



“Analysis Of Consumer Buying Behaviour Towards Durable Products In Gorakhpur Division”

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ABSTRACT

This study examines consumer buying behaviour towards durable products in Gorakhpur Division, India. A mixed-methods approach was employed, combining a survey of 300 consumers with in-depth interviews of 20 respondents. The findings reveal that consumers prioritize factors such as quality, price, and brand reputation when purchasing durable products. Additionally, social and cultural influences, including family and peer recommendations, play a significant role in shaping buying decisions. The study identifies key demographic and psychographic factors influencing consumer behaviour, including age, income, education, and lifestyle. The results provide insights for marketers and manufacturers to develop effective strategies for promoting durable products in the Gorakhpur market. This research contributes to the understanding of consumer buying behaviour in rural India, highlighting the need for tailored marketing approaches to meet the unique needs and preferences of this segment.

Keywords: Consumer Buying Behaviour, Durable Products, Gorakhpur Division, Rural India, Marketing Strategies.

Introduction

The consumer durables market in India has experienced significant growth in recent years, driven by increasing disposable incomes, urbanization, and changing lifestyles. However, the rural market remains a largely untapped segment, with unique characteristics and needs. Gorakhpur Division, a rural region in eastern Uttar Pradesh, presents an interesting case study to explore consumer buying behavior towards durable products.

Durable products, such as home appliances and electronics, play a crucial role in improving the quality of life for rural consumers. Understanding their buying behavior is essential for marketers and manufacturers to develop effective strategies and tap into this growing market.

This study aims to analyze consumer buying behavior towards durable products in Gorakhpur Division, exploring factors such as:

- Demographic and psychographic characteristics
- Influencers and decision-making processes
- Product preferences and attributes
- Brand awareness and loyalty
- Marketing and promotional effectiveness

Consumer Classes

Here are some potential consumer classes that could be relevant to your study on consumer buying behavior towards durable products in Gorakhpur Division:

- 1. Rural Elite:** High-income earners, often with urban connections, who value premium products and brands.
- 2. Aspirers:** Middle-income consumers who aspire to upgrade their lifestyle and are willing to invest in durable products.
- 3. Pragmatists:** Practical and price-sensitive consumers who prioritize functionality and value for money.

4. Traditionalists: Conservative consumers who prefer established brands and are hesitant to adopt new technologies.

5. Neo-Traditionalists: Consumers who blend traditional values with modern aspirations, seeking durable products that offer both quality and affordability.

6. Urban Influencers: Urban-dwelling relatives or friends who influence rural consumers' purchasing decisions.

7. Economically Challenged: Low-income consumers who prioritize essential expenses over discretionary spending on durable products.

Indian Durable Industry– Segments

The Indian durable industry can be broadly segmented into the following categories:

1. Home Appliances:

- Kitchen appliances (refrigerators, ovens, microwaves)
- Laundry equipment (washing machines, dryers)
- Air conditioners
- Water heaters

2. Consumer Electronics:

- Televisions
- Audio equipment (speakers, home theaters)
- Mobile phones
- Computers and laptops

3. Home Furniture and Furnishings:

- Sofas and seating
- Beds and mattresses
- Dining tables and chairs
- Decorative items (curtains, rugs, lighting)

4. Kitchenware and Tableware:

- Cookware (pots, pans, utensils)
- Tableware (plates, bowls, cups)
- Glassware

5. Personal Care Appliances:

- Hair care (dryers, straighteners, curlers)
- Grooming (shavers, trimmers, epilators)
- Oral care (electric toothbrushes)

6. Heating and Cooling Solutions:

- Room heaters
- Water heaters
- Air purifiers

7. Other Durables:

- Sewing machines
- Vacuum cleaners
- Irons and ironing boards

Indian Durable Industry– Percent of Growth

No.	Durable Goods	Percent of Growth
1	Air conditioners	6
2	Audio/Video equipments	12
3	Computer and Peripherals Electric fans	1
4	Components	7
5	Mobile phones	20
6	Others domestic appliances	4
7	Others	3
8	Refrigerators	2
9	Sewing machines	1
10	Telecommunication	18
11	Washing machines	1

12	Watches and clocks	1
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Overview of India's Consumer Durables Goods Market

The Indian customer durables merchandise fragment can be isolated into three purchaser's gatherings. There are:

Segregation of Consumer Durables Goods

White goods	Brown Goods	Consumer Electronics
Air conditioners	Mixers	Mobile Phones
Refrigerators	Grinders and cooking range	Televisions (colour)
Washing machines	DVD players	Audio and video systems
Sewing machines	Games consoles	Digital cameras
Electric fans	Personal computers	Camcorders
Watches and clocks		
Cleaning equipments		
Microwave ovens		
Dishwashers		
Cookers		

Consumer Durables

These have low volume but high unit value.

White goods: Weighty customer sturdy which used to be painted exclusively in white veneer finish. They are known as white goods despite the fact that they are now available in a variety of colors. Refrigerators, stoves, air conditioners, and other items are included.

Brown goods: Somewhat light electronic buyer durables like televisions, radios, advanced media players, and PCs, and so on.

Consumer electronics: It is used to describe any electronic devices that are intended to be purchased by end users or consumers and used on a daily basis inside a home. It incorporates TVs, blue ray players, Fridges, Clothes washers, PCs, PCs, Tablets, and so on.

Need for the Study

Strong items allude to those items that are to be kept and utilized for a base time of 3 years by a family. Such items incorporate Cell phones, Electric fans and TV (variety). For the most part this multitude of items are being claimed by the families in our country. To figure out the buyer conduct towards these sturdy items particularly in GORAKHPUR DIVISION, this study is required.

Objectives of the Study

This study is undertaken to achieve the following objectives:

To identify and analyze the demographic and psychographic characteristics of consumers in Gorakhpur Division that influence their buying behavior towards durable products.

1. To determine the factors that influence consumer purchasing decisions for durable products, including product attributes, brand awareness, and marketing strategies.
2. To examine the role of social and cultural influences on consumer buying behavior towards durable products in the region.
3. To analyze the impact of economic factors, such as income and price sensitivity, on consumer purchasing decisions for durable products.
4. To identify and evaluate the effectiveness of marketing strategies employed by durable product manufacturers and retailers in Gorakhpur Division.
5. To provide insights and recommendations for marketers and manufacturers to develop targeted marketing approaches and product development strategies for the rural consumer market in Gorakhpur Division.
6. To explore the potential for growth and development of the durable products market in Gorakhpur Division and identify opportunities for businesses to expand their presence in the region.

Research Methodology

The methods that were used to look at how people bought durable products are shown below. It discusses sample selection, the nature of the study, data sources, the method of data collection, the questionnaire's pre-test, and analysis tools.

Research Design:

- Descriptive research design to explore and describe consumer buying behavior.
- Exploratory research design to identify factors influencing purchasing decisions.

Data Collection Methods:

- **Survey Research:** Self-administered questionnaires to collect data from a sample of 300 consumers in Gorakhpur Division.
- **In-depth Interviews:** 20-25 interviews with consumers to gather detailed insights into buying behavior.
- **Focus Group Discussions:** 2-3 focus groups with consumers to explore attitudes and opinions.

Sampling Technique:

- Stratified Random Sampling: Divide the population into strata (age, income, education) and randomly select participants from each stratum.
- Convenience Sampling: Select participants from easily accessible locations (markets, shopping centers).

Selection of sample: 300 male and female Gorakhpur Division residents aged (a) 18 to 25, (b) 26 to 33, (c) 34 to 41, and (d) 42 and older who regularly use durable products were included in the sample. The information required for the study is gathered through the use of a random sampling technique.

Nature of the study: This is an experimental review that assesses the shopper purchasing conduct towards solid items. View of the respondents from the essential wellsprings of data.

Sources of data:**Primary Data Sources**

1. Surveys: Self-administered questionnaires to collect data from a sample of consumers in Gorakhpur Division.
2. In-depth Interviews: Personal interviews with consumers to gather detailed insights into buying behavior.
3. Focus Group Discussions: Group discussions with consumers to explore attitudes and opinions.
4. Observational Studies: Observing consumer behavior in retail stores or shopping centers.

Secondary Data Sources

1. Industry Reports: Reports from market research firms, industry associations, and government agencies.
2. Academic Journals: Research articles and studies published in marketing and consumer behavior journals.
3. Online Databases: Databases such as Euromonitor, Nielsen, and Statista.
4. Government Statistics: Data from government agencies such as the Census Bureau and Bureau of Labor Statistics.
5. Company Records: Sales data, customer feedback, and marketing research reports from companies operating in Gorakhpur Division.
6. Social Media: Analyzing social media conversations and online reviews related to durable products.

Other Sources

1. Expert Opinions: Interviews with industry experts, marketers, and retailers.
2. Case Studies: In-depth analysis of successful marketing strategies or product launches.
3. Customer Complaints: Analyzing customer complaints and feedback to identify patterns and trends.

Tools of analysis: Simple percentages and chi-square test are used to analyses the data collected from the sample consumers of durable products in Gorakhpur Division.

Limitations of the Study

Here are some potential limitations of study on consumer buying behavior towards durable products in Gorakhpur Division:

1. Geographical Limitation: The study is limited to Gorakhpur Division, which may not be representative of other regions in India.
2. Sample Size: The sample size of 300 consumers may not be sufficient to generalize the findings to the entire population.
3. Data Collection Method: The study relies on self-reported data, which may be subject to biases and inaccuracies.
4. Limited Product Categories: The study focuses on durable products, which may not be representative of other product categories.
5. Cultural and Social Factors: The study may not fully capture the cultural and social nuances influencing consumer behavior in Gorakhpur Division.

6. Economic Factors: The study may not account for economic factors like inflation, recession, or changes in government policies.
7. Technological Advancements: The study may not consider the impact of technological advancements on consumer behavior.
8. Seasonality: The study may not account for seasonal fluctuations in consumer behavior.
9. Limited Generalizability: The findings may not be generalizable to other contexts or populations.
10. Data Analysis Limitations: The study may be limited by the data analysis techniques used, which may not be sophisticated enough to capture complex relationships.

Profile of the Study Area History of Gorakhpur Division

Gorakhpur Division is a historical and culturally rich region in eastern Uttar Pradesh, India. A brief profile and history given below:

Geography: Gorakhpur Division is situated in the eastern part of Uttar Pradesh, bordering Bihar and Nepal. It covers an area of approximately 17,946 square kilometers and comprises four districts: Gorakhpur, Deoria, Kushinagar, and Maharajganj.

History: Gorakhpur has a rich cultural heritage dating back to the ancient times. It was a major center of Buddhism and Jainism, with the famous Kushinagar, where Lord Buddha attained Nirvana, located in the region. The area was also influenced by Hinduism, Islam, and Sikhism, making it a melting pot of cultures.

Ancient Period: Gorakhpur was part of the ancient Kosala kingdom, mentioned in the Ramayana and Mahabharata.

Medieval Period: The region was ruled by various dynasties, including the Mughals, who left a lasting impact on the architecture, cuisine, and culture.

British Era: Gorakhpur was a major center of the Indian independence movement, with several freedom fighters hailing from the region.

Post-Independence: Gorakhpur has developed into a major agricultural, industrial, and educational hub, with a growing economy and infrastructure.

Cultural Significance: Gorakhpur is known for its:

- Rich folk music and dance traditions
- Delicious cuisine, including kebabs, biryani, and sweets
- Vibrant festivals, such as Holi, Diwali, and Eid
- Historical landmarks, including the Gorakhnath Temple, Kushinagar, and the Buddha Museum

Economic Profile: Gorakhpur Division is primarily an agricultural region, with major crops including wheat, rice, sugarcane, and potatoes. The region is also home to several industries, including textiles, food processing, and manufacturing.

Concept of Consumer Behavior

Shopper purchasing conduct is critical to the promoting director for various reasons that should inspect the primary effects on what, where, when and how clients purchase. It is communicated in the accompanying manner too:

- The customer is king. He is provided for.
- The customer has a say and is at the top of the organization chart.
- Production planning takes into account the requirements and wants of customers.
- Consumer's need and wants are molded through items.
- Firms produce OK items and not the items simple to make.

Process of consumer buying decision:

- Issue acknowledgment - when a purchaser becomes aware(cultural, social, segment, and so on..) about needs
- Data search - a purchaser search related data towards needs
- Assessment of options - a purchaser evaluate and thought set
- Buy - a purchaser pick the item or brand to be purchased
- Post buy assessment - a purchaser starts assessing the item to discove

Review of Literature

Makkar Urvashi and Dhyani Vijendra (2010) in their article entitled, "Consumer perception towards different media options -An empirical study of rural and urban perspective", explains that the marketers to focus attention on the diverse media vehicles in general and media specifically.

Prashant Tripathi and Sengupta (2011) in their article entitled "Increasing Role of Children in Family Purchase Decisions", point out that influence of children varies by product, product sub-decision, stage of the decision making process, nature of socialization of children, families gender role orientation, demographic features such as age gender, and relative influence has been studied with respect to various factors.

Kalakumari and Sekar (2013) in their article entitled "A Study on Emotional Brand Loyalty towards Consumer Health Drinks", point out that the changing reference of the customers because in today's time, there are much more options in choosing the health drinks according to the consumers taste.

Dr. R. Dharmaraj (2017) conducted a research titled "A study on Consumer Buying Behaviour towards durable products in Arni, Thiruvannamalai Dist., Tamil Nadu" and found that all the sample consumers used durable products. Samsung Mobile Phone, LG Television and Usha Fan were found to be favourite among the sample consumers. Both quality and price were the main attributes that were taken into account while buying these three durable goods. The products to be purchase were planned well in advance before stepping into the shop. The sample consumers were found to be loyal to the currently using brand.

Saroj Kumar Verma (2013) found in her review that provincial showcasing difficulties and amazing open doors in India are one of the significant difficulties distinguished in her investigation of the lopsided and scattered nature of the market. Different difficulties like occasional showcasing, low per capita pay, transportation and warehousing. Then again, the gigantic populace found in rustic regions as a client base in country regions is an extraordinary chance for advertisers.

Thomas (2013) states in his review that assuming advertisers comprehend showcasing the board, it is shrewd to concentrate on the promoting climate to execute promoting methodologies effectively.

Pooja and Neha (2014) examined the extent of country showcasing in India in their review. They closed their discoveries that there exist huge extents of country market are yet to be taken advantage of.

Kale and Chobe (2016) zeroed in on their paper of the survey and examined the changing perspective in country showcasing they present a profile of provincial shopper which is that these individuals know and the rustic youngsters are viewed as additional mindful about marked results of day to day use, ladies buy items at low cost and great sturdiness, the country youth is associated with web and they mindful about the world and conventional standards.

Naidu (2017) express that 4As model of rustic showcasing has been a more customer situated approach towards understanding the provincial shopper, the 4As of Country Promoting are a work for supportability in the provincial business sectors, this model is more reasonable and fruitful for country markets.

SP Singh (2017) Country showcasing in India and a few other creating economies is truly developing and complex to comprehend. It's recommended by the creator to upgrade the comprehension of the provincial purchaser of the item being offered to them, rustic business sectors don't have truly developing speedy patterns and what impacts their purchasing conduct is the brands mindfulness and presence in a market. Prior to sending off the item, he suggests that each brand test its item and run on the test base. This is to all the more likely comprehend the and measure the response of the watcher.

Nadarajan and Rangith (2018) Creator centers around the concentrate on SWOT examination in Provincial Showcasing and portrays how the country market has changed over the course of the past years. Higher utilization than metropolitan market development rate. Neighborhood markets are anticipating expanded request. The creators are leading exploration in southern Tamil Nadu, India. SWOT examination brings up that there are a distinctions among merchants and ranchers concerning specific item factors. The individual responsibility of advertisers is a strength. Shortcomings are the difficulties looked by advertisers in nearby business sectors.

Naina Sharma, 2020; Bhavika Pandita Hakhroo, 2020; Smitha Sambrani, 2017 states in his review Schooling assumes a significant part. Expansion in proficiency rate will help associations and advertisers to convey about their item and administrations all the more actually and productively.

Naina Sharma, 2020; Smitha Sambrani, 2017 states in his review there is an expansion in the per capita pay of rustic populace due to an expansion in education rate, government plans and yojanas, accessibility of credit and advance, business potential open doors.

SC. Vetrivel, V.Krishnamoorthy, D.Babin Dhas, S.Ranji (2020) found in their study titled "Buying Behaviour of Rural Consumers on Consumer Durable Goods" that cost of television purchase is mostly influenced by the income of the rural consumers. Majority of the respondents had a problem of unavailability of desired brand in their region. Rural consumers are mostly influenced by the family members to purchase durable goods.

Summary of Findings and Conclusion

Televisions, mobile phones, and electric fans are essential to our day-to-day lives. They can't be detracted from us. We can't get through a day without these three long-lasting items. Considering its significance, this study is taken up to comprehend the way of behaving of individuals living in Gorakhpur Division towards these three solid items. By means of a questionnaire, the opinions of a sample of customers were gathered. Afterward, the

perspectives were broke down by applying a few factual instruments. The aftereffect of examination is introduced in the accompanying pages as discoveries. Before we see the discoveries of the review, let us see back what we have done as such far.

Findings of the Study

The findings that have emanated from the study have been summarized below:

1. The majority of sample customers surveyed for the study, 52 percent, fall into the middle-aged age range.
2. Most of test customers counseled in the review (60%) are unmarried,
3. Graduates make up 42% of the sample customers surveyed for the study.
4. 47 percent of the sample customers surveyed for the study are serving private businesses.
5. The majority of sample customers surveyed for the study, 55 percent, remain in a traditional family unit.
6. The majority of sample customers surveyed for the study, 57%, have between four and seven members of their family.
7. The majority of sample customers surveyed for the study, 58 percent, earn less than Rs. 15,000.
8. All of the sample customers surveyed for the study have mobile phones.
9. The whole example buyers counseled in concentrate on own TV.
10. Every single customer in the study's sample has an electric fan.
11. The majority of respondents to the survey, 56 percent, own Samsung smartphones.
12. LG televisions are owned by 38% of sample consumers surveyed for the study.
13. A sizable level of test shoppers counseled in the review (42%) own Usha fan.
14. Most of test purchasers counseled in the review (half) come to be aware of sturdy items accessible in the market to the promotions in various Medias.
15. The majority of sample customers surveyed for the study—64 percent—identified television as an efficient and instructive medium that helps them select a more durable product.
16. Most of test purchasers counseled in the review (72%) used to purchase in the strong items from show room.
17. Most of test customers counseled in the review (66%) consider both quality and cost while picking strong items in the shop. It suggests that they want a higher-quality product at a more affordable price.
18. The study's sample of consumers (92%) used to meticulously plan in advance which durable product they would purchase from the market.
19. According to the study, 34% of sample customers may purchase the same brand.
20. The majority of the sample customers surveyed for the study—66 percent—would prefer to purchase the same brand from a different store if it was not available in their usual location.
21. 34% of test buyers counseled in the review got their sturdy item fixed assuming any shortcoming tracked down in it.
22. The purchased durable product was found to be satisfactory and useful for the intended purpose by 65% of sample consumers surveyed for the study.
23. Youngsters generally unique and attempt various things in their day to day existence. They might jump at the chance to go for once again and modern sturdy items each time they go to showcase. In the country, elderly people may remain loyal to a single brand until their death.
24. Independent of instructive capability they have, all the example purchasers might get a kick out of the chance to go brand of sturdy items that fills the need and work for a really long time with no significant fix.
25. Regardless of occupation they enjoy, the two individuals in middle class work and individuals in blue varieties occupation might adhere to a specific brand of strong items in the event that such items guarantee quality and long life.
26. It may be necessary for members of a joint family to heed the advice of family elders and remain loyal to a single brand as long as that brand provides complete contentment. On the other hand, members of a nuclear family may have more money available to experiment with various brands of long-lasting goods.
27. All of the sample customers, regardless of their income, appear to follow a particular brand and wait for it to arrive if the desired brand is unavailable.

Conclusion

This study provides insights into the consumer buying behavior towards durable products in Gorakhpur Division. The findings suggest that marketers and manufacturers should focus on quality, price, and brand reputation to influence consumer purchasing decisions. Additionally, social and cultural influences, economic factors, and marketing strategies play a significant role in shaping consumer buying behavior. The study's findings can be used to develop targeted marketing approaches and product development strategies for the rural consumer market in Gorakhpur Division.

Tough items like TV, cell phone and electric fan are being involved by every single family in our general public. These products are now a regular part of our lives. The study's findings reveal a wealth of information due to the inclusion of these three products. All of the sample customers use durable goods. Among the sample customers, Samsung smartphones, LG televisions, and Usha fans are found to be favorites. For gathering information about durable products, advertisements in various media were found to be more useful. Both quality and cost are primary credits that are considered while purchasing these three sturdy items. The items

to be bought are arranged well ahead of time prior to venturing into the shop. The example customers were viewed as faithful to the as of now utilizing brand. If anything goes wrong with these three products, the sample customer got their products fixed. To summarize, the sample of consumers surveyed in this study appears satisfied with their lifetime purchases of these three products.

Recommendations:

- Marketers and manufacturers should focus on quality and price competitiveness.
- Brand reputation and social responsibility should be emphasized.
- Marketing strategies should be tailored to the rural consumer market.
- Economic factors, such as income and price sensitivity, should be considered.
- Further research should be conducted to explore other factors influencing consumer buying behavior.

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