

CHAPTER - TWO

OBJECTIVES AND METHODOLOGY

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1. Introduction :

Marketing begins with the fundamental idea that most human behaviour is a purposeful quest for need satisfaction. Marketing is the Philosophy of customer service. Marketing is the consumer satisfaction engineering.

As discussed in the previous chapter, Social Marketing, the latest discipline is the marketing way of thinking. Experts and those who are in daily marketing practice, have grown now the thought that 'Professional approach be applied to achieve social objectives'. Social marketing utilizes the normal marketing tools as consumer research, concept development, market segmentation and marketing communication. It has to do with an interest in changing the response to a particular cause or practice.

From the discussion so far, it is clear that marketing techniques can be effectively used to provide solution to social problems. One of the problems, that is being current, is that of drinking and drug habits among students. This report attempts to study this problem from marketing angle and to offer some alternative solutions for the same. The purpose of this chapter is to discuss the methodology adopted for the purpose of this study. The flow of discussion in this chapter is as follows :

a) The Problem.

- b) The problem in Sangli city.
- c) Suitability of Social Marketing Techniques to solve this problem.
- d) Objectives of the study.
- e) Methods of data collection.
- f) Technique of analysis and presentation.
- g) Organization of the report.

2. The Problem :

A number of articles in leading dailies suggest a serious incidence of drinks among college students.

The issue also figured prominently as a theme of lectures and for questions at schools and colleges. Various bodies like Lions Club, Rotary Club, Veer Sevadal, Universities are organising seminars and discussions on this subject. This suggests the awareness in the society. Drinking habit is gradually developing among the youths, especially the collegiates and no city or town is exception to this. The eminent thinkers and social workers have also stated showing their concern about this serious problem. For example Justice Chandrashekhar Dharmadhikari states that ¹¹ "Prohibition is the 'precious value of life' for a nation. Drinking is gaining prestige. It has become a fashion now a days. No new drunkerd should be created. The Government should concentrate upon the youths, which would be the way, new direction to handle this programme effectively."

Similar views have been expressed by Dr. U.M. Pathan,¹² in his article. Dr. Pathan who is the eminent critic and professor, goes a step further. He compares the present day collegiates with the collegiates of his age and remarks that the drinking habits are developing rapidly among the collegiates. He suggests a strict watch on the college hostels.

3. The problem in Sangli city :

The present report is an attempt and it deals with the drinking behaviour of the college students in Sangli city. It may be mentioned that the city 'Sangli' is selected as a sample. The study is expected to provide clues for further research on this problem. As the focus of the study is on the 'Sangli' city, the paragraph which follows presents a brief of the problem in 'Sangli' city.

A prominent psychiatric from Sangli, once expressed that drink habits leading to drug addition is rapidly increasing among the college students. In support to his statement he claimed that among the new admission cases to his hospital for mental cure as well as alcoholic cure section, the number of college students has increased to a considerable extent.

An enquiry with the various police stations in Sangli city in this connection revealed that certain names as appeared

in the police register in the age group 18 to 25 were some college students found in a drunken state at public places.

The free use of drink parties during college elections has become a feature of the college elections.¹³ It appeared in the headlines of the leading dailies published from Sangli and Kolhapur which cannot be neglected.

The presence of drinker students in College annual social programmes is increasing. It was marked by the members of discipline committees and other office bearers. The teachers, professors often complain that maintaining discipline has become a serious problem for them. Such students-groups becomes a nuisance to the whole programme.

Even it is observed by the college trip conveyners that students joining trip have similar tendency. Students put the trip-in-charge in difficulty. I have witnessed a scene when a trip incharge, was throwing bottles outside the train compartments. The bottles were packed by the students in their bags. The liquor bottles were carried without due permit. Such scenes are common to those who arrange trips, especially Goa trips.

The prevalence of the drinking habit among students is no longer a debatable issue and therefore deserves a thorough investigation.

Evidences of 'Shampu' :

The interesting but hazardous saga of the specially "Sangli made" 'Shampu'¹⁴ cigarrate which was also known as the 'Seven rupee cigar' tolled a few deaths. It was the talk of the town that Shampu was more popular among college students. A group of persons including students, tried to obtain it. They contributed Rs. one or two rupees each. Although it was banned, and the police enquiries were on, the victims were arrested still the supply continued. It is said that those who don't get satisfied themselves with drinks (liquor), and those who don't get the required toxic effect even after consuming ample liquor, they were in search of such drugs. 'Shampu' was the answer for them. This throws light on the needs of drinkers, and shows how people are attracted to such things.

Bombay students have reached the stage of drug addiction. In a survey 'Drug behaviour on College Campus'¹⁵ edited by 'Suma Chitnis' conducted by a group of five students in Tata Institute of Social Sciences in 1974 revealed that some collegiates in Bombay are drug addicted. Such a stream never stops with one city or province. It becomes a tendency and spreads everywhere. The present trend suggests that collegiates in majority cities and towns are paving their path from liquor to drugs.

4. Seriousness of the Problem :

The increasing tendency of drink/drug addictness among students is socially undesirable. Students are the back-bone of the society, the nation. It is essential to save our future generations from the evils of drinking. Student population, the pillars of nation are getting involved in the vicious circle of drinks and drugs.

It gives rise to indiscipline in colleges. The use of copying material and other malpractices are increasing among students. It has led to the negligence of health of the students. The moral and ethical values are in danger. A number of families are ruined due to liquor. Many examples can be sighted ~~in~~ every where. Drinking is gaining prestige on wider scale. The so called members of high society are seen in wet parties whatever may be the reason. This problem has become crucial one from social point of view.

5. Need for specific study :

The above part establishes that drink habits are developing gradually among the collegiates, every where. Some solution is necessary to this problem. Efforts are being made by the Government, Educationalists, Social Organizations and bodies like Veer Sevadal. But they are of general nature. In view of the serious evils of liquor, it is necessary to go in the

roots to find out the motivating factors, taking them to drinks like liquor. It is also equally important to find out, how to demotivate them. It is felt that social marketing approach would be helpful for this purpose. It begins with the identification of the problem. The consumer actions have clues in environment in which they live. It is the basis of consumer analysis in marketing. It demands environment analysis to know the root cause, why do they go for drinks ? Further, after knowing the causes and the factors influencing their behaviour, alternative solutions may be found out. This necessitates a specific study to find out the motivating factors so that drinking population may be demotivated from drinking. The present report is one of them.

6. The Social Marketing Approach :

The problem under study deals with the widely and rapidly spreading drinking and drug habits among the youth, especially college students. Student population the pillars of nation are getting involved in such a vicious circle leading them to drink and drug addiction. No doubt it is a more serious and socially undesirable situation - What are the possible alternatives of the solutions ?

a) Prohibition - This has been tried severally. Experiences in this respect proved that prohibition leads to many

malpractices rather than checking the behaviour. It may be termed as 'Demarketing' - Instead of applying demarketing techniques, marketing technique be used.

b) Social Marketing : 'The idea, - 'Drinking is harmful' to an individual, and also the society, be promoted. Marketing technique and tools as consumer research concept development, pricing, market segmentation and communication can be used for this purpose. It is felt that these marketing technique are worth trying in this connection.

7. Objectives of the study :

The earlier discussion explains the importance and suitability of marketing techniques. The main objectives of the study are -

- i) To know the magnitude of drink behaviour, the percentage of students associated with drinking and their frequency in this respect.
- ii) To study the factors motivating the students to go for drinks like liquor.
- iii) To study the extent of awareness of the evils of drinking in them.
- iv) To suggest a strategy for marketing the concept 'Drinking is harmful to you'.

8. Methods of data collection :

The methodology adopted for the purpose of this study may be described as follows -

I) Selection of the city :

The basic decision was regarding the selection of sample. In the light of the objectives listed above the following criteria was developed for this purpose.

- a) There must be more than ten colleges in the city.
- b) There must be all types of colleges viz. Professional, non-professional etc.

In addition to this convenience in data collection was a major factor that guided the selection of city.

Keeping in mind the above factors 'Sangli' was selected for the purpose of the study. In Sangli there are thirteen colleges and one post-graduate institute. The colleges include non-professional colleges as well as professional colleges. Some news appeared in the local dailies published from Sangli about the drinking and drug behaviour among the college students. The interesting but hazardous 'Shampu' cigarette has entered the Sangli city market. The number of students studying in various colleges is substantive. Their

residential pattern also varies. This provided an opportunity to study the problem from every angle.

II) The Sangli city :

Sangli is the district head quarter of the Sangli district. It is in Maharashtra state. It is a well developed, and well organised city. It is an industrial as well as educational centre.

III) The colleges in Sangli city :

There are thirteen colleges in 'Sangli'. The colleges are of two types : (Appendix 3).

- a) Non professional colleges - They are Arts, Science, Commerce, girls and composite.
- b) Professional colleges - They are Medical, Engineering, Law and B.Ed.

IV) Collegiates in Sangli city :

Those who have registered their names in any of the colleges referred in Appendix 3 and studying in the respective faculties are the college students ('Collegiates') in Sangli city.

V) Survey of the students :

A survey of the college students was undertaken with the objective of studying their drinking behaviour. In order to obtain the necessary data a questionnaire was administered among the selected collegiates in Sangli city.

VI) The Questionnaire :

The questionnaire as in 'Appendix A' was divided in four sub-groups.

a) Section A covers personal information including residential status, Income group, class - age, games played, hobbies, likings etc.

b) The second set of questions - indicates the students views, regarding college elections, annual social, trips, the students attitude and behaviour on such occasions, their objective behind college, education and their views on other educational as well as social values.

c) The third group of questions deals with knowing the percentage of drinking students as felt by the respondent, the possible causes behind drinking behaviour, the nature of liquors consumed and the frequency of consuming and the length of period over which they had been used.

d) The fourth group was an attitude towards drinking. Scalling technique was adopted as to whether the respondent agrees or disagrees to a particular statement and what is its degree.

VII) The Sample :

There were 6291 students studying in the various colleges in Sangli city. Of them 4382 students were studying in non-professional colleges and the remaining 1909 were studying in professional colleges. The total number of male students was 4617 while the total number of female students was 1674.

The following table shows the composition of students population facultywise, classwise.

Table No. 2.1

Students Population in 'Sangli' year 1984-85.

Faculty :	Non-Professional				Professional				
	Year	:Arts	:Comm.:	Sc. :Total:	Engg.:	Med.:	Law	:B.Ed.:	Total
F.Y.	541	754	321	1616	374	50	271	80	795
S.Y.	464	592	185	1241	310	50	82	-	442
T.Y.	295	426	241	962	270	50	58	-	378
IVth	-	-	-	-	221	50	-	-	271
Post-Graduate	168	240	155	563	33	-	10	-	43
Total :	1468	2012	902	4382	1208	200	421	80	1909

Table No. 2.2

Professional and Sexwise Classification

Male			:	Female		
Non-pro- fession	: Profe- : ssion	: Total	:	Non-pro- : fession	: Profe- : ssion	: Total
2848	1769	4617	:	1534	140	1674

It was important to determine the sample size. For this purpose it was decided to take 5% of the total student population. It reached to 305. In order to obtain their data, a questionnaire was administered to the selected students in the above thirteen colleges. Total 350 questionnaires were distributed among 6291 students who constituted the entire population of students of the thirteen colleges covered by this survey 210 students returned the questionnaire. These constitute 60% of the total number of questionnaires to whom the questionnaires were administered and 6% of the total population covered by the survey. Of which total 60 questionnaires were rejected due to their inadequateness and incompleteness and on the grounds that they were not filled properly on the guidelines and directions given to them. The following table (No.2.3) indicates the details about the composition of the respondents in terms of the faculty to which they belong and the class in which they are studying.

Table No. 2.3Composition of the Sample

Student Population under survey - (Class - Facultywise)

	Faculty	Class	N	Total	
NON	Arts	B.A.I	13	30	
		B.A.II	12		
		B.A.III	5		
PROFESSIONAL	Commerce	B.Com.I	6	32	
		B.Com.II	9		
		B.Com.III	13		
		M.Com.	4		
PROFESSIONAL	Science	B.Sc.I	10	32	
		B.Sc.II	11		
		B.Sc.III	11		
PROFESSIONAL	Engg.	F.E.	5	25	
		S.E.	8		
		T.E.	9		
		B.E./M.E.	3		
PROFESSIONAL	Law	LL.B.I-II	11	11	
		Medical	Pre 1st BAMS	8	8
		Education	B.Ed.	8	8

Necessary responses from the students in different faculty and from different stages of a under-graduate education at college are received. Also a few questionnaires were responded to by the post-graduate students including the law students.

9. Techniques of Analysis :

The data collected by using the techniques mentioned above was analysed with the help of simple statistical tools like classification, tabulation and simple averages etc.

10. Organisation of the report :

The findings of the study are presented in this report as per the following chapter scheme. The first chapter gives conceptualology. The chapter in hand deals with objectives and methodology. The Third Chapter describes the presentation of the data. The Fourth Chapter comprises observations and programme and the last Chapter deals with suggestions for creating favourable attitude and environments.

References

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