OF CODE CLONE DETECTION OF WEB LANGUAGE USING SUFFIX ARRAY BASED TOKENIZATION <i>GURVINDER SINGH & JAHID ALI</i>	6
3.	ORGANIC FOOD: CONSUMER ATTITUDE AND BEHAVIOUR WITH REFERENCE TO CUDDALORE CITY <i>M. DINESH & DR. S. POUGAJENDY</i>	14
4.	AN EMPIRICAL STUDY OF GENERAL ELECTION IMPACT ON EQUITY MARKET <i>V. PRASHANTH KUMAR</i>	18
5.	'BIG DATA' PRIVACY CHALLENGE AND DATA PROTECTION: A GLOBAL CONCERN <i>DR. SHANKAR CHAUDHARY</i>	25
6.	A STUDY OF FACTORS AFFECTING QUALITY OF HEALTHCARE AND ITS EFFECTS ON CUSTOMER SATISFACTION: WITH REFERENCE TO ALL CORPORATE HOSPITALS IN NAGPUR CITY <i>DR. REENA CHHAJED</i>	27
7.	A STUDY OF MONETARY POLICY IMPACT ON PMI (PRODUCTION MANAGER INDEX) <i>K SUHRULLEKHA</i>	31
8.	A STUDY ON FINANCIAL STATEMENT ANALYSIS OF AMARA RAJA BATTERIES LTD. <i>B R MURTHY, G MALLAIAH & G MANJULA</i>	41
9.	THE FOURTH INDUSTRIAL REVOLUTION: THE DIGITAL STORM IMPACT ON EMPLOYMENT <i>HEMANTH KUMAR T & M VINOD</i>	44
10.	HUMAN RESOURCE ACCOUNTING PRACTICES IN HPCL <i>DR. REETA</i>	47
11.	MAKE IN INDIA: AN OVERVIEW OF VARIOUS SECTORS <i>KARTHIK</i>	52
12.	STATISTICAL STUDY ON WOMEN EMPOWERMENT THROUGH SELF HELP GROUP IN ATTUR, SALEM DISTRICT <i>M. VALAVAN</i>	54
13.	PREVENTION AND DETECTION OF FINANCIAL STATEMENTS FRAUD: A STUDY <i>DR. KANDULA SALAIAH</i>	57
14.	FACTORS INFLUENCING WOMEN ENTREPRENEURS IN COIMBATORE DISTRICT <i>P. SATHIYA BAMA</i>	61
15.	FDI AS DRIVING FORCE FOR SUCCESS OF MAKE IN INDIA <i>V.S.KATTIMATH & PURUSHOTTAM N VAIDYA</i>	63
16.	AN OVERVIEW OF TOBACCO ISSUES IN INDIA <i>ANKIT KUMAR KATIYAR & DR. MRIDULESH SINGH</i>	66
17.	OCCUPATIONAL ROLE STRESS AND JOB SATISFACTION IN EMPLOYEES OCCUPYING BOUNDARY SPANNED ROLES: AN OVERVIEW <i>GP CAPT K RADHAKRISHNA & DR SUMATHI SIDHARTH</i>	70
18.	FACTORS AFFECTING JOINING AND RETENTION OF SECURITY FIRMS' EMPLOYEES IN THE TRADE UNIONS: CASE OF G4S SECURITY SERVICES LIMITED, NAIROBI, KENYA <i>DR. JOHN WEKESA WANJALA, DR. PETER SABWAMI BUTALI & GRACE WANGARI MWANGI</i>	74
19.	FACE RECOGNITION IN COMPUTER VISION <i>MAMTA SHARMA</i>	82
20.	A SCHEME TO DETECT INTRUSION IN MOBILE AD HOC NETWORKS <i>NIDHI GOYAL</i>	84
	REQUEST FOR FEEDBACK & DISCLAIMER	88

CHIEF PATRON**Prof. (Dr.) K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur
 (An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
 Chancellor, K. R. Mangalam University, Gurgaon
 Chancellor, Lingaya's University, Faridabad
 Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
 Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON**Late Sh. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
 Former Vice-President, Dadri Education Society, Charkhi Dadri
 Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR**Dr. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISOR**Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**Dr. R. K. SHARMA**

Professor & Dean, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR**Dr. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

EDITORIAL ADVISORY BOARD**Dr. CHRISTIAN EHIOBUCHÉ**

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

Dr. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

Dr. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

Dr. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

Dr. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

Dr. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

Dr. M. S. SENAM RAJU

Professor, School of Management Studies, I.G.N.O.U., New Delhi

Dr. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

Dr. PARVEEN KUMAR

Professor, Department of Computer Science, NIMS University, Jaipur

Dr. ANA ŠTAMBUK

Head of Department of Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia

Dr. H. R. SHARMA

Director, Chhatarpati Shivaji Institute of Technology, Durg, C.G.

Dr. CLIFFORD OBIYO OFURUM

Professor of Accounting & Finance, Faculty of Management Sciences, University of Port Harcourt, Nigeria

Dr. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

Dr. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. ANIL K. SAINI

Professor, Guru Gobind Singh Indraprastha University, Delhi

Dr. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

Dr. VIJAYPAL SINGH DHAKA

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

Dr. NAWAB ALI KHAN

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

Dr. EGWAKHE A. JOHNSON

Professor & Director, Babcock Centre for Executive Development, Babcock University, Nigeria

Dr. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

Dr. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida

Dr. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

MUDENDA COLLINS

Head, Operations & Supply Chain, School of Business, The Copperbelt University, Zambia

Dr. JAYASHREE SHANTARAM PATIL (DAKE)

Faculty in Economics, KPB Hinduja College of Commerce, Mumbai

Dr. MURAT DARÇIN

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

Dr. YOUNOS VAKIL ALROAIA

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

Dr. SEOW TA WEEA

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

Dr. OKAN VELI ŞAFAKLI

Associate Professor, European University of Lefke, Lefke, Cyprus

Dr. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

Dr. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

Dr. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

Dr. MOHAMMAD TALHA

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

WILLIAM NKOMO

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

Dr. SHIVAKUMAR DEENE

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

Dr. MELAKE TEWOLDE TECLEGIORGIS

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

Dr. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. ASHISH CHOPRA

Faculty, Department of Computer Applications, National Institute of Technology, Kurukshetra

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

Dr. SAMBHAVNA

Faculty, I.I.T.M., Delhi

FORMER TECHNICAL ADVISOR**AMITA*****FINANCIAL ADVISORS*****DICKEN GOYAL**

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT**SURENDER KUMAR POONIA**

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ‘ _____ ’ for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR :
 Designation/Post* :
 Institution/College/University with full address & Pin Code :
 Residential address with Pin Code :
 Mobile Number (s) with country ISD code :
 Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :
 Landline Number (s) with country ISD code :
 E-mail Address :
 Alternate E-mail Address :
 Nationality :

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB.**
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised.**
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document. However, you can mention short notes to elucidate some specific point,** which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

A STUDY OF VILLAGE CONSUMERS' BEHAVIOUR TOWARDS PERISHABLE GOODS OF AURANGABAD DISTRICT IN MARATHWADA REGION

DR. M.M.WADGULE

HEAD

DEPARTMENT OF COMMERCE

SHIVAJI COLLEGE OF ARTS, COMMERCE & SCIENCE

TQ. KANAD

DR. SUBHASH M. VADGULE

PRINCIPAL

TOSHNIWAL COLLEGE OF COMMERCE, ARTS & SCIENCE

TQ. SENGAN

ABSTRACT

Marketing plays a pivotal role in the growth and development of a country irrespective of size, population and the concepts are so interlinked that, in the absence of one, another virtually cannot survive. It is historical fact that the development of marketing has always kept pace with Economic growth of the country. Both have experienced evolutionary rather than revolutionary change. The objective of modern marketing is to make profits through satisfying consumer's needs and wants. Hence, the marketers have to understand the real needs, wants, beliefs and attitudes of the consumers towards their products and services. Today, network marketing is a multi-billion dollar business. A number of companies have adopted this business model. It has grown into one of the driving forces of the 21st century economy. Network marketing is now regarded by many business leaders as the business for future. But this marketing method was misunderstood as a get rich-quick scheme. It is also too common for network marketer's worldwide to answer the legality and soundness of their business.

KEYWORDS

Aurangabad, village consumer behaviour, perishable goods.

INTRODUCTION

The village sector, which encompasses about 70% of the total population, has an important role to play in the overall development of the country. Village India is now undergoing a sea change resulting from the multi-pronged activities undertaken for overall development of village. There is an indication of increasing prosperity in village India. Prosperity in the rural areas has opened up new opportunities. It leads to certain definite increase in the demand for durable and Perishable goods. Also significant changes have been noticed in the buying and consumption pattern of the village consumers, imbibing new ideas, attitude and way of life. As a result of the "Green Revolution", there is a socio-economic revolution takes place in the Indian villages since last three decades. Increasing knowledge of fertilizers, water resources, pesticides, better quality seeds, modern farm equipments and methods of farming have changed the villages far better. The per capita income of the farmers is on the increase and the manner in which they spend their disposable income has also changed. The rural market is not passive. It is vibrant and growing at a faster pace. It will soon outstrip the urban market if this pace of development continues.

The villages have accepted the modern way of agriculture as a business but have also accepted modern living. Farmer is choosy in his buying. Apart from food and consumable items, he is interested in buying small radios, televisions, two wheelers, mostly bicycles and motorcycles, wrist watches, cooking gas and furniture. Socio-economic changes in villages have led villagers to think of material well being. This change in the attitude of the Indian farmer is sweeping across the countrywide. The expanding village market is important to the growth of economic development of India. With the change in scenario, the marketing focus is also changing towards villages: "Go Rural" is the slogan of marketing gurus.

Prosperity in village areas is very much reflected in the buying and consumption habits of village folks. Their inclination to spend on the modern gadgets has increased as a result of their increase in purchasing power. This necessitates an appraisal of the village marketing environment which is an outgrowth of various socio-economic and cultural forces. For evolving an appropriate marketing strategy, understanding the rural environment is quite essential. Recently attempts were made to define the distinct differences between the urban and village markets on the basis of the various socio-economic factors.

CONSUMER BEHAVIOR

Many of the scholars in marketing have tried to define the consumer and consumer behavior. Adam Smith stated that consumption is the sole end purpose of all production. Consumer behavior may be defined as behavior exhibited by people in planning, purchasing and using economic goods and services. Consumer behavior is an integral part of human behavior and cannot be separated from it. The term "Consumer Behavior" is defined by Leon G. Schieffman and Leslie LzareKanuk as the behavior that consumers display in searching for purchasing, using, evaluating and disposing of product and services that they expect will satisfy their needs. The study of consumer behavior is the study of how individuals make decisions to spend their available resources (money, time, effort) on consumption of related items. It includes the study of what, why, how, when, where they buy and how often they buy any particular product or service. Consumer behavior is the act of individuals in obtaining and using goods and services, which is exhibited through their decision process. Consumer purchases are likely to be influenced by physiological and sociological factors.

VILLAGE CONSUMERS IN INDIA

Village consumers are fundamentally different from their urban counterparts socially, psychologically, physiologically and literally. Village consumers buy only inexpensive products. There is mass consumption among them regarding a particular product or brand since they are homogeneous of village or regional level. In village market, since the women have very little contact with the market, the male makes to purchase decision. The community decision making is quite common in a village market because of strong caste and social structures and low literacy levels. Village consumers generally feel inhibited and ill-equipped to buy confidently since they have only lesser exposure to the product quality, service support and company credentials. A village consumer may be illiterate as per the census definition, but he is not unintelligent. The brand awareness, preference and loyalty among the rural consumers are comparatively less than their urban counterparts. The degree of brand loyalty varies among the village consumer according to the nature of products. It the village consumers are loyal to one brand, it is very difficult to change.

The rural consumer behavior is influenced by several aspects namely socio-economic, cultural, psychological and physiological environment. Various aspects are decided by the level of education of consumers. Apart from these, the rural consumer behavior is molded by the external environment namely opinion leaders, friends and relatives, resource persons, retailers, reach of media, caste and religion etc. The behavior of the rural consumer depends upon the product he wants to purchase. The behavior is highly dynamic even in the consumption of one single product.

STATEMENT OF THE PROBLEM

In the competitive world, there are many problems in marketing of goods. Some problems can be solved, but so many problems may not be solved. India is a developing country. So, most of the people are living in village areas. Village marketing is an important one to develop a country economy. Manufacturers face many problems to market their product in village areas because most of the village consumers earn low income, have low level literacy, low level of brand awareness, communication and transportation facilities in rural areas.

In the recent past, village India has been witnessing a sea change, particularly in the standard of living and life styles. At present the consumers are more dynamic. Their taste, needs and preferences are changing as per the current scenario. The consumer now looks for product differentiation and the convenience offered. The consumer has certain expectation from branded items in terms of quality, price and packaging. The increasing money spent on advertisement makes the consumer aware of the latest brand in the market. Conditions in village markets do not assume an organized functioning pattern. The status of village marketing needs to be understood in view of social dynamics and various economic and operational gap theories. Thus, appropriate planning for rural market in terms of trade for channel infrastructure, technology and behavioral dimensions needs greater emphasis for achieving better economic efficiency.

The consumers are finding various problems to select their non-durable goods. It is identified that there is a need for research work in the field of consumer behavior of Perishable goods in the village areas of Marathwada region particularly Aurangabad District. The research deals with questions like.

1. What are the factors that influence the village consumers in the purchase of Perishable goods?
2. What is the level of awareness of village consumer regarding Perishable goods?
3. What is the level of satisfaction and problems faced by the village consumers?

OBJECTIVES OF THE STUDY

1. To measure the factors that influences the rural consumers in the purchase of Perishable goods.
2. To analyze the awareness of the village consumer regarding Perishable goods.
3. To examine the satisfactory level and problems of village consumers.

On the basis of knowledge gained during the pilot study and review of the various relevant studies, the present study aims to test the null hypotheses, i.e. There is no significant association between socio-economic characteristics of the sample respondents (age, educational qualification, marital status, nature of family, occupation, size of the family, number of earning members, annual income and annual expenditure) and awareness and satisfaction level of the village consumers. The statistical significance of these hypotheses has been tested with the help of Chi-square test 5% level of significance and co-efficient of contingency.

RESEARCH METHODOLOGY

Universe of the present study is infinite. Hence, it is decided to use convenient sampling method. Originally, it was planned and the data was collected from 200 sample respondents (50 from each selected taluk). Due to irrelevant and contradictory information, it was possible to have only 120 sample respondents as final sample size. The sample chosen consisted of 120 respondents representing different statuses viz. agriculture, business, employee and professional. This study is an empirical research based on the survey method. In Aurangabad District there are eight talukas, out of them four talukas i.e. Kanned, Gangapur, khulatabad& vajapur talukas have been purposively selected.

The data collected from primary sources were analyzed with the help of various statistical measures such as percentage; Garrett’s ranking techniques and Chi-square test and Co-efficient of Contingency are used.

FACTORS INFLUENCING THE VILLAGE CONSUMERS IN PURCHASE OF PERISHABLE GOODS

Every consumer is purchasing a particular product due to influence of many factors. The influencing factor may differ from one consumer to another and from product to product also. The present study is an attempt to find the various factors that influence the purchase of Perishable goods and which is one is the most influencing factor. The importance given to a factor by a person may not be same as in the case of another. Some of them are satisfied with one aspect but dissatisfied with another aspect of the Perishable goods.

TABLE 1: FACTORS INFLUENCING THE VILLAGE CONSUMERS GARRETT RANKING TECHNIQUE

Ranks		Scale and Score Values of Ranks													Total Score	Mean Score
Factors	Scale Value (x)	I 84	II 73	III 67	IV 62	V 58	VI 53	VII 50	VIII 46	IX 42	X 37	XI 32	XII 26	XIII 15		
Brand Name	f	5	5	2	9	3	4	5	15	12	14	12	15	19	120	40.70
	fx	420	365	134	558	174	212	250	690	504	518	384	390	285		
Price	F	18	20	21	14	13	10	2	4	5	4	2	6	1	120	61.73
	Fx	1512	1460	1407	868	754	530	100	184	210	148	64	156	15		
Quality	F	2	11	7	2	5	5	9	8	10	10	17	24	10	120	42.04
	Fx	168	803	469	124	290	265	450	368	420	370	544	624	150		
Quantity	F	8	8	13	17	15	8	16	7	8	5	7	3	5	120	54.12
	Fx	672	584	871	1054	870	424	800	322	336	184	224	78	75		
Package	F	1	2	5	3	7	6	9	6	10	11	13	20	27	120	36.43
	Fx	84	146	335	186	406	318	450	276	420	407	416	520	408		
Healthcare	F	16	8	13	7	8	16	13	11	7	11	4	2	4	120	55.12
	Fx	1344	584	871	434	436	848	650	506	294	407	128	52	60		
Used by Neighbours	F	2	0	4	2	2	6	5	7	6	17	20	22	27	120	33.87
	Fx	168	0	268	124	116	318	250	322	252	629	640	572	405		
Availability	F	11	18	9	17	9	9	15	7	9	7	7	2	0	120	57.33
	Fx	924	1314	603	1054	522	477	750	322	378	259	224	52	0		
Nearness	F	45	14	13	4	6	6	9	8	6	6	1	1	1	120	66.27
	Fx	3780	1022	871	248	348	318	450	368	252	222	32	26	15		
Gift Offer & Discount	F	3	8	9	8	13	8	7	16	13	8	11	9	7	120	47.77
	Fx	252	584	603	496	754	424	350	736	546	296	352	234	105		
Personal Liking	F	4	15	16	12	11	4	8	14	13	13	3	5	2	120	51.28
	Fx	336	1095	1072	744	368	212	400	644	546	481	96	130	30		
Smell	F	2	6	4	15	8	14	16	10	10	11	13	7	4	120	47.96
	Fx	168	438	268	930	464	742	800	460	420	407	416	182	60		
Habitual	F	3	5	4	10	20	24	6	7	11	3	10	4	13	120	47.93
	Fx	252	365	268	620	1160	1272	300	322	462	111	320	104	195		
	Σf	120	120	120	120	120	120	120	120	120	120	120	120	120		
	Total															

Note : x- Scale Value, f- No. of Consumers / No. of Respondents, fx- Score Value

Thus it is difficult task to identify a single factor, which influences the preferences of the consumers. It is found that the factors like Brand name, Price, Quality, Package, Health Care, Used by Neighbors, Availability, Nearness, Gift Offer & Discount, Personal Liking, Smell and Habitual are influencing factors in purchase of Perishable goods. To find out the most significance factors which influence the purchase in Perishable goods consumers, Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and outcome of such ranking have been converted into score value with the help of following Formula and with the help of Garrett's table. Findings are shown in Table 1.

Garrett's Formula

$$\text{Percent Position} = \frac{100 (R_{ij} - 0.5)}{N_j}$$

Where

R_{ij} = Rank given for the i^{th} factor by the j^{th} respondents.

N_j = Number of factors ranked by the j^{th} respondents.

By referring the Garrett's Table, the percent position estimated is converted into scores. Then for each factor, the scores of each individual are added and mean value is calculated. The factors having highest mean value is considered to be the most important. Table 1 shows the ranking analysis factors influencing the village consumer in purchase of Perishable goods. The respondents are ranked I to XIII according to their personal view. From the Table 1, nearest location of market factor has highest mean score of 66.26. It is proved to be the most important factor considered by respondents to purchase the Perishable goods. Second price factor with mean score of 61.73 is ranked as second, availability factor with mean score of 57.32 is ranked as third, other factors are followed by health care, quantity, personal liking, smell, habitual, gift offers and discount, quality, brand name, packaged, used by neighbours.

AWARENESS LEVEL OF VILLAGE CONSUMERS REGARDING PERISHABLE GOODS

Consumer awareness is that type of social component, which increases the collective consciousness among the people and generates confidence in the individual to face the problem. Generation of awareness develops conscious attitude in the consumer.

A comprehensive interview schedule is designed to collect the data from the sample respondents. Likert's type 5 point rating scale is applied. To measure the awareness level of rural consumer regarding Perishable goods, a list of 11 statements like availability of brands, availability of colours, availability of new brand, manufacturers of the brand, price of all product, advertisement of products, quality of products, availability of information about Perishable goods, durability of products, popular brand in market and habit of verifying the expiry dates are prepared. As per Likert's type 5 point rating scale ranges from 5, 4, 3, 2 and 1 used. The maximum score of respondent would be 55 from all the 11 statements and lowest would be 11. The respondents are grouped on the basis of score into three viz. Less, Moderate and More. Those who have scored between 11 to 26 are classified as less and their opinion about Perishable goods level is less. Those who have scored between 27 to 40 are classified as moderate i.e. their opinion about Perishable goods level is moderate. Those who have scored above 41, the respondents are classified as more aware about non-durable goods. (Lowest score 11, difference between 11 and 55 is 44 and 55 is 44 and $44/3 = 14.67$ i.e.15. This 15 has been adjusted with all levels.

TABLE 2: DISTRIBUTION OF SAMPLE RESPONDENTS ACCORDING TO THEIR AWARENESS LEVEL

Awareness Level	No. of Respondents	Percentage
More	37	31
Moderate	57	47
Low	26	22
Total	120	100

In the marketing, of course, the measurement of brand awareness is tedious one and it depends mainly upon communication strategy adopted by the marketers. In the practical field, awareness of consumers is identified by various means such as research, field survey of agency etc. In the present study, awareness level of village consumers regarding Perishable goods has been analyzed by giving 11 statements. Findings relating to awareness level of rural consumers regarding Perishable goods are shown in Table 2.

The Table 2 reveals that high percentages (47%) of sample respondents are having moderate awareness about Perishable goods.

ASSOCIATION BETWEEN SOCIO-ECONOMIC CHARACTERISTICS AND AWARENESS LEVEL

It is expected that socio-economic characteristics of the sample respondents (age, educational qualification, marital status, nature of family, occupation and size of the family, number of earning members, annual income and annual expenditure) would influence the awareness level of village consumers regarding non-durable goods. In this regard a hypothesis has been formed and the same has been statistically tested with the Chi-square test (χ^2) and Co-efficient of Contingency is computed with the following formula.

$$C = \frac{\chi^2}{\chi^2 + n}$$

When the value of 'C' is equal to or nearest one, it means there is high degree of association between two attributes. Findings are shown in Table 3.

TABLE 3: SOCIO-ECONOMIC CHARACTERISTICS AND LEVEL OF SATISFACTION: CHI-SQUARE & CO-EFFICIENT OF CONTINGENCY

S. No.	Characteristics	χ^2	TV @ 0.05	Df	Result of χ^2	"C"	Result of "C"
1.	Age	11.19	5.99	2	Significant	0.292	Low Degree
2.	Educational Level	9.90	5.99	2	Significant	0.276	Low Degree
3.	Marital Status	9.64	3.84	1	Significant	0.273	Low Degree
4.	Nature of Family	1.157	3.84	1	Insignificant	0.098	No
5.	Occupation	3.64	7.81	3	Insignificant	0.172	Low Degree
6.	Size of the Family	0.080	3.84	1	Insignificant	0.026	No
7.	Number of Earning Members	7.92	3.84	1	Significant	0.249	Low Degree
8.	Annual Income	1.249	5.99	2	Insignificant	0.102	:Low Degree
9.	Annual Expenditure	1.34	5.99	2	Insignificant	0.105	:Low Degree

On the basis of Table 3, it can be easily inferred that there is an association between awareness level and education, marital status, occupation, size of the family and number of earning members in the family.

SATISFACTORY LEVEL AND PROBLEMS OF VILLAGE CONSUMERS

Satisfaction is the effect of the consumption of the goods and services. However, the human satisfaction cannot be looked upon as a terminal issue, but it must be placed on a continuum, due to the psychological implications. The satisfaction is a psychological factor and it is difficult to measure because it is entirely based on the consumers' needs and wants, so the manufacturer takes into account many factors like consumer's needs, desire, income, education, etc. to make the product attractive and acceptable to its consumers. In other words, every individual at every moment of time is dissatisfied to some degree or other. In the present age of liberalization and market economy, the management process needs more apt and appropriate market information to spear head the marketing operations

such as introduction of new products and penetration of new markets and also to retain the customer base. For customer centered companies, customer satisfaction is both a goal and marketing tool. It is not only a decisive component in framing the marketing strategy, but also an inseparable part of the industry as far as its existence is concerned.

A comprehensive interview schedule is designed to collect the data from the sample respondents. Likert's type 5 point rating scale is applied. To measure the satisfaction level about the Perishable goods the sample respondents were asked to indicate 5 point rating scale, the degree of importance would attached to each item as given in interview schedule. A list of 15 statements was prepared on the basis of pilot study and consultation with experts to measure the level of satisfaction. Likert's type 5 point rating scale ranges from 5, 4, 3, 2 and 1 are used. The respondents are grouped on the basis of score into two viz. satisfied and dissatisfied. Those who score above 45 are classified as satisfied and those who scored upto 45 are classified as dissatisfied. (Divided on the basis of undecided score i.e. (15x3 = 45)

Findings relating to satisfaction of non-durable goods are shown in Table 4.

TABLE 4: DISTRIBUTION OF SAMPLES RESPONDENTS ACCORDING TO THEIR SATISFACTION LEVEL

Satisfaction Level	No. of Respondents	Percentage
Satisfied (Score above 45)	36	30
Dissatisfied (Score upto 45)	84	70
Total	120	100

The Table 4 reveals that a high percentage (70%) of the sample respondents is not satisfied with the Perishable goods.

ASSOCIATION BETWEEN SOCIO-ECONOMIC CHARACTERISTICS AND LEVEL OF SATISFACTION

It is expected that the socio-economic characteristics of the sample respondents would influence the level of satisfactory of Perishable goods. To examine the association between satisfaction level socio-economic characteristics a null hypothesis has been framed and the same has been tested with the help of Chi-square test) χ^2 and Co-efficient of Contingency.

TABLE 5: SOCIO-ECONOMIC CHARACTERISTICS AND LEVEL OF SATISFACTION: CHI-SQUARE & CO-EFFICIENT OF CONTINGENCY

S. No.	Characteristics	χ^2	TV @ 0.05	Df	Result of χ^2	"C"	Result of "C"
1.	Age	11.19	5.99	2	Significant	0.292	Low Degree
2.	Educational Level	9.90	5.99	2	Significant	0.276	Low Degree
3.	Marital Status	9.64	3.84	1	Significant	0.273	Low Degree
4.	Nature of Family	1.157	3.84	1	Insignificant	0.098	No
5.	Occupation	3.64	7.81	3	Insignificant	0.172	Low Degree
6.	Size of the Family	0.080	3.84	1	Insignificant	0.026	No
7.	Number of Earning Members	7.92	3.84	1	Significant	0.249	Low Degree
8.	Annual Income	1.249	5.99	2	Insignificant	0.102	:Low Degree
9.	Annual Expenditure	1.34	5.99	2	Insignificant	0.105	:Low Degree

On the basis of Table 5, it can be easily inferred that there is an association between satisfactory level of the sample respondents and age, education, marital status and number of earning members in the family.

PROBLEMS FACED BY VILLAGE CONSUMERS

In the competitive world, everything is complicated; particularly choosing a brand in a wide scattered market by consumers is still complicated. Of course, no problem come towards consumer by itself but it is created by consumer, that too, depending on various factors like income, age, sex, awareness, experience and social status etc. In the marketing field, problems faced by consumers are numerous, particularly in Perishable goods, consumers face many problems. The present study aims to find out problems faced by consumers of Perishable goods in the study area.

Against this background, it is an attempt to identify the problems faced by sample respondents. On the basis of information collected from respondents through pilot study and consultation with experts, it is found that Perishable goods users are facing following problems like high price, non-availability, lesser quality, color, poor packaging, irregular supply, expected quantity, health problem, transportation problems and adulteration.

It is observed from Table 6 that the major problem felt by the sample respondents is high price as indicated by its highest mean score value of 61.01, this is followed by Health Problem, Transportation Problem, Expected Quantity, Poor Packaging, Lesser Quality, Non-availability, Irregular Supply, Color and Adulteration.

TABLE 6: PROBLEMS- GARRETT RANKING TECHNIQUE

Ranks	Scale Value (x)	Scale and Score Value of Ranks										Total Score	Mean Score	Rank
		I	II	III	IV	V	VI	VII	VIII	IX	X			
Problems		81	70	63	57	52	47	42	36	29	18			
High Price	f	14	33	24	18	12	7	5	1	3	3	120	61.02	I
	fx	1134	2310	1512	1026	624	329	210	36	87	54	7322		
Non- Availability	F	11	8	12	11	16	11	26	11	7	7	120	50.00	VII
	Fx	891	560	756	627	832	517	1092	396	203	126	6000		
Lesser Quality	F	8	7	11	19	15	20	16	10	8	6	120	50.05	VI
	Fx	648	490	693	1083	780	940	672	360	232	108	6006		
Colour	F	5	2	2	12	9	13	5	13	36	23	120	38.08	IX
	Fx	405	140	126	684	468	611	210	468	1044	414	4570		
Poor Packaging	F	7	8	19	10	16	17	14	17	6	6	120	50.06	V
	Fx	567	560	1197	570	832	799	588	612	174	108	6007		
Irregular Supply	F	5	9	8	13	18	14	19	21	10	3	120	48.10	VIII
	Fx	405	630	504	741	936	658	798	756	290	54	5772		
Expected Quantity	F	16	12	17	14	6	9	13	24	8	1	120	53.33	IV
	Fx	1296	840	1071	798	312	423	546	864	232	18	6400		
Health Problem	F	34	25	9	7	8	10	11	9	4	3	120	60.93	II
	Fx	2754	1750	567	399	416	470	462	324	116	54	7312		
Transportation Problem	F	18	14	17	14	16	15	5	6	10	5	120	56.32	III
	Fx	1458	980	1071	798	832	705	210	324	290	90	6758		
Adulteration	F	2	2	1	2	4	4	6	8	28	63	120	28.01	X
	Fx	162	140	63	114	208	188	252	288	812	1134	3361		
	Σf	120	120	120	120	120	120	120	120	120	120			
	Total													

Note : x- Scale Value, f- No. of Consumers / No. of Respondents, fx- Score Value

CONCLUSION AND SUGGESTIONS

Today, the village market is blooming, with increase in the disposable incomes of the households. By nature village marketing is complex oriented and study of perception of village consumers is always a difficult task unlike urban consumers. Village consumers vary not only in their behavior, practices but also in conviction and belief, yet, the general tendency has not changed widely between village and urban consumers as regards to aiming on superior quality of products, branded products etc. It is essential that an effective communication is information about products but also educating them regarding the use of products. Though, village consumers behavior remains constant at least for a particular period, it cannot be taken for granted that they will not change when better opportunities are given to them, thus, village consumers may resort to change and hence their behavior will not remain inactive in the changing market environment. Therefore it is necessary, that village consumers have to be thoroughly studied so as to have better knowledge on village marketing and work out appropriate marketing strategies for the success not only in the short run but also in the long run. On the basis of findings of the present study, the following suggestions are made.

In the present study, it is found that the factor nearness (proximity) has been ranked by all the sample respondents as first and most significant factor to purchase the Perishable goods. Hence, it is suggested that Government has to take all possible steps to make all Perishable goods available in the nearness place of consumers.

It is found that only 31% of the sample respondents are having more level of awareness regarding Perishable goods. Hence, it is suggested that proper steps should be taken by Perishable goods manufacturers and even by dealers to disseminate the facts about Perishable goods to all consumers through all possible Medias.

It is found that 70% of the sample respondents are not satisfied with Perishable goods. Hence, it is suggested that the manufacturers and dealers of various Perishable goods should take necessary steps relating to price, quality, quantity, color and availability to satisfy the village consumers and to advertise their products through various Medias along with factual information.

It is found that high price is an important problem of village consumers. Hence, it is suggested that manufactures of Perishable goods should take necessary steps to reduce the price.

REFERENCES

1. C. Bhattacharji, 'Service Sector Management'- An Indian Perspective, First Jaico Impression, 2005.
2. C.R. Kothari, Research Methodology Methods and Techniques, Vishaka Prakashan, New Delhi, Second Edition.
3. George E. Belch and Michael A. Belch, 'Advertising and Promotion Management', Sixth Edition, 2005.
4. Naresh K. Malhotra, Marketing Research- An Applied Orientation, Prantcise-Hall of India Private Ltd., New Delhi, Fourth Edition, 2005.
5. Philip Kotler, 'Marketing Management', Prantcise-Hall of India Private Ltd., New Delhi, Eleventh Edition, 2003.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

