INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

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INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

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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.
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●   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, 19–22 June.
UNPUBLISHED DISSERTATIONS AND THESES

●   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 Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

SOCIO-ECONOMIC SEGMENTATION OF THE HOUSEHOLDS OF AUTO RICKSHAW OWNERS: A CASE STUDY OF TRIPURA

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ABSTRACT
This paper is an attempt to segment the family of the auto rickshaw owners in Tripura based on The New Socio-Economic Classification where Education of the chief wage earner of the household and Number of Consumer Durables (from a pre-determined list of eleven items ranging from 'Electricity Connection' and 'Agricultural Land'- to cars and air conditioners) are the basis for segmentation. A total 2750 (10% of registered under all vehicle registration office) numbers of auto rickshaw owners in Tripura are selected as samples and they were approached for the purpose of collecting data. Data analysis reveals that, majority of the auto rickshaw owners in Tripura are in the socio-economic segment C, followed by segment B and segment E. Majority of the households of the auto-rickshaw owners in Tripura own three durables named electricity connection, ceiling fan and color TV. Except these, other two most penetrated durables are LPG Stove and Refrigerator.

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M31

KEYWORDS
Marketing, Segmentation, Socio-Economic classification, The New Socio-Economic Classification System, Auto-rickshaw Owners in Tripura.

INTRODUCTION
ver the years, the process of carrying out marketing activities has undergone a sea change. From the practice of mass market targeting with the help of standardized product, marketing practices now shifted to segment targeting with customized offerings. Even some companies have moved from segment marketing to individual marketing. Thus the practice of marketing activity becomes more and more customer focused. Socio-economic segmentation divides the heterogeneous market composition into various somehow homogeneous composition based on social and economic parameters of the consumers. This paper is an attempt to further segment the auto rickshaw owners in Tripura to get finer and precise sub-segments based on socio-economic parameters. The tools that is used for this purpose is the New Socio- Economic Classification (SEC) given by Media Research Users Council (MRUC) and the Market Research Society of India (MRSI).

REVIEW OF LITERATURE
ABOUT CONSUMER SEGMENTATION
Market Segmentation is the grouping of consumer with similar needs and buying behavior into various strata, each of which can be reached by unique marketing programme. Segmentation tries to reconcile differing customer needs with limited company resources and allows product and market offerings to be adjusted to suit different customer groups (wind, 1978). Economic pricing theory (profits can be maximized when the set prices discriminates segments) forms the basis of market segmentation (Frank et al, 1972). According to Kotler (1994), companies across industries are gradually moving towards target marketing. As a result, marketing practice is shifting from "Mass Marketing" (where one product is produced and sold to all buyers) to "product differentiated marketing" (where more than one product with different features, styles, and characteristics are produced to offer to a variety of buyers). The logic behind target marketing is that customers are heterogeneous in their buying requirements and behavior and therefore companies will be in a stronger position to serve certain customer segments rather than mass market.

The marketing literatures (Kotler, 1994; Wind, 1978 ;) suggest that segmentation leads to more satisfied customers because it offers practitioners a number of clear benefits including:
- Improved understanding of customer needs
- More appropriate resource allocation
- Clearer identification of market opportunities
- Better turned and positioned marketing programmes.

The concept of market segmentation was first introduced by Wendell Smith (1956, p.7) with the logic that goods would find their markets of maximum potential as a result of recognition of differences of market segments. Since then, market segmentation has become a core concept both in marketing theory and real-world applications (Dibb, 1995; Rao & wang, 1995). Market segmentation can be defined as the "process of sub-dividing a market into distinct subsets of customers that behave in the same way or have similar needs. Each subset may conceivably be chosen as a market target to be reached with a distinctive marketing strategy" (Bennett, 1995; pp.165-166).Segmentation helps to homogenize market heterogeneity by means of dividing a heterogeneous market into relatively homogeneous segments and designing a marketing mix for each of the segments that is attractive to the firm with the aim of better meeting these customers' needs (McDaniel, 1982).

ABOUT SOCIO-ECONOMIC CLASSIFICATION
The Socio-Economic Classification is the classification of Indian consumers on the basis of certain parameters. Traditionally the two parameters used to categorize the consumers were: Occupation and Education of the chief wage earner (Head) of the households. The Socio-Economic Classification, created in the year 1988, was ratified by Market Research Society of India, is used by most media researchers and brand managers to understand the Indian consuming class. Originally developed by IMRB International as a way of understanding market segments and consumer behavior it was standardized and adopted by MRSI in the

mid-1980 as a measure of Socio-economic class and is now commonly used as a market segmentation tool in India. The older Socio-Economic Classification consists of two grids:

- The urban SEC grid, which uses education levels and occupational criteria of the chief wage earner (CWE) of a household as measures to determine socio-economic classification and segments urban India into seven groups (A1 to E2).
- The Rural SEC Grid, which uses education and the type of house (Pucca, Semi-Pucca, Katcha) as measures of Socio-Economic class, and segments rural India into four groups (R1,R2,R3 and R4).

This classification is based on the assumption that higher education leads to higher income thus higher consuming potential which may not be true always.

The new SEC system to classify households in India is based on two variables: 'Education of the chief wage earner of the household' and 'Number of Consumer Durables (from a pre-determined list of eleven items ranging from 'Electricity Connection' and 'Agricultural Land'- to cars and air conditioners. The new SEC system, aimed at sharper classification of consumer households, brings both the Urban and the Rural consumers on one table and classifies households by using two parameters – education of the chief wage earner in the household and the number of assets owned (out of a pre-specified list of eleven assets). Based on these parameters each household will be classified in one of the twelve (12) SEC groups. The new Sec categorizes the households into twelve grades based on education of the chief wage earner of the household and the number of consumer durables (from a specified list of durables) ranging from A1 to E3. "The new SEC system promises to be more accurate, a lot of marketers felt that SEC system built in the 1980's has changed as the consumers have greatly evolved since then. This new system based on the two additional parameters will bring sharper discrimination and the much desired single system for the country"- said Lloyd Mathias, Chairman, MRUC (also president, corporate training, TATA Teleservices. "It is a significant step forward in the way we look at consumers. The older system no longer captures the consumer patterns as robustly"- said R.Gowthaman, MD, Mindshare India. "A Uniform yardstick for urban and rural landscape is a good step. While the team must have done enough permutation and combination to include education and durable ownership, I am curious why occupation was eliminated from the equation, as it would have created a more granular segmentation. The concern here is that mix of durables will keep changing and then the samples will not be strictly comparable,"- opines Nandini das, COO, Lodestar UM.The new SEC system categorizes the households of India into A1 (.4%), A2(1.8%), A3(3.2%), B1(4.3%), B2(5.3%), C1(7.5%), C2(7.9%), D1(11.4%), D2(14.7%), E1(18.4%), E2(15.3%) and E3 (9.7%)...(by using data from IRS 2008 round20, while drawing a sub-sample of 39,441.The current Urban SEC System has 8 grades and it is based on occupation and education of the chief wage earner. The Urban classification as per current SEC is A1 (2.8%), A2 (6.6%), B1 (7.9%), B2 (8%), C (20.5%), D (24%), E1 (11.9%) and E2 (18.2%).Whereas the new SEC ensures, A1 (1.1%), A2(5.1%), A3(7.6%), B1(8.6%), B2 (10.2%), C1(12.9%), C2(11.6%), D1(13.2%), D2(12.6%), E1(9.8%), E2(4.7%), E3(2.6%).The current rural SEC System has four grades and is based on education of the chief wage earner and the materials used in construction of dwelling. Based on current rural SEC System the rural categorization of households are R1 (4.3%), R2 (12.3%), R3 (40.3%) and R4 (43%). The new SEC classification categorizes the rural consumers as A1(.04%), A2(.4%), A3(1.3%), B1(2.3%), B2(3.2%), C1(5.1%), C2(6.2%), D1(10.7%), D2(15.6%), E1(22.2%), E2(20.1%) and E3(12.8%).

The new SEC system has following advantages over the current SEC system:

- More discrimination as compared to the current SEC system.
- Less subjectivity- as occupation is no longer used.
- It's simple, easy to answer, not very time consuming and easy to classify.

A minor problem that can appear with the new SEC system is to handle minor changes to the system because 'consumer durables' penetration will change faster than education or occupation.

The new SEC system was created from extensive analysis based on the data from the IRS, made available by the MRUC-various rounds, from 2005 to 2008 along with data from Market Pulse, IMRB's Household Panel, supplemented by a special survey.

NEW SEC CATEGORIZATION ENDS URBAN-RURAL DIVIDE IN CONSUMER PROFILING

"The small town and rural India becomes an important contributor to the consumption story of India over the last two decades. There is a need for a single classification for both urban and the rural"- says Thomas Puliyel, President, IMRB International. "The new SEC System will measure the consumption pattern of households more sharply as a result of which there will be better delivery of products"- an HUL official stated while welcoming the new SEC Categorization. "Marketers were already taking account the changes in the demography such as the shift from saving to spending, especially among the affluent consumers. The new generation of affluent consumers has the propensity to spend today and the industry is aware of these changes. The New SEC Classification will help in bringing about a sharper focus to the whole demographic change"- says Saugata Gupta, CEO (consumer products business) of Marico.

IMPORTANCE OF THE STUDY

This work tries to create a segmentation of the auto-rickshaw owners in Tripura based on their socio-economic profile. This segmentation of the auto-rickshaw owners will help various stakeholders to assess the socio-economic condition of the auto-rickshaw owners in Tripura. It will be a great help for the government and other public institution to formulate necessary policy and strategy for the upliftment of the auto-rickshaw owners. Again, from, marketing perspective, it will be a great source of information for various international, national and local organizations to target respective segments and position their offerings as per the requirement of the respective segments. This study also gives a clear idea regarding the number and types or durables owned by the family of the auto-rickshaw owners and the education level of the auto-rickshaw owners in the state of Tripura. Thus, this study will be a great help in assessing the durables consumption pattern by the auto-rickshaw owners family in Tripura.

STATEMENT OF THE PROBLEM

Various research agencies, consultancy companies and individual researchers have carried out their work in segmenting various consumer groups based on variables like demographic, psychographic, geographic and behavioral. These types of work were carried out across the world including India. But, no such attempt is made in micro segmenting the family of the auto-rickshaw owners in Tripura based on Socio-Economic Criteria. Thus, this report will add a fresh bunch of knowledge in the area of consumer segmentation.

OBJECTIVE OF THE STUDY

The major objective of the study is

- To segment the households of the auto-rickshaw owners in Tripura based on their socio-economic condition by using the new socio-economic classification system.

RESEARCH METHODOLOGY

RESEARCH PROCESS AT A GLANCE

At the beginning the total number of registered three wheelers under vehicles registration office, Tripura for the last ten (10) years (1.1.2002-1.5.2013) is taken into consideration for the purpose of sample selection and data collection. As of 1.5.2013, total number of registered three wheelers in Tripura stood at 27,616 no's with a further composition of 52% registered under Agartala vehicles office, 13% under Kailasahar, 20% under Udaipur, 6% under Ambassa and 9% under Dharmanagar. An overall 10% (approx.) is taken into consideration (2750) for sampling purpose. Then, as per registration percentage samples size is determined from various vehicle registration offices in Tripura. Thus total sample size from Agartala was 1435 no's, Kailasahar 341no's, Udaipur 555 no's, Ambassa 172no's and Dharmanagar 247 no's. After determining the sample size, the samples were selected by applying simple random sampling procedure from the jurisdiction of various vehicles registration office. After selecting the samples, the samples were approached with the simple questionnaire developed by MRSI & MRUC for

the purpose of categorizing the households of the auto-rickshaw drivers in Tripura. After collecting data, data were tabulated and categorized under various sub-segments i.e. A1, A2... E3 given by the new SEC System.

DESCRIPTION OF THE SAMPLE

- Total sample size: 2750
- Selection of samples:
1. Agartala Vehicle Registration Office: 1435
2. Kailasahar Vehicle Registration Office: 341
3. Udaipur Vehicle Registration Office: 555
4. Ambassa Vehicle Registration Office: 172
5. Dharmanager Vehicle Registration Office: 247.
- Sample selection procedure:

Simple random sampling procedure is applied for the purpose of selecting samples.

- **AGE PROFILE OF SAMPLES**

	Below 20	20-30	30-40	40-50	Above 50
Agartala	179	535	344	205	152
Kailasahar	39	150	48	58	46
Udaipur	27	201	254	40	33
Ambassa	17	69	47	18	21
Dharmanagar	27	72	83	47	18
Total	289	1027	776	368	290
% of samples	10.5%	37.4%	28.2%	13.4%	10.5%

- **EDUCATION PROFILE OF THE SAMPLES**

	Illiterate	Literate but no formal schooling/school up to 4 years	School 5-9 years	SSC/HSC	Some college (including a diploma not degree)	Graduate/post-Graduate (general)	Graduate/post-graduate (professional)
Agartala	118	107	227	531	324	28	Nil
Kailasahar	52	47	67	72	89	17	Nil
Udaipur	31	68	103	303	37	13	Nil
Ambassa	32	17	51	42	23	7	Nil
Dharmanagar	23	56	72	44	21	31	Nil
Total	256 (9.3%)	295 (10.7%)	520 (18.9%)	992 (36.1%)	491 (17.9%)	196 (7.1%)	0 (0%)

- **CATEGORY WISE COMPOSITION OF SAMPLES**

	Agartala	kailasahar	Udaipur	Ambassa	Dharmanagar	Total
Tribe	446	139	186	96	125	992 (36%)
Non-Tribe	989	201	369	76	122	1757 (64%)

- Gender: Male
- Occupation: Auto rickshaw owners.
- Marital Status:

	Below 20	20-30	30-40	40-50	50 and above	Total
Married	78	589	513	319	272	1771 (64.4%)
Un-Married	211	438	263	49	18	979 (35.6%)

DATA ANALYSIS TOOLS

Data were analyzed with the help of simple statistical tools and techniques like bar diagram, percentage calculation, pie chart, simple mean calculation etc.

DATA ANALYSIS AND FINDINGS

FIG 1: OVERALL SEGMENTAL COMPOSITION OF THE HOUSEHOLDS OF AUTO-RICKSHAW OWNERS IN TRIPURA

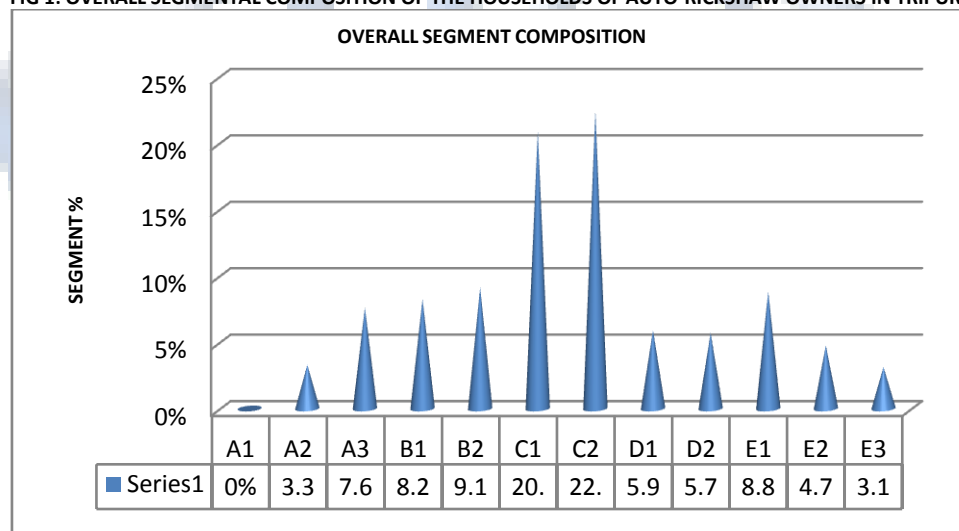|	A1	A2	A3	B1	B2	C1	C2	D1	D2	E1	E2	E3
Series1	0%	3.3	7.6	8.2	9.1	20.	22.	5.9	5.7	8.8	4.7	3.1

Figure1 reveals that, majority of the households of the auto-rickshaw owners lie in the segment C (C1+C2=43.3%) followed by segment B (B1+B2=17.37%), E (E1+E2+E3=16.71%), D (D1+D2=11.62%), and segment A (0+7.60+3.30=10.9%).

FIG 2: SEGMENTAL COMPOSITION OF THE HOUSEHOLDS OF AUTO-RICKSHAW OWNERS REGISTERED UNDER AGARTALA VEHICLE REGISTRATION OFFICE

AGARTALA STATISTICS

	A1	A2	A3	B1	B2	C1	C2	D1	D2	E1	E2	E3
Series1	0%	5.6	10.	9.5	9.5	23.	21.	2.8	4.7	10.	1%	0%

Figure2 reveals that, in case of auto-rickshaw owners registered under Agartala vehicle registration office, category C (C1+C2=45.7%) has maximum number of households followed by category B (B1+B2=19%), category A (A1+A2+A3=16%), category E (E1+E2+E3=11.4%), and category D (D1+D2=7.5%). In case of agartala, no households were found in the sub-category A1 & E3. Agartala has maximum number of auto rickshaw owners in the category A2&A3 i.e. the advanced socio-economic segments.

FIG 3: SEGMENTAL COMPOSITION OF THE HOUSEHOLDS OF AUTO-RICKSHAW OWNERS REGISTERED UNDER KAILASAHAR VEHICLE REGISTRATION OFFICE.

KAILASAHAR STATISTICS

	A1	A2	A3	B1	B2	C1	C2	D1	D2	E1	E2	E3
Series1	0%	3%	5%	11%	9%	21%	22%	3%	2%	3.0	14.	6%

Figure3 reveals that, in case of auto-rickshaw owners registered under Kailasahar vehicle registration office, category C (C1+C2=43%) has maximum number of households followed by category E (E1+E2+E3=23.95%), category B (B1+B2=20%), category A (A1+A2+A3=8%), and finally category D (D1+D2=5%). In case of Kailasahar, no households were found in the sub-category A1. Agartala has maximum number of auto rickshaw owners in the category A2&A3 i.e. the advanced socio-economic segments.

FIG 4: SEGMENTAL COMPOSITION OF THE HOUSEHOLDS OF AUTO-RICKSHAW OWNERS REGISTERED UNDER UDAIPUR VEHICLE REGISTRATION OFFICE

UDAIPUR STATISTICS

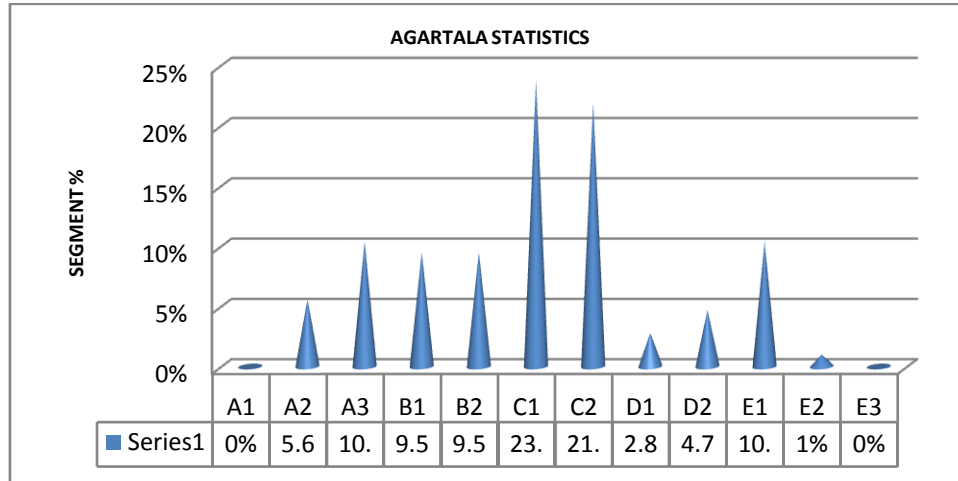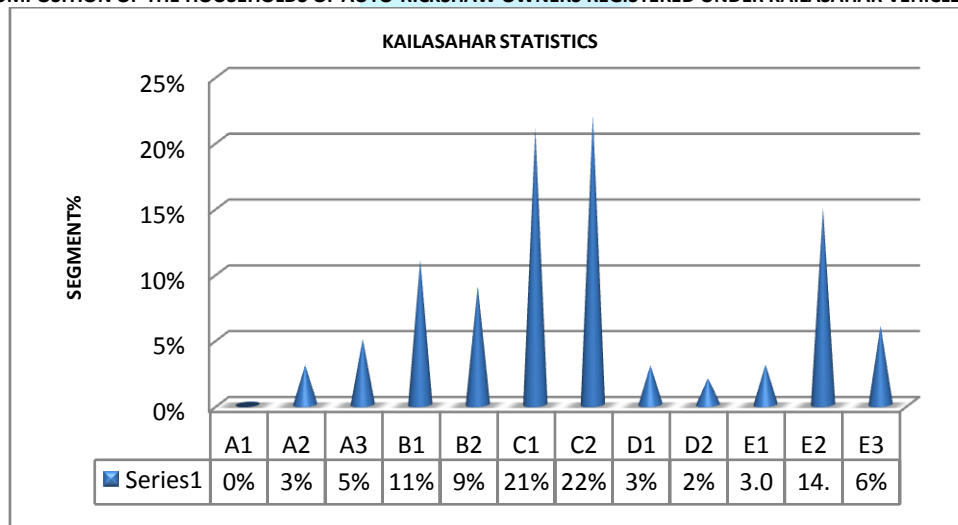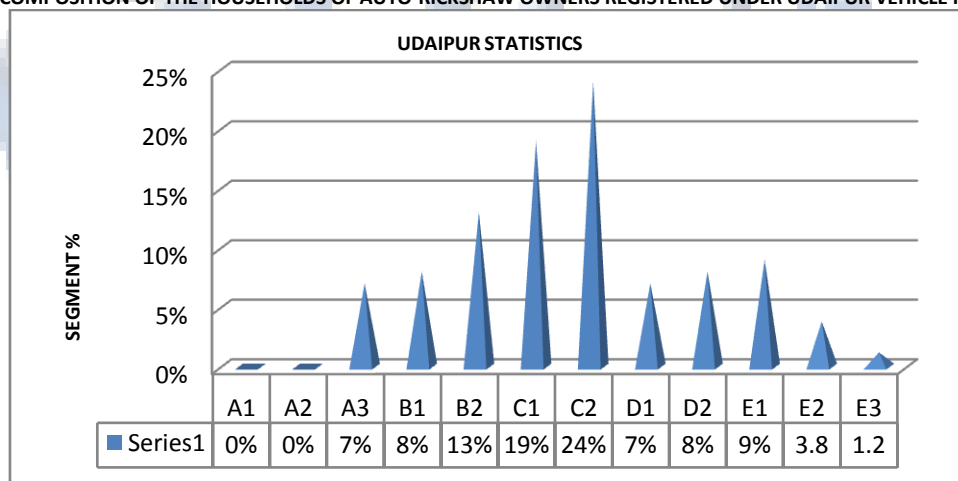|	A1	A2	A3	B1	B2	C1	C2	D1	D2	E1	E2	E3
Series1	0%	0%	7%	8%	13%	19%	24%	7%	8%	9%	3.8	1.2

Figure4 reveals that, in case of auto-rickshaw owners registered under Udaipur vehicle registration office, category C (C1+C2=43%) has maximum number of households followed by category B (B1+B2=21%), category D (D1+D2=15%), category E (E1+E2+E3=14%), and finally category A (A1+A2+A3=7%).In case of Udaipur also, no households were found in the sub-category A1&A2.

FIG 5: SEGMENTAL COMPOSITION OF THE HOUSEHOLDS OF AUTO-RICKSHAW OWNERS REGISTERED UNDER AMBASSA VEHICLE REGISTRATION OFFICE

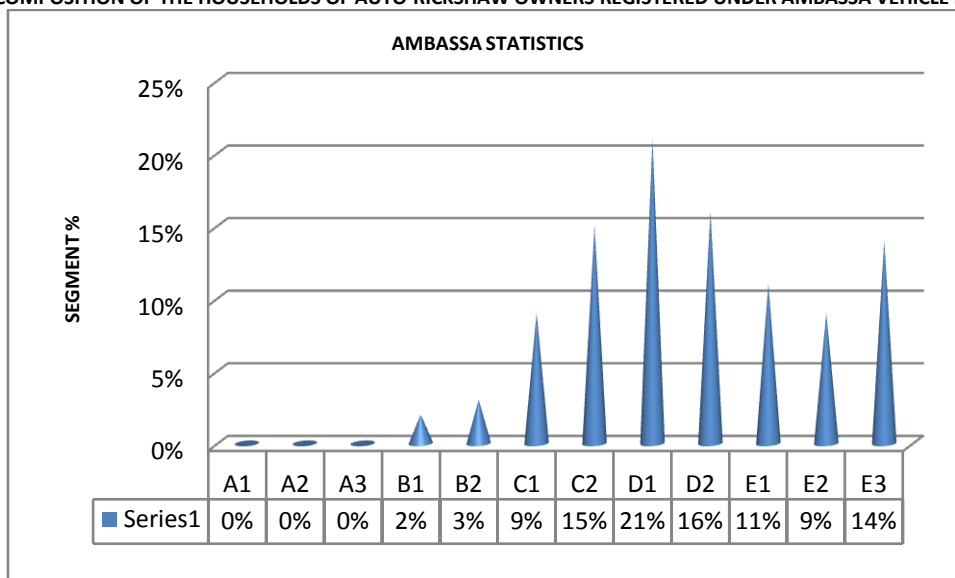|	A1	A2	A3	B1	B2	C1	C2	D1	D2	E1	E2	E3
■ Series1	0%	0%	0%	2%	3%	9%	15%	21%	16%	11%	9%	14%

Figure5 reveals that, in case of auto-rickshaw owners registered under Ambassa vehicle registration office, category D (D1+D2=37%) has maximum number of households followed by category E (E1+E2+E3=34%), category C (C1+C2=24%), category B (B1+B2=5%).In case of Ambassa, no households were found in the category A.

FIG 6: SEGMENTAL COMPOSITION OF THE HOUSEHOLDS OF AUTO-RICKSHAW OWNERS REGISTERED UNDER DHARMANAGAR VEHICLE REGISTRATION OFFICE

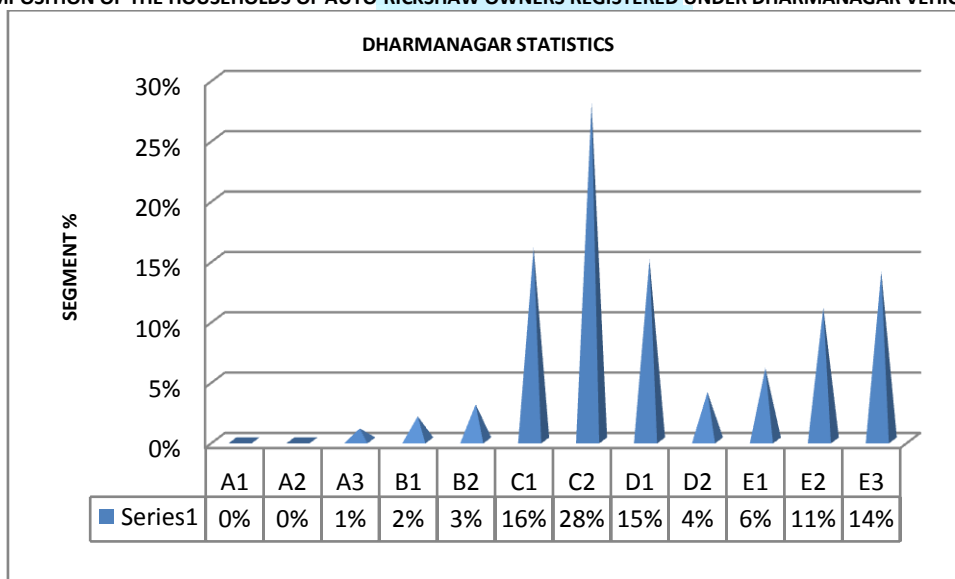|	A1	A2	A3	B1	B2	C1	C2	D1	D2	E1	E2	E3
■ Series1	0%	0%	1%	2%	3%	16%	28%	15%	4%	6%	11%	14%

Figure6 reveals that, in case of auto-rickshaw owners registered under Dharmanagar vehicle registration office, category C (C1+C2=44%) has maximum number of households followed by category E (E1+E2+E3=31%), category D (D1+D2=19%), category B (B1+B2=5%), and finally category A (A1+A2+A3=1%).in case of Dharmanagar also, no households were found under sub-category A1&A2.

OVERALL FINDINGS

- Among 2750 households, majority of the sample households in Tripura falls in the socio-economic segment C with a sub-segment composition of C1 (20.9%) and C2 (22.4%). Socio-economic segment B has maximum number of households after Segment C with a sub-segment of B1 (8.25%) and B2 (9.12%). After segment C and Segment B, next segment is segment E with sub-segment composition of E1 (8.83%), E2 (4.76%) and E3 (3.12%). Segment E is followed by Segment D with sub-segment composition of D1 (5.92%) and D2 (5.70%). In segmental composition, segment A has minimum number of households with a sub-segment composition of A1 (0%), A2 (3.3%) and A3 (7.6%).
- On the educational profile, no auto-rickshaw owners were found post-graduate general degree holders or graduate/post-graduate professional/technical degree holders. Majority of the auto-rickshaw owners were in the category of educational qualification up to SSC/ HSC (36.07%), followed by schooling 5-9 years (18.9%), followed by some colleges including a diploma but not a degree (17.85%), then literate but no formal schooling/schooling up to 4 years (9.3%) and finally general graduate degree holders (7.12%).
- Majority of the owners of auto-rickshaw belongs to non-tribe community in Tripura (64% of overall samples) followed by Tribal community (36%).
- On marital status, 64.4% of the auto rickshaw owners are married. Majority of the auto rickshaw owners above age 20 years or more are married. The marital status composition of the sample is below 20 years (26.98%), 20-30 years (57.35%), 30-40 years (66.13%), 40-50 years (86.68%), and 50 & above (94.82%).
- Majority of the households of the auto rickshaw owners own three to five numbers of durables with them having maximum households with four durables. Maximum penetrated durables among the households of the auto rickshaw owners are electricity connection, celling fan, color TV, and LPG Stove and refrigerator.

CONCLUSION

This study concludes that, majority of the family of the auto-rickshaw owners in Tripura falls into the socio-economic segment C, followed by segment B and segment E. Majority of the households of the auto-rickshaw owners in Tripura own three durables named electricity connection, ceiling fan and color TV. Except these, other two most penetrated durables are LPG Stove and Refrigerator. On education front, majority of the auto rickshaw owners have educational qualification up to SSC/HSC.

LIMITATIONS OF THE STUDY

This study has some limitations associated with it as follows:

- Some households were found where the owner rented the auto rickshaw and also involved in other sources of income generation. Again, some families were found where there are multiple sources of income. These situations may work as limitations for the study.
- A fear from the respondents in disclosing the actual number of durables owned by them in some cases may work as limitation in segmenting the households of the auto rickshaw owners (though possible measures have been taken during collection of data from the respondents).

SCOPE OF FUTURE RESEARCH

Some of the future scopes of the research work are

- Application of the work to segment other categories like teaching professionals, self-employed people in the same state or other states in India. The same work may be undertaken in other states of India.
- The detailed study of various segments of auto-rickshaw owners in parameters like FMCG(fast moving consumer goods) consumption pattern, decision criteria while purchasing durables, life-style spending and other areas to determine whether the evaluation criteria differs based on segments or they are somehow similar.

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