



TO FORMULATE MARKETING STRATEGY ON THE BASIS OF DEMOGRAPHIC PROFILING OF DELHI(NCR)PEOPLE'S FOR LOCAL ENTREPRENEUR ON THE DOMESTIC TOURISM DOMAIN

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ABSTRACT In the era of bottle neck competition in every sector where maximum big player using Red Ocean Strategy to minimizing the competition and they are able to do this cause they have enormous amount of recourses in terms of Skilled Men Power, Huge Capital for Investment, Technologically Advance Infrastructure, Political Connections, Very Strong Public Relations Team, which leads them to create a positive vibes in the domestic market. As observed TATA Group, Reliance Group, Aditya Birla Group, Hero Group, etc are fit in that criteria. In the present situation the local entrepreneur have hardly chance to give any competition to these big shots. As per our observation in this bottleneck competition environment the local entrepreneur should avoid direct competition with these big shots and adopt Blue Ocean Strategy it helps to create niche market on the basis of Demographic Profile and Life Style Profile. In India Demographic Profiling is one of the key factor to penetrate niche market specially in Domestic Tourism Sector.

KEYWORDS : Religion, Red/Blue Ocean Strategy, Niche Market, Domestic Tourism, Local Entrepreneurship

1. INTRODUCTION

As we live in the 21st century and specially in India the general fashion is after satisfying their physiological needs people looking for the fun/pleasure. There is no provision for fun and pleasure in Maslow's Hierarchy of Needs at any level of its hierarchy. As fun/pleasure it's varied from person to person some are like good company of intellectual people in terms of social bonding with Family, Friends, Other Association groups or Inspirational Group, some are like to watch movie in theater alone, some are like to play game(indoors or outdoors), some are like to eat luxury food in five star hotel, some are drink alcohol, some are like to go for shopping, some are like to travel to explore new places so its depends upon the people's owns interest, availability of recourses. Fun/Pleasure are change according to time by time and age of the individuals.

As we observed that most of the Lifestyle are driven from Religion like Alcohol/Tobacco consumption, Eating habits(Veg/Non Veg), Pet(like Dog/Cat/Cow etc) Adoption. Family Planning, Saving Amount for Self Interest(Fun/Pleasure/Luxury items etc), Visit Religious Places, Our Dressing Style etc.

So it is very essential for local entrepreneur to look these demographic factor and according to that formulate his/her strategies.

As we observed in India most of the youth is like to be his own boss or in other words he like to start his own venture/new startup according to Zinkin's statement, "No entrepreneur, no development".

Table:1

Gross Domestic Product

YEAR	GDP USD	GROWTH
1994	327,275,591,370	710%
2017	2,650,725,335,364	

Per Capita Income(P.C.I)

YEAR	GDP USD	GROWTH
1994	642	210%
2017	1,987	

Indian Population

YEAR	Population	GROWTH
1994	942,204,249	42%
2017	1,339,180,127	

Source:(World Bank - World Bank national accounts data, and OECD National Accounts data)

Domestic Tourist Visits(D.T.V)

YEAR	D.T.V (in Millions)	GROWTH
2000	220.11	651%
2017	1652.49	

Source:(State/ Union Territory Tourism Departments)

on the basis of available data we can see the huge opportunity as a entrepreneur and an Entrepreneur will always take the opportunity and grab it to the profitable equation.

As we can clearly see that Domestic Tourist Visits increased from 220.11 millions to 1652.49 millions with the growth rate of 651% in just 17 years. As we can clearly see it is the huge market portion and in the starting our main objective will be to capture 1% to 5% of the total available market. It leads to a good start for the new venture.

2.LITERATURE VIEW

Maslow's hierarchy of needs is a theory in psychology proposed by **Abraham Maslow** in his 1943 paper "A Theory of Human Motivation" in this paper Maslow fail to address Pleasure and fun that is most essential part of human life.

The tourism business has been acknowledged as one of the main businesses for lashing economic expansion and economic revolution in developing countries (**Filipovski & Sc, 2011**).

According to **Tureace and Anca** tourism is not only the travel from one place to another place like transportation business but it is more than that and they provide classification the travel business on the basis of following industry

1. Health care tourism industry
2. Holiday tourism industry
3. Professional tourism industry
4. Reduced distance tourism industry
5. Relaxing tourism industry
6. Transportation tourism industry

on the above classification the entrepreneur should enter any of the above stated tourism industries with the help of **SWOT Analysis** applied **Blue Ocean Strategy** to create **Niche Market** on the basis of **Demographic Profiling, Life Style Profiling** and **available resources and skills** to the entrepreneur, that helps to avoid to direct competition with big shots.

According to **The Guardian News and Media Limited** in its article "**Give me a Big Mac - but hold the beef**"(20th December 2000)shows the importance of the demographic profiling as in India Cow is a holy animal and for that Mc Donald's has to stop its Beef related products in all its Indian outlet.

According to **The Times of India** in its article "**Subway to roll out world's 1st all-veg outlet in Punjab**" (17th August 2012)Due to Vegan Culture pursued by the top management of the Lovely Professional University' Subway has to change its food menu for gaining this market share. it is also an example of demographic Profiling.

SCOPE AND OBJECTIVE OF STUDY

India is the country of the Youth and further observed that the youth of Delhi (NCR) want to spend their income for pleasure and enjoyment.

And as a entrepreneur you have to take this opportunity and channelize their resources into your revenue.

So many schemes are available in the market like **Startups India Stand ups India, Pradan mantri Mudra Yogna** are some of the initiative of the Center Government of India cause the Vision of Modi's Leadership is "To boost the self employment culture in the country."

The unemployed youth of the country will take the maximum benefit from the above study. They will not only earn money but also follow their own passion their own interest. As they achieved financial stability and earn respect from their family and peer groups along with that they are likely to produce/create more job for other people of the society.

The object of the study are given below.

Study of demographic profiling specially(Religion) of Delhi(NCR) people and on the basis of their finding entrepreneur choose the right marketing strategy.

3.RESEARCH METHODOLOGY

To obtain the knowledge of the desire demographic factor we construct a valid structured questionnaire with the help of industry's hard core professionals like transportation provider, domestic tour operators and international tour operators after construct the questionnaire we collect the responses over the 800 responded with the help of convenience sample method. to analysis the data with the help of different statistical tools like frequency distribution, average and percentage

4. LIMITATIONS

In this study, the sample size is 800 which not the actual representation of the entire population and this study only restrict to the Delhi NCR it will not provide any guaranty that whatever finding come out here will also applicable to any other part of this country. Reason behind this in India the Cultural, Density of population and per capita Income vary from place to place.

As it is based on more demographic profiling, and on the basis of that we tried to create Niche market Segment and formulating some of the market strategy to penetrate the desired market segment. in one line we tried to create our own Blue Ocean Strategy for the local entrepreneur

DATAANALYSIS

Demographic profile of respondents

TABLE:-2

DEMOGRAPHIC PROFILE		TOTAL	%
AGE	18-36	608	76
	37-55	184	23
	56-74	8	1
	<75	0	0
GENDER	MALE	568	71
	FEMALE	232	29
	3rd GENDER	0	0
	10th	64	8
	12th	72	9
	GRADUATION	352	44
EDUCATION	POST GRADUATION	184	23
	DOCTORATE	48	6
	POST DOCTORATE	48	6
	UNEDUCATED	32	4
OCCUPATION	STUDENT	480	60
	PRIVATE . JOB	120	15
	GOVT. JOB	64	8
	FARMER	32	4
	BUSINESS	64	8
	PROFESSIONAL- ARTIST	0	0
	HOME MAKER	24	3
	UNEMPLOYED	8	1
	RETIRED	8	1
	OTHER	0	0
RELIGION	HINDUISM	544	68
	ISLAM	160	20
	SIKHISM	72	9
	CHRISTIANITY	0	0

	JAINISM	16	2
	BUDDHISM	8	1
	PARSI	0	0
	IRANI	0	0
	OTHER	0	0
ANNUAL INCOME IN LAKHS	0-3	368	46
	4-7	280	35
	8-11	96	12
	12-15	56	7
	16-19	0	0
	<19	0	0
MARRIED	YES	232	29
	NO	568	71
NUMBER OF FAMILY MEMBERS	2-4	512	64
	5-7	168	21
	8-10	120	15
	11-13	0	0
	14-16	0	0
	<16	0	0
OWN HOUSE	YES	456	57
	NO	344	43
RENTAL INCOME	YES	32	6
	NO	768	94

On the basis on available data in the TABLE:-2 the most share of age group is 18-36 and it is 76% of total sample size and age group class 37-55 share 23% and 56-74 age interval share the 1% of the total sample size and <75 is 0% on the basis of Gender the following details given below 71% are MALE, 29% were FEMALE and there are no 3rd GENDER present in the survey. On the Education Part highest Percentage shared by GRADUATION is 44% and followed up by POST GRADUATION is 23% and equal part shared by DOCTORATE and POST DOCTORATE is 6% each 9% and 8% shared by 12th and 10th respectively and rest of the share with 4% UNEDUCATED Education Factor. On the OCCUPATION part student score the largest share that is 60%, PRIVATE. JOB and GOVT. JOB share the percentage 15% and 8% respectively FARMAR shares 4%, BUSINESS share 8%, PROFESSIONAL- ARTIST and OTHER have tie with the securing share of 0%, HOME MAKER share 3%, UNEMPLOYED and, RETIRED have tie with the securing share percentage is 1% each. on the basis of the RELIGION we have HINDUISM with the contribution of 68% and followed by ISLAM 20%,SIKHISM shared 9%, JAINISM shared by 2%, BUDDHISM shared by 1% and CHRISTIANITY, PARSI, IRANI and OTHER share equal share with 0% on the bases of ANNUAL INCOME(IN LAKHS) majority of the sample lay in the(0-3) lakhs range that is 46% of the total sample size and on the second position(4-7) lakhs bracket 35% of the respondent of the sample size and(8-11) group share the 12% of the total sample size and followed by(12-15) income group bracket shared by 7% rest of the two categories that is (16-19) and (< 19) income group 0% share of the total sample size. On the based MARRIED 29% are Married and 71% are unmarried of the total sample size. NUMBER OF FAMILY MEMBERS is 64% are belong to the (2-4) category, 21% are belong to the (5-7) category and 15% are belong to the (8-10) category and rest are the 0% share in the available sample size like(11-13),(14-16) and (<16).57% respondent have own house Delhi (NCR) and 43% are occupied on hostel/rent house. Only 6% respondent have RENT INCOME and rest of 94% respondent have no income from RENT

6.FINDING AND CONCLUSIONS

We are able to create Niche market segments with the help of Secondary & Primary Data these segments are Religion and Youth.

- 1:- Hindu majority is 68% and according to that the Local Entrepreneur should make spritual tour package like CHAR DHAM, Ayodhiya, Varanasi, Vaishono Devi, etc
- 2:- Youth is 76% i.e is lie in the age bracket of 18-36 Years so to tap this segment entrepreneur must offered them Adventure tour packages like River Rafting in Uttarakhand, Mountain Climbing, Develop Bike Tour circuits(300KM to 500 KM) of the radius.
- 3:- The best and effective way o create branding the first necessary step is to have an identity on Internet like own website, Email Accounts. Extensive use of internet will help entrepreneur to penetrate their niche market segment. As the promotion cost of the internet will be cheaper and you can monitor the effectiveness of the Ad Campaigns with the help of Google ad sense), Create same interest group on Social Networking Sites, YouTube (Vlogs), Blogs on Blogging sites ,Whatsapp Broadcast Groups.

As tourism is the part of service industry that is why it required less initial capital and very less operating cost. To make it profitable this venture should achieve Break Even Point as early as possible and hence it is a service industry segment it will achieve profitability in no time.

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