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Bandhs and Blockades and its Implication on Buying Behaviour of Rural Consumers in Manipur

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Abstract

The present study is initiated to determine the buying behaviour of rural consumer influence by the bandhs and blockades in the in an un-organised market. It is still common practices that bandh and blockades remain the favourite's tools to pressuring the state government with the purpose and valid reasons, but calculative business activity by the businessman manipulate the consumers in term of price, quantity and quality etc. are to be concerned in the rural market. Hence, keeping in view the vital goal of consumer welfare, grass root level survey has initiated to observed, understand and analyse the behaviour of the rural consumers with particular to weaker section of the society. The study was conducted at Churachandpur District; a hill district in the state of Manipur, all the six development blocks was selected for the study. An attempt is made to know the level of consumer buying behaviour during bandhs and blockades in the District. Using sampling techniques, 120 respondents from 64 villages were selected. The data was administered by using SPSS 21.0 version; the analysis shows that there is a strong positive relationship between bandhs and blockades and buying behaviour of consumers in the rural market.

Key words: Consumer behaviour, Bandhs and Blockades, sky rocking price, commodities

Introduction:

Manipur has dubious distinction of having the maximum numbers of bandhs and blockades, which adversely affect its economy and inconvenience the people. Though directed against the state, these bandhs underscore the deepening polarisation of society and polity there. Manipur is connected by road to the rest of India and to Myanmar by three national highways (NH-39, NH-53 and NH-153). Several hundred trucks ply this route daily bringing essential commodities such as foods grain, petrol, diesel, cooking gas etc..., from other parts of the country. As evident, such bandhs and blockades have had an adverse impact on Manipur economy. According to a state government study, the economic impact of bandhs and blockades during 2010-11 was estimated at about Rs. 206.8 crores, while the total economic loss due to the blockades on highways was estimated at about 239.2 crores. The total loss was Rs. 446 crores, the same study estimated that during 2011-12 the total loss cause by bandhs and blockades was Rs. 553.23 crores. And estimated loss for 20012-13 was Rs. 520.73 crores. The recent restorations on economic stability and the emerging of socio-economic development ushering by the new BJP led state government establish the hope of fertility revival in the state. Entrepreneur's' aspiration multiple with the establishment of South-East Asia corridor trade relation are becoming economic viability which strengthening the prospect of business. Taking the concept above of all establishments by the state government under the theme entitled 'Go to Hill' has the expectation on

favourable law and order condition which facilitate the un-interrupted flow of business transition in the near future.

Statement of the problem

The author set a dozen of consciousness to find out the open games of underweight practices in the market; open adulteration in all items of food of daily consumption; the expired drugs and the consciousness of heavy premium paid by consumers on account of economic blockade. Therefore, the present study is initiated to focus on the analysed including the existing position as well as future prospect of consumer behavior in Manipur. Hence, entitle as Bandhs and Blockades and it Implication on Buying Behavior of Rural Consumers in Manipur.

Review of literature

Several authors, organizations, commissions, economists and government agencies have express their view regarding the suffering of ordinary citizen who bore the burns of man-made economic crisis in Manipur. Some of the reviews of the related literature with the topic of research are as follows:

Singh. (2007). According to his study, Manipur have only three lifelines of National Highways, bandh and Blockades of these Highways has been the most common practices to pressure the state government. However, it resulted with scarcity of essential commodity and leads to economic loss of several crores of rupees.

Rahman. (2014). He mentioned that the state has experience with many conflicts between various ethnic groups. He further maintained that economic implication of ethnic conflicts in the state. The valley life is frequently distributed by the off occurrence of bandhs, strike and economic blockades. This affects the economic condition of people of Manipur and thereby makes them poor.

Turner and Krizek (2006), mentioned that the organization, individual behavioral decision can be made by depending on those satisfaction or dissatisfaction, positive or negative experience or better treatment offer by the doctor can be effected not only the level of satisfactions also longer connectivity with customer. An individual ability to achieve satisfaction was mitigated by those service dimensions that created dissatisfaction as well as the order in which the individual service dimension. Taking a meaning – centre approach to customers' satisfaction or any other organization construct, place the lived experience and meaning that hold above the experiment at the centre that comes to understands what construct such a satisfaction means rather than what we have reified them by acknowledging the act of meaning creation.

Puthak and Tripathi (2009), mentioned that retailer need to think about shopper and not just about the format as understanding the shopper dynamic holds the key to such a business, retailer should have to create new delivery format that can cater to huge mass of consumers. Retailing in India is entirely different from western country for that matter even Asian counterpart, Indian customer have become more sensitive quality, customer service and status, they are basically looking for an experience which is more of cognitive than physical. There are few retailers finding no competition because they understand what their customer wants and their value added services. So ultimately when a retailer understanding the customer is just like climbing the grease pole.

Research gap

From the above literature review, we come to know that few studies were conducted so far in Manipur. Manipur state gifted with many resources and has tremendous commercial importance and the most

decorated land locking state of the country. So, in the context of the growing importance of this state, since few studies were conducted in it, this topic is being chosen for present study.

Objectives of the study

The present study aims to focus on opportunity and challenges faced by the local consumers in Manipur. In order to make the study not only of academic interest but also have practical utility, the present studies have the following objectives:

1. To analyse the consumer buying behaviour of essential commodities during Bandhs and blockades.
2. To evaluate the relationship between the impact of bandhs and blockades and buying behaviour of rural consumers.
3. To extent appropriate suggestion based on the findings of the study.

Hypothesis of the study:

Null hypothesis H₀: There is no progressive relationship between the bandhs and blockades and the buying behaviour of the consumers.

Methodology of the study:

Data collection: Both primary and secondary data were collected for the purpose of study. To collected primary data questionnaire were designed, pre-tested and finally administered to 120 respondents. Primary data were also collected through personal interaction, interview and discussion with the consumers and other related agencies. The secondary data were collected from important publication and report (published as well as unpublished) from various organizations and agency functioning in the state.

Sample size and sampling: The present study covered only Churachandpur district of Manipur. With the help of Stratified sampling method, sample area was stratified into six 6 development blocks from which required data and other related information were collected. The sampling unit consisting of 24 villages, approximately 4% sample of the 612 villages of the selected district were chosen by applying convenient Sampling technique e.i. Parbung(57 of 4%) 2 villages, Thalon (47 Of 4%) 2 villages, Churachandpur (243 of 4%) 10 villages, Henlep (96 Of 4%) 3 villages, Samulamlan (104 Of 4%) 4 villages and Singhat (65 Of 4%)3 villages. From the sampling villages, the sample size consist of 120 respondents i.e, 5x 24 villages were selected by using purposive sampling technique. The respondents chosen are the village chairman, youth club leader, women society leader and two elders. Apart from these data other relevance information were also collected from the concern organization, consumer club, consumer forum, consumer commission and other agencies.

Data Analysis: The collected primary and secondary data were tabulated and analysed with the help statistical tools. Initially data collected were gathered for codified and then administered by using percentage method for data analysis. The categorical distribution of the respondent's source of buying behaviour in rural market implication of bandhs and blockade was calculated. Finally conclusion is derived by calculating Karl Pearson correlation coefficient analysis to predict the relationship between consumer buying behaviour during bandhs and blockades.

Delimitation of the study:

The present study cover only Churachandpur district, data collected from six development blocks i.e., Churachandpur, Parbung, Henlep, Samulamlan, Singhat and Thanlon. The whole study was strictly

depending only on the data collected from these six development blocks. The shortcoming of this study is that there is a potential for a sampling bias due to simple random sampling method, the sample population may not be representative

Data Analysis and interpretation

In this stage an attempt is to analyze the primary data collected through questionnaire, the main purpose of the analysis is to fulfil the statement framed in the objectives and the hypotheses. Therefore two suitable statistical tools namely Correlation and Percentage Method were administered as follows:

(A). Partial Correlation analysis

TABLE 1.1:

COMPOSITE DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS (n=60)

| VARIABLES | | GENDER | | TOTAL |
|------------------|--------------------|--------|--------|-------|
| | | MALE | FEMALE | |
| Age | Below 25 | 3 | 10 | 13 |
| | 25-35 | 3 | 43 | 46 |
| | 35-45 | 8 | 32 | 40 |
| | Above 45 | 1 | 20 | 21 |
| Education | Illiterate | 0 | 20 | 20 |
| | Can only read | 0 | 10 | 14 |
| | Can read and write | 2 | 41 | 43 |
| | Primary | 9 | 24 | 33 |
| | High School | 4 | 4 | 8 |
| | Others | 0 | 2 | 2 |
| Marital Status | Married | 15 | 91 | 106 |
| | Un-Married | 0 | 4 | 4 |
| | Widow | 0 | 10 | 10 |
| Mode of purchase | Daily | 0 | 43 | 43 |
| | Weekly | 2 | 50 | 52 |
| | Monthly | 5 | 20 | 25 |
| | Annually | 0 | 0 | 0 |
| | | | | |

Source: computed from primary data

From the above table 1.1 reveal the demographic feature of the study area. There are altogether 120 number of the respondents, out of which 105 numbers of respondents belong to female category and the remaining only 15 numbers of respondents were male. 46 number of female respondents are under the age group of 25-35 years were the leading participants in this study. Followed by 40, 21 and 13 under the age group of 35-45 years, above 45 years and below 25 years were stood second, third and fifth respectively.

In regard to education qualification of the respondents, 43 numbers of the respondents can read and write in the study area which has the highest number of respondents. Followed by 33; 20; 14; 8; and 2

numbers of respondents who is in primary level, illiterate, can read only, high school and others stood second, third, fourth, fifth and six respectively.

Marital status in the study area, 106 numbers of respondents were married female, 10 numbers of respondents were under the categories belong to widow and only 4 respondents were unmarried. All the male respondents were married in the study area.

The table also reveal above the mode of purchased of essential commodities in the rural market during bandhs and blockade. There are altogether 120 number of respondents, out of which 52 numbers of respondents were purchasing essential commodities on weekly basis in any situation of market. The remaining respondents 43 and 25 purchased the products on daily and monthly basis respectively, in the rural market during bandhs and blockades.

Table 1.2: Frequencies cross tabulation of changing price of commodities and No. of bandhs and blockades, 2016
(N = 120)

| Particular | | Frequency | Percentage | Cumulate percentage |
|--|-------------|-----------|------------|---------------------|
| Changing price essential commodities during bandhs and blockades | Rs 5-20 | 45 | 37.5 | 37.5 |
| | Rs 21-35 | 21 | 17.5 | 55.0 |
| | Rs 36-50 | 23 | 19.5 | 74.5 |
| | Rs 50 above | 31 | 25.5 | 100 |
| | Total | 120 | 100 | |
| Frequency of bandhs and blockades | 1-60days | 97 | 82.5 | 82.5 |
| | 60-120 days | 21 | 17.5 | 100 |
| | Total | 120 | 100 | |

Source: Computed from the primary data

In the above table 1.2 showcase the cross frequency above the changing price of essential commodities and the Number of Bandhs and Blockades in the rural market. There all together 120 number of respondents, out of which 45 (37.5%) number of respondents response that the price of essential commodities change at the range of Rs 5-20 during bandhs and blockades. Followed by 31, 23 and 21 numbers of respondents with 25.5%, 19.5% and 17.5% stood second, third, and fourth respectively.

The table also shows above the frequent occurrence of bandhs and blockades in the study area. Out of the total of 120 respondents, 97 (82.5%) numbers of respondents were response that there were at least 1-60 days of bandhs and blockades in the rural market annually. 21 (17.5%) number of respondents also response that in annually in the rural market, there used to be bandhs and blockade at the range of 60-120 days which interrupt the normalcy of business transaction.

Table 1.3: Partial correlation between

| Particular | Purchase interval | Frequency of Bandhs and Blockades | Changing Consumption Pattern | Changing price of commodity |
|-----------------------------------|-------------------|-----------------------------------|------------------------------|-----------------------------|
| Purchase interval | - | | | |
| Frequency of Bandhs and blockades | .654 (.000) | | | |
| Changing consumption pattern | .569 (.000) | .345 (.000) | | |
| Changing price of commodities | 0.389 (.000) | .485 (.000) | .134 (0.145) | |

Source: computed from primary data

Age, gender, education and marital status were controlled

The above table 1.3 show the relationship between price interval of essential commodities, frequency of bandhs and blockades, changing consumption pattern, and changing price of essential commodities in the rural market during bandhs and blockades. The table revealed that there is strong positive relationship between frequency of bandhs & blockades and the mode on purchased of essential commodities in the rural market ($X^2 = 0.654$, $P = 0.000$), moderate positive relationship between changing consumption pattern and mode of purchased of essential commodities ($X^2 = 0.569$, $P = 0.000$). The table further revealed the weak positive relationship between the changing price of essential commodities and mode of purchased of essential commodities ($X^2 = 0.389$, $P = 0.000$).

The table also determine the correlation between the variables in the study area. It shows that there is weak positive relation between the consumption pattern and the frequency of bandhs and blockades as the calculated X value show just 0.345 and $P = 0.000$. It further maintained that the changing price of essential commodities and the frequency of bandhs and blockades show average positive relation as the calculated value of X is 0.485, $P = 0.000$. Lastly but not the least, there is very weak relationship between changing price of essential commodities and consumption pattern of the study area as the calculated value of X is 0.134, $P = 0.145$

Findings

The purpose of the study is to find out the consumers behavior in term of their consumption pattern; premium price paid on account of Economic blockades, and rural consumers awareness of their protection acts and courts in the rural market. For the fulfillment of the objectives of this study, a scheduled form of questionnaire was distributed to 120 respondents. After analyzing their responses, the following are the important findings.

Findings as per objective

“To analyse the consumer buying behaviour of essential commodities during Bandhs and blockades”

1. It is found that 52 numbers of local consumers were purchased essential commodities on weekly basis during bandhs and blockades in rural market. The remaining respondents 43 and 25 of local consumers purchased of essential product on daily and monthly basis respectively, in the rural market during bandhs and blockades.
2. There is no local consumers purchased the essential commodities on annual basis
3. It presented that there is not much effect bandhs & blockades on consumption pattern of local consumers as the calculated value of X shows just only 0.345 $P = 0.00$
4. It is also found that there is very weak impact of changing price of essential commodities on changing consumption pattern of local consumers ($X = 0.134$, $P = 0.000$)

Findings as per objective No.2

“To evaluate the relationship between the impact of bandhs and blockades and buying behaviour of rural consumers”

1. It is found that there is strong impact of bandhs and blockades and purchased interval of essential commodities in rural market as calculated value of X show 0.654

2. It presented that there is average impact of frequency of bandhs & blockades on changing price of essential commodities ($X = 0.485$, $P = 0.000$)
3. It also found that there is average impact of purchased interval of essential commodities on changing price of essential commodities ($X = 0.389$, $P = 000$)

Finding based on Hypotheses

“There is no progressive relationship between the impact bandhs and blockades and buying behaviour of rural consumers”

It may sum up that there is progressive relationship between bandhs and blockade and buying behaviour of rural consumers, since the calculation value of X shows 0.654, positive correlation between the variables. Meaning which this study accepted alternative hypothesis and rejected null hypothesis.

Suggestion

In the light of the above findings emerging out of the study, the following suggestion can be put forward to ensure that consumers were buying in their best knowledge in relation to their rights, protection and more apprehensive the impact of frequent economic blockades in the market..

- ❖ It is suggested that, the respondents should purchase the required essential commodity to be sufficient for a month in apprehension on impact of the frequent Economic block in the market.
- ❖ In accordance to the respondents preferences on buying essential commodity is concerned, marketers should evaluate the respondents' response in reflect to normal service and during the time of economic blockage in the market and accordingly arrange the required stocks for the better sale for the better smile.

So, every seller's must give kin important to the rural consumers for better advancement of their business, rural consumers is the main backbone of their business. So, deceiving or manipulated to consumer will be only electrocuted to their business because the present concept of marketing is not product oriented but it is consumer oriented. The seller must satisfy the consumer's need and requirement. On the other hands, the rural consumers were courageble to educate the consumer rights and their protection to minimize the exploitation, and must also be apprehensive the frequent impact of economic blockades in the market.

Conclusion

It can be concludes that, the respondents required to examine about the product and price of essential commodities while purchase in the rural market because there is huge quantity of duplicate commodity were supply from the neighboring country. Therefore, the rural consumers need to take the outmost care in relation to price, quantity, quality, manufacturing date, expiry date etc. while purchase of essential commodity in the rural market.

On the other hand, it will be beneficial to improve the two Highways, Tipaimuk road about 470 km and Guite road 437 km which is connecting Churachandpur District and Mizoram state. Even as there is daily Tata Sumo services, the price of the commodity were sky rocking changes because the road condition were extremely worse, around 48 hour are taken in the one journey. Therefore, once these roads were developed there is an opportunity for alternative means to supplement the supply at the time of economic blockades. Therefore, the number of suggestion forwarded in this study, it is hope, will help the rural consumers and become more consciousness and achieve excellence.

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