Are Bandhs and Blockades Economic Adversity for the Consumers? A Study of Manipur Consumers

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Abstract

Man is both a producer and a consumer. The producer himself becomes the consumer in one way or the other, and vice versa. Hence, understanding the consumer's perception is indispensable for marketers. The paper was a construct of 390 consumers, 41% from the hilly region, and 59% are valley-based (% ratio based on 2011 Census), aged between 19 to 71 years are participating in the study. It is found that 55% of the consumer buying decisions are significantly determined by the parents. This paper investigated the trend of bandhs/lockdown and economic blockades for the period of 2004 to 2019, there was an event of 917.5 days of bandhs/lockdown and 938 days of economic blockades in the unit of research which cause over 3 lakhs crores economic losses of the state. Further, the construct of factor analysis identifies nine influencing factors that adversely influenced the buying perception of the consumers during bandhs/lockdown and blockades. Inspection of the correlation analysis also exposed the existence of positive and moderately significant interrelationships among the factors. Finally, the study examined the significance of differences in consumer buying perception based on the dependent variables like districts, and region-wise, ANOVA results confirm the differences between the consumer of the hill and the valley districts.

Keywords: *Consumer, perception, Factors, Bandhs, Lockdown, Blockades, and economic loss*

Introduction

The state has been losing over Rs. 1672.9 crores per day on every bandh or general strikes or lockdown and Rs. 943.33 crores per day in every economic blockade (**Serto, 2017**). There were altogether 103 days of economic blockades in 2016 and 76 days till March 2017. Therefore, the total loss between 2016 and 2017 due to strikes or bandhs/lockdown and economic blockades have amounted to Rs 168856.00 crores (**Serto, 2017).** There were 224 days affected by the bandh/strikes/lockdown and economic blockades in 2010 which means state loss over Rs. 211305.92 Crores approximately (224 days x 943.33 crores) during this year. The state market instability is the one that restrains economic activity, and the consumers are helpless paying off all these prices.

Manipur is connected by road to the rest of India and with neighboring countries by two national highways (NH-2, and NH 37 by then NH-39, NH-53, and NH-153)**.** Hundred of trucks were plying daily to these routes supplying essential commodities such as food grain, petrol, diesel, cooking gas, etc., trade-in from other parts of the country **(Singh 2007).** calling off the lifeline supply of essential commodities on counts of bandhs and blockades hurts the consumer basic needs and economic aspiration of the state. In the index of **Indian Oil Corporation Limited, Petroleum product, (2009**), the economic impact of bandhs and blockades during 2010-11 was estimated over Rs. 206.8 crores, while the total economic loss due to the blockades of highways was estimated at above 239.2 crores. The overall loss during stern of this period was over Rs. 446 crores, results of similar studies also confirm that during 2011-12 the total loss caused by bandhs and blockades was Rs. 553.23 crores. State an estimated loss for 2012-13 was above Rs. 520.73 crores **(Singh, 2013).** Therefore, an event of this dimension requires the meticulous diplomat process that exclusive further economic loss. Bandhs/strikes/lockdown and strikes are a form of collective behavior. These may occur spontaneously and unpredictably in many geographical areas and involve a large number of people (**Kumar, 2014).** It can be argued that bandhs are organized based on a proposition in which the existence of public support is taken for granted. Therefore, It is indispensable to understand the significance of bandhs, strikes, lockdown, and blockades (**Singh, 2013).**

Strikes/lockdowns are generally regarded as an important economic phenomenon, and yet good theoretical explanations of them are hard to come to (**Hart, 1989).** The most frequently

quoted definition of a strike that has been offered by the **'International Labour Organisation'** **(ILO):** 'An economic occurrence characterized by a temporary stoppage of work, willfully affected, to enforce a demand'. The **Oxford Dictionary of Sociology** defines strikes as 'a form of industrial action involving the withdrawal of labor such as to constitute a temporary breach of the employment contract causing partial or total cessation of production until the matter in dispute is favorably resolved'. A consumer is one who buys goods or services paying its price, either for his consumption or for his livelihood. Therefore, everybody is a consumer in one way or the other way. Various literature has recommended that the consumers as the base of every business unit. However, it is exposed that the businessmen continued in practice manipulation of consumers concerning the quality, quantity, weight, price, and the related factor involved in the daily purchase. Consumer ignorance is one of the prominent factors contributing to their exploitation gradually prevalent among the rural mass. Bandhs/ blockades/ general strikes have become a common occurrence in Manipur. All the calls for bandhs/blockades/general strikes are mostly believed to be of justifiable cause barring a few. But nowadays, there have been so many of them, that the very credibility of such repeated forms of public agitation is questioned (**Kumar, 2014**). The most prominent ways of protesting are bandhs and general strikes in the valley region of Manipur and economic blockades in the hill districts **(Singh, 2013)**. The trend of bandhs of blockades in the state increase tremendously, the meticulous solution to this mechanism is yet to address. The consumers were still manipulated as much as their basic rights to countless consumption patterns.

Survey of Literature

A comprehensive survey of existing literature augmented to understand extensive research and construct input for the study. Several authors have presented their views and ideas to reconcile the state economic burn implications from the bandhs and blockades. An attempt wasn't fruitful but the aspiration is still the potential of anticipation. Various studies confirm that goods carriage vehicles were often stranded most of the national highways on accounts of bandhs/strikes/lockdown and economic blockades or due to appalling logistic supports (road, bridge, or construction work) that affected the supply of essential commodities. According to **Nicholson and Kelly (1980),** the perception of strikes from a socio-psychological perspective was discussed the concept into five premises such as strike as a protest; strike as warfare; strike

as stratagem; strike as group process and strike as organizational change. To resolve the social trend of a strike and its inspiration, mutual awareness among the groups stand a significant role and facilitating the appropriate information and requisite data uphold merit on this phenomenon. A **Federation of Industries of the north-eastern region**, Rs 50 crores has anticipated loss due to a day's strike, disturbance of economic activities. The interstate impact of bandhs and blockades, concerning Assam disturbed even Nagaland and Manipur's economic chain. Leaving a permanent residue of uncertainty inculcating to the people of the region (**Kikhi, 2009).** The growing trend of Bandhs and Blockades in Manipur substantially reflecting on on-road transportation of essential commodities, as Manipur has only two lifelines of National Highways connecting to the rest part of the country (NH No. 2 and NH No. 37 by then three NHS). However, tools of bandhs and blockades remain as the treasured mechanism practices by the civil organization to exert pressure on the state government (**Singh, 2007**). The economic implication of intrastate conflict: evidence from the experienced divergences between ethnic groups that construct the sentiment of the hill and valley consumers. The valley life is frequently disturbed by the sour occurrence of bandhs; strike and economic blockades (**Rahman, 2014).** There exist a significant relationship between trust, legitimacy of authority, and protest. The collective protests are the results of distrust and the erosion of the legitimacy of authority (**Biggs, 2002**). Inequality, injustice, the frustration of one kind or another, blocking of expectations of continued ability to satisfy needs, a threat to self-esteem, and relative deprivation has been suggested as responsible for the eruption of collective protests **Worchel *et al*. (1972)**. Strike leads to a 2% net cost rise on average, political strikes lead to a significant increase in production costs which emerge intricacy to mitigated even so based on the well-known coping strategies employed by the firms **Shonchoy and Tsubota (2015)**. In the events of 2nd September 2016 strikes called by the major central trade union garnered the usual. The financial impact of the disruption of essential services leads to an estimated loss of over Rs 25000 crore to the Gross Domestic Product of the country **Sarin and Thakur (2016)**. The physical properties are destroyed and buses/trucks are set to ablaze, causing irreparable loss to the economically backward state government; vehicular traffic is sparse, commercial activities come to a standstill and government and private offices are shut down (**Imtiyaj, 2013**). The events of bandhs/strikes and blockades have potential to economic loss, price hike, hostile investment and black marketing, social factor, institutional loss, and trade and commerce for the state. The price of

petrol is shoring up to Rs 140 per liter. The price of kerosene increased to Rs. 100 per liter and of diesel to Rs. 80 per liter. The all-time high price of LPG of Rs. 800 to 1,500 per cylinder is agonizing (**Kumar, 2014**). Besides price inflation, it has been exposed that local businessmen are created artificial scarcity of goods or falsifying the information of essential commodities to earned unusual profit during the severe of bandhs/strikes and blockades (**Singh, 2007**).

Inspiring the burn of bandhs/strikes/lockdowns and economic blockades from the existing literature and also an attempted to understand the aspiration to anticipated the consumers, this study has been categorically served into three objectives: (a). To evaluate the trends of bandhs/ Strike/blockades and the state economic loss, (b). To analyze the relationship between Consumer buying behavior and bandhs and blockades, and (c). To evaluate the significant differences in consumer buying behavior during bandhs and blockades. In line with the stated objectives, the study model is also hypothesized.

The methodology of the study

The structured questionnaire was designed with the support of the past researched models and administered to the respondents. Approximately 43.1% of the respondents are under the age groups of 35 to 50 and 86.4% are married, 55.6% earned an annual average income of Rs 160000 above. Significantly, 55.1% of the purchasing decision was undertaken by the parent (Appendix A & B). For reliability analysis of the questionnaire, the Cronbach's Alpha reached at 0.73. The questionnaire is developed on the consumer buying behavior and the bandhs and blockades. The secondary data are collected from important publications and reports (both the published as well as unpublished) from various organizations, government1agencies, consumer clubs, etc,. Two each district from both the hill and the valley regions was chosen. From which 390 numbers of data was collected using a convenient sampling technique. To analyze the data, researchers used descriptive statistics to explore the characteristics of sample size and find the average level of consumer perception of buying the essential commodities. Factor analysis was constructed to identify the consumer influencing factor and create for further analysis, inter-relationship was also determined using a Pearson correlation analysis. Besides, the research is applied ANOVA to evaluate the significance of the difference in buying attitudes among the consumer of the hill and the valley districts.

Results and Discussions

The analysis is conducted to highlight the trends of bandhs/ strikes/ lockdown and economic blockades that impact the consumer buying perception and state economy. The results of the analysis identify the inter-correlation coefficients between the factors and the significance of the difference in mean score among the consumers. Stepwise analysis of the following analysis is presented herewith as follows:

Table 1.1: Year Wise EconomicBlockades/Bandhs/Strikes/lockdown (No. of Incidents & Days, 2004-2019)

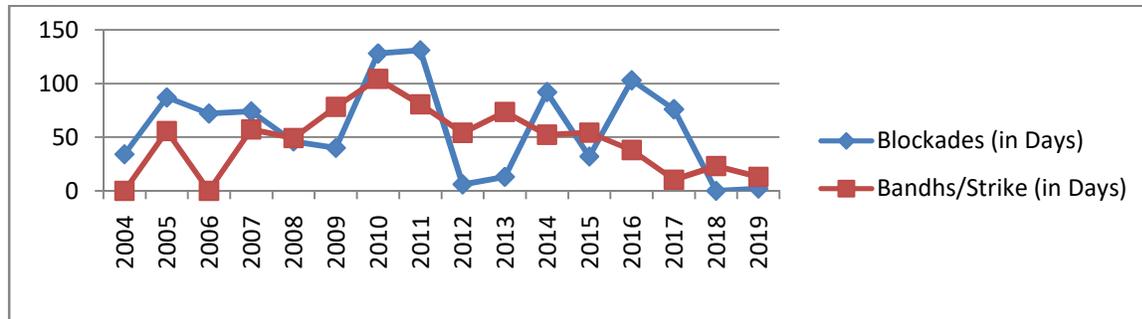| Years	Economic Blockades		Lockdown Bandhs/Strikes (State Wide)	
	Incidents	No. of Days	Incidents	No. of Days
2004	7	34	46	42 days 20 hours
2005	4	87	31	55 days 6 hours
2006	11	72	61	71 days 8 hours
2007	8	74	44	57 days 23 days
2008	5	46	42	49 days 23 hours
2009	4	40	63	78 days 15 hours
2010	3	131	52	104 days 21 hours
2011	4	128	51	80 days 6 hours
2012	2	6	40	54 days
2013	4	13	53	73 days 4 hours
2014	8	92	34	52 days 2 hours
2015	6	34	31	54 days 13 hours
2016	4	103	23	38 days
2017	6	76	10	10 days 23 hours
2018	0	0	12	23 days
2019	1	2	8	13 days
Total	**77**	**938**	**581**	**917.5 days**

Sources:
- *Compiled from various Sources (The Sangai Express, Huyen News Services, Newmai News, 2004 to 2019)*
- *Conversion into Rupee is done as per the study conducted by Serto (2017), Sushil Kumar Sharma (2014), Dynamics of Bandhs and Blockades in Northeast India A   Study of Manipur and the Way Ahead, N. Mohendro Singh, "Economic Impact of Conflicts in the North-East – With Special Reference to Manipur," The Manipur Times, August 27, 2013*

Table 1.1 indicates the trends of bandhs/strikes and blockades from the period 2004 to 2019. During the stern of this period, there are altogether 581 incidents that comprise 917.5 days of bandhs/strikes and 77 incidents with 933 days of blockades in the state. In 2009 with 63 days

recorded the highest numbers of bandhs/strikes and 2010 makes the historical record ever with 131 days of blockades thus far in the state. It was also found the records in 2018, it is confirmed that there exist no economic blockades and 2019 records with only 2 days of economic blockades. Yet, 2019 that consists of 8 days record the least bandhs/strikes/lockdowns in the state.

Figure X: Numbers of Bandhs/strikes/lockdown and Economic Blockades during 2004-2019

Sources: Computed from the Secondary sources

Table 1.2: Conversion of No. of Economic Blockades/Bandhs/Strike/lockdown into Indian Rupee (2004 to 2019)

| Year	Blockades (Days x Rs in Crore)	Bandhs/Strikes (Days x Rs in Crore)	Total (Rs in Crore)
2004	32,073.22	70,596.38	102,669.6
2005	82,069.71	93,013.24	175,082.95
2006	67,919.76	120,114.22	188,033.98
2007	69,806.42	82,740.067	165546.487
2008	43,393.18	95,356.867	125,750.047
2009	19,733.2	130,737.135	150,470.335
2010	215,079.24	174,332.909	389,412.149
2011	64,626.23	134,835.74	199,461.97
2012	5,659.98	90,336.6	95,996.58
2013	12,263.29	122,790.86	135,054.15
2014	86786.36	87,325.38	174111.74
2015	77335.36	90,554.077	91327430.06
2016	97,162.99	63,570.2	160,733.19
2017	71,693.08	17,113.767	88,806.847
2018	0	38476.7	38476.7
2019	1886.66	21747.7	23634.36
2020	0 (till May)	113757.2	112757.2
Total	**1,643,506.72**	**1,373,417.442**	**3,016,924.162**

Sources: Secondary sources

- *Compiled from various Sources (The Sangai Express, Huyen News Services, Newmai News, 2004 to 2019)*

- *Conversion into Rupee is done as per the study conducted by Serto (2017), Sushil Kumar Sharma (2014), Dynamics of Bandhs and Blockades in Northeast India A   Study   of   Manipur   and the Way Ahead, N. Mohendro Singh, "Economic Impact of Conflicts in the North-East – With Special Reference to Manipur," The Manipur Times, August 27, 2013*

Table 1.2 determined the state economic loss loaded by the bandhs/strikes and blockades for the period of 2004 to 2019. Manipur has been confronted with several bandhs/strikes and blockades of numerous decades. The results of the previous studies **(Serto 2017, Kumar 2014;   Singh 2013)** indicate that the state lost every bandhs/ strike/lockdown of Rs 1672. 9 crore per day and economic blockades cause loss of Rs 943.33 crore per day approximately. Therefore, switching numbers of days of bandhs/strikes/lockdowns and economic blockades into "Rupee" from 2004 to 2019. Economic blockades burden the state around Rs 1,643,506.72 lakh crores loss and bandhs/strikes/lockdowns cause Rs. 1,373,417.442 lakhs crores which means that the state lost over 3 lakh crore due to bandhs/strikes/lockdowns and economic blockades. It is also revealed that in the year 2010 state loss the highest with Rs. 215,079.24 lakhs crores by economic blockades and bandhs/strike/lockdowns were found in 2008 with the loss of Rs 95,356.867 crores approximately.

Figure Y: Conversion of No. of Economic Blockades/Bandhs/Strike/lockdown into Indian Rupee (2004 to 2019)
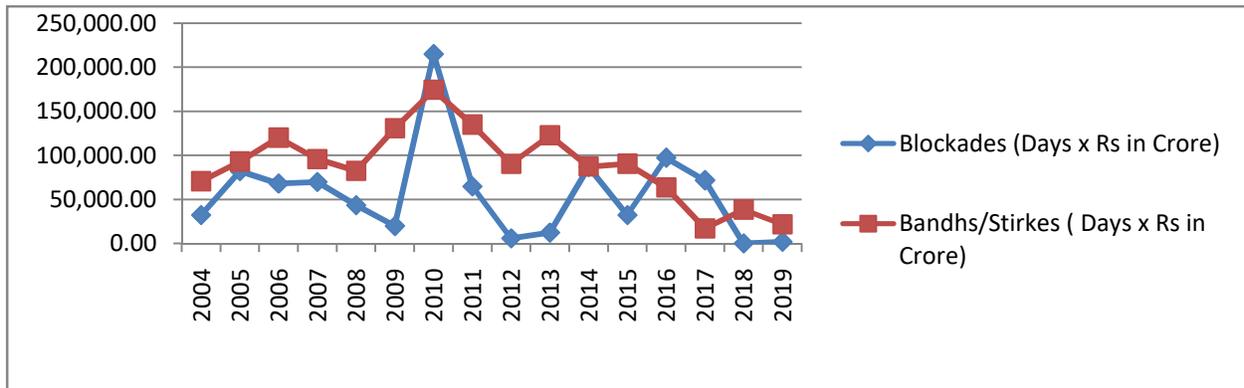
Sources: Computed from the Secondary sources

Table 1.3 Reliability Statistics

Consumer Buying Behavior During Bandhs and Blockades Cronbach's Alpha		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of items

.730	.724	30

Sources: Primary data

Based on table 1.3 it is proved that the value of Cronbach's alpha for the consumer buying behavior variables are found ά = 0.730 which is within the acceptable and satisfactory range of the reliability scale and also the calculated value of the 30 items is closed to the maximum value of Cronbach's alpha 1.00. This confirmed that the reliability of scale or data items and if all the scale measures the same construct for further step of the analysis. The table also showcases that ά = 0.730 which specifies that 73% of the variability in a composite score is found suitable, reliable, and would enhance the reliability by merges of all the 30 items in the scale.

Factor Analysis

In this section, an attempt is made to identify the unexplained factors that influenced the co-variation among the multiple observation. It also strives to explain the correlation among multiple outcomes as one or more factors. The numerous variables used in a multi-item scale, such as those utilized in the study will be analyzed to note if those variables could be seen as approximately explaining a single factor.

Table 1.4: KMO Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.697
Approx, Chi-Square	2298.075
Bartlett's Test of Sphericity df	435
Sig.	.000

Table 1.4 shows that the value of KMO resulted from the analysis is found 0.697 which indicates that component or factor analysis would be useful for these variables. It usually occurs when most of the zero-order correlation is positive. However, if the zero-order correlation is less than 0.5 which means the zero-order correlation is negative it would be required remedial action. On the other hand, Barlett's test of sphericity is conducted to identify the relationship between the correlation matrix and identity matrix, whether observe a correlation followed the identity matrix which would confirm they are a significant difference. The calculated value of p=0.000 which indicates that the correlation matrix of major variables is significantly different from the identity

matrix which is then consistent with the assumption that the matrix would be treated as factors board.

Table 1.5: Factors Deducted from the PCA with their Eigen Values and Variance Explained

Factors	Eigen Values	Variance
Promotion	3.569	11.898
Decision	2.786	9.287
Quality	2.214	7.380
Product	1.721	5.737
Information	1.626	5.421
Price	1.381	4.603
Preference	1.247	4.156
Scarcity	1.179	3.931
Place	1.132	3.775

Sources: Extracted from Principle Component Analysis (PCA)

Figure Z: Extracted from PCA

Based on table 1.5, all the components are substantially loaded into nine factors whose Eigenvalues are found to be more than 1 namely:- promotion, decision, quality, product, information, price, preference, scarcity, and place. These factors are significantly identified as the influencing factors on the buying behavior of the consumer during bandhs/strikes/lockdowns and economic blockades. Therefore, the factors are considered as the primary components of the study and used for further steps of analysis as its requirement.

Correlation Analysis

Table 1.6: Karl Pearson Correlation Coefficient Analysis

Variables	Promotion	Decision	Quality	Product	Information	Price	Preference	Scarcity	Place
Promotion									
Decision	-.60								
Quality	.117*	.122*							
Produ ct	.073	-.045	-.018						
Information	.010	-.022	.119*	.065*					
Price	.130**	.098	-.020	.091	.120*				
Preference	.137**	.060	.032	.281*	.240*	.110*			
Scarcity	.132**	.029	-.006	.025	.247**	.104*	-.011		
Place	-.047	.039	.030	-.034	-.018	.024	.160**	-.016	

Table 1.6 shows the interrelationship between the variables, namely promotion conscious and decision consciousness consumers during bandhs and blockades. There is a negative and insignificant relationship between the factors (r = -.60 p = 247) during bandhs and blockades. The promotion of goods through TV, Radio, Newspaper, Press, and offer does not have a relationship at this point since the consumers buying goods are based on the supply and availability of goods. Hence, the promotion and fashion of the product are not necessarily influenced their buying perception.

The analysis result indicates the significant and positive interrelationship between the promotion consciousness consumer and quality consciousness consumer (r = .117, p = .020). The consumers are conscious of the promotion of goods circulated through newspapers, TV, radio, and social media over the quality and malpractices (exposed). Hence, the consumers selectively maintained buying quality goods that have been apparent from the promotional input. Further, determined that quality conscious consumers and decision conscious consumers have a significant and positive relationship (r = .0122, p = .018) during bandhs and blockades. Initially, consumer's decisions on buying enormously consulted with friends, relatives, family, etc., the input insulating over the quality of goods into its consumer decided to buy.

The factors such as product conscious consumer, promotion conscious consumer and quality conscious consumers are negatively correlated and have no significant relationships (r = -.073, -.045 & -.018 and p = .149, .375 & .747) during bandhs and blockades. The consumers are conscious of the sufficient availability of essential commodities over the quality of goods. Their decisions are substantially determined by the product supply and availability in the local market. During the stern of this period, consumers attempt buying in large quantities of goods, the event which has been infuriated by the experience of bandhs and blockades.

Information conscious consumer and promotion conscious consumers have an insignificant but a positive relationship (r = .010, p = .842) during bandhs and blockades. The consumers are conscious of daily information around and effortlessly started collected from the various input. The analysis results show the negative and insignificant relationship between the information conscious consumer and decision conscious consumer (r = -.022, p = .660). Though the consumers have been collected information from various sources, the decision to purchase is

predominantly confined to family, relatives, and friends' suggestions. Whereas, the quality conscious consumer and the information conscious consumer have shown a positive and significant relationship (r = .119, p = .018). Due to inflated prices and malpractices exist in the market, the consumers are aware and always collect information over price and the status of the products. Meanwhile, there exists a significant and positive relationship between the information conscious consumer and the product conscious consumer (r = .065, p = 019). Due to the conveniently available of the information the consumers are buying in large quantities, apprehend the inflated price of the product during bandhs and blockades.

The price-conscious consumer relationships with promotion conscious consumer and product conscious consumer. The results of the correlation coefficient analysis are found insignificant, but positive relationships (r = .130 &.091 and p = .052 & .073). The price of the product does not determine by the promotion and product itself, as the price line is always been fixed on the local seller convenience. However, the price-conscious consumer relationship with decision conscious consumer and information conscious consumer have shown a significant and positive correlation (r = .098 & .120 and p = .010 & .017). The consumers have collected information from various sources over the price and status of the product. Yet, the product is available at the selected locality shop, consumers are ready to pay inflated price lines as they are invoked by past experienced. Further determined that there is a negative and also insignificant relationship between the price-conscious consumer and quality conscious consumer (r = -.020, p = .692). The price of the product is primarily based on the availability and the profit convenience of the sellers.

There is a significant and positive relationship between preference conscious consumers with promotion conscious consumer (r = .137, p = .007); information conscious consumer (r = .240, p = 0.000); price-conscious consumer (r = .110, p = .029), and product conscious consumer (r = .281, p = 0.00) during bandhs and blockades. The consumers have collected information from various sources like TV, Radio, newspapers, social media, etc., hence, the consumer preferred buying at a particular shop, nearer to home or prefered home delivery during bandhs and blockades. The relationship between preference conscious consumer with decision conscious consumer and quality conscious consumer have found a positive, but insignificant relationship (r = .060 & .032 and p = .239 & .531). The consumer decision of buying a quality product at a

reasonable price and its choice of products was dominant by the availability and supply of the product in the local market.

The scarcity conscious consumer's relationship with price-conscious consumers and information conscious consumer have shown a significant and positive relationship (r = .104 & .247 and p = .039 & .000). The consumers have collected information from the various sources about the product and the price. Yet, owing to the scarcity or artificial scarcity of the commodities created by the sellers resulted in changing the price during bandhs and blockades. Whereas, it is indicates that there is no significant, but positive relationship between scarcity conscious consumer with promotion conscious consumer; decision conscious consumer, and product conscious consumer (r = .132, .029 & .025 and p = .099, .571 & .619). Though the consumer wanted to buy in the large quantity of the products. The bandhs and blockades events emerged in a scarcity of the essential commodities, hence, the promotion, the decision, and the products are dependent on goods supply in the local market. Based on the quality conscious consumer and the preference conscious consumer relationship with the scarcity conscious consumer has found an insignificant and negative relationship (r = -.006 & -.011 and p = .904 & .829). The consumers are completely beyond each control, all the possible buying perceptions are primarily based on the opening of national highways that allowing the transportation of essential commodities.

The relationship between place conscious consumer with promotion conscious consumer, product conscious consumer, information conscious consumers have no significance and also negatively correlated (r = -.047, -.034, & -.018 and p = .350, .502, & .746). The promotion of products has been circulated through different dimensions. However, in the locality, all the essential items are not available, hence these relationships are found insignificant. Further determined that there is a positive, but insignificant relationship between place conscious consumer with decision conscious consumer, quality conscious consumer and price-conscious consumer (r = .039, .030 & .024 and p = .447, .549 & .639). The consumers are carefully searching the essential products concerning the quality and price. However, the sellers were unable to provide all the requisite products as the market does not receive an adequate supply of the products. Whereas, there is a positive and significant inter-correlations between place conscious consumer with preference conscious consumer and scarcity conscious consumer (r =

.160 & .016 and p = .002 & .046). As the consumer has been counter of bandhs and blockades in several times, they are tense to supplement the requirements in locality adjustment, the local consumer/civil organization participation on the distribution of essential commodities in volunteer relieved the burn of economic blockades in large extent.

ANOVA Analysis and Discussion

Table 1.7 Significance of Difference in Mean Score Between the Consumer of Hill and the Valley During Bandhs and Blockades

Variables		Sum of Squares	Df	Mean Square	F	Sig.	Remarks
Information	Between Groups	3.463	1	1	3.483	.043	Significant
	Within Groups	386.537	389	389			
	Total	390.000	390	390			
Price	Between groups	4.510	1	4.510	4.551	.034	Significant
	Within Groups	385.490	389	.991			
	Total	390.000	390				
Promotion	Between Groups	7.181	1	7.181	7.297	.007	
	Within Groups	382.819	389	.984			Significant
	Total	390.000	390				
Decision	Between Groups	2.424	1	2.424	2.433	.020	Significant
	Within Groups	387.576	389	.996			
	Total	390.000	390				
Quality	Between Groups	1.557	1	1.557	1.556	.050	Significant
	Within Groups	389.443	389	1.001			
	Total	391.000	390				
Product	Between Groups	1.390	1	1.390	1.389	.0498	Significant
	Within Groups	389.610	389	1.002			
	Total	391.000	390				
Preference	Between Groups	6.579	1	6.579	6.674	.010	
	Within Groups	383.421	389	.986			Significant
	Total	390.000	390				
Scarcity	Between Groups	2.319	1	2.319	2.327	.028	Significant
	Within Groups	387.681	389	.997			
	Total	390.000	390				
Place	Between Groups	54.644	1	54.644	49.863	.000	Significant
	Within Groups	426.300	389	1.096			
	Total	480.944	390				

Sources: Computed from the primary data

Analysis based on information factor (F = 3.483 & p = 0.043), and price factors (F = 4.551 & p = 0.034), both the factors are positively influences on hill and valley consumer purchased behavior

and significantly differ at the 5% level. The result indicates that the consumer of valley districts are more conscious of information (mean = .078) and price (mean = .089) factors. They have collected various sources over the product status, price line, the attempt of approach on alternate availability of a product, and language proficiency compare to the consumer of the hill district consumer during bandhs and blockades.

For promotion and decision factor, it is found that promotion factor (F = 7.297) and decision factor (F = 2.433) are positively influenced by the purchased perception of the consumer of both the hill and the valley and also differ significantly at a 5% level. The valley districts were widely exposed to product promotion, this might be due to the location conveniences. The mean analysis result highlights that the consumers of valley district (mean = .094) buying perception is predominantly based on the decision input from relatives, friends, family, and the decision on buying the essential commodities are primarily persuaded by the price of the products which is also relatively significant compared with the consumer from the hill districts (mean = .068).

Table 1.7 determined that product factors differ significantly at a 5% level. Based on the market convenience, the valley district consumers are conscious of the quality of the product purchased. Yet, the availability of the product, choice of products, and the supply have remained the primary concern in the market during bandhs and blockades. However, for the quality factor, there exists a partial difference between the valley district consumer (mean = 045) and the consumer of the hill district (mean = .043). The consumer of both the districts wanted to buy a large quantity of the product which may have the potential to supplement in an extended day of blockades. Whereas, bandhs and blockades scenario tempt creating a different environment physically and mentally that resulted in the scarcity of essential commodities in the market. Hence, there is a rational difference between the consumer of the valley districts (mean = .038) and the hill district (mean = .035).

Scarcity and Place factors have influenced on buying behavior of the consumer as it is found that the factors differ significantly at a 5% level. The consumer from the valley district (mean = .136) preferred buying goods nearer to home, particular shop, and home delivery. In the hill district (mean = .108) of each kind are not viable due to the logistical remoteness of the native places. However, the scarcity consciousness factor is concerned, the hill district consumers (mean = .092) were the worst impact by bandhs and blockades, as all the basic

commodities are supplied from the state capital market. The blocking of the state lifeline of national highways impacts on the supply of essential commodities in the state. Therefore, there exist more scarcity of the essential product in the hill district market than the valley district market (mean = .064). The hill district market has limited numbers of alternative shops for buying essential commodities. Though there is a huge promotion of goods selling through the internet market yet the services are not practically viable for the hill district consumers.

ANOVA Analyisis and Discussion

Table 1.8: Significance of Difference in Mean Scores of Consumer Buying Behaviour Between the districts Consumers based on the following factors

Variables		Sum of Squares	Df	Mean square	F	Sig.	Remarks
Promotion	Between groups	.374	3	.125	.369	.776	
	Within Groups	131.042	387	.339			Insignificant
	Total	131.416	390				
Decision	Between groups	.666	3	.222	.615	.606	
	Within Groups	139.671	387	.361			Insignificant
	Total	140.336	390				
Quality	Between groups	3.295	3	1.098	3.253	.022	Significant
	Within Groups	130.676	387	.338			
	Total	133.972	390				
Product	Between groups	4.468	3	1.489	3.778	.011	Significant
	Within Groups	152.556	387	.394			
	Total	157.024	390				
Information	Between groups	3.495	3	1.165	2.542	.046	Significant
	Within Groups	177.339	387	.458			
	Total	180.834	390				
Price	Between groups	1.248	3	.416	2.189	.031	Significant
	Within Groups	135.319	387	.350			
	Total	136.567	390				
Preference	Between groups	4.066	3	1.355	1.800	.210	Insignificant
	Within Groups	138.048	387	.357			
	Total	142.114	390				
Artificial Scarcity	Between groups	.975	3	.325	3.111	.010	Significant
	Within Groups	113.245	387	.293			
	Total	114.220	390				
Place	Between groups	9.669	3	3.223	10.724	.000	Significant
	Within Groups	116.309	387	.301			
	Total	125.978	390				

Sources: Computed from the Primary Data

Table 1.8 highlights the significant differences in the mean score between the buying behavior of consumers of four districts during bandhs and blockades. An investigation result identifies that there exist no significant differences between the consumer behavior of four districts as the calculated p-value = .776 which is more than the 5% significance level. Though differences media house and wide range of circulation over the products have been highlighted, the consumer buying perceptions of the four districts (Churachandpur, Kangpokpi, Kakching, and Bishenpur) are predominantly influenced by the supply and availability of goods. Hence, promotional tools to persuade consumer buying perception are not relevant during bandhs and blockades.

For the deciding factor, the mean score between buying perception of the four districts consumer calculated p-value = .606 which is more than the 5% significance level. Hence, there is no significant difference in buying behavior among the consumers of the districts. The family, relatives, and friends or even the price of the commodities do not have a major impact since the supply of goods, market warehousing potential, and availability of goods are main components in their buying decisions during bandhs and blockades.

For quality factor is concerned, there is a relatively significant difference in mean score between the consumer buying behavior of four districts, as the calculated p-value is found.022, significantly differs at the 5% level. Bishenpur district consumer shows the highest consciousness on the purchase of quality products (mean = .870) as the district's efforts to provide the products may be due to close distance with the capital city or location commercial convenient and followed by Kakching district consumer (mean = .869). The remaining districts are from the hill region such as Churachandpur and Kangpokpi which also showcases fairly differences with the valley district counterpart.

Based on the product factor, the consumer buying perception of all the districts has significantly differed at a 5% level as the p-value is found .011 which is less that than the significance level. The Bishenpur district consumers (mean = .901) buying behavior are more influenced by the product factor during bandhs and blockades. Since the district market received a large number of essential commodities from many neighboring districts which compress both

hill and the valley districts. Therefore, the district's market efforts to provide the requisite products to the consumer and followed by Kakching district (mean = .806) stood second. The remaining district such as Kangpokpi and Churachandpur with the mean value of .782 and .578 stood third and fourth during bandhs and blockades.

For information conscious factor analysis, an investigation results determined that there exists a significant difference in mean score between the consumers of the four districts. The p-value is calculated as 0.046, significantly differs at a 5% level. The consumer of Churachandpur district is found the most information conscious among the district consumers. The consumer has acutely collected all the information about the price, status, and availability of the product during bandhs and the blockades. Kakching district consumers are narrowly stood at the second position as their mean value is calculated 0.714. The remaining district consumer such as Kakching and Bishenpur was stood third and fourth information, conscious consumers, during bandhs and blockades.

As far as the price-conscious factor is concerned, table 1.8 determined that there is a fairly significant difference in mean score between the consumers of four districts. The result highlights that the calculated p-value as 0.031 which significantly differs at a 5% level. The hill district such as Kangpokpi (mean = .904) and Churachandpur (mean = .801) are more conscious of the price of the essential commodities as the prices are highly inflated during bandhs and the blockades.

The analysis result shows that there is no significant difference in mean score between the consumers of the four districts based on the preference conscious factor since the calculated p-value is found 0.210 which is much more than the 5% significance level. Preferences of the purchased/choice of the products from all the district's markets were not at all materialize as the economic lockdown significantly impact the market operation, the supplied, and price.

Table 1.8 showcases the mean score between the consumers of four districts, there is a significant difference in consumer buying perception based on the scarcity factor as the calculated p-value shows .010 which is less than the significant level at 5%. The Kangpokpi district (mean = .909) indicates the highest scarcity of the essential commodities during bandhs and blockades. It is exposed that sellers create an artificial scarcity like situation in the market to

sale the commodities in inflated price. Consumers bear all this price since there is no alternative supplied of goods to the consumers, adjusted buying the product with the prevailing inflated price line. It is also found that Churachandpur district (mean = .889) shows the second-highest scarcity of the essential commodities during bandhs and blockades. The remaining districts such as Bishenpur and Kakching with mean score differences of .800 & .797 stood third and fourth place during bandhs and blockades.

As far as the place factor is concerned, it determined that the calculated p-value as 0.000 which highly differs at a 5% significance level. Churachandpur district consumers have shown the most significant impact by the location of the market. The market has been found in a division based on community segment, this segment also has a significant role in consumer decision on purchase, the Zomi internet market, Mizo internet market played a significant role in the distribution of the essential commodities during bandhs and the blockades. Followed by Bishenpur district consumer with a mean value of .949. The consumer of Kangpokpi (mean = .897) was stood at third whose buying perception is influenced by the place factor and the Kakching district consumer (mean = .809) at the least during bandhs and blockades.

Summary and Conclusion

Manipur has considerable experience of bandhs/strikes/lockdowns and economic blockades disrupting the normalcy of economic activity. The survey has enough evidence on decades-old state economic loss on this account. The consumers, by and large, were mercilessly manipulated at a different perspective in the market. However, it is exposed that the organization and individuals have been using bandhs/strikes and economic blockades as a promising tool for exerting pressure on the government. 86.4% of the consumer are married, 43.1% are under the age group of 35-50, 59% of consumers are living in the medium size of the family having an educational qualification up to the graduate level. 59.2% of the families have only one (1) member employed whose income is at the ranges of Rs 160,000 -Above. Significantly, 55.1% of the purchasing decision is undertaken by the parents and 61.5% of the consumers purchased 25-above items in the market (Appendix A &B). Initially, the paper investigates the trends of bandhs and blockades and its economic impacts from 2004 to 2019. It has been found that there were altogether 77 incidents with 938 days of blockades which impact the state economic loss of Rs 1,643,506.72 crores and 581 incidents that consisting of 917.5 days cause loss of Rs

1,373,417.442 crores approximately which mean the state economic loss during the stern of this period is over Rs 3 lakh crores. Further, the construct using factor analysis, the study identified nine (9) influencing factors, namely:- promotion, decision, preference, information, place, quality, scarcity, product, and price that influenced consumer buying behaviors during bandhs and blockades. Third, the study evidences the interrelationship among the factors. It is found that there exist negative inter-correlation of eight relationships, 21 insignificant factors relationships, and there were 14 correlation variables whose relations are found significant and positively correlated. Finally, the study determined the significance of the difference in mean score between the consumer of the hill and the valley and between the four districts consumers based on the nine influencing factors. Using ANOVA analysis, an investigation result indicates that there exists significance in the difference between the hill and the valley consumers' buying behavior. Based on the differences of four districts of consumer buying behavior, it is found that all the factors except promotion factors (sig.= .776); decision factor (sig. = .606), and preference factor (sig. = .031) significantly differ at 5% level. The study also overviews the potential for the construction of all national highways connecting within interstate (Imphal to Jiribam, Imphal to Dimapur, and Churachandpur to Mizoram), and neighboring countries (Imphal to Moreh). Safety measures, repairing/construction, exhortation, and frequent bandhs/strikes, and blockades are still primary issues and challenges of the state and the consumers are the end victim.

Limitation

The whole study was strictly based only on the collected data from the selected districts of Manipur. The shortcoming of this study may be inclusive, since the study may potential for sampling bias, the sample population may not be representative.

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Declaration of Conflicting Interests

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