CHAPTER – II
SIGNIFICANCE, OBJECTIVES AND METHODOLOGY

2.1 Significance

Marketing plays a crucial role in developed as well as developing economies by creating demand for various goods and services. Particularly in a developing economy like India, marketing is considered as a potential instrument for creating effective demand and supply.

According to Paul Mazur, Marketing is the “delivery of standard of living” i.e. Marketing delivers a good standard of living in a society. Since, tribal economy represents a primitive society, development of marketing practices in tribal areas will go a long way in improving the standard of living as well as life styles of these under developed people.

Herskovits states that in the tribal societies production and distribution involve a little of profit motive and labour is offered only in special instances for hire. In many tribes process of distribution is set in a non-economic matrix, which takes the form of gift and ceremonial exchange in all groups, community or in families depending on appropriate norms of reciprocity [1].
Further marketing is consumer oriented, understanding the needs, wants, desires, habits, preferences, likes and dislikes of the consumers will go a long way in helping the marketing managers to formulate suitable marketing policies programmes and strategies, for effective and efficient marketing.

The marketers while marketing their products and services have to understand the behaviour of the consumers. Through this they can better design and execute marketing strategies. Apart from the well developed civilized society the underdeveloped or less developed societies like tribals are also a segment of the market. The products and services marketed in the economy are catering to the needs, wants and desires of the people. The behavioural pattern of various segments of the society influences the marketing strategies of the marketers. Marketers should deliver value for money in the process of discharging the marketing function in the society. Consumer behavior involves the psychological processes that consumers go through in recognizing needs, finding ways to solve these needs, making purchase decisions (e.g., whether or not to purchase a product and, if so, which brand and where), interpret information, make plans, and implement these plans (e.g., by engaging in comparison shopping or actually purchasing a product) sources of influence on the consumer. The consumer faces numerous sources of influence.

Often, we take cultural influences for granted but they are significant. An American will usually not bargain with a store owner. This, however, is a common practice in much of the World. Physical factors also influence human behavior.
We are more likely to buy a soft drink when we are thirsty, for example, and food manufacturers have found that it is more effective to advertise their products on the radio in the late afternoon when people are getting hungry. A person’s self-image will also tend to influence what he or she will buy—an upwardly mobile manager may buy a flashy car to project an image of success.
Figure 2.1

INFLUENCES ON AND OF CONSUMER BEHAVIOR

- Perception/Sensation
- Cognition
- Affect
- Beliefs
- Social and Other Influence

- Market Research
- Strategy
- Info Search
- Choices
- Preferences
- Communication

CONSUMER
Social factors also influence what the consumers buy—often, consumers seek to imitate others whom they admire, and may buy the same brands. The social environment can include both the mainstream culture (e.g., Americans are more likely to have corn flakes or ham and eggs for breakfast than to have rice, which is preferred in many Asian countries) and a subculture (e.g., rap music often appeals to a segment within the population that seeks to distinguish itself from the mainstream population). Thus, sneaker manufacturers are eager to have their products worn by admired athletes. Finally, consumer behavior is influenced by learning—you try a hamburger and learn that it satisfies your hunger and tastes good, and the next time you are hungry, you may consider another hamburger.

The marketer’s job is to deliver relevant value to the consumer. He may be an urban consumer or rural consumer, value is what the consumer considers as value and seeks. To achieve this, the marketer has to understand consumers’ buying behaviour. He should know

a) The recent characteristics about the individual as a consumer

b) The dynamics of the consumer decision process as a whole.

A marketing manager needs to know the following information on consumer behaviour[^2]:

1) Buying Motives

a) What motivates a buyer to buy a product?
b) Why does he/she buy a specific brand?

c) Why does he/she shift from one brand to another?

d) Why does he/she buy from a particular shop?

2) Buying habits

a) How does he/she buy?

b) When does he/she buy?

c) Where from does he/she buy?

d) Why does he/she buy one way she buys?

3) Consumer Characteristics?

a) What characteristics of his/her as an individual influence her in decision process?

b) What type is he/she?

c) Which segment does he/she fit into?

4) Psychological processes:

a) From motive to purchase what goes on in his/her mind?

b) How does he/she perceive things/ learn/ change/ convince/ act?

5) Stages in the Buying:

a) What are the stages he/she travels through in making the decision to buy
6) Participants and Roles:

   a) In case of collective decisions who will influence the decision process?

      In a way, it is through marketing; tribals will get all their requirements. As such the marketing function should be effective and more efficient, If innovative products as well as durable products such as sofa set, cycle, sewing machine, ceiling fan which are reasonably priced and which are within the reach of these and if they are offered through marketing, the tribals will evince more interest in buying such products thereby their standard of living can be improved and we can witness an advanced and developed tribal society.

      Traditional consumer research process involves certain stages such as developing research objectives, performing secondary research, analysing secondary data, and pilot study as follows [3].

      Consumer purchase decision is not a spontaneous one. It involves the following component stages may not be equally important in all societies.

      i) Problem recognition

      ii) Search for information as to where the products are available

      iii) Brand decision

      iv) Budget decision

      v) Timing of purchase

      vi) Actual purchase
CONSUMER RESEARCH PROCESS

1. Developing research objectives
2. Performing secondary research
3. Analysing secondary data
4. Pilot study
5. Make decisions about the primary research method to be used
6. Undertake primary research (qualitative or quantitative)
7. Analyse data
8. Report or presentation of data

Insufficient information
To achieve objectives

Sufficient information
To achieve objectives

Report or
Representation
Moreover, in a tribal family just like any other family, some decisions are exclusively taken by the husband, alone some are exclusively taken by the wife alone and some other decisions in the family are jointly taken by both husband and wife i.e Joint decisions. Knowledge of family buying decision with regard to who takes which decision and for which product is very essential to a marketing manager for formulating suitable policies, programmes and marketing strategies to attract these tribals people. The present study will make an attempt to study all these issues.

Due to the lesser development of the tribals and as they are away from the civilized and urbanized societies, the strategies of the marketers may not be effectively designed to serve the needs of this category people. Hence, the marketers have to consider the understanding of consumer behaviour of tribals for a better reach of their products and services to nuke and corners of the tribal habitats too.

The tribals besides trading Minor Forest Produce (M.F.P) like Tamarind, Mirobalams, and Nuxvomica etc., they also participate in the trading of non-forest produces, Fast Moving Consumer Goods (F.M.C.G.). products, consumer durables etc. In the context of the rapid developments in infrastructural facilities, education system, transportation and communication facilities, the cultural change gradually took place among the tribal population. Hence there is a great need for the study of the tribal consumer behavioural patterns. The tribal marketing mostly takes place through various shandies with a great variety of earlier described products and services. A shandy is a word of unknown origin,
literally means beer mixed with lemonade or ginger beer. Because of the fact that a number of varieties of beers or their mixtures predominantly take part in the trade activities on specific week-days along with various products, the word shandy has been applied. It is a place of human conglomerate where the activities of buying and selling are performed. In other words a tribal shandy may also be called as “tribal bazzar” or “hatt” which is a weekly market place [4].

The India tribal society is, in many ways, a specific society. Its specificity, requires a methodology in India as well as elsewhere in the world is fast undergoing a change. P.K. Bose has surveyed the research in the field of India’s research methodology and has examined theory, logic methods and philosophy of the methods in sociology and social anthropology [5].

2.3 Objectives of the study

The following are the objectives of the present study:

1. To study the socio-economic profile of the tribals of three groups viz savaras, jatapus and gadabas selected from Seetampeta Mandal of Srikakulam District.

2. To examine the consumption patterns of the tribals and also to find out whether there are any significant variations with regard to consumption patterns among the three groups of tribals.

3. To examine the family buying behaviour of the tribals at different stages of buying durables and non-durables and also to find out whether there are
any significant variations with regard to family buying behaviour among these three groups.

4. To analyse the buying habits of the three groups of tribals under study with regard to frequency of buying, mode of buying quantity of purchase etc.

5. To offer suggestions for implementation of better marketing practices for ameliorating the socio-economic lot of these people.

2.4 Hypotheses

The following hypotheses are formulated for testing

1. There is a significant difference among the three categories of tribals on the consumption of cereals, pulses, vegetables, non-vegetarian food items and other consumer non-durables.

2. There is a significant difference among the three categories of tribals on family buying decision making levels in need identification of cereals, pulses, vegetables, non-vegetarian food items and other consumer non-durables.

3. There is a significant difference among the three categories of tribals on the family buying decision making levels in budget/quantity decision making in purchase of cereals, pulses, vegetables, non-vegetarian food items and other consumer non-durables.

4. There is a significant difference among the three categories of tribals on the family buying decision making levels with regard to place of
purchase of cereals, pulses, vegetables, non-vegetarian food items and other consumer non-durables.

5. There is a significant difference among the three categories of tribals on the family buying decision making levels with regard to actual purchasing of cereals, pulses, vegetables, non-vegetarian food items and other consumer non-durables.

6. There is a significant difference among the three categories of tribals on the mode of purchase of goods from different sources of purchasing.

2.5 Methodology

The factors that contributed to the selection of Srikakulam district for the purpose of the study are: firstly, this is the foremost district in the State to have the thickest density of tribal population per square kilometre; secondly, this is the district in the State which has gone through a historic and violent revolt of the tribal population as a reaction against various forms of exploitation and injustice caused to them by the traders from the plains. Thirdly, this is the only district in the State where the Integrated Tribal Development Agency Programme was initially started.

The research methodology for the conduct of the present study includes the collection of data and the analysis of data using statistical tools.

The collection of data consists of data from primary sources and secondary sources. The primary data was collected through a structured schedule which consists of socio-economic profile, consumption patterns,
ownership of durables held by the tribals, family buying decision making, buying habits, place of buying, and mode of buying and miscellaneous items. The secondary data was collected through the review of literature from earlier studies, the information available at various agencies like ITDA, GCC and Non-Governmental organizations etc. The entire study is mostly based upon the primary data with the due support of the secondary sources. The primary data was collected through survey of tribal consumer respondents. The sample numbers of tribal consumer respondents are three hundred who have been selected through multi-stage sampling process and random sampling by item.

These stages of sampling procedures are

- Selection of study areas,
- Identification of respondents,
- Selection of respondents

**Methods adopted for statistical data analysis:**

The collected data were entered using SPSS (Statistical Package for Social Sciences) software and STATISTICA. Uni-variate and bi-variate tables were generated and F-tests and Chi-square tests were carried out for testing the hypotheses.

For the purpose of interpretation of the results of the present study the researcher computed the results following statistical techniques to analyze the data.
1. Percentages are calculated the total items of the tribal questionnaire.

2. Chi-square tests were employed to find out the significant level of variations in the response among the selected three tribe groups.

3. Means and standard deviations are calculated for all the demographic variables.

4. For the purpose of ANOVA, the ‘f’ tests are computed to study the significant difference between and within the groups of tribe categories on the priority based consumption of food and non-food items in the study.

a) The F–test or the variance ratio test (ANOVA)

The F– test is named in honor of the great statistician R.A. Fisher. The objective of the F- test is to find out whether the two independent estimates of population variance differ significantly, or whether the two samples may be regarded as drawn from the normal populations having the same variance. For carrying out the test of significance, the F-ratio is calculated. F is defined as

\[
F = \frac{S_1^2 \sum (X_1 - X_1)^2}{S_2^2 n_1 - 1}
\]

where

\[
S_1^2 = \frac{\sum (X_1 - X_1)^2}{n_1 - 1}
\]

\[
S_2^2 = \frac{\sum (X_2 - X_2)^2}{n_2 - 1}
\]

And it should be noted that \( S_1^2 \) is always the larger estimate of variance, i.e., \( S_1^2 > S_2^2 \).
F = Larger estimate of variance
Smaller estimate of variance

\[ V_1 = n_1 - 1 \quad \text{and} \quad V_2 = n_2 - 1 \]

\( V_1 \) = Degrees of freedom for sample having larger variance.
\( V_2 \) = Degree of freedom for sample having smaller variance.

The calculated value of F is compared with the table value for \( V_1 \) and \( V_2 \) at 5% or 1% level of significance. If the calculated value of F is greater than the table value, then the F ratio is considered significant and the null hypothesis is rejected. On the other hand, if the calculated value of F is less than the table value the null hypothesis is accepted and it is inferred that both the samples have come from the population having the same variance.

b) The \( \chi^2 \) test

The Chi-square (\( \chi^2 \)) test is one of the simplest and most widely used non-parametric tests in statistical work. Here, in this study the opinions of the commuters have been tabulated by cross model and the number of respondents was calculated with the chi-square method. The quantity \( \chi^2 \) describes the magnitude of discrepancy between theory and observation.

\[ (O - E)^2 \]

It is defined as: \[ \chi^2 = \sum \frac{(O - E)^2}{E} \]
Where O refers to the observed frequencies and E refers to expected frequencies.

Analysis of data means studying the tabulated material in order to determine inherent facts or meanings. The acquired data was given simple statistical treatment and presented in the form of tables.

The interpretations of tables are given under each table with significant values. The following chapter of the study contains the tabulations of data, analysis and their interpretation.

2.5.1 Sampling

As per the population census of 2001, the tribal population in Srikakulam district of Andhra Pradesh State is 1,34,863 which is 4.28 per cent of the scheduled tribe population of the state. Out of the 37 mandals of the district the highest ST populated mandals are only four where the tribal population is more as per Census 2001. They are Seethampeta, Meliaputti, Pathapatnam and Mandasa mandals. Among these four mandals Seethampeta is dominated its tribal population with 45,741. Hence, the highest ST populated mandal has been identified and selected for study area. In this mandal a sample of 300 household were identified for the present study. Out of which 135 households are from Savara, 90 households are from Jathapu and 75 household are from Gadaba tribe groups. These samples were selected from the mandal based on random sampling method.
2.6 Design of the study

The thesis has been presented in nine chapters and at the end there will be the bibliography followed by annexure containing the schedule used for primary data collection.

Chapter one deals with introduction where the tribal economy and its marketing features have been discussed. The second chapter deals with the significance, objectives and methodology of the study. The third chapter deals with the profile of study area. The chapter four contains tribals of Srikakulam District. Chapter five deals with socio-economic profile of sample respondents. Chapter six examines consumption habits of the tribals. Chapter seven contains family buying decision making. Chapter eight explains buying habits of tribal respondents and finally in the ninth chapter the summary and conclusions are presented.
REFERENCES:


