

Study on Vocal for Local: An Emerging Trend

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ABSTRACT

The Covid-19 pandemic has changed all aspects of everybody's life in the whole world. It affected India's economy also. To boost the Indian economy, a concept of Vocal for Local was brought by Indian government under self-reliant India campaign. The present study attempts to know the customer awareness and customer satisfaction towards local products and brands in different perceptions of customer. The primary purpose of this research is to identify how much respondents are aware of the Vocal for Local campaign and to identify their satisfaction level. The study focus on awareness and satisfaction among customers for local products in terms of quality, price etc. The research is based on the primary data, convenience sampling and descriptive research by using structured questionnaire administered on customers from Jaipur, Rajasthan India. Descriptive analysis has been done on the basis of demographic factors and quality, price, sustainability related to vocal for local products.

Hypothesis testing have been done using crosstabulation in spss. Result shows that there is positive relationship in between quality, price, sustainability of local products with customer satisfaction on as age, gender, income demographically.

KEYWORDS: Vocal For Local, Customer Awareness, Customer Satisfaction, India Campaign, Covid-19.

INTRODUCTION

By tag lining 'Go Vocal for Local', now a days, has been become a trend, a new marketing strategy to promote products of most of the Indian companies after Prime Minister's initiation of 'Vocal for Local' under Self-reliant India campaign amidst of when the whole world was facing declining economy crisis due to pandemic Covid-19. The government has asked to not only purchase the local products made in India but also to promote domestic brands, manufacturing, supply and services etc. Although the concept of going for local is not new to India as earlier, it has been revolutionised to Indians for independence against Britishers driven by Mahatma Gandhi in year 1905 as Swadeshi Movement to curb foreign goods by relying on domestic production. Indians started ditching British goods for Indian products, even they were costlier. So 'Vocal for Local' is like as Swadeshi Movement 2.0 as Prime Minister Shri Narendra Modi has urged to buy local products to revive Indian economy and to produce employment opportunities for those who have lost their jobs or had to shut their business, artisans, weavers or craftsman due to lockdown. Chinese products have largely impacted Indian markets due to cheaper rates and a lot of variety especially in festive products category just like people purchase Chinese lights instead of earthen Diyas in Diwali festival. It affected our Indian tradition, culture and Indian values also. Poor quality Chinese products dominated the unorganised retail sector, pharmaceutical industry, Solar industry, Textiles

industry, Firecracker industry and Bicycle industry. It ate up local manufacturer, suppliers' business and bread & butter.

India is second largest populated country after China. A large population of Indian consumers creates a huge number of opportunities to local and foreign companies to lure them with different variety of products. India also has been established a number of trustworthy brands (Boroline, Britannia, Nirma, Amul and Asian paints etc.) in terms of quality since ages in different category. The latest example is COVAXIN, India's indigenous COVID-19 vaccine by Bharat Biotech is developed in collaboration with the India Council of Medical Research (ICMR) – National Institute of Virology. This major innovation during the critical period awakened and arose the trust among Indian manufactures, suppliers and among consumers for local products. Now people have started to familiar with local products and be vocal for them. Consumers have begun to check origin of product along with manufacturing and expiry date while purchasing products. Companies boosts the promotions of their product by campaigning 'Go Vocal for Local'. "We are highlighting Indian roots and have started promoting ads with this message on digital media and TV, particularly news channel", said Dabur CEO. Indian consumers also are going for their Indian roots by supporting Government's initiation for the recycled and reusable products to make Environmentally sustainable.

Literature Review

R Thakura, N Sharma (2022) conducted a factor analysis study in preferring local products over imported products after pitching the vocal for local campaign by honourable prime minister, Shri. Narendra Modi. They scrutinized eight factors namely (Ethnocentrism, nationalism, Anti-China sentiments, Consumer Affinity, Uncompromising Attitudes, Import Abstinence, Government Intervention and Upstanding Citizens) affecting customer's purchasing criteria for the 'go vocal for local' pitch in the country and found that these factors are affecting the choice of Indian markets.

D Shrivastava (2020, June) emphasized at analysing the marketing strategies of selected Indian FMCG companies' few successful advertising campaigns to support the 'Vocal for Local' slogan of India and promoting themselves as an Indian brand. New initiated campaigns of Companies like ITC Limited (Proudly Indian Campaign), Dabur India Limited (Ye Bharat Hai Hamara, Ye Dabur Hai Hamara), Patanjali (Swadeshi Online Venture-Order Me E-Commerce Platform), Parle Agro Products (Series of Bharat Ka Apna) and Mother Dairy (Dhara- Desh ki Dhara) were identified and assessed.

Jadeja, D (2021) focused upon to how consumers understand the 'Vocal for Local' campaign. What does the Indian customers understand from the term 'Local'. Analysing changes in consumers behaviour after 'Vocal for Local' campaign, need in buying pattern and what are the factors that were considered by Indian consumers when purchasing local products.

RESEARCH GAP

Based on the above literature review, there is a great need to do the research in Vocal for Local in respect of customer satisfaction, customer awareness of 'Vocal for Local' term and local products by Indian consumers. Especially in north region like Rajasthan.

OBJECTIVES

- To examine the consumer awareness regarding the term for Vocal for Local.
- To identify the customer satisfaction for local products.

- To study the brand recognition of specific local products, which are promoting by ‘Vocal for Local’ campaign.

HYPOTHESIS

H₀: There is no significant relationship in between quality, price, sustainability of local products with customer satisfaction on as age, gender, income demographically.

H_a: There is significant relationship in between quality, price, sustainability of local products with customer satisfaction on as age, gender, income demographically.

RESEARCH METHODOLOGY

Research Method

The research method Quantitative & Descriptive research has been applied. Data collection has been carried out by questionnaire through google form by individual respondents’ opinions. It’s self-constructed structured, five-point rating Likert’ scale questionnaire. Convenience sampling technique has been used to collect responses in area of Dadudayal Nagar, Sanganer, Jaipur.

Sample Size	51 Individuals
Research Design	Descriptive
Sample Area	Jaipur, Rajasthan
Tools	Descriptive analysis using SPSS 22

Data Types and Sources

The type of data used in this study is quantitative data. Data sources used in this study are:

- (a) **Primary data**, is obtained from the individual respondents through set of questions in questionnaire;
- (b) **Secondary data** that has been collected from journals, magazines, newspaper and internet websites etc.

Variables

Two types of variables are used in this study namely as

Independent variable

Quality, Price, environment friendliness, sustainability and product availability are recognised as independent variable.

Dependent variables

Customer satisfaction awareness is recognised as Dependent variable

DESCRIPTIVE ANALYSIS AND DATA INTERPRETATION

Following is given description of respondents’ demographic profile. Since the survey was sent to 65 individuals but responses received from 51 participants, therefore the total percentage of collected responses was 78.46(%). In total the questionnaire contains 20 questions.

Age
50 responses

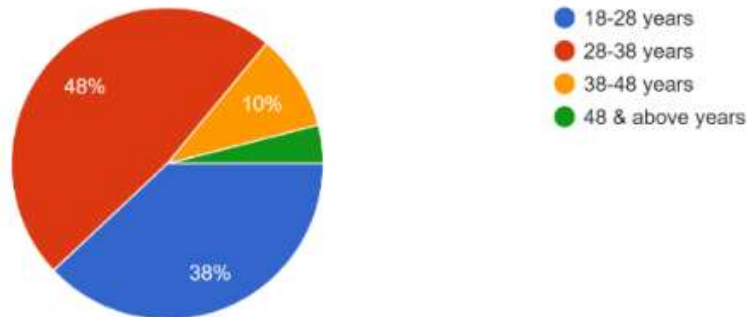


Figure 1 Age (source: SPSS 22)

Gender
50 responses

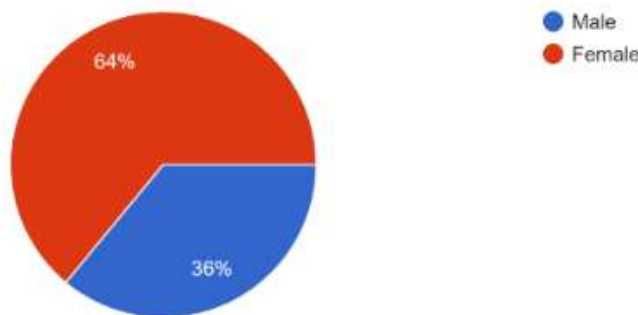


Figure 2 Gender (source: SPSS 22)

Income (in lacs)
50 responses

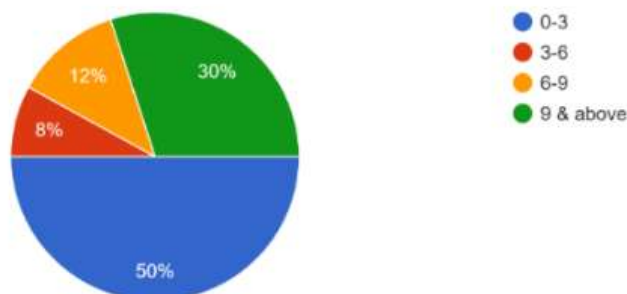


Figure 3 Income (source: SPSS 22)

Interpretation: From the figure 1, figure 2 and figure 3, it can be observed that 48% individuals are between 28-38 age group, 64% are female and 50% are in 0-3 income level respectively.

Are you aware of the term Vocal for Local?
50 responses



Figure 4 Awareness (source: SPSS 22)

Interpretation: Figure 4 shows 96% individuals were aware of the term Vocal for Local and only 4% individuals were unaware of the term Vocal for Local.

Did you buy any local products after Vocal for Local campaign?
51 responses

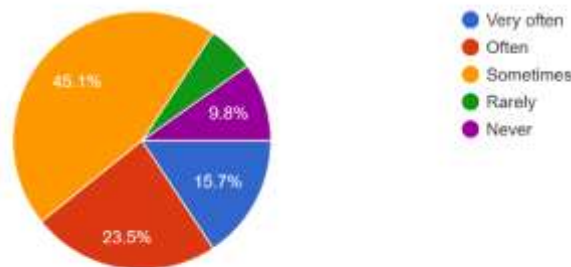


Figure 5 (source: SPSS 22)

Interpretation: Figure 5 shows 15.7% individuals purchased local products very often after Vocal for Local campaign, 23.5% purchased often, 45.1% purchased sometimes, 5.9% purchased rarely and 9.8% purchased never.

Do you also refer local products to others?
51 responses

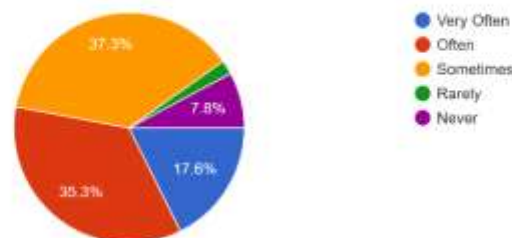


Figure 6 (source: SPSS 22)

Interpretation: Figure 6 shows 37.3% individuals sometimes refer local products to others while 35.7% individuals often refer local products to others and 17.6 refer very often local products to others.

How frequently do you purchase local products?
51 responses

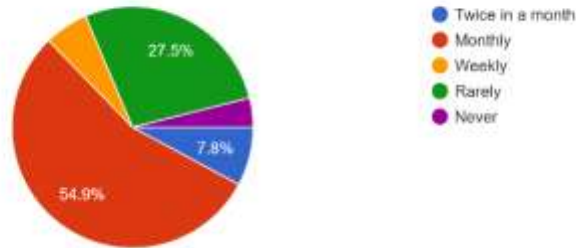


Figure 7 (source: SPSS 22)

Interpretation: Figure 7 shows 54.9% individuals purchase local products monthly while 7.8% individuals purchase twice in a month.

I am satisfied with the price of local product.
51 responses

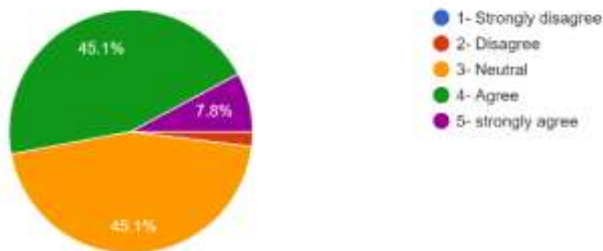


Figure 8 (source: SPSS 22)

Interpretation: Figure 8 presents 45.1% individuals agree that they are satisfied with the price of local products, 45.1% individuals are neutral to local products and just 2% people disagree to satisfaction with the price of local products.

I am satisfied with the quality of the product.
51 responses

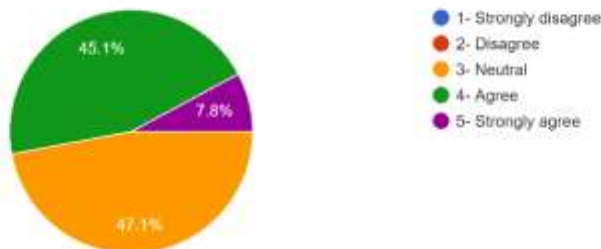


Figure 9 (source: SPSS 22)

Interpretation: Figure 9 presents 7.8% individuals strongly agree, 45.1% individuals agree that they are satisfied with the quality of local products, while 47.1% individuals are neutral to quality of local products.

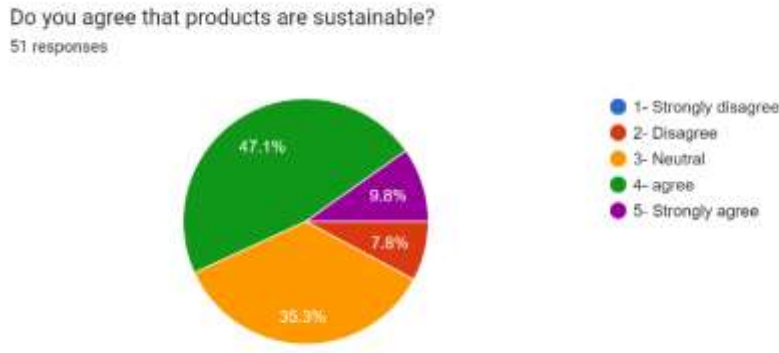


Figure 10 (source: SPSS 22)

Interpretation: Figure 10 shows 9.8% individuals strongly agree, 47.1% individuals agree that products are sustainable while 35.3% individuals are neutral to the sustainability of the local products.

HYPOTHESIS TESTING AND DISCUSSION

Ha: There is significant relationship in between quality, price, sustainability of local products with customer satisfaction on as age, gender, income demographically.

Table 1 I am satisfied with the quality of the product.

I am satisfied with the quality of the product.			Total
neutral	agree	SA	
14	14	4	32
10	9	0	19
24	23	4	51

Inference: From the above table using crosstabulation, it is inferred that 23 individuals were agree and 5 individuals were strongly agreeing and satisfied with the quality of the local products.

Table 2 I am satisfied with the price of local product.

I am satisfied with the price of local product.				Total
DG	neutral	agree	SA	
1	14	14	3	32
0	9	9	1	19
1	23	23	4	51

Inference: Table 2 infers that 23 respondents were agree and 4 respondents were strongly agreeing to the satisfaction with price of local products.

Table 3 Do you agree that products are environment friendly?

Do you agree that products are environment friendly?					Total
SD	DG	neutral	agree	SA	
1	2	8	17	4	32

0	3	7	8	1	19
1	5	15	25	5	51

Inference: Table 3 determines that 25 respondents were agree and 5 respondents were strongly agreeing to the environment friendliness of the local products.

Table 4 Do you agree that products are sustainable?

Do you agree that products are sustainable?				Total
DG	neutral	agree	SA	
3	11	14	4	32
1	7	10	1	19
4	18	24	5	51

Inference: Table 4 depicts that a total of 24 and 5 individuals were agree and strongly agree with the sustainability of local products respectively.

Table 5 Do you agree that products are easily available?

Do you agree that products are easily available?					Total
SD	DG	neutral	agree	SA	
1	4	9	16	2	32
0	2	7	10	0	19
1	6	16	26	2	51

Inference: From the table 5, majority of 26 respondents agree that products are easily available.

CONCLUSION

From this research, it can be concluded that 96% customers are aware and being positive to vocal for local campaign, fulfilling study’s first objective. Study supports research hypothesis by inferring the Majority of respondents are satisfied with quality, price and sustainability of local products. There is a positive relationship in between quality, price and sustainability of local products with customer satisfaction, Also fulfils study’s second objective. Most Customers purchase local products often, monthly in various product category, also they refer local products to others. It shows vocal for local is becoming an emerging trend rapidly. Customers also do mouth publicity for local products when products are superior than imported products in terms of quality, price and availability. Indian govt also making every possible effort to improve our country’s economy through vocal for local products.

LIMITATIONS

- Data sample of just 51 was quite small that shows limited generalizability. Sample size should be increased so study can be generalised at large level.
- Sample area was Jaipur only but study can be conducted on a large scale or region wise by collecting data from Big cities like Delhi NCR, Mumbai etc. to get better results for Vocal for Local trend.
- Convenience sampling method was used for data collection so this may lead to bias error.

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