

₹ 100

ISSN - 2249-555X

Volume : 1 Issue : 4 January 2012



Journal for All Subjects

www.ijar.in

Listed in International ISSN Directory, Paris.



ISSN - 2249-555X

Indian Journal of Applied Research

Journal for All Subjects

Editor-In-Chief

Dr A Kumar

Director, College Development Council (CDC)
Director, Internal Quality Assurance Cell (IQAC)
Professor in Management,
Department of Business Administration, Faculty of Management,
Bhavnagar University,

Editorial Advisory Board

Dr. S. N. Pathan
Maharashtra

Dr. SM. Ramasamy
Gandhigram

Dr. M. M. Goel
Kurukshetra

Dr. S. Ramesh
Tamil Nadu

Dr Ramesh Kumar Miryala
Nalgonda.

Dr. B. Rajasekaran
Tirunelveli

Dr. A. R. Saravankumar
Tamilnadu

Dr. Roy M. Thomas
Cochin

Dr. G. Selvakumar
Salem

Dr. Apurba Ratan Ghosh
Burdwan

Dr. Shrawan K Sharma
Uttarakhand

Dr. Sudhanshu Joshi
Uttarakhand

Prof. (Dr.) B Anandampilai
Pudhukottai

Advertisement Details

Position	B/W (Single Color)	Fore Color
Full Inside Cover	₹ 6000	₹ 12500
Full Page (Inside)	₹ 5000	-

Subscription Details

Period	Rate	Discount	Amount Payable
One Year (12 Issues)	₹ 2400	Nil	₹ 2400
Two Year (24 issues)	₹ 4800	₹ 200	₹ 4600
Three Year (36 issues)	₹ 7200	₹ 300	₹ 6900
Five Year (60 issues)	₹ 12000	₹ 600	₹ 11400

You can download the Advertisement / Subscription Form from website www.ijar.in. You will require to print the form. Please fill the form completely and send it to the **Editor, INDIAN JOURNAL OF APPLIED RESEARCH** along with the payment in the form of Demand Draft/Cheque at Par drawn in favour of **INDIAN JOURNAL OF APPLIED RESEARCH** payable at Ahmedabad.

1. Thoughts, language vision and example in published research paper are entirely of author of research paper. It is not necessary that both editor and editorial board are satisfied by the research paper. The responsibility of the matter of research paper/article is entirely of author.
2. Editing of the Indian Journal of Applied Research is processed without any remittance. The selection and publication is done after recommendations of atleast two subject expert referees.
3. In any condition if any National/International University denies accepting the research paper published in IJAR, then it is not the responsibility of Editor, Publisher and Management.
4. Only the first author is entitle to receive the copies of all co-authors
5. Before re-use of published research paper in any manner, it is compulsory to take written permission from the Editor-IJAR, unless it will be assumed as disobedience of copyright rules.
5. All the legal undertaking related to Indian Journal of Applied Research is subject to Ahmedabad Jurisdiction.
7. The research journal will be send by normal post. If the journal is not received by the author of research papers then it will not be the responsibility of the Editor and publisher. The amount for registered post should be borne by author of the research paper in case of second copy of the journal.

Editor,

Indian Journal Of Applied Research

8-A, Banans, Opp. SLU Girls College, New Congres Bhavan, Paldi,
Ahmedabad-380006, Gujarat, INDIA

Contact.: +91-9824097643 E-mail : editor@ijar.in

INDEX

Sr. No	Title	Author	Subject	Page. No.
1.	Statistical Optimization Of Ferulic Acid Esterase Production In Aspergillus Niger Isolate Using Response Surface Methodology	Balljinder Kaur , Neena Garg	Biotechnology	1-6
2.	Development Of Forest Area In Tropics: The Urgency Of People's Participation In The Indian Context	Dr. M. P. Naik	Commerce	7-8
3.	Opportunity For International Corporations At Bop Segments Of Emerging Markets (Focus : India)	Bhudhar Ranjan Chatterjee , Sukanya Chatterjee.	Commerce	9-11
4.	Retail Trade	Viram. J. Vala , Dr. (Prof.) Vijay Kumar Soni	Commerce	12-15
5.	Determinants Of Market Value Added Some Empirical Evidence From Indian Automobile Industry	Dr. A. Vijayakumar	Commerce	16-20
6.	The Welfare Facilities Available To The Workers In Paper Mills In Madurai	Dr. M. Sumathy , A. Vijayalekshmi	Commerce	21-24
7.	Green Marketing - New Hopes And Challenges	Dr. Prashant M. Joshi	Commerce	25-27
8.	A Study On Employee Welfare Measures In Maharashtra State Transport Corporation With Special Reference To Kolhapur District.	Dr. H. M. Thakar , Prof. Urmila Kisan Dubal	Commerce	28-30
9.	Business Environment In South Korea An International Perspective	Dr. M. Kamalun Nabi , Dr. M. Saeed	Commerce	31-35
10.	Market Timing - Implications Of Market Valuation On Share Issues By Indian Companies	L. Ganesamoorthy , Dr. H. Shankar	Commerce	36-38
11.	The Conceptual Framework Of Corporate Social Accounting	Rechanna , Dr. B. Mahadevappa	Commerce	39-50
12.	Labour Welfare Measures And The Extent Of Satisfaction Of Tirupur Garment Employees	Mr. S. Hariharan , Mr. N. Selvakumar, Dr .H. Balakrishnan	Commerce	51-53
13.	Mahila Savstha Aur Jacha-Bacha Ko Bachane Ko Chunoti	Dr. Anup Chaturvedi	Community Science	54-55
14.	Mapping Of Existing Waste Dumping Sites And Newly Proposed Waste Dumping Sites In And Around Chitradurga Taluk, Karnataka State, Using Remote Sensing And GIS Techniques.	Sunil Kumar R. K Chinnaiiah , Suresh Kumar B.V	Earth Science	56-58
15.	A Role Of Municipal Council And Corporation Of Financial Problems In Nanded District (Maharashtra)	Dr. A. S. Pawar	Economics	59
16.	Impact Of Institutional Credit On Weaker Section In Akola District	Dr. Devyanee K Nemade, Dr. Vanita K Khobarkar	Economics	60-62
17.	Right To Education In India	Dr. Pawar A. S.	Economics	63-65
18.	Gramin Ayam Adivasi Mahilo Ke Arthik Shakti : Sukhma Virti (Adipur Jila Ke Gramin Ayam Adivasi Mahilao Ka Ek Ayaktik Adhiyan Shobha Gupta	Shobha Gupta	Economics	66-67

19.	Knowledge On Food Security Education Among Higher Secondary Students	Dr. P. Paul Devanesan , Dr. A. Selvan	Education	68-69
20.	Family Environment As A Determinant of Academic Anxiety And Academic Achievement	Dr. RajKumari Kalra , Ms. Preeti Manani	Education	70-71
21.	Awareness On Man-Made Disaster In Environmental Education Among High School Students	Dr. A. Selvan , Dr. P. Paul Devanesan	Education	72-73
22.	Teaching Strategies For Simplifying Fractions In Mathematics	M. Kavitha , Dr. A R. Saravanakumar	Education	74-76
23.	Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGA): A Boon to Tribal Women	Dr. Sherly Thomas	Education	77-78
24.	Sports as a Tool for Interest Oriented Learning	E. Baby Sumanna	Education	79-80
25.	Balanced Scorecard for Higher Education	Jyoti D Joshi	Education	81-83
26.	A Study Of The Interactive Influence Of CAI Package On Academic Achievement	Kunal D. Jadhav	Education	84-85
27.	Reduction Of Fault Current Using SFCL At The Suitable Location In The Smartgrid	Pudi Sekhar , K .Venkateswara Rao , M. Ebraheem , P. Nageswara Rao	Electronics	86-88
28.	HRD Climate in Private Manufacturing Sector: An Appraisal	Dr. Sukhwinder Singh Jolly	Engineering	89-90
29.	Wireless Speed Measurement And Control Of Universal Motor	G. Prasad , G. Ramya Swathi, Dr. P. V. N. Prasad , A. Muneiah	Engineering	91-94
30.	Design Of Decentralized Load-Frequency Controller For Deregulated Hydro-Thermal Power Systems With Non-Linearities	M. Vinothkumar , Dr. C. Kumar , Dr. S. Velusami	Engineering	95-99
31.	Optimization Of Process Parameters For Gas Tungsten Arc Welding Aluminum Alloy A6061 By Taguchi Method	P. Hema , K. Allama Prabhu , Prof. K. Ravindranath	Engineering	100-103
32.	Numerical Approach To Predict The Thermal Performance Of Parallel And Counter Flow Packed Bed Solar Air Heaters	Satyender Singha , Prashant Dhiman , Ritika Kondal	Engineering	104-108
33.	Institute For Entrepreneurship Development Amongst Farmers- Especially Small And Marginal Land Holders.	Sweta Sanjog Metha	Entrepreneurship Development	109-111
34.	Phytoplankton Diversity From Godavari River Water (Maharashtra)	Satish.S.Patil , Ishwar.B.Ghorade	Environmental Science	11-114
35.	Nutrient Adequacy Among Selected Tribal Adolescent Girls Of Kattunayakan Tribes In Tamil Nadu	Somishon Keishing , Saranya .R	Home Science	115-116
36.	Vaigyanic Sacharata Aur Arthik- Samajik Vikas	Dr. Sudobh Kumar	Humanities	117-118
37.	E-Pharmacy In India For Reducing Inter-State Accessibility Dispersion	Satinder Bhatia	Information Technology	119-121
38.	Impact Of Intermediaries' Service Delivery In Insurance Sector	Dr. P. Anbuoli , R. Meikanda Ganesh Kumar	Insurance Sector	122-124

39.	Fate And Human Endeavour In The Mahabharata	Dr Maneeta Kahlon	Literature	125-127
40.	Facets of Hunger in Bhabani Bhattacharya's So Many Hungers and Kamala Markandaya's Nectar in a Sieve	Dr. Paramleen Kaur Syali , Ruchee Aggarwal	Literature	128-129
41.	Business Financial Strategy In Small And Medium Scale Brick Industries In Kolar District, Karnataka State.	Muninarayanappa , Dr. S. Muralidhar	Management	130-132
42.	A Study On Brand Equity Analysis Foreign Global Brands Vs Domestic Popular Brands Of Adult Consumer's Perspective In Coimbatore City	A.Pughazhendi , S. Susendiran , R. Thirunavukkarasu	Management	133-135
43.	Comparative Analysis of Cellular Phone Usage Outline of Undergraduate Students.	Atul Patel	Management	136-138
44.	A Study On Management Practices Of Entrepreneurs In Informal Sector	Dr. P. Vikkraman , Mr. S. Baskaran	Management	139-142
45.	E-commerce: Emerging Channel for Marketing in India	Dr Mahalaxmi Krishnan	Management	143-144
46.	The Role Of Educational Institutions In Imparting Entrepreneurship Qualities Among Student Community	Dr. N. Ramanjaneyalu	Management	145-147
47.	Impulsive buying and In-store shopping environment	Dr. Surekha Rana , Jyoti Tirthani	Management	148-149
48.	A Study On Management Practices Of Entrepreneurs In Informal Sector	Dr. P. Vikkraman , S. Baskaran	Management	150-153
49.	Risk Management Processes And Techniques For Resolving Customer - Supplier Relationship Issues	Pramod Kumar , Prof (Dr.) S.L.Gupta	Management	154-160
50.	Risk Management Processes & Techniques For The Successful Delivery Of Web Based Software Projects	Pramod Kumar , Prof (Dr.) S. L. Gupta	Management	161-166
51.	Effect Of Brand Equity On Consumer Purchasing Behaviour On Car: Evidence From Car Owners In Madurai District	R. Suganya	Management	167-169
52.	Relationship Management Model For Global It Industry.	Rishi Mohan Bhatnagar , Prof (Dr.) S. L. Gupta	Management	170-173
53.	It's A Myth That Kirana Stores Will Be Wiped Out If FDI Is Allowed In Multi Brand Retail Sector In India	Shweta Patel , M R Brahmachari	Management	174-176
54.	Learning Organization	Sitheswaran K , Dr. K. Balanaga Gurunathan	Management	177-178
55.	Behavior Management: A Ready-made Soup For Indian Managers	Winnie Jasraj Joshi	Management	179-180
56.	Customer Relationship Management In Public Sector Banks	Dr. P. Anbuoli , T. R. Thiruvengat Raj	Marketing	181-182
57.	Nifedipine Compared With Isoxuprine In Treatment Of Preterm Labor	Dr. Santosh Khajotia	Medical Science	183-184

58.	Single Intraoperative Dose of Tranexamic Acid In Orthopedic Surgery (A Study of Bipolar Modular Prosthesis and Dynamic Hip Screw fixation)	Dr. B. L. Khajotia , Dr. S. K. Agarwal, Dr. Prasant Gadwal	Medical Science	185-187
59.	MVA - A Simple & Safe Surgical Procedure For First Trimester Abortion / Medical Termination Of Pregnancy (MTP)	Dr. Priyamvada Shah , Dr. Sameer Darawade	Medical Science	188-190
60.	Pneumococcal Septic Arthritis in an Infant A Case Report	Dr. Vrishali A Muley , Dr. Dnyaneshwari P Ghadage, . Dr. Arvind V Bhore	Medical Science	191-192
61.	A Clear CSF may not be a Normal CSF A Case Report	Dr. Dnyaneshwari P Ghadage , Dr. Vrishali A. Muley , Dr. Arvind V. Bhore	Medical Science	193-194
62.	Neurectomy For Tic How Much Reliable?	Dr. Monali H. Ghodke , Dr. Seemit V. Shah , Dr. Smita A. Kamtane	Medical Science	195-198
63.	To Assess Acceptability Of Female Condom As A Method Of Temporary Contraception Among Indian Women	Dr Priyanka Shekhawat , Dr. Col (Retd) Gulab Singh, Dr Vidula Kulkarni Joshi	Medical Science	199-200
64.	A Study To Evaluate The Efficacy Of Teaching Intervention On Reduction Of Pediatric Immunization Pain Among Nursing Students	Dr. Ramachandra , Dr. S. Valliammal, Mr. Raja Sudhakar	Nursing	201-202
65.	Screening Of Antenatal Patients For Thalassemia	Dr Mukta Rayate , Dr Durga Karne , Dr Shilpa Bhat, Dr Hemant Damle , Dr Sameer Darawade, Varsha Gogavale	Obstetrics & Gynaecology	203-204
66.	Reservoir Rock Quality of the Lakadong Member in the Eastern Part of Upper Assam Basin, India	Dr. Pradip Borgohain	Petroleum Geology	205-207
67.	Study Of Refractive Index And Excess Parameters For Different Liquid Mixtures At Different Temperatures	Sheeraz Akbar , Mahendra Kumar	Physics	208-210
68.	Refractometric And Excess Parameter Study For Liquid Mixtures Containing High Order Alkanes (C17) And 1-alkanols At Different Temperatures	Sheeraz Akbar , Mahendra Kumar	Physics	211-213
69.	Assessment Of Knowledge About Health Services Available At Subcentre Level Among Village Inhabitants	Balpreet Singh , Jayanti Dutta	Public Health	214-215
70.	Effect Of Yogic, Aerobic And Laughter Exercises On Body Composition (An experimental study)	Dr. Manjappa. P. , Dr. Shivarama Reddy. M	Sports	216-220
71.	Age At Menarche In Physically Active And Non Active Urban Girls Of Patiala District	Jyoti Sharma , Dr. Ajita	Sports Science	221-222
72.	Use Of Ranks For Analysis Of Groups Of Experiments	Dr. Vanita K Khobarkar , Dr. S. W. Jahagirdar, Dr. N. A. Chaube	Statistics	223-225



Opportunity For International Corporations At Bop Segments Of Emerging Markets (Focus : India)

* Bhudhar Ranjan Chatterjee ** Sukanya Chatterjee.

* Principal, CAMS Management Academy, Kolkata

** Manager-HR, Magus Customer Dialog (P) Ltd, Kolkata

ABSTRACT

A few Marketers wanted to focus on a large market segment, existing at the Bottom of Pyramid in Emerging Markets. A billion people as customers in India at BOP segment, should be a large enough allurements for any Marketer of a multinational corporation. The technique of Provocative Selling can well be applied to a Bottom of the Pyramid segment in emerging markets like India, where a billion people can be converted into customers as shown by C.K. Prahalad. The Researcher therefore emphatically believes that there is a huge scope for research to be undertaken at this segment of Emerging Economies, particularly India, to explore the potentiality that exists in different sectors of Industries., Indian Economy did not face the brunt of recession, a company whose Sales Curve is either on Maturity or Decline stage, then the company must adopt some Precision Selling Strategy to prevent the same from sliding into decline phase. To overcome the buying resistance, which is highest in the BOP segment, the present Research would pointedly prove that there are Marketing strategies available to succeed. This has been shown in the following research.

Keywords : Bottom of pyramid (BOP), Decline, Maturity

Over View Of The Project :

A few Marketers wanted to focus on a large market segment, existing at the Bottom of Pyramid in Emerging Markets. A billion people as customers in India at BOP segment, should be a large enough allurements for any Marketer of a multinational corporation.

They finally found out some innovative skills and techniques to succeed in such trying situations and termed that technique as Provocative Selling technique. Here the customers are supposed to see their competitive challenges in a new light that made firms to address Customer Problem and Need, hitherto unheard of and unattended, even unnoticed.

C.K. Prahalad conceptualized and vehemently propagated the concept.

In view of the above concepts, the Researcher believes that there should be research oriented efforts, as to how Provocative Selling techniques can be successfully employed at the Bottom of the Pyramid, where such a huge opportunity really exists.

Contemporary Research On The Topic:

The concept of Provocative selling was originally propagated by three eminent Marketers, Philip Lay, Todd Hewlin, Geoffrey Moore and was published in the 2008,

March Edition of HBR, with the objective of developing a Unique selling model to succeed in a recessionary situation.

- Niall Davitt in his research in March, 09 argued if "Provocative Selling is a new kind of Selling Eloquence?" He argued that "academicians should be able to help the companies to help their customers, which requires a

combination of Knowledge, Skill and Expertise."

- Keith Eades, CEO, Sales & Performance International, disagreed through his paper and stated Provocative Selling is based on the same platform of Solution Selling (he claimed as his own conception).

Views Of The Researcher:

The technique of Provocative Selling can well be applied to a Bottom of the Pyramid segment in emerging markets like India, where a billion people can be converted into customers as shown by C.K.Prahalad. He argued through his revolutionary book, "Fortune at the Bottom Pyramid" and that "Framework of BOP would be an impetus for active

involvement of Privet-Sector in building the Marketing-economic system to transform the BOP market."

The Researcher therefore emphatically believes that there is a huge scope for research to be undertaken at this segment of Emerging Economies, particularly India, to explore the potentiality that exists in different sectors of Industries.

Alternative Perspective & Arguments Of The Bop Concept:

Prof. A.K. Jaiswal of IIM-A in 2005 stated that in 2002, CK.Prahalad and Stuart Hurt erroneously contended that big MNC's only targeted high end (upper-end of the Pyramid) customers ignoring the BOP segment.

Prof. Karnani (2007) argues that if the objective is to reduce Poverty than the BOP people should not be regarded as Consumers but Producers, as he said that we need to facilitate production by Poor and support them to selective consumption for their wellbeing.

Objective Of The Research:

In the midst of hard-times, of course, Indian Economy did not face the real brunt of recession, a company whose Sales Curve is either on Maturity or Decline stage, then the company must adopt some Precision Selling Strategy to prevent the same from sliding into decline phase. To overcome the buying resistance, which is highest in the BOP segment, the present Research would pointedly prove that there are Marketing strategies and Techniques available to succeed. This has been shown in the following research.

Case And Scope Of The Research :

This Research would be able to lay down a Road Map and a Model for similar

Industries in India/Emerging markets to accept the help of the Provocative Selling

Technique, when their sales curve is on the decline under a recession like situation.

Provocative Selling Technique, in spite of the criticism and controversy, stand out to be a very effective tool for success under such condition, in view of the Researcher.

We further intend to focus our Research on the BOP segment of Educational Institute, since the sample would constitute of Institutes, where the total cost of 2 year program is not more than Rs.3 lacs. In actual terms, it can be considered as the Middle of the Pyramid.

We intend to undertake a study on a number of students of a sample of Professional Institutes in and around Kolkata. We would like to measure the Influence of Uniform on - A) Student - Discipline and B) Loyalty, two most problem areas of the Institutes.

Study would be conducted for Pre Uniform and Post - Uniform periods.

We would like to take help of PVASS Pennsylvania Value Added System (Tribune Business News, Washington Feb'2011. A statistical Method of measuring Influence of School Program on Academic growth of each or a group of students).

Population And Sample Size:

The industry under reference in its organized sector is not large in and around Kolkata.

The size of the organized sector is approximately - 36.

To arrive at a reasonable level of Significance, we would undertake the research on a sample of - 6 Firms, selected randomly. Population size of Professional Institute (Mgt & Tech) is approx. - 188.

We would take a Sample of - 10 Institutes.

Sample Size of Respondents - 50 Students & 50 Parents (Randomly selected) from each Institute.

Research Methodology

The Researcher decided to undertake a Market Research Analysis under the concept of MAXIMUM DIFFERENTIAL SCALLING TECHNIQUE (MAX-DIFF). This popular and very handy technique was first practiced by Jordan Louviere in 1987 with very simple 6 steps .

We would take the help of basic concept of Conjoint Analysis to obtain estimates of the Main Effects of the Variables. The terminology of describing such conjoint importance in determining the Weights, is in terms of - SCORE/UTILITY.

We also intend to analyze the Data on the basis of Percentage and Rank Findings.

(Post Uniform Period)

Table No. 1 -

ATTRIBUTES	MOST	LEAST
Uniform gives a good look	+	--
It makes no difference	--	+
It gives schools Culture	--	+
Brings sense of Discipline	+	--

Table No. 2 :

ATTRIBUTES	MOST	LEAST
Looks Un Smart	--	+
Restrict Choice	+	--
Brings Loyalty to the Institute	+	--
Relates Disciplinary activities	+	--

Table No 3 :

ATTRIBUTES	MOST	LEAST
Unnecessary	--	+
Creates Disciplinary Environment	+	--
Most Institute conform to Uniform	+	--
Expensive	+	--

(+ = Affirmative: -- = Negative)

Analysis :

Utility Function Score of each of the Attribute was calculated on the simple Weighted Average Method. The Software in vogue, which also calculates the Scores on the basis of Hierarchical Bayesian Model was also used in the present context, both the methods were applied and the result converged as under.

Data thus collected, were put to two types of Quantity as well as Quality - analysis and tabulated as under.

The Researchers would like to extend the study further as and when the said constrains eases out.

TABLE 4: Weighted Average Score of the Attribute:

Attributes	Wt. - Av - Score
Uniform gives good Looks	10
Makes no Difference	1
Brings Schools Culture	5
Brings sense of Discipline	25
Looks Un smart	1
Restrict Dress Choice	5
Brings sense of Loyalty	33
Unnecessary	2
Expensive	8
Most Institutes Conform to Uniform	10

Conclusion :

The final scores/ findings unambiguously predict that Student Uniform actually associates with two most Problem areas Discipline and Loyalty and there can be the distinct solution to the problems, the Institutes have been searching all the time.

The 4th and the 7th attribute securing 25 and 33 respectively with highest scores clearly proved that Discipline and Loyalty are closely related to Institutional Uniform.

The Institutions could be impressed upon that when the said Attribute/Perception (4th & 7th) of Parents and Students has been clearly associated with the Uniform, they should implement uniform dress-code to bring Discipline and Loyalty in the Institute.

Ranking And Test Of Significance (2nd Approach)

The attributes have been broadly classified into 4 categories (securing higher scores) for precision and simplification and as follows:

1. Uniform gives good-look.
2. Considered as Expensive.
3. Brings sense of Discipline.
4. Brings sense of Loyalty.

To test the significant difference in the ranking of different perception of students and parents on the Utility / Value of Uniform in Professional Institutes, Chi-Square analysis and Friedman Two-way ANOVA study were undertaken to arrive and calculate Mean Ranks.

The Null and Alternative Hypothesis have been framed as under:

Ho: There is No Difference in Student / Parent perception on Uniform.

H1: There is Significant Difference in Student / Parent perception on Uniform.

Table 5 : Rankings on different Attributes:

SL. No.	Attributes	Mean Ranks(N=1001)	Chi Square at 5%
1.	Uniform gives good – Look	2.65	
2.	Considered Expensive	2.64	59.75 (0.000)
3.	Brings Discipline	2.47	
4.	Brings Loyalty towards Institute	2.25	

Table 5, once again implies that Loyalty through Uniform is the most significant Attribute (Mean Rank = 2.25) whereas Good Look through Uniform has been relegated to the Most insignificant attribute, as per the prevailing perception of the existing students and their parents.

Analysis of the results on Test of Significance also leads to the Chi-Square value of 59.75, which is quite significant ($p = 0.000$) at 5% Level, thereby rejecting the H_0 Hypothesis and accepting H_1 at 5% level, clearly implying variation in perception of the respondents.

Implication Of The Research

BOP segment in the emerging economies, remained an area of special interest for the marketers all over the globe for a long time.

The present research may be a benign study which has endeavored to apply Provocative Selling Technique to offer solutions in the BOP segment of a relatively small/medium scale Industry and particularly where the Pain Points of the Customers are unique.

Similar studies, if undertaken in the BOP segments of products/services of large scale Industries, may open new vistas for MNCs, who are looking for such opportunities in emerging market economies, like India.

REFERENCES

Consumer Behavior - Leon Schiffman | Fortune at the Bottom of Pyramid - Prof. C.K. Prahalad | Gurus on People Management - Prof. Sultan Kermally | Decision - IIM - C- June, 2010; Jan, 2011, pp-12-14 | HBR - March - April, 2009, pp-7-8 | Marketing Theory - Jan - March, 2009, pp- 4-5 | Marketing Research - Journal of Marketing, Jan, 84, pp-7-8 | Vikalpa - IIM - A - Jan, 2010, pp-9



Sara Publishing Academy
Indian Journal Of Applied Research
Journal for All Subjects



Editor,
Indian Journal Of Applied Research
8-A, Banans, Opp. SLU Girls College,
New Congres Bhavan, Paldi, Ahmedabad-380006.
Contact.: +91-9824097643 E-mail : editor@ijar.in

Printed at Unique Offset, Novatsing Rupam Estate, Opp. Abhay Estate, Tavdipura, Shahibaug, Ahmedabad