



PJMTR

Presidency Journal of Management Thought & Research

Vol. XII No. 1

January to June 2022

ISSN 2229-5275

Research Papers

- 1. Retail Marketing Strategies: A Study on Changing Preferences of Customers Towards Retail Formats**
Suvarna Hiremath, Prashant C and Ansumalini Panda
- 2. Role of Pedagogy in influencing Human Intelligence at the level of Higher Education: A perception study on the contribution of pedagogy used in India in being able to influence Human Intelligence**
Sunali Paul, D.K. Pandiya and Neeraj Shukla
- 3. Relative worth of antecedents of Absenteeism: A study on Tea Industry in Assam**
Himashish Paul, Bhartrihari Pandiya and D.K. Pandiya
- 4. CSR Reporting Practices, a legal framework in Indian scenario - In the last three decades**
Geetha Rajaram and Maya Patil
- 5. Determination of Personal Factors affecting Purchase Decision of Health Insurance in Gujarat**
Dharmendra S. Mistry and Pallavi C. Vyas

Indexed in



Presidency Journal of Management Thought & Research

A Peer-reviewed Biannual
Vol. XII No. 1, 2022

Editorial Board

Patron

Dr. Nissar Ahmed
Chairman
Presidency Group of Institutions

Chief Editor

Dr. Chandan A. Chavadi
Dean & Professor
Presidency Business School
Kempapura, Hebbal, Bangalore

Managing Editor

Dr. Irshad Nazeer
Professor
Presidency Business School
Kempapura, Hebbal, Bangalore

Editorial Information

Aims & objectives: Presidency Journal of Management Thought & Research aims at publishing high quality research findings and management thoughts. It seeks book reviews, case studies and empirical analyses of data to enhance the body of management knowledge. Its aim is also to provide research and information support to corporate companies, policy makers, management students and academicians so as to help them keep abreast of new developments and perspectives in the field of management.

Originality: Manuscripts submitted must be of original work and must not be under consideration for publication elsewhere.

Errors and omissions: All efforts are done to ensure correctness of the information published in the journal. However, PJMTR is not responsible for any errors due to oversight or otherwise. This publication is being sold with the understanding that the information given in the journal is merely for reference and must not be taken as having authority of or binding in any way on the authors, editors, publishers and sellers, who do not owe any responsibility for any damage or loss to any person, a purchaser of this publication or not, for the result of any action on the basis of this work.

Jurisdiction: Any disputes, claims or settlements arising thereof will be subject to jurisdiction of Bangalore only.

Copyright: No part of this journal may be reproduced or copied in any form by any means without prior written permission from the publisher. PJMTR holds the copyright to all the papers, including abstracts, published in it. Accepted manuscripts may be edited for sequence, brevity and other value addition to suit the requirements of the journal. Opinions expressed in the journal are purely the authors' personal views and not necessarily the views of the editors. The authors are also personally responsible for any copyright violations in their manuscripts. A copyright form will be sent to the authors of accepted papers. The form needs to be filled and returned to the editorial office. Authors must on their own obtain the necessary permission to reproduce copyright material in their papers.

Published by : Presidency Business School, Presidency College, Kempapura, Hebbal, Bangalore 560024.

Printed at: Shree Vishnu Printers, Bangalore.

Editorial Team Members

Dr. Rajiv R.K. Massey,	Presidency Business School
Dr. Irshad Nazeer,	Presidency Business School
Ms. Indumati N,	Presidency Business School
Ms. Radhika Arora,	Presidency Business School
Dr. Ravikeerthi J.V,	Presidency Business School
Mr. Ravindra Kulkarni,	Presidency Business School
Mr. M R Vishwanath,	Presidency Business School
Dr. Bhartrihari Pandiya,	Presidency Business School
Dr. Sindhu Menon,	Presidency Business School
Mr. Venkatesh G,	Presidency Business School
Ms. Uma Swadimath,	Presidency Business School
Dr. Kiran Hiremath,	Presidency Business School

From the Editor's Desk ...

I am delighted to introduce a new edition of the Presidency Journal of Management Thought & Research. PJMTR provides a really exciting opportunity to consider the truly interdisciplinary nature of business management at a time of great change across the dynamics of wider management disciplines.

The objective of PJMTR is to publish up-to-date, high-quality and original research papers alongside relevant and insightful reviews. As such, the journal aspires to be vibrant, engaging and accessible, and at the same time, integrative and challenging. This issue of the journal contains six papers.

The first, "Retail Marketing Strategies: A Study on Changing Preferences of Customers Towards Retail Formats", purpose of this article is to assess the importance of various retail marketing strategies such as retention, promotional, growth, pricing, and competitive strategies, as well as the function of these marketing techniques.

The second, "Role of Pedagogy in influencing Human Intelligence at the level of Higher Education: A perception study on the contribution of pedagogy used in India in being able to influence Human Intelligence", The study finds the perceptions of the teachers engaged in the higher education of the country over the contribution of forty-nine identified and selected components of I.Q.

In the third, "Relative worth of antecedents of Absenteeism: A study on Tea Industry in Assam", The present research work empirically researches the reasons for absenteeism and their relative worth. A thorough literature review has been done to study the existing research on absenteeism in tea gardens.

The fourth paper, "CSR Reporting Practices, a legal framework in Indian scenario - In the last three decades", This paper conceptually reviews to trace the importance of sustainability reporting by way of literature review and its benefits to the entities.

The fifth, "Determination of Personal Factors affecting Purchase Decision of Health Insurance in Gujarat", The study found that consumers' awareness about health insurance and a Sense of Security among the consumers are the critical elements that should be taken into consideration. However, all of these papers were subject to the journal's double-blind review process.

Any paper that you wish to submit, either individually or collaboratively, is much appreciated and will make a substantial contribution to the early development and success of the journal. Best wishes and thank you in advance for your contribution to the Presidency Journal of Management Thought & Research.

Chief Editor

Dr. Chandan Chavadi

Contents

Vol. XII No. 1

January to June 2022

ISSN 2229-5275

Research Papers

1. **Retail Marketing Strategies: A Study On Changing Preferences of Customers Towards Retail Formats**
Suvarna Hiremath, Prashant C and Ansumalini Panda *Page 1*

2. **Role of Pedagogy in influencing Human Intelligence at the level of Higher Education: A perception study on the contribution of pedagogy used in India in being able to influence Human Intelligence**
Sunali Paul, D.K. Pandiya and Neeraj Shukla *Page 19*

3. **Relative worth of antecedents of Absenteeism: A study on Tea Industry in Assam**
Himashish Paul, Bhartrihari Pandiya and D.K. Pandiya *Page 38*

4. **CSR Reporting Practices, a legal framework in Indian scenario - In the last three decades**
Geetha Rajaram and Maya Patil *Page 48*

5. **Determination of Personal Factors affecting Purchase Decision of Health Insurance in Gujarat**
Dharmendra S. Mistry and Pallavi C. Vyas *Page 62*

Retail Marketing Strategies: A Study On Changing Preferences Of Customers Towards Retail Formats

Suvarna.Hiremath*, Prashant. C ** and Ansumalini Panda***

Abstract

In the previous decade, the retail industry and its environment have seen significant transformations. Changes in the demographic, social, political, and commercial atmosphere are causing the majority of the developments in the retail sector. The rising interest in marketing strategies/tactics has led to a greater focus on alterations in shop formats such as malls, hyper/supermarkets, specialty stores, department stores, discount stores, and convenience stores. The purpose of this article is to investigate the most important retail marketing techniques and how they are implemented in traditional and modern retail. Modern retail includes emerging retail formats such as hypermarkets, supermarkets, discount stores, departmental stores, specialty stores, and traditional retail includes retail stores such as mom and pop stores and convenience stores. Modern and traditional retail use marketing tactics for increasing store sales. Furthermore, the research aids in the creation of a framework for major retail marketing strategies and new retail formats' choices of these strategies.

The purpose of this article is to assess the importance of various retail marketing strategies such as retention, promotional, growth, pricing, and competitive strategies, as well as the function of these marketing techniques in increasing the frequency of visits and ticket value of the customers and thereby becoming loyal customers of the modern retail format and traditional retail format. Results show that traditional and modern retail formats follow different marketing tactics to influence the customers.

Keywords: Retail Format, Strategies, Pricing, Promotion, Competition, Growth, Retention, Modern Retail, Traditional Retail, Tactics.

About the Authors

- * Research Scholar, Dept. of Management Studies, SDM College of Engineering and Technology, Dharwad, Karnataka, India.
Email - sarangmathsuvarna@gmail.com
ORCID ID: <https://orci0000-0003-1192-288X>
- ** Professor & Coordinator of Research Centre, Dept. of Management Studies, SDM College of Engineering and Technology, Dharwad, Karnataka, India.
Email id - prashanth.chittaranjan@gmail.com
- *** Assistant Professor, Dept. of Management Studies & Research, KLE Tech. University, Hubli, Karnataka, India. E-Mail id - ansumalini.panda@kletech.ac.in

Introduction

Retail marketing has evolved significantly since its start, necessitating a detailed understanding and study of its many components. One unusual situation witnessed over the last two decades is rapid development in new retail forms. In terms of development and investment potential, India's retail sector is experiencing a complete transition; both new and established market participants are experimenting with new retail models. Hypermarkets and supermarkets are two retail ideas that are growing in popularity in today's market. Every aspect of retail marketing is considered, from the interior to the exterior, including promotions and discounts, product placements in-store advertisements, strategic positioning, and shop representative behavior.

The retail market in India is mostly untapped. Food and groceries are the most promising category for launching a retail company in India. If retailers have a full awareness of consumer retail format preferences, they will be able to segment their market and target certain client groups with pre-planned ways to meet their retail expectations. A firm knowledge of customers' wants, motivations, and loyalty is important to the creation of a retail marketing strategy.

The Indian retail business is inextricably linked to the country's economic growth and development. In India, consumer trends are shifting, presenting an opportunity for structured contemporary retail models. These innovative retail layouts provide clients with a wide range of options and an ideal shopping experience by combining goods, entertainment, and service all under one roof. The organized market (Grewal, Roggeveen, & Nordfält, 2017; Makgosa & Themba, 2015; Mittal & Prashar, 2011), comprises of major corporations such as

Future Group, Pantaloon, Tata, Reliance, ITC, and others, all of which have better taxes and labor law enforcement systems.

They have a well-managed supply chain, with strong vendor connections, excellent customer service, well-organized merchandising, and timely promotional activities. Though small merchants dominate Indian retail, several organized retailers have entered the market in the recent decade, building stores in a variety of modern forms in metros and other major cities.

Retail Strategies

Positioning before establishing the business in the retail markets, the first objective in the retail sector should be to define the target audiences. The basic goal of retail positioning is to get a competitive advantage by standing out from the competition. Customers choose a retail store that stands out from the competition because of its differentiation. Retail branding, such as brand name and logo, technology innovation, and retail customer experience all play a role in outpacing the competition in the retail positioning strategy.

Location The location of a retail store has a significant impact on the product's total sales performance. Customers today are more empowered and have more options, such as online purchasing. When opting to create a store in a city, a specific region of the city, or even an online store, the ideal retail strategy is to focus on your target market, degree of competition, disposable income, traffic conditions, and parking facilities.

Pricing is the most important aspect of every retail marketing plan. The cost of the goods, as well as overhead expenditures, should be

included in the pricing. The majority of merchants employ the price tactics listed below to achieve their overall company goals.

Promotional Strategy both in-store and out-of-store advertising tactics are available to retailers. However, in-store advertising methods have a greater impact on retail customers than out-of-store advertising. Marketing messages placed strategically can boost sales of targeted companies and items. Retailers can utilize promotional methods to accomplish a variety of goals, including launching new items, increasing sales, building brand equity, and improving corporate image. In every retail marketing campaign, well-trained employees may readily sway clients' decisions. If the employees know how to interact with customers on a personal level, it can have a long-term positive impact on the retail store.

Growth Strategy has always been critical, but it is even more so now in light of changing consumer behaviors. One should have a thorough understanding of the industry retail operates in and be aware of current developments in the field. If retailers do this properly, they will get a competitive advantage over the competitors by being able to better service the clients' demands.

Many businesses are working on acquiring loyal customers to stay ahead of the competition. Loyal customers are those that use a company's products and services regularly, usually at normal pricing, despite rivals' pleadings and platitudes. Indian merchants are also focused on other retail techniques, such as price, marketing, and retention methods, which is exactly what this study covers. In India, research is needed to determine the preferred various marketing methods used by rising retail formats that are

appropriate to distinct segments.

The competitive landscape is not what it used to be, fundamental societal influences such as technical innovations, urbanization, and liberalization are causing it to change dramatically. These key influences have resulted in new habits and attitudes. Kotler, P. (2003) clients are becoming more demanding. Expect better quality and service, as well as some personalization. The website can provide a wealth of product information. They can shop more because of the internet and other sources. In terms of price sensitivity, they are more sensitive.

This research paper concentrates on the fundamentals and key components of retail marketing as a subject. Understanding how new retail formats have exploded in our country, deeply understanding the Indian retailing industry, recognizing the various challenges that our modern retail sector is facing, identifying and discussing the various successful strategies of modern retailers thus far are all topics covered in this paper.

The following are the broad aims of the current study:

- 1) To evaluate the most significant retail marketing tactics in retailing in North Karnataka.
- 2) To select suitable marketing tactics for the retail format in North Karnataka.

Literature Review

Certain government relaxations have opened India's borders to international organized retailers, resulting in the harsher rivalry between new and existing retailers,

encouraging them to strive for better goods and services, boosting the expectations of the final customers. According to AT Kearney (2019) Global Retail Development Index, growing consumer incomes, and advanced digital connectivity both helped India's retail market grow by 9% from 2016 to 2018, with the market predicted to reach \$1.4 trillion by 2021. The government actively promotes the retail sector, which accounts for 11% of GDP, through freer retail, e-commerce, and investment regulations.

(Nair, 2018) through the study in F&G retailing in Bengaluru found the correlations between shop features, experience, patronage intent, and lifestyles. One of its study's findings is that store features can influence customer happiness, which can lead to increased patronage intent.

(Radon et al., 2021) The study developed a framework for better understanding how buyers in a natural retail setting pay attention to displays of complementary goods and then shift their focus to the main product. According to the data, the variety of the display's selection has a good impact on present attention capture. Complementing product displays, according to this method, can help draw attention to and influence the purchase of a focused product.

Unorganized family-run Kirana stores cater to the needs of the rural section, which is largely fragmented. The country's proportion of organized retail has increased by 60%, and this is projected to have an impact on the rural market as well. Less expensive advertising, promotional costs, media costs (print or electronic), low distribution costs, easy and convenient store management, and branding, convenience in the physical handling of goods and logistics management, inexpensive warehousing, and easy market segmentation

and targeting are all factors in rural marketing strategies. , less product class and width, and less need to launch fresh product class and width frequently are some of the major rural retail marketing advantages covered(Pandey & Kaur, 2018; Selvi, 2018).

Anil Konuk, (2021) findings guide businesses in developing effective private label brand marketing strategies. When the commission fee is less than the set threshold, the manufacturer chooses the online agency selling mode (Pu et al., 2021). Martinez et al., (2021) investigations revealed a complicated relationship between product kind, context, and color, which may encompass many cognitive decision-making mechanisms, and colors cannot be used as a stand-alone factor in customer decision-making.

Digitalization is among the technologies that are assisting the retail sector. Businesses are attempting to comprehend how big data and analytics may help them make better selections and create effective marketing strategies (Chiu et al., 2021; Prasad & Venkatesham, 2021). Kamiya & Branisso, (2021) research combines arguments in favor of location-based messaging services for offline site visits, discount offers, and tailored and high-engagement content. Messages are a key tool for increasing smartphone retail sales since they allow to speak directly to a user, promote products or offers, and turn unknown app users into known buyers.

Sudaryanto et al., (2021) The majority of retail clients were classified as private-sector employees with higher income levels, according to the report, and gender had a key

impact on consumer decision-making. The findings demonstrated that in East Java, Indonesia, the cultural dimension, as well as brand image and price, had a significant influence on customer purchase decisions. During pandemics, apparel retail chains had prioritized the establishment of connections with suppliers, which requires a shift in collaboration techniques from commercial to relationship marketing. Retail sales at physical stores accounted for more than 70% of all retail sales while retail e-commerce sales accounted for less than 30% of total retail sales during the pandemic. (Alya Zulfa Cahyani et al., 2021a, 2021b; Sayyida et al., 2021; Shekhar et al., 2021; Srivastava & Yadav, 2021)

The retail food owners or managers manipulated the marketing mix elements to achieve profitability, the Internet, and to a greater extent, mobile technology generated fantasies of fully integrated online and offline channels that allowed customers to switch between channels at any time. (Chiliya et al., 2009; Müller-Lankenau et al., n.d.) .Global retailers such as Wal-Mart, GAP, Tesco, J.C Penney, Sears, and Carrefour are attempting to establish themselves in the Indian market due to fast expansion in the retail industry, according to (Manocha & Pandey, 2012; Pankajakshi & Kavitha, 2014; Pattanaik, 2019; Talreja & Jain, 2013). In reality, Wal-Mart has already built stores in India in collaboration with Bharti. Although it will take time to achieve ideal penetration, merchants are already finding it difficult to operate with low margins and high expenses. In this new context, efficient marketing techniques will be crucial.

This research summarizes current

improvements in pricing and promotions research as it relates to better targeting, new pricing and promotion models, and increased efficacy. On- and offline merchants utilize price discounts as a crucial marketing tool to drive sales and expand their market share.

Thirty two retail marketing methods have been chosen for further study based on the aforementioned literature evaluation. The following are the tactics, as well as the research's that support them: Consumers are now a vital component of success, particularly for merchants. It's difficult to please customers who desire high-quality goods at a reasonable price. As a result, merchants must understand and address the demands of their customers.

Grewal, Roggeveen, Sisodia, et al., (2017); Sokol et al., (2021) all emphasized comprehending the demands of the client. Retailers are recognizing that the small things that make a significant impact on customer pleasure and loyalty, including being attentive to customer demands and delighting customers, are determining their growth and mobility. The total impression of a retail organization as perceived by consumers and stakeholders is known as the store image. The store image approach is a great way to track the image of a retail establishment and its locations through time (Kamiya & Branisso, 2021)

The store's ambiance has a considerable impact on consumer spending habits. Customers have a greater desire to associate with a better retail atmosphere, which leads to a higher possibility of purchase as found by (Deepika Jhamb & Ravi Kiran, 2012; Hiremath & Prashantha, 2018).

Furthermore, merchants must create a shop layout that not only optimizes the number of items available but also includes appealing merchandising. This method encourages customers to buy more things and shop without stress (Hiremath & Chittaranjan, 2018; Mittal & Prashar, 2011).

Many merchants focus all of their efforts on gaining consumers rather than maintaining them in such a competitive climate. Retaining existing clients is five times more profitable than acquiring new ones, as the saying goes. According to (Alya Zulfa Cahyani et al., 2021a; Anil Konuk, 2021; Cuthbertson & Laine, 2003) loyalty is all about winning the confidence of consumers, which may be accomplished through implementing loyalty programmers and providing additional incentives to loyal customers. Retailers employ customized technology to build relationships with customers through electronic commerce and customer relationship marketing, which leads to benefits such as personalized items based on client demand.

Segmentation of Customers

Segmentation of customers is a crucial approach for categorizing customers into separate categories. Customers are frequently segmented into distinct categories based on demographic and psychographic data such as age, gender, and life-stage characteristics (FICCI, 2012; KPMG, 2014). Personal selling is the process of presenting goods and services to clients and persuading them to purchase them. Though this method isn't widely used by new retail formats, certain corporations are exhibiting interest in personal selling, according to (Kumari, 2020).

Consumers visit malls for a variety of reasons,

including shopping, entertainment, and food courts (Díaz et al., 2020; Hänninen et al., 2021; Makgosa & Themba, 2015). Several big retailers, including Wal-Mart, Tesco, Reliance, and Marks & Spencer's have extended their variety with private label products to generate excitement to draw people to their stores and perhaps enhance profit margins. Retailers may outperform the competition by delivering efficient after-sale services to their clients.

Another key instrument for improving the efficiency of retail activities is salesperson training (Kumari, 2020), which believes that the retail sector's growth may be boosted even more by establishing new franchises and collaborative partnerships with global merchants. Gifts and discounts are two more crucial methods that merchants cannot ignore since they entice all types of customers to visit retail locations and purchase in huge amounts. Nasiri et al., (2021) claim that festival deals boost sales for that specific period.

Retailers use competitive pricing methods to attract customers by selling items at a cheaper cost than their competitors. This method also aids in luring competitive consumers to purchase at their own business (Bollweg et al., 2016; Kumari, 2020). Maintaining public relations helps to succeed in the retail industry. According to the literature assessment, even though much work has been done on retail marketing strategies, there is still a scarcity of material on growing retail formats and retail marketing methods.

As the popularity of developing retail formats grows in India, it's critical to grasp the marketing methods used by various retail formats. As a result, the current study aims to include both of these crucial characteristics.

Research methodology

The current research adopts an analytical approach to outline the research questions and explains the relationship between retail marketing strategies such as retention, promotional, growth, pricing, and competitive strategies used in traditional and modern retails based on primary data. The study employed a stratified random sampling procedure. Stratified random sampling is a sampling technique in which a population is divided into sub-groups called strata. Strata are produced in stratified random sampling, depending on shared features or characteristics among individuals such as the geographic regions, here the strata are the major cities of North Karnataka. A self-structured questionnaire was distributed to 300 customers of North Karnataka out of which 224 completely filled questionnaires were received which makes up to 75 percent of data from customers in North Karnataka. The questionnaire was put through its paces in terms of reliability and content validity. The questionnaire was tested in terms of reliability and content validity. Cronbach alpha indicates that the questionnaire has an overall reliability of 0.868. Questionnaires were delivered to 300 customers based on various retail formats, and the study included 224 completely filled questionnaires that were complete in all aspects. The questionnaire had a 75 percent response rate. For data analysis, the study used factor analysis and ANOVA analysis. Various retail marketing tactics have been subjected to factor analysis in order to break them into relevant variables and determine their importance. ANOVA has also been used to determine the major differences in retail formats and marketing methods utilized by various merchants that influences the customers.

Descriptive Statistics

Using the Statistical Package for the Social Sciences (SPSS) software version 20 was used and the descriptive analysis revealed the following. The shoppers varied in age from 18 to over 55 years old. The age groups 18-25 years and 26-35 years accounted for 27.2 percent and 52.7 percent of the total shoppers, respectively. As a result, the majority of clients in the 26-35 age bracket prefer to purchase in a well-organized retail store. 53 percent of the 224 samples are male, while 47 percent are female. It shows that male customers shop more than female customers at organized retail outlets.

Factor Analysis

Factor analysis is a statistical method for describing variability among associated variables in terms of a smaller number of unobserved variables known as factors. Factor analysis is a strategy for condensing a large number of variables into a smaller number of elements. This method takes the largest common variance from all variables and converts it to a single score. We can use this score as an index of all variables for further investigation. Statistical Package for the Social Sciences (SPSS) software version 20, was used to check the questionnaire's reliability and validity using Cronbach's alpha and Kaiser-Meyer-Olkin (KMO).

Chan & Idris, (2017) recommended that factorability of the correlation matrix is assumed if the Kaiser-Meyer-Olkin (KMO) is larger than 0.5 and Bartlett's Test of Sphericity (BTS) must be significant at .05 as shown in Table 2. The reliability of the questionnaire obtained through the analysis shows a value of the overall score of the Cronbach's alpha test

was 0.868 as presented in Table.1, indicating that the items in the instrument are much more reliable. The items were then subjected to EFA utilizing principal component analysis extraction and Varimax rotation to determine validity. The 25 items factor loadings were greater than 0.4 also the top five means of

marketing strategies such as the pricing strategies, promotion strategies, growth strategies, retention strategies, competitive strategies were considered for analysis.

Table 1. Reliability of Questionnaire Reliability Statistics

Cronbach's Alpha	N of Items
.868	49

Table 2 Sampling Adequacy KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.862
Bartlett's Test of Sphericity	Approx. Chi-Square	1635.076
	df	946
	Sig.	.000

According to the statistical output provided in Table3, the various marketing strategies that drive customers to modern retail businesses have been rated based on the highest mean. The items were classified into five fundamental strategies as shown in Table 3.

1. Competitive Strategies
2. Promotion Strategies
3. Growth Strategies
4. Retention Strategies
5. Pricing Strategies

To decrease the number of variables, factor analysis was used on the retail marketing strategies. The twenty five items were classified into five fundamental strategies using factor analysis on store marketing strategies like Competitive strategy, promotional strategy, growth strategy, retention strategy, and price strategy.

Factor Analysis

The variables were subjected to factor analysis to reduce the amount of data. In the principal component's method, the Varimax rotation method was utilized to reduce the thirty two variables to five factors with Eigenvalues larger than 1. On each of the thirty two variables, every factor with a loading of 0.5 or greater was examined for analysis and interpretation as shown in table4.

Table 3. Marketing strategies driving customers to modern retail (Descriptive Statistics)

Factor	Item	N	Minimum	Maximum	Mean	Std. Deviation	Rank
Competitive Strategy	Known Outlet	224	1	3	1.74	.588	1
	Suggested by others	224	1	3	1.59	.585	3
	Classified products	224	1	3	1.48	.689	4
	On the way to home/work	224	1	3	1.65	.645	2
	Availability of private label products	224	1	3	1.43	.646	5
	More than one billing counter	224	1	3	1.43	.712	5
Promotional Strategy	Advertisement	224	1	3	1.27	.512	4
	Offers/Discounts	224	1	3	1.44	.725	1
	Earn Point/redemption	224	1	3	1.26	.542	3
	Free Bees/ Gifts	224	1	3	1.36	.605	2
Growth Strategy	Prompt service	224	1	3	1.80	.746	2
	Long working hours	224	1	3	1.87	.667	1
	Courteous Staff	224	1	3	1.40	.543	4
	Prompt handling of customer complaints	224	1	3	1.51	.721	3
	Availability of the quality product	224	1	3	1.38	.610	5
Retention Strategy	Trust outlet	224	1	3	1.34	.608	5
	Not Crowded / Enough space	224	1	3	1.44	.731	2
	Loyalty card	224	1	3	1.35	.549	4
	Exchange/ Refund	224	1	3	1.35	.618	4
	Home Delivery	224	1	3	1.60	.774	1
Price Strategy	Check Price before buying	224	1	3	1.58	.833	1
	Prices mentioned	224	1	3	1.44	.667	2
	Availability of store brands at lesser prices	224	1	3	1.42	.594	3
	Availability of products lesser than MRP	224	1	3	1.40	.582	4
	Redemption of points for payment	224	1	3	1.21	.467	5

Factor Name	Eigen Value	% of Variance	Cummulative	Items	Factor Loading
Competitive Strategy	5.9	31.9	31.9	I visit this retail outlet since it is well know	.731
				I visit this retail outlet because products are properly classified	.827
				I buy products in this retail outlet due to computerized billing.	.676
				I visit this retail outlet since I get store branded;private label products also	.869
				I visit this retail because they have more than one billing counters.	.762
				I visit this retail outlet due to the parking facility	.726
				I visit this retail since I can pay using other modes of payment rather than cash.	.799
				I visit organized retail due to its good ambience.	.844
				Promotion Strategy	3.1095
I visit this retail because of the promotional offers and discounts.	.836				
I visit this retail outlet since I get points on each purchase and can redeem the points	.811				
I visit this retail outlet since I get some gifts	.775				
Growth Strategy	4.469	11.665	58.14	I visit this retail outlet because of its long working hours	.718
				retail outlet has larger varieties of various products	.836
				I prefer store brands over other branded products due the quality available in this retail outlet	.812
Retention Strategy	3.76	9.162	67.302	I visit this retail due to its good ambience	.725
				I visit this retail because it is not crowded and there is enough space	.713
				I buy products in these retail outlets due to the product quality and variety	.793
				I visit these retail stores due to the offers and discounts	.884
				I visit these retail outlet due to the availability of required products.	.856
Pricing Strategy	3.519	10.548	77.85	I check the price before selecting a particular grocery product and brand.	.823
				I visit these retailers since prices are clearly mentioned.	.579
				I prefer store brands over other branded products due to the lower prices.	.842
				I visit these retail stores because of products being available at less than MRP.	.826
				I can redeem the points	.835

These five factors competitive strategy, promotion strategy, growth strategy, price strategy and retention strategy account for 77.85 percent of the total variation. Knowing the outlet (0.731), availability of products (0.827), computerized billing system (0.676) availability of private labeled products (0.869), and good ambiance (0.844) are some of the competitive strategies that emerged as important factors explaining 31.90 percent of the variation. The promotional strategy has emerged as the second most important technique, accounting for 14.575 percent of the total variance. Promotional offers and discounts (0.836), redemption point (0.811) gifts (0.775) are the primary component of this strategy.

The third most important approach, the Growth strategy was identified as the next most important strategy, accounting for 11.665 percent of the variance. Varieties of the product (0.836), quality of the products (0.811), and longer working hours (0.718). Pricing methods are responsible for 10.548 percent of the variation. The various elements covered in this technique include discounted prices (0.842),

discount options (0.835), and prices lesser than MRP (0.828) and the price mentioned clearly (0.823). The last factor, retention strategy, has been identified as accounting for 9.162 percent of variance; things included in this category include competitive pricing (.884), availability of required products (0.856), product quality and variety (0.793), good ambiance (0.725) and not too much crowded (.579). Following a factor analysis that helped focus on five primary strategies, namely retention strategies, promotional strategies, growth and improvement strategies, pricing strategies, and competitive strategies, an attempt was made to determine the format preferences of these five strategies. Communalities: The variance in each variable accounted for by all components or factors is estimated using initial communalities. For correlation analysis, this is always set to 1.0 for principal component extraction. The communality table in table 5 shows that the degree of variance in each variable that is accounted for is shown, all of the communalities are high, indicating that the extracted components accurately describe the variables competitive strategy, growth strategy, retention, pricing, and promotion strategy.

Table 5: Communalities table.

Factors	Initial	Extraction
Known Outlet	1.00	0.812
Suggested by others	1.00	0.921
Classified products	1.00	0.812
On the way to home/work	1.00	0.921
Availability of private label products	1.00	0.921
More than one billing counter	1.00	0.921
Advertisement	1.00	0.921
Offers/Discounts	1.00	0.812
Earn Point/redemption	1.00	0.77
Free Bees/ Gifts	1.00	0.921
Prompt service	1.00	0.812
Long working hours	1.00	0.921
Courteous Staff	1.00	0.812
Prompt handling of customer complaints	1.00	0.712
Availability of the quality product	1.00	0.921
Trust outlet	1.00	0.812
Not Crowded / Enough space	1.00	0.921
Loyalty card	1.00	0.812
Exchange/ Refund	1.00	0.811
Home Delivery	1.00	0.798
Check Price before buying	1.00	0.934
Prices mentioned	1.00	0.878
Availability of store brands at lesser prices	1.00	0.911
Availability of products lesser than MRP	1.00	0.781
Redemption of points for payment	1.00	0.912

The statistical approach of analysis of variance, or ANOVA, divides observed variance data into multiple components for use in additional tests. For this five groups of data, a one-way ANOVA is used to learn more about the relationship between the dependent and independent

variables. The ANOVA analysis for 25 items in Table7. shows that these items are significant with an F Value of 18.369 also the reliability statistics of these 25 items have Cronbach alpha of 0.821 as shown in Table6.

Table.6 Reliability statistics-25 items.

Reliability Statistics	
Cronbach's Alpha	N of Items
.821	25

Table 7. ANOVA analysis of 25items

ANOVA						
	Sum of Squares	Df	Mean Square	F	Sig	
Between People	431.440	223	1.935			
Within People	Between Items	146.267	23	6.359	18.369	.000
	Residual	1775.650	5129	.346		
	Total	1921.917	5152	.373		
Total	2353.356	5375	.438			

Grand Mean = 1.47

The correlation matrix shows the values to be less than 0.8 which means that the items are unrelated. The test of sphericity devised by Barlett determines if a particular correlation matrix is an identity matrix. This also suggests that the variables selected are unrelated. The test's $p < 0.000$ level of significance indicates that the components are highly correlated, and factor analysis might be performed. The results in Table 8 show that modern retails emphasized more competitive strategy, promotion, and growth strategies followed by retention and pricing. Competitive pricing and the availability of private label products are two examples of competitive strategies. Traditional Retail formats on the other hand, prefer promotional and pricing techniques above other strategies

for growing their business. Personal selling, advertisement, availability of a variety of products, quality of the products, and courteous staff are chosen above pricing techniques that include gifts, discounted alternatives, and offers. As a result of the preceding findings, it may be concluded that modern retail formats have a strong preference for competition, promotion, and growth, while in traditional retail formats mom and pop stores and convenience stores, on the other hand, are more prone to retention and pricing methods. ANOVA analysis was also performed in the study as shown in Table 8. to see if there was a significant difference between retail marketing tactics and modern retail models.

Table 8. ANOVA analysis of retail formats and marketing strategies.

Marketing Strategies of Retailers		Sum of Squares	df	Mean Square	F	Sig.
Competitive Strategies	Between Groups	3.534	3	1.178	6.063	.001
	Within Groups	42.747	220	.194		
	Total	46.281	223			
Promotional Strategies	Between Groups	7.838	3	2.613	7.781	.000
	Within Groups	73.871	220	.336		
	Total	81.710	223			
Growth Strategies	Between Groups	16.629	3	5.543	11.362	.000
	Within Groups	107.331	220	.488		
	Total	123.960	223			
Retention strategies	Between Groups	9.708	3	3.236	6.507	.000
	Within Groups	109.417	220	.497		
	Total	119.125	223			
Pricing strategies	Between Groups	10.974	3	3.658	12.445	.000
	Within Groups	64.664	220	.294		
	Total	75.638	223			

The findings of the ANOVA reveal substantial variances in all five retail marketing tactics across modern and traditional retail formats. The findings show that different retail marketing methods are adopted differently depending on the format.

Conclusion

Retailers will benefit from the findings in the future when it comes to retail marketing tactics. Because modern retail formats such as supermarkets, Departmental stores, and specialty stores have more financial resources than traditional retail formats, the study's findings suggest that modern retail formats such

The findings of the ANOVA reveal substantial variances in all five retail marketing tactics across modern and traditional retail formats. The findings show that different retail marketing methods are adopted differently depending on the format.

Conclusion

Retailers will benefit from the findings in the future when it comes to retail marketing tactics. Because modern retail formats such as supermarkets, Departmental stores, and specialty stores have more financial resources than traditional retail formats, the study's findings suggest that modern retail formats such as supermarkets, Departmental stores, and specialty stores should focus more on retention, growth, and competitive strategies. As a result, conventional formats may have to focus more on promotional and pricing strategies. Customers buying in current retail formats are more concerned with variety, quality, services, and other ancillary attributes, therefore pricing may not be the most important factor.

According to the findings, retention strategies (understanding customers, consumer loyalty, brand equity, pleasant atmosphere, appealing product placement, loyalty schemes, and personalized techniques), promotional strategies (details of the customer, promotional tools, promotion, private labels, including after services), growth strategies (joint venture, and training of sales personnel), Pricing tactics (promotional freebies, discount alternatives, and seasonal offerings), and competitive strategies (better rates and public affairs) are significant retail marketing strategies that help boost sales of retail formats.

References

1. Alya Zulfa Cahyani, Elvina, Agus Rahmat Hermawanto, & Novrihan Leily Nasution. (2021a). Analysis Price and Promotion of Customer Loyalty in Modern Retail Shopping Centers in the Pandemic Time Covid-19 Through the Purchase Decision Strategy as Moderation. In *Technology, and Organizational Behavior (IJBTOB)* (Vol. 01, Issue 01).
2. Alya Zulfa Cahyani, Elvina, Agus Rahmat Hermawanto, & Novrihan Leily Nasution. (2021b). Analysis Price and Promotion of Customer Loyalty in Modern Retail Shopping Centers in the Pandemic Time Covid-19 Through the Purchase Decision Strategy as Moderation. In *Technology, and Organizational Behavior (IJBTOB)* (Vol. 01, Issue 01).
3. Anil Konuk, F. (2021). Trust transfer, price fairness and brand loyalty: the moderating influence of private label product type. *International Journal of Retail and Distribution Management*. <https://doi.org/10.1108/IJRDM-03-2021-0138>
4. Bollweg, L., Lackes, R., Siepermann, M., Sutaj, A., & Weber, P. (2016). Digitalization of local owner operated retail outlets: The role of the perception of competition and customer expectations. *Pacific Asia Conference on Information Systems, PACIS 2016 - Proceedings*, February 2018.

5. Chan, L. L., & Idris, N. (2017). Validity and Reliability of The Instrument Using Exploratory Factor Analysis and Cronbach's alpha. *International Journal of Academic Research in Business and Social Sciences*, 7(10), 400. <https://doi.org/10.6007/IJARBS/v7-i10/3387>
6. Chiliya, N., ... G. H.-A. journal of, & 2009, undefined. (2009). The impact of marketing strategies on profitability of small grocery shops in South African townships. *Academicjournals.Org*, 3(3), 7 0 – 0 7 9 . <https://academicjournals.org/journal/AJB M/article-abstract/A26183E15654>
7. Chiu, C. L., Ho, H. C., Yu, T., Liu, Y., & Mo, Y. (2021). Exploring information technology success of Augmented Reality Retail Applications in retail food chain. *Journal of Retailing and Consumer Services*, 6 1 . <https://doi.org/10.1016/j.jretconser.2021.102561>
8. Cuthbertson, R., & Laine, A. (2003). The role of CRM within retail loyalty marketing. *Journal of Targeting, Measurement and Analysis for Marketing*, 1 2 (3) , 2 9 0 – 3 0 4 . <https://doi.org/10.1057/PALGRAVE.JT.5740116>
9. Deepika Jhamb & Ravi Kiran. (2012). Retail Marketing Strategies: Need for a Relook With Changing Preferences of Consumers towards Retail Formats. *International Journal of Retail Management and Research (IJRMR)*, 2 (4) , 1 7 – 3 0 . http://www.tjprc.org/view_archives.php?year=2013&jtype=2&id=36&details=archives
10. Díaz, E. R., Ivanic, A. S., & Durazo-Watanabe, E. (2020). A study of food retailing: How does consumer price sensitivity vary across food categories and retailer types in Mexico? [Estudio sobre comercio al detalle de alimentos: ¿Cómo afecta la sensibilidad al precio entre categorías de alimentos y formatos de de. *Contaduria y Administracion*, 65(1). <https://doi.org/10.22201/FCA.24488410E.2020.2182>
11. FICCI. (2012). *The Indian Kaleidoscope*. September.
12. Grewal, D., Roggeveen, A. L., & Nordfält, J. (2017). The Future of Retailing &. *Journal of Retailing*, 93(1), 1 – 6 . <https://doi.org/10.1016/j.jretai.2016.12.008>
13. Grewal, D., Roggeveen, A. L., Sisodia, R., & Nordfält, J. (2017). Enhancing Customer Engagement Through Consciousness. *Journal of Retailing*, 9 3 (1) , 5 5 – 6 4 . <https://doi.org/10.1016/j.jretai.2016.12.001>
14. Hänninen, M., Kwan, S. K., & Mitronen, L. (2021). From the store to omnichannel retail: looking back over three decades of research. *International Review of Retail, Distribution and Consumer Research*, 3 1 (1) . <https://doi.org/10.1080/09593969.2020.1833961>
15. Hiremath, S. &, & Chittaranjan, P. (2018). Consumer Buying Behavior – An analysis of organized retailing in north Karnataka . *International Journal for Research in Engineering Application & Management (IJREAM)* ISSN: 2454-9150 Vol-04, Issue-08, Nov 2018 Consumer, 4(08),

- 5 1 1 – 5 1 5 .
<http://ijream.org/papers/IJREAMV04I0844106.pdf>
16. Hiremath, S., & Prashantha, C. (2018). A Study on the Factors that Drive and Facilitate Organized Retailing in North Karnataka . International Journal of Business and Management Invention, 7(12), 23–29.
17. Kamiya, A. S. M., & Branisso, D. S. P. (2021). In the right place at the right time: A review of mobile location-based marketing and a research agenda. In Revista Brasileira de Marketing (Vol. 20, Issue 2) .
<https://doi.org/10.5585/REMARK.V20I2.18713>
18. Kotler, P. (2003) Marketing Management. 11th Edition, Prentice-Hall, Upper Saddle River. - References - Scientific Research Publishing . (2 0 0 3) .
<https://www.scirp.org/%28S%28vtj3fa45qm1ean45vffcz55%29%29/reference/referencespapers.aspx?referenceid=2008940>
19. KPMG. (2014). Indian retail. KPMG Report.
20. Kumari, P. (2020). Effective sales promotion strategies for gaining competitive edge and intensive growth. International Journal of Scientific and Technology Research, 9(4), 2784–2788.
<https://www.scopus.com/inward/record.uri?eid=2-s2.0-85083838999&partnerID=40&md5=3b901de2eb0761af9926dc3fa82bd6de>
21. Makgosa, R., & Themba, G. (2015). Modern Retailing and its Implications for Developing Countries: Insights from Retail Managers. September.
<https://doi.org/10.5296/bms.v6i1.7193>
22. Manocha, S., & Pandey, A. (2012). Organized Retailing in India – Challenges and Opportunities. International Journal of Business & Management Research.
23. Martinez, L. M., Rando, B., Agante, L., & Abreu, A. M. (2021). True colors: Consumers' packaging choices depend on the color of retail environment. Journal of Retailing and Consumer Services, 59.
<https://doi.org/10.1016/j.jretconser.2020.102372>
24. Mittal, K. C., & Prashar, A. (2011). A field Study on Opportunities and Challenges Faced by Organized Retailers in Tri-City. Synergy (0973-8819).
25. Müller-Lankenau, C., ... S. K.-P. of the 17th, & 2004, undefined. (n.d.). Developing a framework for multi channel strategies. An analysis of cases from the grocery retail industry. Researchgate.Net. Retrieved October 16, 2021 , from https://www.researchgate.net/profile/Stefan-Klein-4/publication/250873143_Developing_A_Framework_For_Multi_Channel_Strategies_An_Analysis_Of_Cases_From_The_Grocery_Retail_Industry/links/00b495294d22145dcb000000/Developing-A-Framework-For-Multi-Channel-Strategies-An-Analysis-Of-Cases-From-The-Grocery-Retail-Industry.pdf
26. Nair, S. R. (2018). Analyzing the relationship between store attributes, satisfaction, patronage-intention and lifestyle in food and grocery store choice behavior. International Journal of Retail and Distribution Management, 46(1).
<https://doi.org/10.1108/IJRDM-06-2016->

0102

27. Nasiri, G. R., Deymeh, H., Karimi, B., & Miandoabchi, E. (2021). Incorporating sales and marketing considerations into a competitive multi-echelon distribution network design problem with pricing strategy in a stochastic environment. *Journal of Retailing and Consumer Services*, 62. <https://doi.org/10.1016/j.jretconser.2021.102646>
28. Pandey, A., & Kaur, Dr. A. (2018). Advantages of Retail Marketing in Rural Regions: A Thorough Analysis. *International Journal of Applied Engineering Research*, 13(23).
29. Pankajakshi, R., & Kavitha, S. (2014). an Insight Into Indian Retailing Industry- a Holistic Approach. *International Journal of Business and Administration Research Review*, 1(5), 85–92.
30. Pattanaik, S. (2019). Retailing in emerging markets : Trends , prospects and challenges *Retailing in Emerging Markets : Trends , Prospects and Challenges* . July . <https://doi.org/10.5958/2321-5763.2017.00076.2>
31. Prasad, J. P., & Venkatesham, T. (2021). Big Data Analytics- In Retail Sector. *International Journal of Computer Science and Mobile Computing*, 10(7). <https://doi.org/10.47760/ijcsmc.2021.v10i07.005>
32. Pu, X., Zhang, S., Ji, B., & Han, G. (2021). Online channel strategies under different offline channel power structures. *Journal of Retailing and Consumer Services*, 60. <https://doi.org/10.1016/j.jretconser.2021.102479>
33. Radon, A., Brannon, D. C., & Reardon, J. (2021). Ketchup with your fries? Utilizing complementary product displays to transfer attention to a focal product. *Journal of Retailing and Consumer Services*, 58. <https://doi.org/10.1016/j.jretconser.2020.102339>
34. Sayyida, S., Hartini, S., Gunawan, S., & Husin, S. N. (2021). The Impact of the Covid-19 Pandemic on Retail Consumer Behavior. *Aptisi Transactions on Management (ATM)*, 5(1). <https://doi.org/10.33050/atm.v5i1.1497>
35. Selvi, T. K. (2018). Retail Marketing in Rural India-Factors in Favour and Strategies. *International Journal of Engineering and Management Research*, 6. <https://doi.org/10.31033/ijemr.8.6.01>
36. Shekhar, S., Chandrasekaran, K., & Mathew, J. (2021). The impact of Location-based Marketing strategies on retail sectors in Al Batinah region during COVID 19 Pandemic. *International Journal of Management, Innovation & Entrepreneurial Research*, 7(2). <https://doi.org/10.18510/ijmier.2021.722>
37. Sokol, O., Holý, V., & Cipra, T. (2021). Customer and Product Clustering in Retail Business. In *Studies in Fuzziness and Soft Computing (Vol. 393)*. https://doi.org/10.1007/978-3-030-47124-8_43
38. Srivastava, R., & Yadav, Y. (2021). Retail post-COVID growth strategy – is omni channel the way? *Emerald Emerging Markets Case Studies*, 11(1). <https://doi.org/10.1108/EEMCS-08-2020-0308>

39. Sudaryanto, Suroso, I., Pansiri, J., Umama, T. L., & Hanim, A. (2021). Impact of culture, brand image and price on buying decisions: Evidence from East Java, Indonesia. *Innovative Marketing*, 17 (1) .
[https://doi.org/10.21511/im.17\(1\).2021.11](https://doi.org/10.21511/im.17(1).2021.11)
40. Talreja, M., & Jain, D. (2013). Changing Consumer Perceptions Towards Organized Retailing From Unorganized Retailing – an Empirical Analysis. *International Journal of Marketing*.
41. The 2019 Global Retail Development Index™ - Kearney. (2019).
<https://www.kenarney.com/global-retail-development-index/2019>

Role of Pedagogy in influencing Human Intelligence at the level of Higher Education: A perception study on the contribution of pedagogy used in India in being able to influence Human Intelligence

Sunali Paul*, D.K. Pandiya** and Neeraj Shukla***

Abstract

The increased magnitude having a variety of dimensions of international trade has, apart from many other antecedents, forced business owners and its managers to discover newer ways to face the fierce competition in the business world. The present study aims at putting a modest effort over understanding the perception of the university teachers about the degree and type of contribution of the pedagogies used by the institutions of higher education in India in being able to influence the I.Q. of the students of these institutions. The study finds the perceptions of the teachers engaged in the higher education of the country over the contribution of forty-nine identified and selected components of I.Q. with its relative role in being able to enrich the 'talent', 'personality', 'ability' and other such qualities which may be required in an employee.

Introduction

The fact that the newer and newer technology, newer ways and means to reduce the cost of capital and being able to sell a comb to bald people have turned to be the older means and strategies. Having exhausted the said, the other means to reduce to cost of production, the business owners and their managers have been in search of something such which could help them at least to retain their market share if not to increase the same.

One such move was a massive hunt for talent for the organization. The question, however, then arose as to what amounts to talent i.e., what are the components of the talent. Veterans in the

field started talking of one component of this talent which is known as Intelligence Quotient. The browsing of the literature, however, over this disappoints to some extent. Not much literature of empirical character in terms of detailing is available on this newly recognized component of talent.

The inclination of probing into this area owes its basis into the role played by the pass outs of these institutions who in course of time turn to be parts of the industrial and the business organization. The expectations from these students turned employees/workers is that-since they have been taught and trained with the help of certain pedagogy, they should be able to

About the Authors

* PG Student, Dept. of Commerce, Assam University, Silchar, Assam, India
Email Id - paulria53@gmail.com

** Retd Professor, Dept of Commerce, Assam University, Silchar, Assam, India
Email Id - dineshpandiyaaus@gmail.com

*** Asst. Professor, Dept. of Commerce, Moinuddin Chishti Language University,
Lucknow, India. Email id - Drneerajshukla143@gmail.com

contribute more, better and timely.

As we know that man is very much different from the lower species of animals due to its great ability in effectively controlling the environment and responding to environmental demand. Man, is able to take up various kinds of challenges, in addition to other things, to a great extent because of the fact that it possesses quality of Intelligence, Intelligence implies all forms of man's mental abilities which assist to establish the health status of individuals. It is the accumulated ability of the environment.

Intelligence implies the competence to understand, plan, talk, think, rationalize and fathom. Even though it is assumed to be understandable concept, but it is actually not. The human intelligence is related directly to intuition, emotion, and experience of a person; therefore, we can conclude that it is one of the most complicated system by far (Imlahi & Kissani, 2015)

Intelligence is simply the ability to see worthwhile relationship between things. It includes discerning, knowing, reasoning and recalling. There is a considerable bond between a person's degree of intelligence and range of activities, the level of attainment and the depth of understanding possible to him. (Yesikar, et al., 2015)

Human intelligence is the intellectual ability of humans, which is marked by apprehensive feat and high levels of motivation and self-awareness. Through their intelligence, human possess their the cognitive abilities to learn, form concepts, understand, apply logic, and reason, including the capacities to recognize patterns, grasp ideas, plan, solve problems, make decision, retain information, and use language to communicate. Intelligence permit human to think and experience.

Reasoning, problem solving, and learning are

crucial facets of human intelligence. People can reason about virtually any issue, and many problems may be solved. Simple and highly circuitous behavioural repertoires can be learned throughout the lifespan. Importantly, people have boundless differences in the ability to reason, solve problems, and learn, which leads to change in the general ability of human to adopt any challenging situation. Human Intelligence implies the quality of mind that is made up of proficiencies to learn from past inwardness, adoption to situations, dealing with abridged ideas, and the ability to change his\her own environment using attained knowledge (Colom, 2010).

Two terminologies made the Artificial Intelligence (AI) a meaning of artificial which means not a nature's creation and intelligence is the ability to understand, think and learning properly. It is the study of developing computers better than human as per performances and it is a sector of computerized science which creates machines that can able to solve complex problems like human beings. In the first academic conference of John McCarthy, he proposed Artificial Intelligence in the year 1956 for the first time. That idea of making machines to establish the capacity like human beings began to be the centre of scientist's mind and whether efforts to make machines having the exact ability to think and learn by itself I.e. Alan Turing, later the series of testing turns out to Turning Test which is able to identify if machines can respond as humans. As per AI philosophy, AI is categorized in to two parts as strong AI and weak AI. Strong AI is deals with the development so technology capable of carrying out pre-planned moves on the basis of some rules and applying those rules to achieving certain goal. Strong AI is the development of system which can produce

machines which will perform like humans, not just copying human activities exactly.

Emotional intelligence (EI) is defined as an individual's capacity to accurately perceive, understand, reason about, and regulate emotions, and apply that information to facilitate thought and achieve goals. To understand the subtle changes in one's and other's emotional tones and to control them Emotional Intelligence is required. To remain calm in the midst of pressure, maintain good relationship with others and maintaining the optimistic outlook towards life. To know the difference between own emotion and other's emotion is only possible for emotional intelligence. To label the various emotions appropriately, emotional intelligence is the only way. It plays a vital role in individual's personal, home and professional attitudes. To read and rank the relationships based on behaviour and emotional stages EI is the crucial medium. Many scholars defined emotional intelligence in many ways. But it is getting evident that emotional intelligence is linked with the imperative results i.e. high quality social relationships.

2. Literature Review

A brief coverage of the Researches conducted in the past on the matter may help a reader of this work to have a broader view about the subject matter of the study. The expert of some researches are served here under:

Imlahi & Kissani (2015) initiated a study on Intelligence Quotient (IQ) and its association with eight environmental factors. The research was quantitative in nature and the survey was based on students of fourth grade attended primary school.

Yesikar et al., (2015) conducted a study on Intelligence quotient and its correlation with academic performance of medical students. The study was done to know the duration of

preparation, self-study hours and the academic performance. The research was conducted in Madhya Pradesh. The study was done on 300 medical students using structural questionnaire. The researchers found that students with near average IQ work diligently in their studies and their academic performance was comparable and even better than students with higher IQ. The study also found that students from middle and lower socioeconomic status generally had lower IQ. Gupta (2014) Initiated a study to know the role of Emotional Intelligence in managing role conflict and enhancing quality of work life and happiness among IT professional. The study was the contribution of Emotional Intelligence in the total effectiveness of employees. Pierson Correlation Test was used in the study. Gondal & Hussain (2013) commenced a study to explore the intelligence having cognitive and emotional aspects and its related behavioural and psychological outcomes on employees' performance. The survey on this project was conducted in different organizations of Telecom industry in Lahore. The researchers found that emotional intelligence is crucial at workplace than IQ, as mostly it was observed that people having brilliant academic record are not good enough in social gatherings and interpersonal dealings. Lack of emotional intelligence capability was the only deficiency found during study. Pal et al., (2004) conveyed a survey on different theories of intelligence. The study presented before the scholars stated that until a clear-cut definition of intelligence can be given, theories will continue not to be able to explain it. The likelihood of such definition occurring is virtually zero, as alternative will always be given there, and so theories of intelligence are bound to be self-defeating. Smith et al., (2006) conducted a study on history of Artificial Intelligence in Washington. The survey was

done to examine the history of Artificial Intelligence from theory to practical implementation and from rise to fall, highlighted a few prime theme and advances. Colom (2010) conducted a survey to identify whether there exists any relation between human intelligence and the brain network or it's just an irony. From the study researcher could find out that intelligence can be reliably measured by standardized test with obtained scores predicting several broad social outcomes such as educational achievements, job performances, health and longevity. Killgore (2017) organized a survey to find out the functional connectivity within and between intrinsic networks. To examine the study the scholars used sample of 54 healthy individuals which includes 28 women and 26 men and the independent components analysis applied on them with dual regression. Lope et al., (2005) conducted a study on emotion regulation abilities. The study measured the test on emotional intelligence. The study was related to several indicators of quality of individual's social interaction with peers. 76 college students were surveyed. The researcher could find that the study was associated with both self-reports and peer nominations of interpersonal sensitivity and pro-social tendencies, the proportion of positive vs. negative peer nominations. The study revealed these relationships remained statistically significant after controlling for the Big Five personality traits as well as verbal and fluid intelligence. Ravikum et al., (2007) conducted a study on how EI is important in prosperous study perhaps practice of medicine. The study was conducted in India. The survey was based on the measurement of emotional intelligence of postgraduate medical students which sighted some of the factors which affect it. cross-sectional analytical study was used in this

research along with the Schulte's self-report Emotional Intelligence Test. A total of 200 postgraduate medical students of two medical college were surveyed and the data was collected by a self-administrated questionnaire. In the research, it was found that emotional intelligence was negatively affected by an increase in the total workload of the resident doctors, having night duties and having emergency duties. Findings revealed that it was not affected by factors like gender, religion, place of residence, choice of speciality, year of study, or past history of trauma. Bsckuehl & Martin (2010) conducted a study on association of intelligence and performance and stated that Intelligence is correlated with performance on a wide range of cognitive tasks and is a reliable forecaster for educational and professional success. Therefore, the upliftment of effective training regimens that aim to improve intelligence is of high interest. In recent years, there has been accumulating evidence that certain mediations have a positive impact on intelligence. Boden (1998) conducted a study on creativity and Artificial intelligence and came up with an outcome that Creativity is a fundamental feature of human intelligence, and a challenge for AI. AI techniques can be used to create new ideas in three ways: by producing novel combinations of familiar ideas; by exploring the potential of conceptual spaces; and by making transformations that enable the generation of previously impossible ideas. AI will have less difficulty in modelling the generation of new ideas than in automating their evaluation. Sánchez et al., (2010)- Conducted a research on "Trait emotional intelligence profiles of students from different university faculties" had examined that the trait emotional intelligence (trait EI or trait emotional self-efficacy) profiles of 512 students from five university faculties: technical studies, natural

sciences, social sciences, arts, and humanities. Using the Trait Emotional Intelligence Questionnaire, researchers hypothesised that (a) social sciences would score higher than technical studies in Emotionality, (b) arts would score higher than technical studies in Emotionality, (c) arts would score lower than technical studies in Self-control, and (d) there would be an interaction between gender and faculty, whereby female students would score higher than male students within the social sciences only. Several other exploratory comparisons were also performed. Results supported hypotheses (a), (b), and (d), but not hypothesis (c), although the differences were in the predicted direction.

The objectives of the study are:

1. To identify and select the determinants of human intelligence which are capable to be influenced by the pedagogies used by the institutions of the higher educational institutions of the country;
2. To gauge the relative worth of the determinants of human intelligence which are capable to be influenced by the pedagogies used by the institutions of the higher educational institutions of the country;
3. To compare the relative worth of the determinants of human intelligence which are capable to be influenced by the pedagogies used by the institutions of the higher educational institutions of the country as perceived by the select teachers engaged in teaching and research in higher educational institutions based on their select demographic variables.

3. Research methodology

The type of research is descriptive research design. The selection of determinants of human intelligence: In order to attain the objectives of the study initially an extensive review of the existing literature was carried out to identify the determinants that are pivotal to human intelligence. In order to ensure the correctness of the determinants so identified through the said literature review, some senior teachers of Assam University were consulted. After such identified determinants were checked only those were retained for the study which considered appropriate. However, it may not be inappropriate to make a mention of the fact that owing to little availability of time the exhaustiveness of the list could not be ensured. The two exercises as above facilitated the selection of 49 determinants of human intelligence.

The list of the determinants of Human intelligence under the broader factors are as follows:

1. Acquisition of knowledge - Subject Knowledge, Learning Ability, Comprehension,
2. Social boldness - Communication skill, Motivation, Thoughtfulness, Reasoning Abilities, Self-Awareness, Decision Making, Plan Making Abilities, Idea Refinement Ability, Problem Solving Ability
3. Vigilance - Information Retaining Ability, Versatility, Attitude, Stress Managing capacity, manage the affair better, Memory, Futuristic Approach, Balance between Optimism and Pessimism, Self-Regulation in terms of discipline
4. Open for Change - Complex Cognitive process, Recognizing and accepting the

change in the environment, an ability to comprehend and Recognize pattern, improving maturity, Evaluate oneself

5. Personality – Creativity, Language ability, Articulation, Broad mindedness, Expressive, Introspective, Enthusiastic, Cooperative, Confident, Aesthetic, Perfectionist, Prudent, Adaptive, Kind, Abstract Thinker, fast Learner, flexible, Liberal, Obedient, Intuitive, Vigilant, Moralistic and Conscious

Since the study called for collection of primary data, a structured questionnaire was developed to have the views of the teachers of Assam University over the matter. The questionnaire included in it two sections; section one queries seeking the demographic identities of the respondents; and section two such questions which are capable of eliciting the perceptions of the senior teachers over the extent of the contribution by the educational institutions through its Pedagogy in enlarging and enriching the Human Intelligence of its students. The survey Method involved the process of respondents being asked to share their views over each of the determinants of human intelligence on a five-point scale with the first being – to a very high extent and the last to a very low extent. The language of the question put to the respondents was: Furnished here are some select determinants which ordinarily are capable of influencing Human Intelligence. Please share your opinion in terms of the degree of capability of the syllabus of various subjects taught by the Indian Universities in being able to enlarge and enrich the Human Intelligence of the pupils studying PG courses. Put forward your opinion, by putting a tick mark, in the box of your choice out of the five mentioned below: To a very high extent, To a high extent, To a

moderate extent, To a low extent and To a very low extent. The data collected with the help of the questionnaires were fed into computational software i.e., Microsoft Excel for preparing master sheet. The master sheet facilitated the preparation of required numbers of tables. The population of the study was 298 (Professors 89 + Associate Professors 32 + Assistant Professor 177) which comprised the teachers serving in three ranks i.e., Professors, Associate Professors and Assistant Professors of Assam University. Even though it was decided to have a census study, owing to non-availability of some of the teachers during the period of data collection i.e., the month of March-August 2020, only 59 respondents could be contacted and only their views could be had. Of which only 59 responses (Professor-9, Associate Professor-12 & Assistant Professors-38) were accepted after carrying out the exercise of data cleaning. Statistical tools such as mean, standard deviation and rank were used to analyze the data. In addition to that, mean scores were also used for comparing the determinants of Human Intelligence. The survey for the study was done in Assam University which is one of the higher educational institutions in India. The survey included the teachers serving in two ranks i.e., Professors, Associate Professors and Assistant Professors. The study could not take in to consideration more than one educational institutions of India offering higher education. All the responses of the population could not be taken due to dearth of time

4. Results and Discussions

4.1 Ranking of the Determinants of Human Intelligence

Table 4.1: Ranking of the Determinants of Human Intelligence expected to be taken care of by the pedagogy of the higher institutions.

Sl.	Determinants of Human Intelligence	Mean Score	Rank
Factor:- Acquisition of Knowledge			
1	Subject Knowledge	3.81	1 st
2	Learning Ability	3.63	3 rd
3	Comprehension	3.71	2 nd
Factor:- Social boldness			
4	Communication skill	3.51	12 th
5	Motivates to work more	3.56	6 th
6	Thoughtfulness	3.46	16 th
7	Reasoning	3.29	28 th
8	Self-Awareness	3.52	9 th
9	Decision Making Ability	3.39	26 th
10	Plan Making Ability	3.37	28 th
11	Idea Refinement Ability	3.37	28 th
12	Problem Solving Ability	3.47	13.5 th
Factor:- Vigilance			
13	Information Retainment	3.40	24 th
14	Versatility	3.25	40 th
15	Attitude	3.37	27 th
16	Stress Managing Capacity	3.10	46 th
17	Manage the Affair Better	3.29	37.5 th
18	Memory	3.52	9 th
19	Futuristic Approach	3.30	35 th
20	Maintain a Balance Between Optimism and Pessimism	3.27	39 th
21	Self-Regulation in terms of Discipline	3.35	30.5 th
Factor:- Open for changes			
22	Complex cognitive Process	3.41	21.5 th
23	Recognize and accept the changes in the environment	3.41	21.5 th
24	An Ability to Comprehend and Recognize Patterns	3.52	9 th
25	Improving Maturity	3.44	18 th
26	Evaluate one self	3.46	16 th
Factor:- Personality			
27	Creativity	3.34	32 nd
28	Language Ability	3.52	9 th
29	Articulation	3.35	30.5 th
30	Broad Mindedness	3.46	16 th
31	Expressive	3.59	4 th
32	Introspective	3.32	33 rd
33	Enthusiastic	3.39	26 th
34	Cooperative	3.52	9 th
35	Confident	3.58	5 th
36	Aesthetic	3.20	43 rd
37	Perfectionist	3.05	47.5 th
38	Prudent	3.24	41 th
39	Adaptive	3.42	19.5 th
40	Kind	3.05	47.5 th
41	Abstract Thinker	3.15	45 th
42	Fast Learner	3.39	26 th
43	Flexible	3.47	13.5 th
44	Liberal	3.30	35 th
45	Obedient	3.22	42 nd
46	Intuitive	3.19	44 th
47	Vigilant	3.30	35 th
48	Moralistic	3.03	49 th
49	Conscious	3.42	19.5 th

Source: Primary data NB:- Own calculation

2- Ranking is based on the mean scores where the highest mean score provides a determinant 1st rank and lowest 49th.

It can be observed from table 4.1 that 'subject knowledge' ranked 1st among the determinants of Human Intelligence with a mean score of 3.81 followed by 'comprehension' which secured 2nd rank with a mean score of 3.71 and 'learning Ability' 3rd rank with a mean score of 3.63.

Among the determinants of Human Intelligence which, as perceived, could influence marginally or to a little extent were 'Moralistic' which could secure the last rank i.e., 49th with a mean score of 3.03 followed by 'perfectionist' & 'kind' having the rank of 47.5th with a mean score of

3.05 and 'stress managing capacity' having equal ranks of 46th with a mean score of 3.10.

4.2 Ranking of the Determinants of Human Intelligence across gender

Table 4.2: Ranking of the Determinants of Human Intelligence expected to be taken care of by the pedagogy of the institutions-based on the gender of the respondents

Sl. No	Determinants of Human Intelligence	Mean score of male	Rank	Mean score of Female	rank
Factor:- Acquisition of knowledge					
1	Subject Knowledge	3.88	1	3.55	11
2	Learning Ability	3.69	4	3.36	31
3	Comprehension	3.77	2.5	3.45	15
Factor:- Social boldness					
4	Communication skill	3.58	7.5	3.18	29
5	Motivates to work more	3.56	10	3.55	11
6	Thoughtfulness	3.60	5.5	2.91	43
7	Reasoning	3.38	32	3.36	21
8	Self-Awareness	3.56	10	3	40
9	Decision Making Ability	3.48	14.5	3	40
10	Plan Making Ability	3.46	17.5	3.1	32
11	Idea Refinement Ability	3.44	22	3.45	15
12	Problem Solving Ability	3.48	14.5	3.09	35
Factor:- Vigilance					
13	Information Retainment	3.77	2.5	3	40
14	Versatility	3.31	35.5	3.45	15
15	Attitude	3.35	34	3.09	35
16	Stress Managing Capacity	3.10	48.5	3.64	7.5
17	Manage the Affair Better	3.21	44	3.18	29
18	Memory	3.60	5.5	3.36	21
19	Futuristic Approach	3.29	37.5	3.09	35
20	Maintain a Balance Between Optimism and Pessimism	3.31	35.5	3.09	35
21	Self-Regulation in terms of Discipline	3.42	27.5	3.18	29
Factor:- Open for changes					
22	Complex cognitive Process	3.46	17.5	3.36	21
23	Recognize and accept the changes in the environment	3.42	27.5	3.91	1
24	An Ability to Comprehend and Recognize Patterns	3.44	22	3.73	5
25	Improving Maturity	3.38	32	3.64	7.5
26	Evaluate one self	3.42	27.5	3	40
Factor:- Personality					
27	Creativity	3.42	27.5	3.36	21
28	Language Ability	3.56	10	2.82	45.5
29	Articulation	3.48	14.5	3.55	11
30	Broad Mindedness	3.44	22	3.64	7.5
31	Expressive	3.58	7.5	3	40
32	Introspective	3.40	30	3.45	15
33	Enthusiastic	3.38	32	3.91	1
34	Cooperative	3.44	22	3.91	1
35	Confident	3.50	12	2.82	45.5
36	Aesthetic	3.29	37.5	2.82	45.5
37	Perfectionist	3.10	48.5	3.27	25.5
38	Prudent	3.23	40.5	3.36	21
39	Adaptive	3.44	22	2.73	48
40	Kind	3.13	47	2.82	45.5
41	Abstract Thinker	3.23	40.5	3.18	29
42	Fast Learner	3.44	22	3.45	15
43	Flexible	3.48	14.5	3.64	7.5
44	Liberal	3.23	40.5	3.27	25.5
45	Obedient	3.21	44	3.09	35
46	Intuitive	3.21	44	3.18	29
47	Vigilant	3.23	40.5	3.91	1
48	Moralistic	3.17	46	2.45	49
49	Conscious	3.44	22	3.36	21

Source: Primary data NB: Own calculation

It can be observed from table 4.2 that the determinant 'subject knowledge', among the determinants of Human Intelligence, ranked 1st in the opinion of the respondents of the gender male with mean scores of 3.88, Whereas the female respondents gave 1st position and 2.5th rank to four determinants viz., 'Recognize and accept the changes in the environment', 'cooperative', 'enthusiastic' & 'vigilant' with mean score of 3.91. The determinant which secured 2.5th rank as per the opinion of the male respondents with a mean score of 3.77 was 'comprehension' & 'information retainment' whereas in the opinion of female respondents it was the 'An Ability to Comprehend and Recognize Patterns' which secured 2nd position but 5th rank with a mean score of 3.73. The 4th rank by the male respondents was accorded to 'learning ability' with mean score of 3.69 whereas by the female respondents the 7.5th rank was given to 'stress managing capacity' 'improving maturity', 'broad mindedness', 'flexible' with a mean score of 3.64.

The male respondents gave 46th rank to 'moralistic' with a mean value of 3.17. The

female respondents whereas gave 45.5th rank to four together viz., 'language ability', 'confident', 'aesthetic', 'kind' with a mean value of 2.82.

The male respondents gave 47th rank to 'kind' with mean value of 3.13. whereas in opinion of the female respondents it was 'adaptive' which secured 48th rank.

Last but not the least the male respondents awarded 48.5th rank to two determinants viz.,

'perfectionist' & 'stress managing capacity' with a mean score of 3.10. whereas the female respondents were of the different opinion they gave 49th position to 'moralistic' with a mean value of 2.45.

4.3 Ranking of the Determinants of Human Intelligence across ranks

Table 4.3: Ranking of the Determinants of Human Intelligence expected to be taken care of by the pedagogy of the institutions- based on the ranks i.e., Professor, Associate Professor & Assistant Professor of the respondents.

SL.	Determinants of Human Intelligence	Mean Score of the responses given by Professor & Associate Professor	Rank	Mean score of the responses given by Assistant Professor	Rank
Factor:- Acquisition of knowledge					
1	Subject Knowledge	3.85	1	3.79	2
2	Learning Ability	3.6	3	3.64	9
3	Comprehension	3.75	2	3.69	6
Factor:- Social boldness					
4	Communication skill	3.35	10	3.59	14.5
5	Motivates to work more	3.45	7.5	3.62	11
6	Thoughtfulness	3.5	5.5	3.46	25.5
7	Reasoning	3.2	28.5	3.33	38.5
8	Self-Awareness	3.45	7.5	3.56	14.5
9	Decision Making Ability	3.4	9	3.38	35
10	Plan Making Ability	3.2	28.5	3.46	25.5
11	Idea Refinement Ability	3.25	18.5	3.44	29
12	Problem Solving Ability	3.25	18.5	3.59	14.5
Factor:- Vigilance					
13	Information Retainment	3.5	5.5	3.72	5
14	Versatility	2.95	44.5	3.41	32.5
15	Attitude	3.25	18.5	3.44	29
16	Stress Managing Capacity	3	42.5	3.15	47
17	Manage the Affair Better	3.25	18.5	3.31	42
18	Memory	3.55	4	3.51	20.5
19	Futuristic Approach	3.15	35	3.38	35
20	Maintain a Balance Between Optimism and Pessimism	3.2	28.5	3.51	20.5
21	Self-Regulation in terms of Discipline	3.3	12	3.51	20.5

SL.	Determinants of Human Intelligence	Mean Score of the responses given by Professor & Associate Professor	Rank	Mean score of the responses given by Assistant Professor	Rank
Factor:- Open for changes					
22	Complex cognitive Process	3.2	28.5	3.67	7.5
23	Recognize and accept the changes in the environment	3.2	28.5	3.62	11
24	An Ability to Comprehend and Recognize Patterns	3.25	18.5	3.54	17
25	Improving Maturity	3.1	38	3.41	32.5
26	Evaluate one self	3.3	12	3.67	7.5
Factor:- Personality					
27	Creativity	3.2	28.5	3.44	29
28	Language Ability	3.25	18.5	3.56	14.5
29	Articulation	3.2	28.5	3.82	1
30	Broad Mindedness	3.25	18.5	3.44	29
31	Expressive	3.15	35	3.49	24
32	Introspective	3.1	38	3.77	3
33	Enthusiastic	3.2	28.5	3.74	4
34	Cooperative	3.05	40.5	3.33	38.5
35	Confident	3.25	18.5	3.15	47
36	Aesthetic	2.95	44.5	3.31	42
37	Perfectionist	2.85	47.5	3.51	20.5
38	Prudent	3.1	38	3.15	47
39	Adaptive	3.25	18.5	3.13	49
40	Kind	2.85	47.5	3.44	29
41	Abstract Thinker	3.2	28.5	3.62	11
42	Fast Learner	3.3	12	3.38	35
43	Flexible	3.2	28.5	3.31	42
44	Liberal	3.15	35	3.33	38.5
45	Obedient	3.05	40.5	3.33	38.5
46	Intuitive	2.9	46	3.26	44
47	Vigilant	3.25	18.5	3.18	45
48	Moralistic	3	42.5	3.51	20.5
49	Conscious	2.75	49	3.51	20.5

It can be observed from table 4.3 that the determinant 'subject knowledge', ranked 1st in the opinion of the respondents in the rank of Professors and Associate Professors with a mean value of 3.85 whereas in case of Assistant Professors the 1st rank was given to 'Articulation' with a mean value of 3.82. The determinant which occupied 2nd rank in the opinion of the respondents in the rank of Professors and Associate Professor was 'comprehension' with a mean score of 3.75. Since the respondents in the rank of Assistant Professors placed determinant 'subject knowledge' together next to 1st rank the rank of which came out to be 2nd with a mean score of 3.79. The 3rd rank by the Professors and Associate Professor was accorded to the determinant 'learning ability' with a mean score of 3.60 whereas the Assistant Professors preference for next to second position was in favour of determinant, 'Introspective', therefore, the rank was 3rd with a mean score of 3.77.

Among the determinants of Human Intelligence which, as perceived by the respondents in the rank of Professors and Associate Professor, was capable of influencing only marginally was 'conscious' and, therefore, could secure only the last rank i.e., 49th with a mean score of 2.75. On the other hand, the respondents in the rank of Assistant Professors accorded determinant 'Adaptive' in the 49th rank with a mean score of 3.13. The determinants which occupied the last but one position in the opinion of the respondents in the rank of Professors and Associate Professor were 'perfectionist' and 'kind' rank wise which stood at 47.5th with a mean score of 2.85, whereas the determinants 'prudent' 'stress managing capacity' 'confident' were provided the status of the last but one by the Assistant Professors but secured 47th rank with a mean score of 3.15. In the opinion of Professors and Associate Professor third from

the last position was had by the determinant 'intuitive' which secured 46th rank with a mean score of 2.90. The Assistant Professors provided the status of 3rd from the last to determinant 'vigilant' with a rank of 45th which is the outcome of statistical calculation, with a mean score of 2.18.

1. Conclusion

The determinants of human intelligence which need to be taken care of more by the pedagogy of the institutions taught at the level of higher education as perceived by all the respondents irrespective of their demographic identity are 'moralistic', 'perfectionist', 'kind', and 'stress managing capacity' because the contribution of the pedagogy in being able to improve the human intelligence in the pupils on the said aspects (determinants) was very little.

The study suggests that the pedagogy should be developed in such a manner that the above-mentioned determinants of human intelligence also find due place in the agenda of the pedagogy makers. When segregated the opinions of the respondents on the matter on the basis of their gender i.e., Male and Female there was noted some difference. The male respondents opined that the determinants of human intelligence which need to be taken care of more with the help of the pedagogy used in the higher institutions are 'moralistic', 'kind', 'perfectionist', and 'stress managing capacity' because the contribution of the pedagogy in being able to improve the human intelligence in the pupils on the said aspects (determinants) was very little. The female respondents, on the other hand, opined that the determinants of human intelligence which need to be taken care of more by the pedagogy used in the higher institutions are 'language ability', 'aesthetic',

'kind', 'confident', 'adaptive' and 'moralistic' because the contribution of the pedagogy in being able to improve the human intelligence in the pupils on the said aspects (determinants) was very little. Despite the fact that there existed difference of opinion between the two sets of the respondents as above it is also a fact that there existed some similarity in the opinion of the two. The factors over which there existed similar opinion were 'kind', 'moralistic'

When segregated the opinions of the respondents on the matter on the basis of their ranks i.e., Professors, Associate Professors and Assistant Professors there was noted some difference. The respondents serving in the rank of Professors and Associate Professors opined that the determinants of human intelligence which need to be taken care of more with the help of the syllabus taught at the level of higher education are 'conscious', 'perfectionist', 'kind' and 'intuitive' because the contribution of the pedagogy in being able to improve the human intelligence in the pupils on the said aspects (determinants) was very little. The respondents serving in the rank of Assistant Professors, on the other hand, opined that the determinants of human intelligence which need to be taken care of more by the syllabus taught at the level of higher education are 'adaptive', 'prudent', 'stress managing capacity', 'confident' and 'vigilant' because the contribution of the pedagogy in being able to improve the human intelligence in the pupils on the said aspects (determinants) was very little.

REFERENCES

1. Boden, M. A. (1998). Creativity and artificial intelligence. *Artificial intelligence*, 103(1-2), 347-356.
2. Buschkuehl, M., & Jaeggi, S. M. (2010). Improving intelligence: A literature review. *Swiss medical weekly*, 140(1920).
3. Boyatzis, R., Koman, E. S., & Wolff, S. B. (2008). Emotional intelligence competencies in the team and team leader. *Journal of Management Development*.
4. Colom, R. (2010). Human Intelligence and brain networks. *Dialogues Clin Neurosci* PMID: PMC3181994; PMID: 21319494, 489-501.
5. Goleman, D. (1998). The emotionally competent leader. In *The Healthcare Forum Journal* (Vol. 41, No. 2, pp. 36-38).
6. Gondal, H. U., & Hussain, T. (2013). A Comparative Study of Intelligence Quotient and Emotional Intelligence : Effect on Employees' Performance. *Asian Journal of Business Management*, 153-162
7. Gupta, S. (2014). Research paper on emotional intelligence and work life balance of employees in the information technology industry. 1-9.
8. Heffernan, M., Quinn Griffin, M. T., McNulty, S. R., & Fitzpatrick, J. J. (2010). Self - compassion and emotional intelligence in nurses. *International journal of nursing practice*, 16(4), 366-373.
9. Imlahi, H., & Kissani, I. (2015). Intelligence quotient and its environmental factors in Children. 1-34.
10. Killgore, W. D. (2017). Emotional intelligence is associated with connectivity within and between resting state networks. *Social Cognitive and Affective Neuroscience*, 1624-1636.
11. Lopes, P. N., Salovey, P., Côté, S., Beers, M., & Petty, R. E. (2005). Emotion regulation abilities and the quality of social interaction. *Emotion*, 5(1), 113.

12. Lam, L. T., & Kirby, S. L. (2002). Is emotional intelligence an advantage? An exploration of the impact of emotional and general intelligence on individual performance. *The journal of social Psychology*, 142(1), 133-143.
13. Mayer, J., & Caruso, D. (2002). The effective leader: Understanding and applying emotional intelligence. *Ivey Bus., Journal* 67, 1-5.
14. Nelis, D., Quoidbach, J., Mikolajczak, M., & Hansenne, M. (2009). Increasing emotional intelligence:(How) is it possible?. *Personality and individual differences*, 47(1), 36-41.
15. Pal, H., Pal, A., & Tourani, P. (2004). *Theories of Intelligence*. Everyman's Science., Vol. XXXIX NO. 3, 181-186.
16. Sánchez - Ruiz, M. J., Pérez - González, J. C., & Petrides, K. V. (2010). Trait emotional intelligence profiles of students from different university faculties. *Australian Journal of Psychology*, 62(1), 51-57
17. Singh, J. P. (2011, July). A New Indian Model for Human Intelligence. In *International Conference on Advances in Computing and Communications* (pp. 89-97). Springer, Berlin, Heidelberg.
18. Smith, C., McGuire, B., Huang, T., & Yang, G. (2006). *History of Artificial Intelligent*. 04-26.
19. Yesikar, v., Guleri, S. K., Dixit, S., Rokade, R., & Parmar, S. (2015). Intelligence quotient analysis and its association with academic performance of medical students. *International Journal of community medicine and public health*, 275-281.
20. Zuckerman, M., Silberman, J., & Hall, J. A. (2013). The relation between intelligence and religiosity: A meta-analysis and some proposed explanations. *Personality and Social Psychology Review*, 17(4), 325-354.

Appendix-1

Questionnaire

Respected Sir/Madam,

I, Sunali Paul, am a 4th semester student of Silchar campus of Assam University, pursuing my M.Com., Course. As a part of the fulfilment of the requirement of my studies I am to prepare and submit a dissertation. The subject matter of my dissertation is “Role of Pedagogy in influencing Human Intelligence at the level of Higher Education in India: A perception study on the contribution of pedagogy used in India in being able to influence Human Intelligence”.

Assuming that you have come across a variety of pedagogies used at higher education level in our country in your capacity as a student and also an educationist, you are expected to share your opinion over the matter based on your knowledge and information.

For the requirement of this dissertation work on the said theme I need your help and support which you can do by filling up the questionnaire appended here with . At this point it may not be out of the reference to assure you that the information gathered through the filled in questionnaire will be used in a summary form for preparing the dissertation and later for getting the findings of the same published in a research journal without compromising confidentiality of the information provided by the respondents like you.

The information you are expected to furnish will be of two types. One, the information related to your personal life which we term as demographic factors and the other related to your opinion regarding the extent of the contribution of the pedagogy commonly used by the institutions imparting higher education in the country in enriching the Human Intelligence of its students.

A part of the information is to be provided by you in descriptive form that is when it comes to the details required and the rest of the information is to be provided by putting a tick mark in the boxes concerned.

Thanking you with a hope to get it in a filled-in form at your earliest.

A Information about your personal life

1 Name of the respondent:

2 Gender of the respondent:

Male Female

3 Rank in this university:

4 The name of the department you are engaged in teaching in this university:

B The Information related to your opinion over the extent of contribution of the pedagogy in being able to enrich the Human Intelligence of the students seeking UG/PG degree(s) in our country.

Please share your opinion over the extent that pedagogy, used by the institutions imparting higher education in our country, has been contributing in enriching the Human Intelligence of its students through its antecedents.

Furnished here are some selected determinants which ordinarily are capable of influencing Human Intelligence. Please share your opinion in terms of the degree of capability of the pedagogy adopted by various Indian Universities in enlarging and enriching the Human Intelligence of the pupils studying PG courses.

Put forward your opinion, by putting a tick mark, in the box of your choice out of the five mentioned below.

Determinants of Human Intelligence

Factors

Scale : 1. To a very high extent

2. To a high extent

3. To a moderate extent

4. To a little extent

5. To a very little extent

Acquisition of knowledge

1. The pedagogy commonly used by the above said institutions improves subject knowledge of its pupils.

1 2 3 4 5

2. The pedagogy commonly used by the above said institutions improves Learning Ability of it's pupils.

1 2 3 4 5

3. The pedagogy used by the above said institutions improves Comprehension of it's pupils.

1 2 3 4 5

Social boldness

4. The pedagogy commonly used by the above said institutions improves Communication Skills of its pupils.

1 2 3 4 5

-
-
- | | |
|--|--|
| <p>5. The pedagogy commonly used by the above said institutions Motivates it's pupils to Work More.
1 2 3 4 5</p> <p>6. The pedagogy commonly used by the above said institutions improves Thoughtfulness of it's pupils.
1 2 3 4 5</p> <p>7. The pedagogy commonly used by the above said institutions improves Reasoning of it's pupils.
1 2 3 4 5</p> <p>8. The pedagogy commonly used by the above said institutions improves Self-Awareness of its pupils.
1 2 3 4 5</p> <p>9. The pedagogy commonly used by the above said institutions improves Decision Making Ability of it's pupils.
1 2 3 4 5</p> <p>10. The pedagogy commonly used by the above said institutions improves Plan Making Ability of it's pupils.
1 2 3 4 5</p> <p>11. The pedagogy commonly used by the above said institutions helps in Idea Refinement Ability of it's pupils.
1 2 3 4 5</p> <p>12. The pedagogy commonly used by the above said institutions improves Problem Solving Ability of it's pupils.
1 2 3 4 5</p> <p>Vigilance</p> <p>13. The pedagogy commonly used by the above said institutions helps it's pupils in Information Retainment.
1 2 3 4 5</p> | <p>14. The pedagogy commonly used by the above said institutions improves Versatility of it's pupils.
1 2 3 4 5</p> <p>15. The pedagogy commonly used by the above said institutions modifies Attitude of it's pupils.
1 2 3 4 5</p> <p>16. The pedagogy commonly used by the above said institutions improves Stress Managing Capacity of it's pupils.
1 2 3 4 5</p> <p>17. The pedagogy commonly used by the above said institutions helps it's pupils to Manage the Affairs Better.
1 2 3 4 5</p> <p>18. The pedagogy commonly used by the above said institutions improves Memory of it's pupils.
1 2 3 4 5</p> <p>19. The pedagogy commonly used by the above said institutions helps in giving a Futuristic Approach to it's pupils.
1 2 3 4 5</p> <p>20. The pedagogy commonly used by the above said institutions helps it's pupils to Maintain a balance between Optimism and Pessimism.
1 2 3 4 5</p> <p>21. The pedagogy commonly used by the above said institutions inculcates Self-Regulation in terms of Discipline of it's pupils.
1 2 3 4 5</p> |
|--|--|

Open for changes

22. The pedagogy commonly used by the above said institutions improves the capacity of it's pupils to deal with Complex Cognitive Processes.

1 2 3 4 5

23. The pedagogy commonly used by the above said institutions improves the capacity of it's pupils to Recognize and accept the changes in the environment.

1 2 3 4 5

24. The pedagogy commonly used by the above said institutions helps in creating An ability to Comprehend and Recognize Patterns among it's pupils.

1 2 3 4 5

25. The pedagogy commonly used by the above said institutions helps in Improving Maturity of it's pupils.

1 2 3 4 5

26. The pedagogy commonly used by the above said institutions improves the ability to Evaluate oneself.

1 2 3 4 5

Personality

27. The pedagogy commonly used by the above said institutions improves Creativity of it's pupils.

1 2 3 4 5

28. The pedagogy commonly used by the above said institutions improves Language ability of it's pupils.

1 2 3 4 5

29. The pedagogy commonly used by the above said institutions helps it's pupils in Articulation.

1 2 3 4 5

30. The pedagogy commonly used by the above said institutions improves the Broad mindedness of it's pupils.

1 2 3 4 5

31. The pedagogy commonly used by the above said institutions makes it's pupils Expressive.

1 2 3 4 5

32. The pedagogy commonly used by the above said institutions makes its pupils Introspective.

1 2 3 4 5

33. The pedagogy commonly used by the above said institutions makes it's pupils Enthusiastic.

1 2 3 4 5

34. The pedagogy commonly used by the above said institutions makes it's pupils Cooperative.

1 2 3 4 5

35. The pedagogy commonly used by the above said institutions helps in making it's pupils Confident.

1 2 3 4 5

36. The pedagogy commonly used by the above said institutions makes it's pupils Aesthetic.

1 2 3 4 5

37. The pedagogy commonly used by the above said institutions makes it's pupils Perfectionist.

1 2 3 4 5

38. The pedagogy commonly used by the above said institutions makes it's pupils prudent.

1 2 3 4 5

39. The pedagogy commonly used by the above said institutions makes it's pupils Adaptive.

1 2 3 4 5

40. The pedagogy commonly used by the above said institutions makes its pupils Kind.

1 2 3 4 5

41. The pedagogy commonly used by the above said institutions makes it's pupils Abstract Thinker.

1 2 3 4 5

42. The pedagogy commonly used by the above said institutions makes it's pupils Fast Learner.

1 2 3 4 5

43. The pedagogy commonly used by the above said institutions makes it's pupils Flexible.

1 2 3 4 5

44. The pedagogy commonly used by the above said institutions helps in making it's pupils Liberal.

1 2 3 4 5

45. The pedagogy commonly used by the above said institutions makes it's pupils Obedient.

1 2 3 4 5

46. The pedagogy commonly used by the above said institutions makes it's pupils Intuitive.

1 2 3 4 5

47. The pedagogy commonly used by the above said institutions makes it's pupils Vigilant.

1 2 3 4 5

48. The pedagogy commonly used by the above said institutions makes it's pupils Moralistic.

1 2 3 4 5

49. The pedagogy commonly used by the above said institutions makes it's pupils Conscious.

1 2 3 4 5

Relative worth of antecedents of Absenteeism: A study on Tea Industry in Assam

Himashish Paul*, Bhartrihari Pandiya** and D.K. Pandiya***

Abstract

Absenteeism is the failure of employees to appear on the job when they are scheduled to work. It is becoming a serious unhealthy practice in labour oriented industries like Tea industry. Absenteeism is a serious workplace problem and an expensive occurrence for both employers and employees seemingly unpredictable in nature. The present research work researches into the reasons of absenteeism and their relative worth empirically. A thorough literature review was done to study the existing researches which study absenteeism in tea gardens. The survey was conducted on 80 staff members on two worker designations i.e. Tilla Babu and Sardar at Rosekandy Tea Estate which is a very reputed Tea garden in North East region of India. A structured closed ended schedule was prepared to get the primary data from the tea garden labours. The top reasons for absenteeism were higher wages available to workers in the employment other than that of tea garden, maternity/paternity leave reasons, own illness etc. The findings of the research portray the issues faced by the labours and will be useful for the tea garden managers and owners in reducing absenteeism leading to better productivity in the tea gardens and saving them from loss of revenue.

1. Introduction

Even before the entry of East India Company in the country tea was consumed in many parts of the country especially in North East of it. Not to say after their entry in this country they initially explored the possibilities of cultivating tea leaf at larger scale for their own consumption but in course of time they started sending it their home country and selling it to those who were interested in buying tea. Tea thus gradually turned to be a major product to be traded. The Britishers started looking for those areas where

they could Asst. Professor, Presidency Business School, Presidency College, Bangalore. E Mail id – bhartrihari.pandiya@presidency.edu.in cultivate good quality tea at larger scale. In this endeavor they discovered certain hills and hillocks in North East and started cultivating tea leaf.

Barak valley of Assam too was one such area where they concentrated their efforts on the matter. A major challenge in this effort was to muster the services of the labor whose service cost is the least. Locally available persons/labor

About the Authors

* Lecturer, G C College. Silchar, Assam, India
Mail Id - himasish108gc@gmail.com

** Asst. Professor, Presidency Business School, Presidency College, Bangalore, Karnataka, India. Email id – bhartrihari.pandiya@presidency.edu.in

*** Retd. Professor, Dept. of Commerce, Assam University, Silchar, Assam, India
Email Id – dineshpandiyaus@gmail.com

somehow did not exhibit their interest in such kind of employment. Initially though the Britishers did employ some locals but in course of time it was the scarce availability coupled with their poor interest in such employment owing to which the Britishers brought thousands of Tribal people from the areas which today are known as Orissa, Jharkhand and Chattisgarh. These people were, as history says, were brought forcefully and also pushed to work in Tea Gardens forcefully. These Tea Gardens were located in most of the cases far from the villages, towns and other habited areas in Assam. An interesting feature attached to this forcefully brought group was that owing to poor transportation and communication at that point of time supported with the fact that they were a different community they could not assimilate with the locals, hence their language, wearing and meals patterns, system of worshipping and other such continued to be a bit different from that of locals. They, living in isolated colonies inside the campus of tea gardens, continued to serve as labor in tea gardens of Assam. Tea industry of Assam since then has been enjoying the unfettered services of these forcible migrated workers.

Experiences of Tea Garden management reveal that owing to many reasons, known & unknown and convincing & unconvincing these laborers have been gradually showing lesser interest in offering their services to their employers for the jobs they were expected to perform. As a result, some of the tea garden managers have tried to experiment the services of the machines as a replacement of these labor. Such experiments, as reported, have not delivered the expected result on the count of cost and also the performance. They also tried to discover the reasons of poor participation, in terms of

absenteeism and also poor production, of these workers to the extent they could. They initiated possible preventive and curative measure too to control the menace of absenteeism and poor participation of the workers. Situation did improve to some extent. But to the remaining extent most of them turned to be helpless and silent spectators. The ultimate result of this development, not to say, was decline in productivity. Almost every year many tea gardens of Assam fail to have full capacity of utilization of their production capacity. The major reason behind this poor utilization has been experienced as the absenteeism of the labor assigned the job of plucking tea leaf.

Keeping in mind the importance of tea in our life, whether from the angle of consuming tea or exporting it, a humble effort is being made to identify the reasons behind the reduced interest by tea garden workers in the form of absenteeism. The study is proposed to be carried on the basis of the primary data, in the form of the perceptions and the opinions of the major stakeholder i.e., the workers. Due to availability of scarce time to complete this study the perceptions and opinions of the workers of only one Tea Garden i.e., Rosekandy Tea Estate of Assam are proposed to be taken into consideration. It is hoped that once the reasons of absenteeism in one major tea garden of Barak valley are identified a direction over the matter may be available for further studies at least the detailed once and base on that the other stakeholders i.e., the managements and the governments concerned may be benefited by the finding.

2. Literature Review

Absenteeism is the failure of employees to appear on the job when they are scheduled to

work. Employees who are away from work on recognized holidays, vacations, approved leaves of absence, would not be included under the definition of the absenteeism. It is a huge issue because a satisfactory level of attendance by employees at work is necessary to allow the achievement of objectives and targets by a firm. Employees, who quit without notice fall under the definition of absenteeism until they are officially removed from the payroll. The word absenteeism for the first time was defined in a circular of the Labour Department, Government of India. It was issued to provincial governments. The circular defined absenteeism as “total man-shifts lost because of absence of a percentage of the total number of man-shifts scheduled” (Saxena & Saxena, 1992).

Absenteeism is becoming a serious unhealthy practice in labour oriented industries. Absenteeism is serious workplace problem and an expensive occurrence for both employers and employees seemingly unpredictable in nature because a satisfactory level of attendance by employees at work is necessary to allow the achievement of objectives and targets by a firm. Absenteeism of employees from work leads back logs, piling of work and thus works delay (Silpa & Masthanamma, 2015).

Absenteeism is time lost in industrial establishments by the avoidable and unavoidable absence of employees (Bhagoliwal, 1996). Another definition on the report of the working party of the Cotton Textile Industries defines that “absenteeism is the average percentage of workers absent from work per day for any reason” (Bhagoliwal, 1996). Filippo defines absenteeism as a condition that exists when a person fails to come to work when he is properly scheduled to work. Seligman refers absenteeism to time loss in industrial

establishment by avoidable and unavoidable absence of employees (Tiwari, 1995). It leads to temporary cessation of work for not less than whole working day on the initiative of the worker when his presence is expected. Thus absenteeism signifies the absence of an employee from work, i.e. unauthorized, unexpected, avoidable and willful (Tiwari, 1995).

According to K. Aswathappa, “Absenteeism costs money to an organization besides reflecting employee dissatisfaction. Absenteeism is unavoidable when an employee himself or herself falls sick, his or her dependents at home suddenly become unwell or the employee faces certain injury owing to an accident” (Aswathappa, 2005). Absenteeism is the failure of employees to appear on the job when they are scheduled to work. Employees who are away from work on recognized holidays, vacations, approved leaves of absence, would not be included under the definition of the absenteeism. Employees, who quit without notice fall under the definition of absenteeism until they are officially removed from the payroll. Absenteeism is becoming a serious unhealthy practice in labour oriented industries. Absenteeism is serious workplace problem and an expensive occurrence for both employers and employees seemingly unpredictable in nature because a satisfactory level of attendance by employees at work is necessary to allow the achievement of objectives and targets by a firm. Absenteeism of employees from work leads back logs, piling of work and thus works delay. (N.Silpa & B.Masthanamma, 2015). Absenteeism is time lost in industrial establishments by the avoidable and un-avoidable absence of employees. (Bhagoliwal, 1996). Kar (1986) did a survey on the tea gardens in Upper Assam to understand the prevailing labour composition pattern and absenteeism degree. The data was

collected during 1981-82 from tea estates of the area. The results point towards the main reasons of absenteeism as alcoholism and laziness habit. The possible steps suggested in the research work is to provide social education and connect the workers to the incentive schemes.

Kumara et al., (2019) explored absenteeism among female pluckers in a tea plantation in south India. It targeted to study the rate of absenteeism and its causes in female pluckers in tea estates of Tamil Nadu, India. Using an interview schedule, information related to their nature of the job, job satisfaction apart from their socio-demographic status was noted which could possibly explain the reasons for absenteeism. The major causes of absenteeism were health related, followed by native place visit and illness among family members etc. A strong association between absenteeism and hospitalization, number of children was observed. Rathnayaka & Gunathilake (2012) measured the absenteeism pattern for manpower planning for scheduling the production in tea estates of Sri Lanka. The aspects of absenteeism tried to be studied were frequency, extent and expected loss of productivity due to it. After primary data collection through questionnaire, it was analyzed that due to absenteeism, the productivity loss was 0.38 for 3 months of study whereas frequency per year was 118.5 per 100 employees.

3. Methodology

The research is descriptive in nature. The selection of antecedents of workers' absenteeism was done after an extensive review of the existing literature was carried out to identify the antecedents behind the absenteeism of the workers of tea gardens in the country. In order to ensure correctness of the antecedents identified through the said literature review, the

same were got verified by some senior workers in their capacity as Sardars, Tilla Babus and junior ranking Managers of Rosekandy Tea Estate. Finally, the antecedents which were found and considered as relevant were included in the study. Before finalising the list of the antecedents of absenteeism along with the remedial measures of it, these were got cross checked by two senior managers of Rosekandy Tea Estate with an intention to ensure the correctness of the antecedents so listed. The two exercises facilitated identification of 20 antecedents for absenteeism and 11 measures which could facilitate a check on the absenteeism. The schedule had 2 sections - Section 1 included in it the questions seeking the demographic identities of the respondents and Section 2 respondents' opinion over the relative worth of the reasons at work behind the absenteeism of the workers in the tea gardens and also the relative worth of the remedial measures. In Section 2 of the schedule, the reasons of absenteeism were put in Category 1 and the remedial measures in Category 2.

The objectives of the study are:

- i. To identify the antecedents of labour absenteeism in tea industry of India;
- ii. To gauge the relative contribution of such identified antecedents on the labour absenteeism of tea industry with reference to Rosekandy Tea Estate of Assam;
- iii. To compare the relative worth of the contribution of such identified antecedents on labour absenteeism of tea industry in Rosekandy Tea Estate of Assam on the basis of select demographic and non-demographic identities of the workers under consideration.

The population of the study was 72 which comprised both Staffs and sub-staffs working at three Divisions and the Factory of Rosekandy Tea Estate. The efforts were made to consult all the 72 workers working in the rank of Tilla Babu and Sardar along with the ones who were employed in the factory in the same rank almost a dozen of them could not be consulted owing to their non-availability despite reasonable efforts. Thus 61 of them could be consulted on the matter. The study, therefore, can be termed as a census study.

4. Data Analysis and Results

The respondents were asked to share their views over each of the antecedents of workers' absenteeism on a scale of 1 to 5. The language with which the questions were asked to them was- 'Share your agreement on the degree of applicability of the reasons' and 'Agreement on the degree of applicability of the remedial measures' over absenteeism on a 5 point scale

where the point 5 carries the maximum weight and point 1 the minimum. Thus the respondents had a freedom to register their opinion on the extent of applicability, out of five options, which are the parts of the scale viz. from – 'To a very high extent' till 'To a little extent'.

The data analysis was done after the data was collected with the help of the schedules was fed into computational software i.e., SPSS 23. Statistical tools like mean and ranks were used to know the relative contribution of the antecedents/remedial measures. Further, the aim was to gauge the relative contribution of such identified antecedents on the labour absenteeism of tea industry with reference to Rosekandy Tea Estate of Assam, and to compare the relative worth of the contribution of such identified antecedents on labour absenteeism of tea industry in Rosekandy Tea Estate of Assam on the basis of select demographic and non-demographic identities of the workers under consideration.

Table no. 1 Mean Scores and the Ranks based on the reasons of absenteeism considered for the study

Sl.	Reasons	Mean score	Rank
1	Higher wages are available to them in the employment other than that of tea garden	4.361	1
2	Alternative sources of income are available to them at home itself	2.79	11
3	Wages are not paid daily	1.93	20
4	Work they do does not earn them respectful social status	2.803	10
5	Engaged with religious ceremonies	2.967	7.5
6	Engaged with social ceremonies	2.721	13
7	Family engagements	3.131	5
8	Alcoholism	2.672	15
9	Unfavourable weather	2.574	17
10	Timing of the school of their children clashes with the timings of tea leaf plucking	2.984	6
11	Own illness	3.459	3
12	Illness of their family members	2.787	12
13	Poor vigour and strength	2.426	18
14	Maternity/paternity related reasons	3.623	2
15	Monotony of the job	2.066	19
16	Engaged in baby care	2.967	7.5
17	Lack of interest in earning higher by working more	2.656	16
18	Other family member's income is sufficient	2.689	14
19	Get financial and also non-financial support through various government schemes	2.918	9
20	Reaching the work place after the stipulated time	3.213	4

Table 1 exhibits that the 1st rank at work behind absenteeism with 4.361 as the mean score was had by the antecedent the availability of higher wages in the employments other than the tea garden, followed by maternity/paternity related reasons which secured 2nd rank with 3.623 as the mean score and own illness which secured 3rd rank with 3.459 as the mean score.

The table also reveals that the non-payment of wages on daily basis stood as the least influential reason having 20th rank with 1.93 as the mean score followed by monotony of the job with 19th rank with 2.066 as the mean score and poor vigour and strength which secured 18th rank with 2.426 as the mean score.

Table no 2 - Age group wise Mean Scores and the Ranks based on the reason of absenteeism considered for the study

Sl. No	Reasons	Age Up to 40 years		Age above 40 years	
		Mean score	Rank	Mean score	Rank
1	Higher wages are available to them in the employment other than that of tea garden	4.222	1	4.560	1
2	Alternative sources of income are available to them at home itself	2.83	11	2.72	14
3	Wages are not paid daily	1.92	20	1.96	20
4	Work they do does not earn them respectful social status	2.750	13	2.880	11
5	Engaged with religious ceremonies	2.917	8	3.040	4
6	Engaged with social ceremonies	2.639	14	2.840	12
7	Family engagements	3.194	5	3.040	4
8	Alcoholism	2.500	15	2.920	9
9	Unfavourable weather	2.472	16	2.720	14
10	Timing of the school of their children clashes with the timings of tea leaf plucking	3.083	6	2.840	12
11	Own illness	3.472	3	3.440	3
12	Illness of their family members	2.833	10	2.720	14
13	Poor vigour and strength	2.417	17	2.440	18
14	Maternity/paternity related reasons	3.667	2	3.560	2
15	Monotony of the job	2.000	19	2.160	19
16	Engaged in baby care	2.944	7	3.000	7
17	Lack of interest in earning higher by working more	2.389	18	3.040	4
18	Other family member's income is sufficient	2.806	12	2.520	17
19	Get financial and also non-financial support through various government schemes	2.889	9	2.960	8
20	Reaching the work place after the stipulated time	3.417	4	2.920	9

Table 2 above reveals that the reason which had maximum influence on the workers behind their absenteeism was the Availability of Higher wages to them in the employment other than that of tea garden as this factor secured 1st rank with mean scores of 4.222 and 4.560 in the opinion of those respondents who were in the age of up to 40 years and also the ones in the age of above 40 years respectively. The table also reveals that the second most important reason behind the absenteeism of the workers in the opinion of the respondents in both the age groups i.e., falling in the group of up to 40 years and also the ones above 40 years was Maternity/Paternity related reasons which secured 2nd rank with 3.667 and 3.560 as the mean score respectively. Interestingly the reason which secured the same rank i.e., 3rd by the respondents of both the age groups was Own illness with the mean scores of 3.472 and 3.440 respectively.

One can further observe from the table that the least influential reason having 20th rank with a little variation in the mean scores i.e., 1.92 and 1.96 was Payment of wages not on daily basis in the opinion of the respondents belonging to both the age groups respectively. The reason which stood last but one having occupied a similar rank i.e., 19th with a little variation in the mean scores i.e., 2.000 & 2.160 in the opinion of the respondents of both the age groups respectively was Monotony of the job. The reason which stood third from the last with 18th rank and 2.389 as the mean score was Lack of interest in earning higher by working more in the opinion of the respondents falling in the age group of up to 40 years of age, whereas by the ones who fell in the age group of above 40 years of age accorded 18th rank with a mean score of 2.440 to the reason Poor vigour and strength.

Table 3 - Mean Scores and the ranks of the rewarding remedial measures

Sl.	Remedial measures	Mean score	Rank
1	Motivational programme	3.361	4
2	Wage rate increase	4.279	1
3	Provisions for profit sharing	3.033	6
4	Better accessibility to higher officials	2.918	7
5	Improving medical assistance provided by tea garden management	3.246	5
6	Workers are called helpers	2.508	8
7	Allowing them to join to work one hour late i.e., at or before 9:30 a.m.	3.541	2
8	Allowed to leave the work place by 3.30 p.m. if they have plucked 24 or more kgs. of tea	3.377	3

Source: Primary data collected from the workers of selected ranks in Rosekandy Estate

Note: The highest mean score ranked 1st.

The Table 3 above reveals that out of eight options offered to respondents as rewarding remedial measures capable of reducing the workers absenteeism increase in the wage rate was the one which had highest preference by the respondents and, therefore, secured 1st rank with a mean score of 4.00 followed by allowing

them to join the work place one hour late i.e., at or before 9:30 a.m., which secured 2nd rank with a mean score of 3.541 and allowing them to leave the work place by 3.30 p.m., with a rider that if they have plucked 24 or more kgs of tea which secured 3rd rank with mean score of 3.377.

The table also reveals that the remedial measure workers are called helpers came out to be the least preferred rewarding remedial measure as it secured 8th rank with a mean score of 2.508 followed by better accessibility to higher officials which secured 7th rank with a mean score of 2.918 and provisions for profit sharing which secured 6th rank with 3.033 as the mean score.

5. Conclusion

The previous part of the research was dedicated to gauge the relative contribution of identified antecedents on the labour absenteeism of tea industry having a reference to Rosekandy Tea Estate of Assam. In addition to this a comparison of the relative worth of the contribution of the identified antecedents on labour absenteeism of tea industry having a reference to Rosekandy Tea Estate of Assam on the basis of select demographic and non-demographic identities of the workers has been made. The current chapter will highlight the key finding of the study.

The findings of the study entail in it three different dimensions:

- i. Identification of the relative worth of the reasons of absenteeism,
- ii. Identification of the rewarding remedial measures and
- iii. Identification of the punitive remedial measure to curb the absenteeism

5.1 Highly influential reasons of absenteeism of the workers in the opinion of the respondents irrespective of their any demographic identity - The antecedents, which influence the absenteeism greatly, are the availability of higher wages in the employments other than the tea garden,

maternity/paternity related reasons and own illness. These findings, not to say, may help the management(s) of the concerned garden in particular and the tea gardens having substantial affinities on many counts in general to introspect and analyze over these reasons and initiate necessary steps to take care of these reasons.

5.2 Highly influential reasons of absenteeism of the workers across age groups - The reasons, which influence the greatly, behind the absenteeism of the workers in the opinion of the respondents in the age group of up to 40 years are availability of higher wages to them in the employment other than that of tea garden, maternity/paternity related reasons and own illness. The findings of the study may help the management to know the relative contributions of the reasons of absenteeism of the workers in the opinion of the respondents in the age group of up to 40 years.

The reasons, which are considered to be greatly influential behind the absenteeism of the workers in the opinion of the respondents of above 40 years of age are 'availability of higher wages to them in the employment other than that of tea garden', 'maternity/paternity related reasons' and 'own illness'. The findings of the study may help the management to know the relative contributions of the reasons of absenteeism in the opinion of the respondents in the age group of above 40 years.

The rewarding remedial measures which are considered to be greatly influential for taking care of the menace of workers absenteeism were 'increase in the wage rate, allowed to join them to the work one hour late i.e., 9:30 a.m.' and 'allowed to leave the work place by 3.30 p.m. if

they have plucked 24 or more kgs of tea'. The findings of the study may help the management to know the relative contribution of the rewarding remedial measures for taking care of the problem of workers absenteeism in the opinion of the respondents irrespective of any demographic identity.

The rewarding remedial measures which were suggested to be greatly influential in taking care of the menace of the workers absenteeism by the respondents in the age group of up to 40 years were 'increase in the wage rate, allowing them to join the work place one hour late i.e., at or before 9:30 a.m.', and 'allowing them to leave the work place by 3.30 p.m. with a rider that if they have plucked 24 or more kgs of tea'. The findings of the study may help the management to know the relative contribution of the rewarding remedial measures for taking care of the problem of the workers' absenteeism in the opinion of the ones in the age group of up to 40 years.

The rewarding remedial measures which are considered to be greatly influential in taking care of the menace of the workers absenteeism in the opinion of the respondents who were in the age group of above 40 years were 'increase in the wage rate, allowing them to join the work place one hour late i.e., at or before 9:30 a.m.', and 'improved medical assistance provided by tea garden management'. The findings of the study may help the management to know the rewarding remedial measures in taking care of the problem of the workers absenteeism in the opinion of the respondents in the age group of above 40 years.

The punitive remedial measure which is considered to be most influential in curbing the menace of workers absenteeism in the opinion of the respondents irrespective of their any

demographic identity was after crossing the ceiling, in terms of years, fixed for not working as tea pluckers permission granted to stay in the garden be withdrawn. The findings of the study may help the management to know the relative contribution of the punitive remedial measure in taking care of the menace of absenteeism in the opinion of the respondents irrespective of any demographic identity.

The punitive remedial measure which was considered to be most influential in taking care of the workers absenteeism in the opinion of the respondents who were in the age group of up to 40 years was after crossing the ceiling, in terms of years, fixed for not working as tea pluckers permission granted to stay in the garden be withdrawn. The findings of the study may help the management to know the relative contribution of the punitive remedial measure for taking care of the problem of the workers' absenteeism in the opinion of the respondents in the age group of up to 40 years.

The punitive remedial measure which was considered to be the most influential in taking care of the problem of workers' absenteeism in the opinion of the respondents who were in the age group of above 40 years was permission granted to use tea garden's 'khet' land for cultivation is withdrawn. The finding of the study may help the management to know the relative contribution of this punitive remedial measure in taking care of the problem of the workers' absenteeism in the opinion of the respondents in the age group of above 40 years.

References

1. Aswathappa, K. (2005). Human Resource Management. Tata McGraw-Hill Education, ISBN0-07-059930-0.
2. Bhagoliwal, T. (1996). Personnel Management and Industrial Relations. Agra: SahityaBhawan Publications.
3. Goswami, B. (2009). Absenteeism among the tea garden labourers: A case study on the Mancotta Tea Garden. Dibrugarh.
4. Kar, R.K., 1984. Labour pattern and absenteeism: a case study in tea plantation in Assam, India. *Anthropos*, pp.13-24.
5. Kumara, R.P., Fathima, F.N., Fernandes, S., Xavier, V. and Ramesh, N., 2019. Absenteeism among female pluckers in a tea plantation in south India. *International Journal of Occupational Safety and Health*, 9(2).
6. N.Silpa, & B.Masthanamma. (2015). A Study on Symptoms and Preventions of Employee. *International Journal of Scientific and Research Publications*, pp no-1.
7. Padmanabhan, H. K. (2017). A Study on Impact of Employee Absenteeism in Selected. *International Journal of Innovations in Engineering Sciences and Technology: MBA*, volume. 01, Issue. 01, 2.
8. Rathnayaka, R.M.P.S. and Gunathilake, R.P.D., 2012. Identifying Pattern of Worker Absenteeism in Tea Plantations.
9. Saxena, S. R., & Saxena, R. C. (1992). labour problem and social welfare. lucknow: prakash Kendrapublication , pp.43.
10. Tiwari, K. (1995). Absenteeism and Industrial Development: Causes, Impact, and Control Measures. New Delhi: Deep & Deep Publications.
11. Vijayalatha, S., & Brindha, D. G. (2014). A STUDY ON EMPLOYEE ABSENTEEISM. *International Journal of Advance and Innovative Research*, 32-33.

CSR Reporting Practices, a legal framework in Indian scenario- In the last 3 decades

Geetha. Rajaram* and Maya Patil**

Abstract

Sustainability is the word of the value to the world as the future generation is seeking a lot of intelligent behaviour from this generation that they will pass on all the resources on earth intact for them to use and reuse and give them a method too, to continue to pass it on to another generation. Every corporate has been utilising the resources of the country for which they feel responsible in some way to give it back to the society in the most amenable way as to touch the life of the people for their wellbeing. The companies which are environment sensitive have to take special effort to see that they do not cause any harm to it, and contribute to climate change. In this context, the companies have the responsibility of protecting, preserving, using and reusing the energy resources and naturally available resources in a very sensible way. This paper conceptually reviews to trace the importance of sustainability reporting by way of literature review and the benefits of it to the entities. Author tries to trace the evolution of CSR reporting over 3 decades from 1990 to 2020, as per the reporting guidelines of SEBI & MCA, the Indian framework for Sustainability Reporting also includes the international organizations. The measure of CSR reporting by way of ESG index of BSE 30 companies which are rated by msci.com on the risk and opportunities and graded for the same. Author has tried to convey the degree of importance given in every decade, to sustainability reporting by way of self structured charts.

Key words: CSR Reporting, ESG Index, Stakeholders, SEBI

Introduction

The concept of sustainability accounting & reporting emerged from the year 1987, Brundtland commission & GRI guidelines, to make the corporate & public sector companies aware of the responsibilities towards the globe in context of the use of the natural & human resources and preserving the quality for use by future generation. The definition of “sustainability development is development

that meets the needs of present without compromising the ability of future generations to meet their own needs” -According to GRI

The sustainability accounting being a part of financial accounting which focuses on non-financial information on social & environmental issues. The content of sustainable accounting is the 3Ps: People, Planet & Profits. The focus of sustainability reporting has shifted from shareholders to stakeholders,

About the Authors

* Research Guide, ISME, University of Mysore, Mysore, Karnataka, India
Email – rajaram.geetha@gmail.com

** Research Scholar, ISME Bangalore, University of Mysore, Mysore, Karnataka, India
Email – mayap.isme20@gmail.com

(Jose.M et.al). Sustainability reporting is a method of sustainability accounting. It deals with preparation of reports which includes the goals, vision, and mission of the organization (Suprita.Palit 2018). It is a method of aligning the sustainable activities in the main process of execution & recording under scientific guidelines & reporting to shareholders. GRI is an independent international organization founded in 1997, provides a framework for companies to identify, gather & report the information of ESG information in a comprehensive format, to provide a full and balanced picture of an organization material topics and related impacts and how these impacts are managed. GSSB is created by GRI which has developed a standard through transparent multi stakeholder process. According to the KPMG Report 2020 report, out of G250 companies-96% produce SR and N-100, which comprises of largest 100 firms in 52 countries i.e., 5200 companies: 80% produce Sustainability Reports. 73% of G-250 companies & 67% of N100 use GRI standards for Sustainability Report. To cater to the core values of CSR, of care for all stakeholders, ethical functioning, respect for workers, rights & welfare, respect for human rights and respect for environment & activities for social & inclusive development (MCA-CSR Voluntary guidelines 2009), the conduct of CSR activities and reporting is important. These are followed by guidelines of information to stakeholders & the public.

Transparency & disclosure should be the heart & culture of the organization. It should become a value system. Global economy with the technology up gradation has been a boon to the companies to disclose the ESG information to the stakeholders. More the disclosure more is sharing and feedback and more is the corporate citizenship. The Integrated reporting, Carbon

reporting, GRI, Global compact are the various ways of reporting, which are the bedrock on which to operate. The top-notch companies who make revenues out of the global customers should be responsible for reporting the non-financial aspects. The aspects of climate change, human rights, supply chain, product quality have to be reported. India needs best quality capital from FIIs & FDIs, which is possible only when transparency is the way for attracting it and the disclosure which is standardised & comparable across the industries.

Benefits of Sustainability Reporting in the Emerging Scenario

Sustainability disclosures will provide the company a competitive edge and required confidence to investors to invest and other stakeholders in the company. The benefits of reporting allow having better reputation, meeting the demands of employees, easy access to capital, to manage the waste and thereby increase the efficiency to increase the positive effect in many manifolds.

International Scenario

GRI framework for sustainability reporting helps companies to identify, gather and report the information on environmental, social & corporate governance in clear & comparable manner. It is launched in 2000, now used in more than 90 countries (2017), 63% of largest 100 (N100) and 75% of global 250 (G250)

The Major organizations providers of Sustainability Reporting guidelines, principles, standard, indices are SDG-17 goals of UNO, GRI -G.3, G.3.1, G4 guidelines ,OECD – (MNEs) guidelines for multinational corporations, UNGC- 10 sustainable principles: HR-2: Labour-3,4,5,6: Environment -7,8,9:

Anti-corruption-10 ,ISO -ISO 26k- on social responsibility, Robeco SAM's ESG equity indices cover 600 ESG indicators for 4000 global companies, DJSI -1999 consists of global, regional& country benchmarks, CERES (coalition for environmental responsible economies) & UNEP jointly launched GRI guidelines for TBL reporting, IIRC framework, KPMG worldwide report.

USA, China, Australia, Thailand and Indonesia are the countries who have shown increase in the number of sustainability reports from the year 2017 to 2018. Whereas Argentina, Brazil, Canada, France have shown decreasing trend in sustainability reporting. India had sustainability reporting of 327 reports in the year 2017, which has decreased to 71 reports in the year 2018. There is no sustainability reporting policies in some African countries like Tanzania, Niger, Sudan, Ethiopia, Kenya, Congo, Zambia, Saudi Arabia, Mongolia, Uzbekistan, Myanmar, Guyana (www.globalreporting.com).

United States of America is the top sustainability reporting country in the world. There has been an increase in the in sustainable reports in US by 86% from 2011-2019. The main reason for the same has been a rise in stakeholders' requirement. As per the Governance & Accountability Institute (G & A) findings, half of the US individual investors invest in the companies after they study the ESG policy of the company. According to Morgan & Stanley, institutional investors choose to invest in companies who have adopted sustainability practices in the conduct of their business.

Black Rock & State Street Global Advisor has urged the public companies to use SASB reporting standards which focus on sector specific material ESG issues. Black Rock has voted against 53 portfolio companies like

Chevron, Mobil, Volvo, Daimler and many more, who have been not make sufficient progress in integrating climate risks in their business models or disclosures.

Literature Review

' authors from Spain have identified that there is a shift from shareholder to stakeholder reporting. The objective of the paper is to look at sustainability within the GRI guidelines and conception and construction of sustainable development. Links between sustainable development and accounting were explored in corporate reporting framework. Green washing should be avoided is also given importance in this article.

– The paper reviews the literature on sustainability accounting as information to management and analyses different interpretations of it. The authors say sustainability accounting is a subset of accounting which deals with activities, methods and systems to record, report and analyze. The 3 approaches mentioned are top-down approach, stakeholder driven approach and twin track approach. The future of sustainability accounting and reporting is assessed on the basis of current critical and managerial path and current progress in accounting and reporting.

(-)- This study recognises that sustainability reporting practices differ between countries and between types of industry .The aim of study focuses on comparative review of sustainability reporting framework (SRF) in India with GRI framework. It was found out that GRI framework is more elaborate and explanatory as compared to sustainability reporting of India. The NVGSEE & BRR disclosure framework by SEBI is compared with voluntary reporting

framework of GRI. It was concluded that India plays a strategic role in global debate on sustainability reporting and is one of the fastest economies in the world and 10th largest country by GDP according to Carrot & Sticks (2013).

the authors are from India and they say that companies are now aware of their responsibility of disclosing non-financial information, more than the regulatory norms, due to need of the investors and pressure of the capital market. The paper throws light on the factors determining voluntary disclosure choices of NSE non-financial companies. Content analysis has been used for developing voluntary disclosure index. The required data has been taken from the year 2011 -12 from the annual reports. It is an empirical study by the authors in India.

(A Shukla, V Waikar 2016)- This paper undermines the need for sustainable development and basic concepts covered under it, and to study the challenges and opportunities in achieving sustainable development. The study found out that 18 out of 53 private companies and 23 out of 47 public sector companies disclosed information according to GRI guidelines. The study finds out the differences between governance structures of the firms who have measures taken for stakeholder engagement. Culture of sustainability if it is inculcated correctly in the organization, will result in good stakeholder engagement..Integrated reporting was also looked into. The details of sustainability practices of HCCB-Hindustan cocola beverage Ltd is shared and also core set of indicators of SD as per agenda 21 and matrix of environmental indicators under consideration by the world bank are also studied during the period.

The authors have attempted to examine regulatory environment of sustainability

reporting and application level as per GRI reporting In INDIA. The findings of the article were that , Indian corporate have enough awareness regarding the benefits of sustainability reporting to their firms and also realise the amendments in the laws and regulatory mechanism for communicating their sustainability scores in the long run. The study is undertaken for 2009-2013 comparing Indian corporate year wise and size wise. The authors says that sustainability reporting includes qualitative, forward looking and quantitative measures, which in turn leads to long term value creation for the organization. If the Indian corporate adopt GRI base sustainability reporting they will be a part of global economy, and competitive counterparts. It is an empirical study of Indian corporate.

Jain, LH Winner 2016) This paper contributes to an international perspective about SR of 200 largest state owned and private companies in India. The authors have conducted a case study at Darnish Carpet manufacturer EGE and integrated 4 dimensions like facts, possibilities values and communication. It was found that India has shown positive reforms. The findings show that through websites the companies share CSR/SR information. The study outlines the reporting trend and best practices in India that can help managers to channel their efforts and resources to maximize their returns, by identifying the issues and topics. This study also throws light on web based communication with the stakeholders on interests of social concern. It provides empirical insights into strategies that Indian companies use to report on their CSR/Sustainability policies and commitments. It has studied CSR in India from SR perspective and has evaluated compliance with GRI among top corporations. It is an empirical study in India.

—' says that a few companies voluntarily disclose non-financial information apart from mandatory financial reporting. The study proves that there is a positive association of voluntary disclosure with firm value. Market assigns higher valuation to those companies who disclose information on social, environment and corporate governance, which are optional.

- in this study in India aims to analyze the current sustainability accounting practices in cement industries. They have considered 5 prominent cement companies like JK, Shree, Binani, ACC & Ambuja. They have used exploratory research. The study observed the common reporting methods of select Indian Cement companies and made a comparison between them. A further view of company respondents with questionnaire was taken. 13 items of sustainability reporting were considered to measure the combined effect on selected companies. To find out the effect of Independent variable on combined dependent variable, MONOVA statistical technique was used. The study concluded that there is a critical difference in the reporting of financial & non financial stability factors by Indian companies. The authors advised to follow the best standards of environmental sustainability for strengthening their activities and documentation on sustainable growth. Corporate sustainability reporting being a strong practice of reporting on environmental issues is backed by corporate principles. The organization to strengthen their activities and documentation on sustainability; should follow the best standards of environment sustainability. It is an empirical study of cement industries.

Reviewing the literature on the benefits of sustainability reporting practices, and the process involved in it, the following objectives

were framed to understand the CSR reporting practices according to the legal framework.

Objectives

- 1) To trace the importance of sustainability reporting.
- 2) To trace the Sustainability Reporting Practices for a period of 3 decades from 1990-2021 in Indian Companies and the legal framework
- 3) To identify the measure of sustainability reporting practices and ratings of BSE 30 companies.

Methodology:

The importance of sustainability reporting is shown by literature review. The legal framework is analysed over 3 decades by studying the laws the companies have to follow to report sustainability. After reporting sustainability BSE-30 companies are considered as representing the Indian corporate sector since the sensex stocks represent large well established and financially sound companies across key sectors and sensex itself is the barometer of Indian capital market. They are the leaders in their industry and the CSR practices are keenly watched by other companies of their industry. They are taken for rating of their ESG standards, as they reflect the face of the economy in terms of implementation of legal rules and progress of the economy.

The rating agencies were found out, and amongst them msci rating agency was chosen for rating BSE-30 companies from 2016-2020. The companies were classified industry wise and analysed.

Evolution: Financial Reporting was the means to disseminate economic transactions &

outcome to the stakeholders of the corporate. It mainly focuses on the growth of the corporate in terms of revenues & investments till the late 1970s. From then there were some sporadic social reporting in the western world. Then there was a shift to environmental issues in 1980s (Ans Kolle) and the first environment report was published in 1989. It was in 1990 was the year in which that both social & environmental issues were reported together. WBCSD released a statement that, since then the numbers of reporting provisions have increased ten times in the last 25 years, since 1992, RIO Earth Summit, to about a thousand, indicating the complexity and the need for such reporting.

The main goal of any company is good corporate governance which has key features of trust & transparency, financial stability, business integrity, seeking long term investments with inclusive societies. There were corporate governance issues in companies like CITI Group, Walt Disney, Satyam Computers, all because of non-disclosure and lack of transparency. The owners and stakeholders did not have proper information and reporting. World council for corporate governance (WCCG) had awarded Satyam computers with highest award of GOLDEN Peacock for 2006-07 for good corporate governance, but was taken back after it was proved the non-disclosure of material facts & therefore it does not deserve it (source: case of Satyam Computers-IUP 2008). Whistle blowing is the lifeline for progress.

According to Mr. Injeti. Srinivas, Secretary to GOI, MCA on May 8th 2020

“There are many companies larger than many nations in terms of their turnover, the responsibility of businesses to their stakeholders will increase in the coming years. The NGRBC and its companion BRSR is a

significant step to enable business in India to not to just behave responsibly but to also demonstrate to the stakeholders that it walks the talk. We can then proudly say “make in India-Responsibly”.

KPMG is a leading provider of risk, business and financial advisory and corporate governance. KPMG Report 2020- Since 2017, the SEBI has published a mandate encouraging the voluntary adoption of IR by the top 500 listed companies. In 2019, SEBI extended the Business Responsibility Reporting (BRR) requirements to top 1000 companies.

CSR Reporting -Indian Framework in the first decade 1990-2000

I) 1990 – Environment Impact Assessment (EIA) was formed to assess the environmental impacts such as depletion of resources, destruction of habitats, change in Ph, oxygen level, toxicity of water, increase in toxicity of air, global warming, ozone depletion. Ministry of Environment & forest is the agency for environment clearance. The main laws governing this were water act (1974), Indian wild life protection act (1972), Air Act (1981) and Environment protection act (1981). In order to overcome the hurdles of non-availability of reliable & authentic data, Environment Information centre was set up to serve MOEF, consultants, NGO and other stakeholders, where information is available in cost effective and timely manner to assess the environment impact and take appropriate measures.

II) EAR-Environment Audit report of 1992 - audits the performance of MOE&F and is undertaken by C & AG. The programs are implemented of environment and forestry by the ministry, as a nodal agency. The

main activities by the ministry were to conserve flora, fauna, forest & wildlife, to prevent & control pollution and also to regenerate degraded land by afforestation..

In the second decade -2000-2010

III)2000- 49 clause of SEBI on corporate governance was framed for good corporate governance.

2003- CREP Corporation for environment protection a charter promoted by central pollution board of India. Under this charter, the resource intensive industries had to follow the regulations in order to avoid pollution and protect the environment. There was a notice to all commercial banks by RBI, to embrace CSR and Sustainable development principles in lending to these industries.

2004- With the purpose of improving CG in India, SEBI has implemented clause no 49 , which has been revised time and again till 2018 , under the chairmanship of Shri.Narayan Murthy.. (Source: www.sebi.gov.in)

In 2007, RBI came up with the circular of responsible lending keeping in view the sustainable development, with particular reference to International finance corporation ,the world bank group and carbon trading. (Source: RBI-2007-08/216 circular)

In the 3rd Decade

IV)Third decade 2010-2020

In 2010 the Company secretary guidelines for CPSE were launched by ICSI institute. 2011 – The Ministry of Corporate Affairs developed NVGSEE which adds to the awareness levels of sustainable practices and reporting. The guidelines encompass

the variability existing in Indian corporate. According to 9 principles of NVGSEE

These guidelines emphasise that businesses have to endeavour to become responsible actors in society, so that every action leads to sustainable growth and economic development. Responsible business can be replaced by CSR. (source:www.mca.gov.in)

Greenco rating system for companies came into existence in February 2011 by CII, which gave a comprehensive rating covering all aspects of environment, energy, water, green house gas, emissions.²⁰ big companies like Godrej, Wipro, Dr. Reddy's lab, Mahindra &Mahindra, Jubilant, Bosch, JCB, Jindal steel, ACC, Ambuja cement signed up for this. Greenco rating would make India a global leader in environment front and will greatly improve the competitiveness of companies. The pressure to adopt sustainable practices has intensified with the launch of SD Funds & Indices in India such as CRISIL & S&P ESG Index.

2012-1st January, 2012 whistle blower policy was framed by SEBI as part non mandatory disclosure requirements by corporate. Under the clause-49 of listing agreement, the employees can report to the management about anything which concerns unethical behaviour, violation of company's code of conduct, any other kind of fraud in the company to avoid further damage. In special cases, employees can reach up to the chairman of audit committee. The code further provides direct access to Chairman of audit committee in exceptional cases. BSE Green Index was launched in February 2012, and S&P BSE Greenex was launched in October 2012 and Carbon index launched in November 2012(source: www.bseindia.com). In 2012, 100 top listed companies (by market capitalisation) were

asked to file for BRR, as a part of their annual report adhering to 9 principles of NVGSEE.

2013- End of collaboration with GIZ, and Companies Act of 2013 was formed

·Sec 135 of Companies Act of 2013 says that a company with a net worth of more than 500 crore or a company with more than 1000 crores and a profit of 500 crores, need have a CSR committee consisting of 3 directors, out of which 1 should independent one.

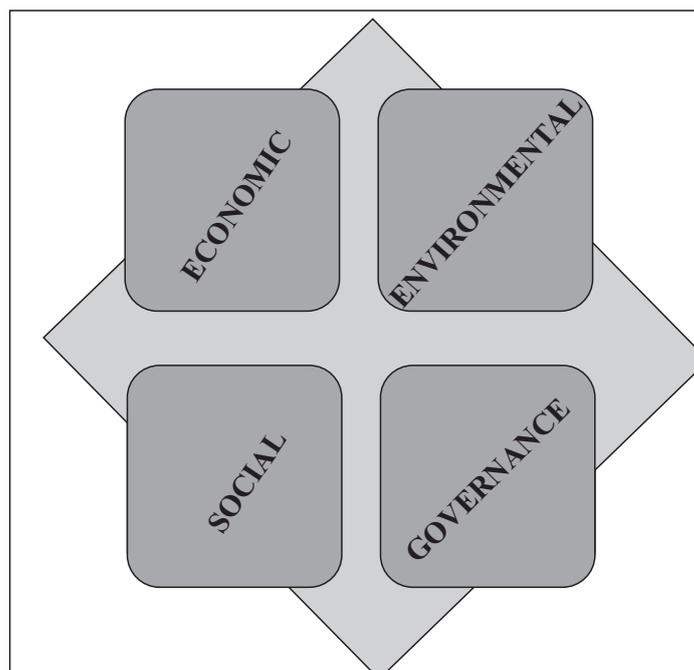
2014- BSI group selected to host Focal Point India office, headquartered at New Delhi with, regional offices in 12 cities. BSI represents the Indian arm of British standards institution, UK, which operates in 147 countries serving more than 80K clients worldwide across all industry sectors. It helps businesses in improving performance, reduce risk and achieve sustainable growth. (Source: thinktosustain.com)

2015 Working Group 2014

The main objective of the group was to inform the stakeholders on ESG performance of Indian

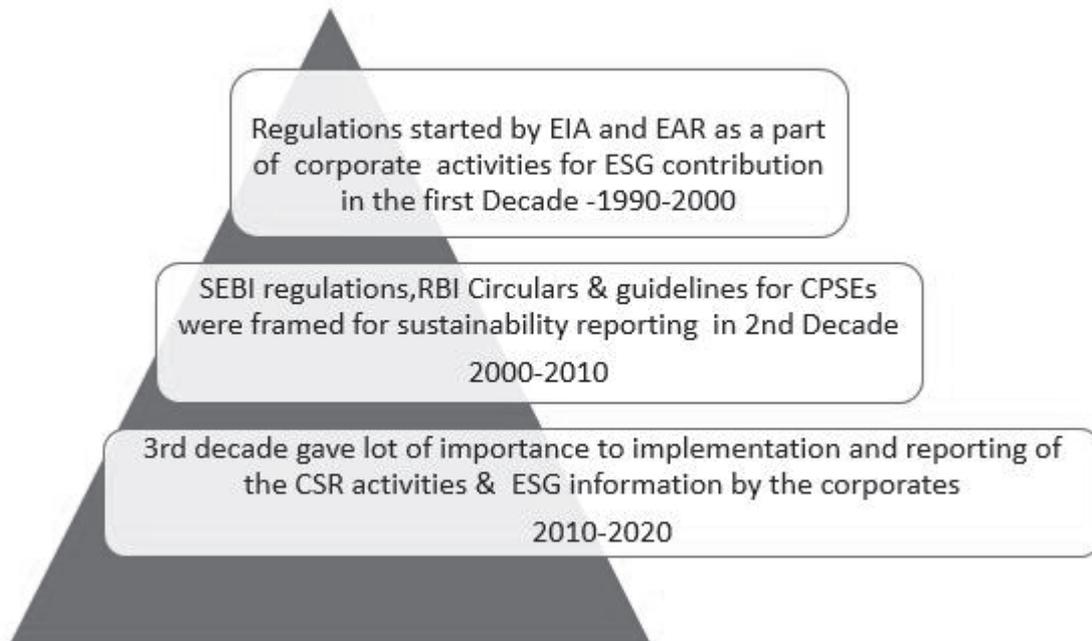
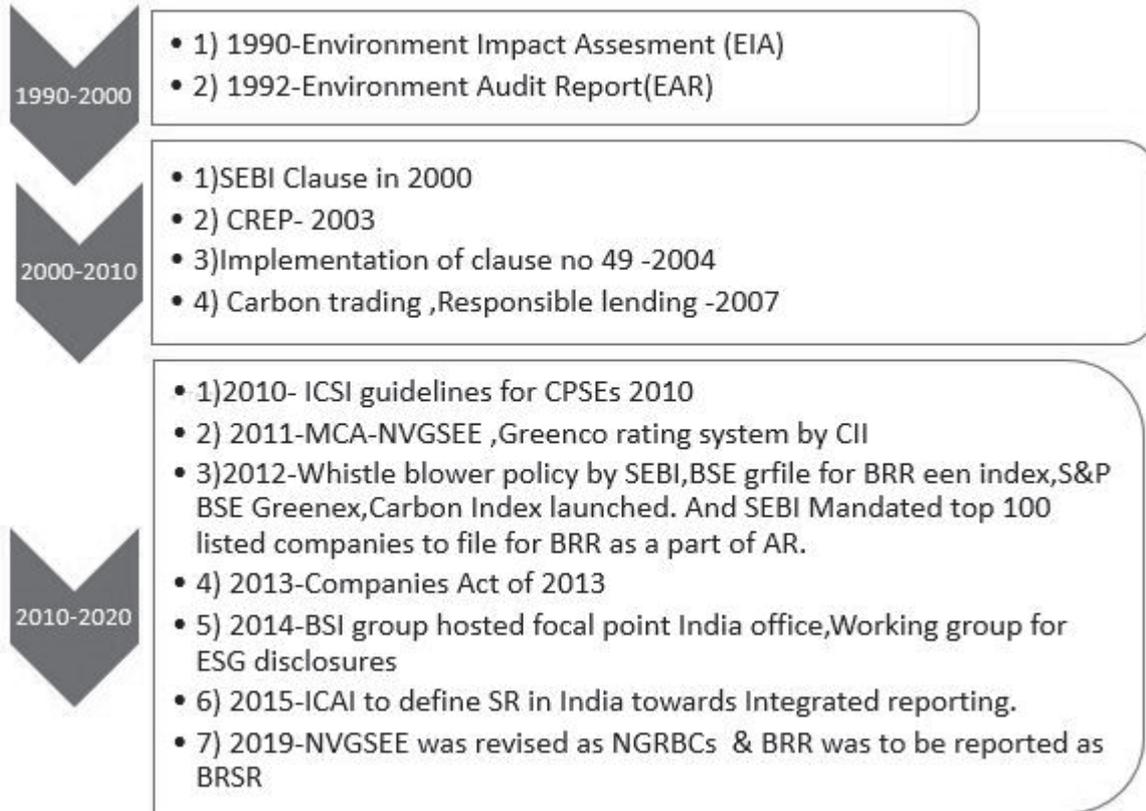
Businesses by annual bench marking report (of 120 companies) & to establish ESG benchmarking tool. It also aims to provide quarterly information dashboard and ESG guide which reflected the ESG actions of the investors, market at large, policy makers. Working group created 'Information Instruments' and 'Information Enablers' to initiate action related to ESG. The purpose was to leverage the power of information transparency and competitive dynamics to create greater ESG reporting actions. ESG Information enabler guides the investors to get the information and use it for their investing activity. The Institute of Chartered Accountants of India (ICAI) has defined the framework for Sustainability Reporting in India. The main features being, the assurances, to define methodology for sustainability accounting and catalyse the transition toward integrated reporting (July 2015 - www.sustainabilityoutlook.in)

Chart no 1 Components of sustainability reporting



Source: [https://taxguru.in: components-of-sustainability-reporting.jpg](https://taxguru.in/components-of-sustainability-reporting.jpg)

Chart no 2 : Transition from 1st to 3rd Decade.



The future of SR

In March 2019, the NVGs were revised as NVGRBCs to keep pace with global development of UN SDG, Paris agreement on climate change & UNGP. The MCA constituted a committee on BRR, of which SEBI was a member. It created a format for listed and unlisted companies based on the formwork of NGRBC. The main objective was to make the business responsible towards environment protection, development of society and sustainable investing. Consequently, BRR was renamed as BRSR to accommodate the bigger scope of reporting requirements.

NGRBC of 2019 (National Guidelines for Responsible Business Conduct -2019): Disclosures on 9 principles in NGRBC are guidelines for companies to interpret the scope of disclosure required under each principle. The disclosure requirement is classified into mandatory & voluntary. BRSR is an important step to bring sustainability reporting on par with financial reporting. It has been made compulsory for 1000 listed companies (by

market capitalization) by 2022-23.

How are the efforts of companies in sustainability development measured?

The most common means of ESG or Sustainability reporting among companies in India is through publication of annual sustainability report & Integrated annual reports based on GRI standards & IRF (source: Crisil.com)

Environmental, Social, Governance (ESG) scores are given by MSCI, Sustainalytics, REP-Risk & Institutional shareholder services. Each agency relies on its own analyst and algorithms to synthesize disclosure of ESG metrics, which are then consolidated to one ESG score. (Source: Kristen Senz, Editor, Harvard Business School working knowledge).

ESG Ratings aim to measure a company's resilience to long term, financially relevant ESG risks.

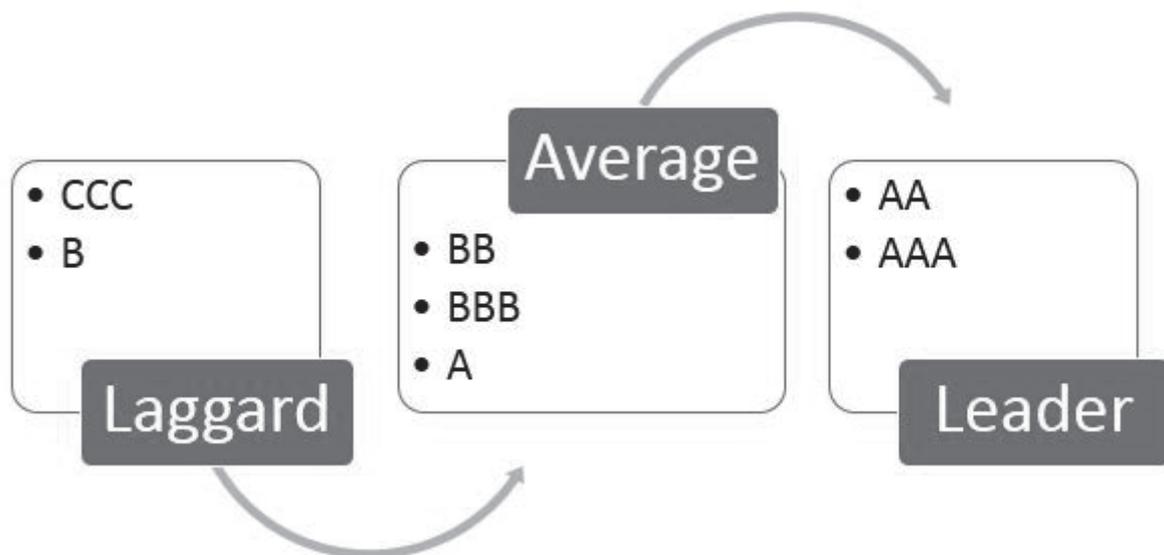
Industry	Company/Years	Ratings					Analysis
		2016	2017	2018	2019	2020	
Paint	Asian Paints	A	AA	AA	AA	A	AVERAGE of 54 companies
Banking	Axis	nil	AA	AA	BBB	BBB	All banking companies have rating of AVERAGE in 190 companies
	HDFC	A	A	A	A	A	
	ICICI	BBB	BBB	BB	BB	BBB	
	IndusInd	Nil	nil	nil	nil	nil	
	SBI	nil	B	B	B	BB	
	Kotak Mahindra Bank	nil	nil	A	A	A	
AUTO	Bajaj Auto	BBB	BBB	BBB	BBB	BBB	AVERAGE of 40 companies
	M& M	BBB	BBB	A	A	A	
	Maruti Suzuki	B	B	BB	BB	BB	
Finance	Baja Finance	BBB	BBB	BBB	BBB	BBB	AVERAGE of 47 companies
	Baja Finserv	BB	BB	BB	BB	BB	
Telecom	Bharti Airtel	nil	BBB	BBB	BB	BBB	AVERAGE of 73 companies
Software	HCL Technologies	Nil	A	A	A	A	AVERAGE of 152 companies
	Infosys	Nil	nil	AA	AA	AA	
	TCS	AA	AA	AA	AA	AA	
	Tech Mahindra	BB	BBB	BBB	BBB	BBB	
Fin Institution	HDFC	nil	nil	nil	nil	nil	No Rating
FMCG	HUL	A	A	A	A	A	AVERAGE of 37 companies
	ITC	A	A	AA	AA	AA	Leader in 12 Tobacco companies
Engineering	L&T	nil	B	B	B	B	AVERAGE of 25 companies
Food Beverages	NESTLE	Nil	A	A	A	AA	LEADER in 88 food products
POWER	NTPC	CCC	CCC	CCC	CCC	CCC	LAGGARD in 139 companies
	Power grid	A	A	A	A	BBB	AVERAGE of 129 companies of utilities
Energy	ONGC	B	B	B	B	B	LAGGARD in 29 in oil & gas companies
	Reliance Industries	nil	B	B	BB	BB	AVERAGE of 43 companies
Pharma	SUN Pharma	CCC	CCC	CCC	CCC	CCC	LAGGARD in 95 companies
Steel	TATA STEEL	B	B	B	B	B	LAGGARD in 20 companies
Consumer Durables	TITAN	A	A	A	A	A	AVERAGE of 28 companies
CEMENT	Ultratech cement	B	B	B	B	B	LAGGARD in 27 construction companies

MSCI is a rating agency which takes the risk exposure score and risk management score. Corporate face increased cost of capital, more volatility and accounting irregularities. The MSCI takes into consideration publicly available data, and uses precision approach, pin points most significant risks of the industry. It collects information from a thousand sources and also the controversies that may indicate performance failures.

MSCI assigns percentage weights to each ESG risk according to assessment of time horizon and

impact. ESG scores are then combined and normalized relative to industry peers to achieve the overall ESG rating. This helps the investors identify companies that are lagging or leading within their industry.

BSE-30 companies have been analyzed by msci and given ratings amongst their peer companies in the industry from 2016 to 2020. These companies are rated as they seek investing by the public and stakeholders and it's a measure for the investors to take decisions to invest in their companies.



Conclusions

Gen-Z is more inclined towards the company policy for sustainability because the survival of the industries and business depends upon the ECOSYSTEM. Their demand is for clean water, clean air, get rid of plastics, reduction in carbon footprints, rather than a handsome salary. Sustainability reporting is reliable and accurate if the purpose, values; actions of the corporate are in sync with the common goal of sustainable development. The ESG Scores mean: CCC, B - Laggard -Indicates that the company is not contributing to ESG. Eco sensitive industries and companies like NTPC, ONGC, SUN

Pharma, Ultra Tech cement ,Tata Steel have laggard rating as they have not been able to do much contribution on ESG front. BB, BBB, A- Average- Indicates average contribution in aspects of ESG. Companies like Asian paints, Axis bank, Bajaj auto, Bajaj finance, Bajaj Finserv, Bharti Airtel, ,HCL technologies , Tech Mahindra, Maruti Suzuki, SBI, Infosys, HDFC, HUL, Titan, Reliance India, Kotak Mahindra bank, Power grid, M& M, ICICI bank, L&T are average in their industry in ESG contribution. AA, AAA- Leader- Indicates considerable contribution by corporate in ESG. ITC, Nestle & TCS are leaders in their industry. HDFC

finance, IndusInd bank does not have any ratings. Since ESG reporting is to the latest way to explore, enhance and engage; Out of BSE 30 companies: 5 have laggard ratings, 20 companies are average performers, and only 3 are the leaders in ESG ratings and 2 companies does not have ratings. SEBI acts as a regulator and expects the listed companies to follow automatic standard procedure for filing for BRSR. And as a course of action, fine the companies for crossing the deadlines. In spite of the efforts of SEBI, it depends upon the integrity of companies to report the facts and on time.

Limitations: There are companies listed internationally but not listed in India, so no reporting is considered on aspects of ESG. MCA has large number of unlisted companies which are not responsible as listed ones on ESG front. ESG has cost attached to it and reporting is a cumbersome process. It is limited to CSR initiatives only in majority listed companies. SEBI regulations and legislations will enable the process of sustainability reporting but fails to inspire the companies to follow it.

Recommendations: To improve the reporting practices, the regulators have to broaden the scope of disclosure norms. In BRSR reporting there are proxy advisory firms who help the corporate on reporting front by using the software, AI, Big data, Block chain, which can be made use of by the reporting organization. The companies should follow mandatory guidelines in consonance with the long-term business goals and company policies for long term survival. And try to be leaders in their own field. In the overall organizational culture: ESG has to be built into DNA. The mindset has to be changed and the right team has to be appointed, pro-environment proclaimed goals have to be fixed, while taking into account the benefit to the organization. The key drivers of change are

the disclosure of non-financial matters and governance standards, futuristic strategic vision. The IT services used for reporting are a breakthrough to predict a great future in sustainability reporting standards, and should be made use of by the listed as well as non-listed companies too. Although ESG has a long-term perspective, the actions of the corporate in terms of sustainability have to be watched weekly or each day to assess the impact of it, which requires lot of patience and perseverance.

ABBREVIATIONS

SR- Sustainability Reporting

SA- Sustainability Accounting

BRR- Business Responsibility Reporting

BRSR- Business Responsibility
Sustainability Reporting

NVGSEE- National Voluntary Guidelines on
Social, Environmental & Economic

GRI- Global Reporting Initiatives

ESG- Economic, Social and Corporate
Governance

CSR- Corporate Sustainability Reporting

SDI – Sustainability Disclosure Index

CSR- Corporate Social Responsibility

CERES- Coalition for environmentally
Responsible Economies

AIG- Australian Industry Group

GICS- Global Industry Classification
Standards

WCED- World commission on Environment
& Development

TBL- Triple Bottom Line

SLR- Systematic Literature Review

IASB- International Accounting Standards
Board

References:

1. Chadha, P. (2014). Comparative review of sustainability reporting framework in india with global reporting initiatives (GRI). *International Journal of Commerce, Business and Management*, 3(3), 440-445.
2. Charumathi, B., & Ramesh, L. (2015). On the Determinants of Voluntary Disclosure by Indian Companies. *Asia-Pacific Journal of Management Research and Innovation*, 11(2), 108–116. <https://doi.org/10.1177/2319510X15576179>
3. Charumathi, B., & Ramesh, L. (2020). Impact of Voluntary Disclosure on Valuation of Firms: Evidence from Indian Companies. *Vision: The Journal of Business Perspective*, 24(2), 194–203. <https://doi.org/10.1177/0972262920914138>
4. Chouhan, V., Sharma, R. B., & Goswami, S. (2021). Sustainable reporting practices of selected cement companies in. *Accounting*, 151 – 160 . <https://doi.org/10.5267/j.ac.2020.10.002>
5. Godha, A., & Jain, P. (2015). Sustainability Reporting Trend in Indian Companies as per GRI Framework: A Comparative Study. *South Asian Journal of Business and Management Cases*, 4(1), 6 2 – 7 3 . <https://doi.org/10.1177/2277977915574040>
6. Jain, R., & Winner, L. H. (2016). CSR and sustainability reporting practices of top companies in India. *Corporate Communications: An International Journal*.
7. Kumar, K. (2020). Emerging phenomenon of corporate sustainability reporting: Evidence from top 100 NSE listed companies in India. *Journal of Public Affairs (14723891)*, 1. Academic Search Ultimate . <https://search.ebscohost.com/login.aspx?direct=true&db=asn&AN=145895435&site=ehost-live>
8. Moneva, J. M., Archel, P., & Correa, C. (2006). GRI and the camouflaging of corporate unsustainability. *Accounting Forum*, 30(2), 121–137. <https://doi.org/10.1016/j.accfor.2006.02.001>
9. Palit, S. (n.d.). EMERGING SIGNIFICANCE OF SUSTAINABILITY ACCOUNTING AND REPORTING IN INDIA - A CONCEPTUAL STUDY. 7.
10. Schaltegger, S., & Burritt, R. L. (2010). Sustainability accounting for companies: Catchphrase or decision support for business leaders?. *Journal of World Business*, 45(4), 375-384.
11. Shukla, A., & Waikar, V. (2016). Sustainable development & sustainability reporting practices in India. *CnR's IJSSR*, 2.

Determination of Personal Factors affecting Purchase Decision of Health Insurance in Gujarat

Dharmendra S. Mistry* and Pallavi C. Vyas**

Abstract

The decision regarding health insurance purchase depends on various factors. The prevailing studies has taken under consideration numerous personal elements as one of the determinants of customer making selections of medical insurance in Gujarat. For the purpose of determining the most influencing personal factors, the technique of Factor Analysis or Principal Component Analysis has been applied. It is hypothesised for the study that Personal Factors are not significant in determining the decision of purchasing of health insurance in Gujarat. The study found that Awareness of the consumers about various aspects of health insurance and Sense of Security among the consumers are the maximum critical elements that should be taken under consideration via way of means of the clients at the same time as shopping for medical insurance in Gujarat.

Key words: Factor Analysis, Health Insurance, Personal Factors

Introduction

Health insurance has been recognized which are gaining advantage over insurance policies. In India, where over and above spiritual tourism medical tourism is rising and expected to grow nearly 7-8 billion dollars by 2020, people of India are getting more aware about health facilities. Health coverage is a rising channel of distribution followed via way of means of insurers to upsurge the coverage of marketplace and its penetration. Health Insurance can reimburse the charges of people incurred from the long-time period illness or unexpected accidents to pay care issuer directly.

The decision regarding health insurance purchase depends on various factors such as whether to buy health insurance or not, how much coverage would be sufficient, which service provider would be selected, when to buy health insurance, whether to renew or not and so on. These factors are personal factors that determine the decision of purchase of health insurance. It additionally takes under consideration demographic elements like age, education, income, domestic status, reliant family members, fitness condition, fitness-associated expenditure etc. The different part of those elements takes under consideration personal elements along with stage of

About the Authors

* Professor and Principal, M C Shah Commerce College, Ahmedabad, Gujrat, India.
Email Id- dsmistry76@yahoo.co.in

** Assistant Professor and Head of Economics Department, MC Shah Commerce College, Ahmedabad, Gujrat, India. Email Id- pvyas1985@yahoo.co.in

cognizance pertaining to medical insurance, mind-set towards medical insurance about its want and paybacks, the satisfaction derived from previous experiences, interactions with pals and spouse and children or springing up from opinion about services grounded totally on phrase of mouth inputs. Consumers' want for precise preventive fitness alternatives need to have an impact on the Level to which they make energetic selections in fitness care.

Hence, the existing study has taken under consideration numerous personal elements as one of the determinants of purchaser buy choice of medical health insurance in Gujarat. For the reason of figuring out the maximum influencing personal elements, the method of Factor Analysis or Principal Component Analysis has been applied. The researcher has used the method of Factor Analysis for the identity of the most influencing personal elements affecting the medical health insurance buy choice in Gujarat as it does now no longer require pre-current of useful relationships and has been taken into consideration widely known for data lessening i.e. reducing massive range of variables into some numbers of main elements.

It is hypothesised for the study that Personal Factors are not significant in determining the decision of purchasing of health insurance in Gujarat. The work has been done as follows: the prevailing phase offers the advent pertaining to the prevailing work. The second phase discusses literature assessment on studies pertaining to insurance. The third phase outlines the technique used to carry out the prevailing work. The fourth phase discusses the end result and discussion and the final a part of the study outlines essential observations, finding, conclusion and suggestions.

Need of the Study: According to the Several studies and government records, considerable part, even up to three fourth of health care expenses are borne by individuals and in about 40% of the cases, this leads to huge financial liability for the affected families. This is further compounded by the government policy to gradually withdraw from secondary and tertiary medical care, opening up the field for private sector which inherently is profit motivated. Moreover, life styles are changing which results into new disease patterns that invite for long term medication, coupled with the cost of medical care. The state of Gujarat has been considered to be developed, advanced in health care and people are believed to be health conscious, especially in preventive medical care. In spite of this, the incidence of life style diseases is high in Gujarat.

Liberalization of the Indian economy has led to entry of several competitors with attractive health insurance schemes in to the market. Further, the marketing communications from these companies have added to awareness level of the average consumer. From the marketer's perspective, meeting the people's health insurance needs effectively with suitable products, while reducing operational costs by covering the large spectrum of population including low risk sections of the society presents a good marketing opportunity with sustainable business growth potential.

Though the health insurance concept and usage are widely spread in the developed countries and large number of studies has been done in the consumer behavior part of health insurance marketing, there is a shortage of similar studies in the Indian, especially Gujarat context.

Therefore, a study on personal factors influencing consumer purchase decision in the health insurance market is relevant for two reasons:

- a) The existing shortage of studies and research gap in an area which is having social relevance
- b) To understand consumer disposition towards health insurance concept and the reasons for purchase or non-purchase of health insurance.

1) Literature Review

Macroeconomic variables which can have an effect on the call for of existence coverage (Schlag, 2003). Age, earnings and education (Kakar & Shukla, 2010), marital status, own circle of relatives size (Shrivastava & Singh, 2017) and career have been a number of the maximum vast determinants of existence coverage call for (Zietz, 2003), whilst marital status, variety of children, economic literacy and number of dependents (Hecht & Hanewald, 2010) earnings and education (Annamalah, 2013) all have an operative effect on existence coverage call for households without children recollect an extensive variety of things for deciding on a life insurance coverage and households with children take into account just a few factors (Ulbinaitė et al., 2013) even participation in micro life insurance is definitely correlated with the variety of children or dependents with inside the family indicating a probable bequest motive (Arun et al., 2012). Middle-elderly people dominate the rural life insurance market; insurance sales retailers are critical foundations of data and influencers for taking life insurance (Bodla & Verma, 2007). Moreover, existence activities like marriage,

birth of a child, beginning a new job and boom in income are definitely associated with obtaining a life insurance coverage or growing insurance on formerly bought policy, whilst existence activities along with dying of spouse, separation and turning into unemployed make a contribution in the direction of terminating life insurance (Liebenberg et al., 2012). Thus, life insurance acts as a supplement to in preference to an alternative to wealth (Heo et al., 2013).

Talking about buy choice, buyer expectations (Uppily, 2016), advertising variable has the maximum impact and People variable has the weakest an impact (Esau, 2015). Insurance intake choice making continues to be normally motivated with the aid of using financial issues which includes consumers' assessment of the coverage carrier in financial phrases and the look for the opportunity to lessen the quantity of rates payable for insurance (Aurelija et al., 2013). Service quality, smooth of techniques and agency loyalty also are owning big effect at the patron's shopping for behaviour . Policy holders of the life insurance company perceive the factors like trust on insurance company, trust on agent , policy features are most influencing factors , excellent claim, company scheme, image of the company premium charged advertisement and flexibility are the least influencing factors for the policy holder . Socioeconomic factors, individuals' perception and personality traits induces health insurance policy buying behaviour. Product related factors have great impact on the purchase decision, while tax gains, coverage about diseases, attitude, awareness, income and age have been critical Factors. Risk coverage, benefits, premium and related offerings shape the important thing additives of centre functions of an insurance product .

From the above overview of empirical works, it's miles clear that one-of-a-kind authors have approached their studies on insurance in-one-of-a-kind methods in various stages of analysis. These dissimilar techniques helped withinside the emergence of increasingly literature at the problem over time. It offers a concept on tremendous and various works on insurance. It has been observed that the research on elements affecting buying of medical insurance in numerous components offer divergent outcomes referring to study duration overlap or coincide. The essential motive for divergence withinside the outcomes is various approach for the size of element affecting buy of medical insurance. All the research aimed to research element affecting buy of medical insurance in India & overseas with range of elements.

Statement of Problem

The survey of the present literature shows that no particular study has been performed to have a look at and confirm whether or not Personal Factors are important or now no longer in figuring out the choice of buying of medical health insurance in Gujarat. It examines is a strive on this course and therefore, pursuits to complement the literature on dedication of the maximum influencing Personal Factors affecting Purchase Decision of Health Insurance in Gujarat.

Objective

On the basis of research gap identified based on the literature review the present study has been carried out to fulfil the following objective:

To determine the most influencing Personal Factors affecting Purchase Decision of Health Insurance in Gujarat

2) Methodology

Geographical Coverage: The present research had a geographic coverage of the urban areas of Gujarat and the eight municipal bodies: Ahmedabad, Surat, Vadodara, Rajkot, Jamnagar, Junagadh, Bhavnagar and Gandhinagar, which together account for about 75% of the urban population.

Sampling Method and Sample Size: The research study has used multi stage random sampling as the method of sampling. The sample size of the present study was 800 respondents from all the 8 municipal corporation of the State of Gujarat.

Research Instrument: Questionnaire

Data Collection: Primary data was collected using a structured questionnaire based on a literature review. The questionnaires were delivered to respondents in person to ensure a better response rate and the completed questionnaires were collected, giving respondents the opportunity to clarify certain points.

Research Design: Before conducting Factor Analysis or Principal Component Analysis, it is essential to measure Sampling Adequacy and interrelationship between factors. Hence, the researcher has used Kaiser-Meyer-Olkin Measure to test the following hypothesis.

Null hypothesis: There is no statistically significant interrelationship between selected personal factors determining the decision of purchasing of health insurance in Gujarat.

Alternate hypothesis: There is statistically significant interrelationship between selected personal factors determining the decision of purchasing of health insurance in Gujarat.

Hypothesis Framing and Testing: For the purpose of determining the most influencing Personal factors; the technique of Factor

Analysis or Principal Component Analysis has been applied to test the below framed Hypothesis:

Null hypothesis: Personal Factors are not significant in determining the decision of purchasing of health insurance in Gujarat

Alternate hypothesis: Personal Factors are significant in determining the decision of purchasing of health insurance in Gujarat

The researcher has used the technique of Factor Analysis for the identification of the Core Dominant Factors affecting the health insurance purchase decision in the State of Gujarat because it did not require pre-existing of functional relationships and has been considered well known for data reduction i.e. reduction of large number of variables into a few numbers of core factors.

Limitations: The present research also encountered problems attributable to some peripheral influences that were out of control. Although efforts have been made to ensure the accuracy of the data compiled, it might be likely that some of the respondents did not make available accurate data. The terrestrial scope was restricted to the state of Gujarat. Therefore, the generalization of the results might be restricted to like states.

3) Result and Discussion

Test of Adequacy of Sample

In this section, the subsequent effects of personal factors on medical insurance purchasing behaviours were determined using a 16-statement Likert framework measurement technique. Before performing factor analysis or principal component analysis, it is indispensable to study the appropriateness of the sampling and the interrelationship of the factors, therefore, Kaiser Meyer Olkin Measure has been applied.

Table 1 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.962
Bartlett's Test of Sphericity	Approx. Chi-Square	6463.525
	Df	120
	Sig.	.000

From the Table 1 it is revealed that

- 1) The value of Kaiser-Meyer-Olkin Measure of Sampling Adequacy was 0.962 (Normally, $0 < \text{VALUE} < 1$ and VALUE closer to 1 i.e. $\text{VALUE} > 0.5$ is better). Hence, it can be said that the VALUE was 0.962 which was not only more than 0.5 but also very high as well as closer to 1 and hence the standard has been met and hence the sample was considered adequate and therefore it can be concluded that the selected sample of personal factors has passed the minimum standard and Factor Analysis can be conducted.
- 2) Moreover, as p value is 0.000 which is less than 0.05 i.e. $p < \alpha$, null hypothesis has been rejected and alternate hypothesis has been accepted. Hence, it can be resolved that there was a statistically noteworthy association between the pre-determined personal factors that govern the choice to obtain medical insurance in Gujarat. Therefore, the 16 variables pre-determined were correlated highly enough to deliver a judicious basis for factor analysis.
- 3) Moreover, the Approx. Chi-Square of 6463.525 with 120 degrees of freedom has also been found significant at 95 % level of significance. Therefore, it can be concluded that correlation matrix is not an identity matrix therefore the matrix can expect some relationship between selected factors and the matrix can include these for a factor analysis. Hence, Factor Analysis can be considered as an appropriate technique for further analysis of data.

Table 2 Factor Analysis results of Personal Factors, Total Variance Explained

Components / Factors	Initial Eigen Values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.266	57.915	57.915	9.266	57.915	57.915	5.334	33.340	33.340
2	1.002	6.261	64.176	1.002	6.261	64.176	4.934	30.836	64.176
3	.771	4.817	68.993						
4	.662	4.139	73.132						
5	.501	3.134	76.266						
6	.486	3.035	79.301						
7	.425	2.654	81.955						
8	.408	2.550	84.505						
9	.382	2.386	86.891						
10	.361	2.254	89.145						
11	.332	2.074	91.219						
12	.320	1.997	93.216						
13	.301	1.880	95.096						
14	.288	1.803	96.898						
15	.258	1.611	98.509						
16	.239	1.491	100.000						

Extraction Method: Principal Component Analysis

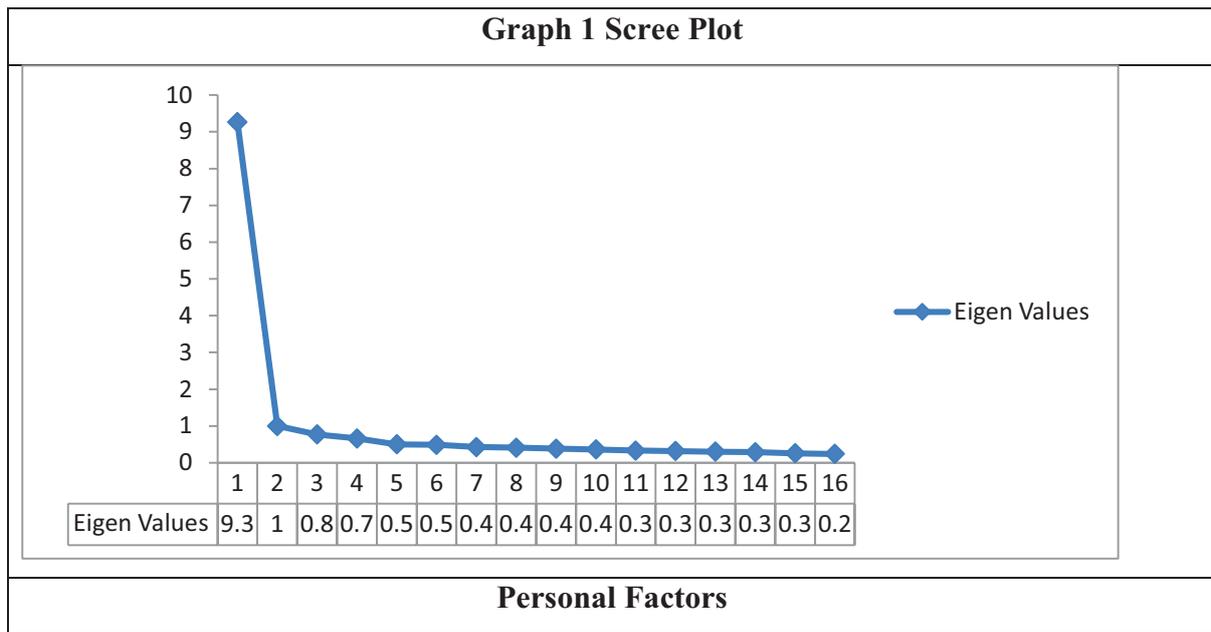
From the Table 2, it is revealed that

1) The first column divulges that there were 16 personal factors in the sample that were substantial in defining the buyer's choice to buy medical insurance in Gujarat. The Second column shows Initial Eigen Values and it reflects the effect of 16 Personal Factors used in Factor Analysis. Out of 16 Personal Factors, the Personal Factors with Eigen Values ≥ 1 would be retained and the rest would be eliminated. In the present study only the first 2 factors would be extracted by combining the relevant variables because they had Eigen Values of 9.226 and 1.002 respectively having cumulative variance of 64.176. It means that Out of 16 Personal Factors, the First 2 Personal Factors had 64.176 percentage of the variance in the decision of purchasing health insurance in Gujarat and the remaining 14 Personal Factors had 35.824 percentage of the

variance in the decision of purchasing health insurance in Gujarat.

- 2) Hence, the Second Column and the even Third Column show the variance of First 2 Personal Factors on buyer buying choice of medical insurance in Gujarat.
- 3) The Third Column shows that Personal Factor 1 explained 33.340 percentage of variability of the influence of 16 selected Personal Factors on the decision of purchasing health insurance in Gujarat, while Personal Factor 2 explained 30.837 percentage of variability of the influence of 16 selected Personal Factors on the decision of purchasing health insurance in Gujarat. Both the First 2 Personal Factors explained 64.176 percentage variability of the influence out of 16 selected Personal Factors on the decision of purchasing health insurance.

Scree Plot of Personal Factors



The Graph 1 shows the Eigen Values against each Personal Factor. It can be seen that the First 2 Personal Factors had Eigen Values ≥ 1 and after the First 2 personal factors there was a strident change in the arch of the scree plot. One can see that after the second personal factor, the line was almost flat, meaning that each subsequent factor

represented slighter and lesser amounts of the entire variance. It can be concluded that Scree Plot supports a two-component solution. Thus, out of 16 personal factors, 2 Personal Factors have been considered Core Factors and the factor loadings after rotation was reported in the next table.

Table 3 Factor analysis results of Personal Factor, Rotated Component Matrix

	Variables	Component	
		1	2
1	I am aware of companies offering health insurance	.421	.590
2	I am aware of the benefits of health insurance	.510	.603
3	I am aware of schemes offered by major health insurance companies	.669	.421
4	I am aware of diseases not covered in health insurance schemes	.784	.190
5	I am aware of the general cost of health insurance premium	.788	.292
6	I am aware of the health insurance claim procedure	.765	.304
7	A health insurance policy can cover the risk of a major medical expenditure	.619	.469
8	I think it is good to have a health insurance policy	.296	.791
9	It is better to take a health insurance policy at a younger age	.184	.843
10	The tax benefit available for health insurance premium is an important	.386	.719
11	A health insurance policy can provide a sense of security regarding medical expenses	.414	.709
12	The process of taking health insurance cover is relatively easy	.642	.465
13	Health insurance companies give good response to queries and clarify the doubts	.691	.378
14	The health insurance policy is a worth investment	.414	.636
15	I am satisfied with the services provided by health insurance companies	.601	.496
16	Satisfaction with the services provided by health insurance companies	.618	.497

Extraction Method: Principal Component Analysis
 Rotation Method: Varimax with Kaiser Normalization

From the Table 3, it is revealed that

- 1) It can be seen that the rotated factor matrix denotes the rotated factor loadings, which shows the correlation amid the variables and the factors. The factor column shows the rotated factors taken out from the overall factor. These are the basic personal factors that decided the buying choice of the medical insurance consumer in Gujarat used as the last personal factor after data reduction. Along with the grouping of the factors, each group of factors was named, which would reveal the grouped factor and also divulge the factors.
- 2) Normally, each factor was heavily loaded in one factor and less loaded in the other factor. To categorize the variables, comprised in each factor, the variable with the maximum value in each row was designated to be part of the corresponding factor. Values were emphasized in each of the rows to classify the variables into 2 key factors. It is noticed that Variables 3,4,5,6,7,12,13,15 and 16 had the loadings 0.669, 0.784, 0.788, 0.765, 0.719, 0.642, 0.691, 0.601 and 0.618 respectively and hence it suggests that the Factor 1 was combination of these 9 Original Variables; while variables 1,2,8,9,10,11 and 14 had the loadings 0.590, 0.603, 0.791, 0.843, 0.719, 0.709 and 0.635 respectively and hence it suggests that the Factor 2 was combination of these 7 original variables.

Hence, it can be said that Personal Factors are significant in determining the decision of purchasing of health insurance in Gujarat and therefore null hypothesis is rejected and alternate hypothesis is accepted.

Core Factors - Grounded on the joint thread observed between the statements of each group, suitable names were recommended after

discussion with the experts. Accordingly, information confined in the answers may suggest information confined in factors designated as such.:

PF1–Awareness

PF2 - Sense of Security

PF-1 “AWARENESS”

This factor suggests the “Awareness” of the respondents/ consumers regarding purchasing of medical insurance. On the basis of Factor Analysis, it can be said that “Awareness” has been found to be Principal Personal Factor which explained 33.34 percentage of the variability in taking decision of buying health insurance in Gujarat. Hence, Awareness about Health Insurance Products would be one of the significant Factors of Consumer Buying Decision of Health Insurance in Gujarat and hence it would be necessary for the insurance companies to increase awareness among people in Gujarat with a view to facilitate consumers to take purchase decision.

PF-2 SENSE OF SECURITY

This second factor relates with the “Sense of Security” of the people, whether to buy health insurance or not. On the basis of Factor Analysis or Principal Component Analysis, it can be said that “Sense of Security” has also been found to be Principal Personal Factor which explained 30.836 percentage of the variability in taking decision of buying health insurance in Gujarat. Hence, “Sense of Security” among Consumers would be one of the important Determinants of Customers Buying Decision of medical Insurance in Gujarat and hence it would be necessary for the insurance companies to convince the people that Health Insurance would provide security to the subscriber and

subscriber's family as well.

Component	1	2
1	.724	.690
2	-.690	.724

Extraction Method: Principal Component Analysis
Rotation Method: Varimax with Kaiser Normalization

Table 4 shows that the original component or factor loadings were altered into the alternated loadings by post-multiplying the original loading matrix by the alteration matrix. The values in the transformation matrix were functions of the rotation angles of the factors or components. Therefore, we would no longer use this information as it was used to convert the initial factorial matrix to the rotated factorial matrix.

5) Major Observations, Findings, Conclusion, Suggestion, Managerial Implications

Major Observations: A principal components analysis with varimax rotation was performed to evaluate the primary structure of 16 variables reflecting the impact of personal factors to determine consumer purchasing choices for medical insurance in Gujarat. (The independent sample assumption has been met. The assumptions of normality, linear relationships between pairs of variables, and correlation of the variables at a reasonable level were confirmed). Two factors were queried because the items were intended to indicate two constructs: awareness and sense of security. After rotation, the first factor accounted for 33.34% of the variance and the second factor accounted for 30.836%, the table of total variance explained shows the elements and factor loadings for the rotated factors, with eigenvalues less than 1 omitted for clarity.

Findings: Two factors were found to be requested, based on the fact that the items were

designed to index two constructs: Awareness and Sense of Security. After rotation, it was found that Awareness and Sense of Security explained 33.340 percentage of variability -and 30.837 percentage of variability respectively of the influence of 16 selected Personal Factors on the decision of purchasing health insurance in Gujarat.

Conclusion: It can be concluded that Awareness of the consumers about various aspects (such as medical insurance providers, profits of health insurance policy, structures presented by health insurance providers, general cost in availing health insurance, coverage of diseases and claim procedure) and Sense of Security among the consumers are the most important factors which are taken into account by the consumers while buying health insurance in the state of Gujarat.

Suggestion: It can be suggested that

- 1) As awareness is one of the major determinants of health insurance buying decision, it is suggested that people should be made aware of and be given benefits of a) Public or Social Medical Insurance Schemes such as Employees State Insurance Scheme, Central Government Health Schemes, Universal Health Insurance Scheme b) Micro or Community based Health Insurance Schemes such as health schemes of Self Employed Women's Association (SEWA), Tribhuvandas Foundation., Action for Community Organization, Rehabilitation, and Development (ACCORD), The Yashvini Scheme c) Rashtriya Swasthya Bima Yojana, d) Pradhan Mantri Jeevan Jyoti Beema Yojana (PMJJBY) and e) Private Health Insurance Schemes such as Mediclaim Policy. Awareness among consumers can be increased through marketing strategies of the

companies, changes in social pattern, effect of actions by Non-Governmental Organizations and word of mouth communication and these will affect the buyers from different segments of society in making a positive outlook towards medical insurance. Financing of health insurance through employer-sponsored programme should be made to create awareness and thereby to improve access to insurance.

- 2) In order to give consumers a sense of security, it is suggested that there should be a stable and viable health insurance market. Consumers' interests must be protected in order to have a sense of satisfaction. Control of premium charges related to the benefits offered by the policy. must be officially controlled. In addition, it is suggested that health insurance providers should try to provide and maintain timely and satisfactory services, provide customers with easy access, and have a better understanding of customers' needs. Appropriate care must be provided. Care is taken to design the supply in such a way that the consumers are adequately tangled in the costs of the supply, so that the consumers are encouraged to act cost-consciously, because the health product, which offers 360-degree coverage of all services, the economic Consequences of the course or the place of treatment are completely eliminated. The health insurance companies also have to take care of the proper administration and timely billing.

Managerial Implications: This research work is to study the level of awareness of consumers about health insurance concept and market, consumer perceptions about health insurance providers, schemes and various factors that influence buying decision of health insurance. There is need to bring entire age group – high

risk and low risk under health insurance cover. Widening the cover of health insurance calls for in depth understanding of consumer thinking and extensive marketing efforts based on that. Hence the study of consumer perceptions and the impact of personal factors on consumer purchase decision assume significance to the marketer. Understanding the consumer thinking on health insurance will also be of relevance to governmental/non-governmental agencies, as affordable health care to all is a policy objective of the government and new schemes are being launched in this area.

References

1. Aishwarya, V., & Raghunandan, M. V. (2020). A Study On Factor's Influencing Customer's Choice For Life Insurance Company”- With Reference To Mysuru City. *INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH*, 9(1), 3163- 3164.
2. Annamalah, S. (2013). Profiling and Purchasing Decision of Life Insurance Policies among Married Couples in Malaysia. *World Applied Sciences Journal*, 23(3), 296-304.
3. Arun, T., Bendig, M., & Arun, S. (2012). Bequest motives and determinants o micro life insurance in Sri Lanka. *World Development*, 40(8), 1700-1711.
4. Aurelija, U., Marija, K., & Yannick, L. M. (2013). Determinants of Insurance Purchase Decision Making in Lithuania. *Inzinerine Ekonomika-Engineering Economics*, 24(2), 144-159.
5. Bodla, B. S., & Verma, S. R. (2007). Life Insurance Policies in Rural Area: Understanding Buyer Behavior. *ICFAI Journal of Services Marketing*, 5(4).

6. Esau, E. Y. (2015). Factors Affecting Consumer Purchase Decision on Insurance Product in pt. Prudential life Assurance Manado. *Journal EMBA*, 3(3), 491-501.
7. Guru, P., & Umamaheswari, D. (2019). Consumer Buying Behaviour towards Life Insurance Policies in Thanjavur City. *International Journal of Recent Technology and Engineering*, 8(2S4), 727-730.
8. Hecht, C., & Hanewald, K. (2010). Sociodemographic, economic, and psychological drivers of the demand for life insurance: Evidence from the German retirement income act. (No. 2010-034), SFB 649 discussion paper.
9. Heo, W., Grable, J. E., & Chatterjee, S. (2013). Life insurance consumption as a function of wealth change. *Financial Services Review*, 22(4), 389-404.
10. Kakar, P., & Shukla, R. (2010). The determinants of demand for life insurance in an emerging economy-India. *Margin: The Journal of Applied Economic Research*, 4(1), 49-77.
11. Liebenberg, A. P., Carson, J. M., & Dumm, R. E. (2012). A dynamic analysis of the demand for life insurance. *Journal of Risk and Insurance*, 79(3), 619-644.
12. Mistry, D. S. (2011). Advantage Gujarat in Spiritual Tourism. *JOURNAL OF PRODUCTION RESEARCH & MANAGEMENT(Special)*, 1-9.
13. Mistry, D. S., & Singh, G. (2015). Determinants of Insurance Product Performance in India. *University Journal of Research*, 1(1), 90-106.
14. Pahwa, B., & Gupta, M. (2019). A Study of Factors Influencing the Purchase Decision of Health Insurance Policies Using AHP Approach. *An International Journal of Advanced Computer Technology*, 8(7), 3285-3293.
15. Schlag, C. H. (2003). Determinants of demand for life insurance products—Theoretical concepts and empirical evidence. *Swiss Re Economic Research & Consulting*, 8-9.
16. Shrivastava, N., & Singh, R. P. (2017). Effect of Consumer Characteristics on Purchase Motives and Attitude towards Life Insurance: Study in Punjab Region. *Scholarly Research Journal for Interdisciplinary Studies*, 4(35), 6421-6427.
17. Srimannarayana, G., & Dhanavanthan, P. (2019). Exploration on Consumer's Perception and Buying Behavior of Health Insurance Policies in Hyderabad City. *International Journal of Engineering and Advanced Technology*, 9(155), 190-198.
18. Ulbinaite, A., Kucinskiene, M., & Le Moullec, Y. (2013). Determinants of insurance purchase decision making in Lithuania. *Inzinerine Ekonomika*, 24(2), 144-159.
19. Uppily, R. (2016). A Study on Consumer Behaviour on Life Insurance Products - With Reference to Private Bank Employees in Chennai. *International Journal of Engineering and Management Research*, 6(3), 644-651.
20. Zietz, E. N. (2003). An examination of the demand for life insurance. *Risk Management and Insurance Review*, 6(2), 159-191.

Subscription Details

The Presidency Journal of Management Thought & Research can be subscribed to by sending the filled-in form with a demand draft, drawn in favour of Presidency Business School (PG), payable at Bangalore. The subscription fee includes the mailing charges.

Requests of subscription should be sent to : Chief Editor, Presidency Journal of Management Thought & Research (PJMTR), Presidency Business School, Kempapura, Hebbal, Bangalore - 560 024.

Subscription Rates

Category	1 Year	3 Years
Individuals	800	2300
Institutions	1000	2800
Corporate	1400	4000

SUBSCRIPTION FORM

- Name of the Subscriber : _____
- Designation : _____
- Category (Please tick) : Individual Academic Institution Corporate
- Name of Organization : _____
- Postal address : _____

- Pin Code : _____ Tel/fax with STD code : _____
- E-mail : _____
- Demand draft No. : _____ Amount : _____
Bank drawn on : _____ Date : _____
- Subscription (Please tick) : One year Three years

CALL FOR PAPERS

Presidency Journal of Management Thought & Research (PJMTR)

PJMTR is a peer-reviewed biannual journal. It invites research papers, substantial abstracts of dissertations, major project reports, analytical book reviews, case studies and concept papers -- relating to the field of management anywhere in the world. The following are the guidelines.

Guidelines for Submission of Papers

- The cover page of the article should contain:
 - The title of the article (Times New Roman 16, in bold)
 - An abstract of the paper in about 200-250 words that clearly include the purpose, design/methodology/approach, findings, research limitations, practical implications and value addition. (Times New Roman 12, in *italics* and single spacing).
 - Keywords (4-6).
 - Name(s) of author(s), professional affiliation, postal address and email id.
- The abstract and keywords should be included also in the beginning of the paper.
- The identity of the author(s) should not be revealed in the paper except on the cover page.
- The manuscript must be submitted in duplicate on A4 size paper, printed only on one side with 1.5 line spacing. A soft copy of the manuscript must also be emailed to pjmtr@presidency.edu.in, with <Paper for PJMTR> in the subject line.
- The paper may be an empirical research study, a conceptual article, a case study or a book review. Well-described anecdotes from the field of management may also be considered.
- A paper should not exceed 8000 words including charts, tables and other annexure. The text should be justified both sides and typed in Times New Roman, font size 12.
- Figures and tables used in the paper may be black-and-white or in color. They must be numbered by using Roman numerals with a brief title.
- Any reference in the text should be indicated by giving the name of author(s) and the year of publication in parentheses.
- All references should be alphabetically listed at the end of the paper in the standard APA format.
- Manuscripts that fail to conform to the guidelines will not be considered for publication.
- The contributions sent for publication are peer reviewed. (A double blind review process normally takes four to six weeks).
- PJMTR is not bound to give detailed feedback in every case of rejection. Acceptance of articles is purely based on their standard and relevance.
- The ultimate decision to accept or reject a paper rests with the editorial board. The final draft of an accepted paper may be subjected to editorial amendments to suit the journal requirements.
- A copy of the questionnaire, if used for the study, must accompany the manuscript.
- Authors should declare that the article is original and is not under review for any other publication.
- The author whose paper is published will receive one free copy of the journal that carries the paper.
- Permission to publish copyrighted material (illustrations, etc) should be obtained by the author before submission and cited in the captions.
- The archives of the PJMTR Journal are available at www.pjmtrjournal.in
- The copyright of all accepted papers for publication will vest with PJMTR, Presidency Business School, Bangalore.
- All correspondence should be addressed to:

Chief Editor

Presidency Journal of Management Thought & Research (PJMTR)

Presidency Business School

Kempapura, Hebbal

Bangalore - 560 024.



PJMTR

Presidency Journal of Management Thought & Research

Presidency Business School, Presidency College
33/2C & 33/2D, Kempapura, Hebbal, Bangalore 560 024,

Ph. No. 080 42478700, Fax No. 080 23636174

Email : pjmtr@presidency.edu.in

Website : www.pjmtrjournal.in