

A Cloud Computing Analysis On The Impact Of Make In India Program On Manufacturing Sector's Productivity

*Ms. Megha Grover, Assistant Professor, Akshit Rawal, Student,
Rukmini Devi Institute of Advanced Studies*

Abstract

The main aim of this study is to provide a comprehensive understanding of the challenges and issues faced by the manufacturing sector of India. Following an analytical approach, a systematic review of the relevant studies has been done to provide a cohesive view of the disintegrated literature. The objective behind this initiative is to focus on transforming India into a manufacturing hub, job creation, skill development and innovation and to align India's manufacturing sector into the Global Value Chain by encouraging Public Private Partnership (PPP), Joint Ventures (JV), Foreign Direct Investment (FDI) inflow, and advancing Ease in Doing Business (EDB). The study found that, Make in India will bring a drastic change in the selected 25 sectors including fields like automobiles, aviation, biotechnology, defense, media, thermal power, oil, gas and manufacturing sectors. Thus, we can conclude that, despite the fact that "Make in India" though came at a right time, its execution remains a big challenge. The data has been extracted from the various sources like research articles, publications from Ministry of Commerce, Government of India, various bulletins of RBI and authenticated websites and a Cloud Computing Analysis has been done on the same.

Key Words: Job creation, Skill Development, Manufacturing Hub, Cloud Computing

Introduction

What is Make in India Campaign?

The Make in India campaign is an initiative of the Government of India to encourage multinational, domestic as well as, companies to manufacture their products in India and it was launched and started by Prime Minister Narendra Modi in India on September 25, 2014 in a function at the Vigyan Bhavan. Its objective is to transform India into a manufacturing hub. India has emerged, after first quarter of 2015, as the top destination globally for investment, beating our next to door neighbor as well as the States. During the end of 2014 on 29th December the Department of Industry Policy and Promotion conducted a workshop, which was attended by Mr. Modi, his cabinet ministers and chief representatives of states as well as various industry tycoons. It is expected that this campaign will create around 100 million job opportunities for youths in India over time. The aim is to take a share of manufacturing in country's gross domestic product from 16% to 25% by 2022, as stated in national manufacturing policy. Major objective of this scheme focuses on 25 sectors which includes sectors like Automobiles, textiles and Garments, Biotechnology, Wellness, Defense, Manufacturing, Ports, Food Processing Mining, Media and Entertainment, IT and BPM, Pharmaceuticals, Renewable Energy, Roads and Highways, Railways, Thermal Power, Oil and Gas, Space, Leather, Construction, Aviation, automobile components, chemicals and Electronic System.

The logo for Make in India campaign is an elegant lion, inspired by the India's national emblem

Ashoka Chakra and designed to represent India's success in all spheres. The wheel denotes the peaceful progress and dynamism - a sign from India's enlightened past, pointing the way to a vibrant future. The prowling lion stands for strength, courage, tenacity and wisdom - values that are every bit as Indian today as they have ever been. In Indian myth, the lion denotes the attainment of enlightenment, besides representing power, courage, pride and confidence. The campaign was dedicated by the Prime Minister to the eminent patriot, philosopher and political personality Pandit Deen Dayal Upadhyaya who had been born on the same date in 1916.

India's Small and Medium-sized Enterprises (SMEs) can play a gigantic role in making the nation a manufacturing hub in the next few years. India should be more targeted towards the development of these segments. The Government of India should make provisions to give benefits to these divisions. As per the reports of World Bank Group, India ranks 130 in 2016 out of 189 countries in terms of ease of doing business

worldwide. In India, rapid skill development can be attained by encouraging research and development for innovation.

Make in India campaign is at loggerheads with the Make in China ideal that has gained momentum over the past decade. China is a major rival to India when it comes to the outsourcing, manufacturing, and services business. India's ailing infrastructure scenario and defunct logistics facilities make it difficult for the country to achieve an elite status as a manufacturing hub. The bureaucratic approach of former governments, lack of robust transport networks, and widespread corruption makes it difficult for manufacturers to achieve timely and adequate production. The Modi government has vowed to remove these hurdles and make the nation an ideal destination for investors to set up industries.

Objectives of the Study

1. To study the overview of Make in India campaign.
2. To study the Impact of Make in India campaign using Cloud Computing
3. To identify some of the key issues that may surface during the implementation of ambitious

Fig:1: India is challenged by secondary factors

Country	Direct cost relative to the India Delta	Overall Business Environment Rank	Ease of doing business Rank	Logistic Performance Rank	Corruption Perception Rank
India	--	57	142	54	94
China	+10%	50	90	28	80
Germany	+39%	12	14	1	12
Us	+15%	7	7	9	19
Japan	+27%	27	29	10	18
Thailand	+4%	34	26	35	102

Source: US Economic Censuses; BCG Analysis

While scoring well on cost competitiveness, India loses out on some other factors, on the basis of some of these non-cost components, India ranks very low when compared with developed economies (BCG, 2014) (Fig 1)

Literature Review

This section reviews the literature and presents research propositions for future research.

K. Kalaivani (2015) the article entitled "A Study on the Impact of Make in India on HRM Practices An overview". The study helps to understand the impact of make in India on the HRM practices followed in our country. The study also covers the synergy between the HRM practices and the job opportunities. The study found that, a significant positive and meaningful relationship between HRM practices and the make in India. The study also found that, HRM practices become the means whereby designing new culture requires that HRM professionals and ahead of the cultural change curve with innovative and exciting HRM practices.

Dr. K. V. Ramana (2015) the article entitled "Make in India Illusion or Possible Reality Project?" The paper covers issues of the make in India, sectors covered, worldwide and positive responses and some critics. The study also covers the challenges that the project and movement will face. The study found that, this campaign attracts foreign investments and boost the manufacturing sector of India has been timed to perfection.

S. Soundhariya (2015) the article entitled "Make in India - Scheme for transforming India" The paper discusses about Make in India scheme, its opportunities, challenges, changes needed and some examples of different investors invested so far. The study found that, Make in India campaign surely makes India an investment destination and global hub for manufacturing and innovation.

Seema Sangwan (2015) the article entitled "Making Make in India realism: role of FDI". This study focuses on the changes in FDI rate after introduction of Make in India by Modi and growth due to increase in the FDI rate. The study found that, there is high correlation between industrial production and FDI inflows. The study

also found that, the effect of FDI on economic development ranges from productivity increased to enable greater technology transfer.

Times News Network (2015) addressing the top brass of the central bank in an event to Reserve Bank of India (RBI's) 80th anniversary, Prime Minister Sri Narendra Modi raised the topic of "Make in India", a subject close to his heart. Mr. Modi said, Mahatma Gandhi fought for Swadeshi does it behoove us to print his photograph on imported paper? Does India not have the entrepreneurs to make the paper in India? Christine Lagarde (2015) pointed out that India for being a 'bright spot' on a cloudy global horizon, urged government to seize its opportunity and even told students at Lady Shri Ram College that she would personally invest her money in India. Her positive prediction that India's GDP would be double in size by 2019 from what it was in 2009 is of a piece with similar gung-ho declarations of faith by visiting high profile dignitaries, corporate honchos and economists in the past. With its young demography, huge market size and managerial prowess India has for years been thought of as ready for takeoff. Times News Network (2014) reported that the government has a string of changes, including making the decision-making nimble and inclusive, to push his make in India initiative, after 23 top bureaucrats suggested several initiatives and a stable policy regime to boost the anemic manufacturing.

IMPACTS OF MAKE IN INDIA

1. Globalization and Labour Reforms

- An important land mark in the history of contemporary India has been the New Industrial Policy announced by the Government. Several major policy measures including privatization of the public sector organizations, modernization and introduction of new technologies, manpower training and skill upgradation, rehabilitation of sick industrial units, and, above all, relaxation of state control by introducing adequate legislative reforms were part of the new policy package. In fact, an organized effort to tackle industrial sickness had commenced in 1987 with the enactment of the Sick Industrial Companies (Special Provisions) Act, 1985, and the constitution of the Board of Industrial and Financial Reconstruction. In pursuit of attracting investment and supporting the 'Make-in-India' campaign, the current NDA government has announced a series of legislative reforms, some of which have been attempted by earlier governments but failed. The Labour Ministry has proposed 'simplification and rationalization' of laws.

The existing 44 central labour laws are proposed to be simplified, rationalized and amalgamated into four labour codes on (i) wages, (ii) industrial relations, (iii) social security and welfare and (iv) working conditions and safety. The government has also proposed a draft law for small factories, excluding them from several of the labour laws, liberating the industrial units from the 'Inspector Raj'. The Labour Ministry proposes to integrate the Trade Unions Act, the Industrial Disputes Act and the Industrial Employment (Standing Orders) Act into a single code for industrial relations, an attempt which was brought in by an earlier government in 1990, which could not be taken to its logical conclusion. Among other, proposed changes include scrapping of the labour court, and the board of arbitration. It is also proposed to allow companies hiring up to 300 (as against the current 100) workers to lay them off without seeking official sanction. Moreover, a notice period of 6 weeks will be required before workers could go on strike.

- These changes are proposed to increase labour flexibility and to make it easier for setting up small and big factories and establishments in India. The above changes, if implemented, will surely placate the employers as well as the management, who have been clamoring for labour reforms especially for making to hire and fire easier.

2. Employment Trends

- The 25 sectors covered under the Make in India initiative include Automobile & Automobile Component
- count for the shift of manufacturing activity to the service sector the net increase in service sector is only marginal compared to the decline in the agricultural sector. In other words, the absorption of the shift of workforce from agriculture to manufacturing and services sector in India is very minimal. The total employment generated in the Make in India sectors was 39.66 million in 2004-05 which increased by 164 per cent to 104.89 million in 2011-12, mainly due to the big jump in the construction sector. The employment created in the Make in India sectors as a proportion of total employment was 8.6 per cent in 2004-05 and 22 per cent in 2011-12. there has been an increase in employment in the IT/BPO, textile and leather sectors. However, it is worthwhile to mention that in the Make in India barring construction, tourism, wellness, food

- Although it is too early to assess the impact of the Make in India initiative on employment, as per the

result of the last Quarterly Employment Survey in Select Sectors conducted by Labour Bureau reveals an increase in employment in some of the sectors covered under Make in India.

3. Economic development

- Manufacturing sector growth rate of 12-14% targeted in the medium term
- India ranked 4th in Global Manufacturing Competitiveness Index (2013)
- Capitalize on strong domestic demand and expand geographical base of manufacturing exports to reduce reliance on the US (12%) and UAE (10%) Scope for 4-5 times increase in labour productivity, and 50% increase in capital productivity
- Exports to rise by USD 64 billion annually if India captures 20% share of low-end exports, where China is losing advantage.
- Manufacturing projected to generate 100 million new domestic jobs and contribute 25% of national GDP by 2025, from existing ~15%
- Reduction in manufacturing imports from USD 127 billion in FY 14 to USD 40-50 billion possible in next 5 years
- Productivity improvement to boost skill intensive manufacturing in India by 2025
- One of the top 2 low cost exporters in auto components, power equipment, pharmaceuticals.
- Among the top 5 low cost exporters in machinery, electronics, automobiles, textiles
- 28 million new jobs in hi-tech and electronic hardware sector to cater to USD 400 billion domestic market by 2020.

Investments

Make in India has led to huge investments.

- In January 2015, the Spice Group said it would start a mobile phone manufacturing unit in Uttar Pradesh with an investment of 500 crore. A memorandum of understanding was signed between the Spice Group and the Government of Uttar Pradesh.
- In January 2015, Hyun Chil Hong, the President and CEO of Samsung South West Asia, met with Kalraj Mishra, Union Minister for Micro, Small and Medium Enterprises (MSME), to discuss a joint initiative under which 10 "MSME-Samsung Technical Schools" will be established in India. In February, Samsung said that will manufacture the Samsung Z1 in its plant in Noida.
- In February 2015, Hitachi said it was committed to the initiative. It said that it would increase its employees in India from 10,000 to 13,000 and it would try to increase its revenues from India from ₹100 billion in 2013 to ₹210 billion. It said that an auto component plant will be set up in Chennai in 2016.
- In February 2015, Huawei opened a new research and development (R&D) campus in Bengaluru.

4. Ease of doing business

- It is a race against time for Union Finance Minister as he has so much to do before the 2019 Lok Sabha elections to prove his critics wrong by achieving an 8 per cent GDP growth rate on an "Acha Din". The government has changed its slogan from 'ease of doing business' to 'ease of living for the aam aadmi' and the Budget proposals showcase the spectrum of measures focusing on rural and infrastructure sectors.

- Despite a bumpy ride of GDP growth for the past three years, direct and indirect tax revenues steadily increased by double digits without any significant increase in tax rates. This signals an improved compliance by tax payers, and the tax payer base has increased by leaps and bounds, thanks a slew of measures such as GST and demonetization.

- Last year, the indirect tax collection overtook the direct tax collection. Therefore, the focus is on indirect taxes in order to fund various social welfare measures announced in the Budget, as well as to give a thrust to the "Make in India" initiative. The customs duty rates for many items saw an increase after a long time, in addition to a new surcharge referred as 'Social Welfare Surcharge' on imported goods, which is levied at 10 per cent on basic customs duties. With this new levy, the decade-old education cess has been abolished and the cumulative customs duty rate for standard goods has gone up from 30.15 per cent to 30.98 per cent. In addition to this levy, on many goods including mobile phones, car, television and packaged foods, basic customs duty has been increased by 5 per cent to 10 per cent. This measure is expected to make the manufacturing in India more lucrative for businesses especially in certain sectors like food processing, electronics, auto components, footwear and furniture.

- This move follows the trend of protectionism in tax policies to provide protection and competitive edge to domestic manufacturing sector. These measures may mandate many of the foreign brands to relook at their manufacturing and supply chain strategy from India manufacturing perspective.

- In order to enhance trade facilitation, automation and digitization, the Finance Minister has empowered the board to provide specific relaxation to a specified class of importers/exporters/ goods in the arena of digital documentation, expeditious customs clearance to reduce the time and cost of clearance of goods. The fully automated customs clearance system is now proposed to replace the existing practice of manual assessment by the proper officer as also serving notices and accepting replies/documents electronically. The introduction of

fast-track adjudication process by mandating closure of show-cause notices, if the order is not pronounced within the prescribed time limit of six months to one year is a bold move by the government and will put tax authorities on their toes.

- Also, the time-bound advance ruling provisions in relation to customs duty have now been extended to all parties and aligned with the GST, which provides for setting up of an appellate authority for advance ruling as well.

- On the flip side, it seems there is an attempt to circumvent the time limitations to issue a showcause notice by providing a provision to issue supplementary show-cause-cum-demand notices. Similarly, the prosecution provisions seems to have been extended to any person who commit offences outside India including cases of under/over valuations, forging rules of origins certificates etc. How the government is going to implement this provision is to be watched out for.

- The budget proposal also envisages exchange of information and also empower government to frame relaxation of policies for honest taxpayers through trade facilitation measures. In order to reduce litigation in cases where suppression, concealment etc is not alleged, a new system of prenotice consultation is introduced so that the tax payer gets an opportunity to present his case.

- There was no mention of GST in the Budget as expected as the power to amend the law has moved from state and central government to the GST council. Several issues are under consideration of the Finance Ministry/ GST Council like liberalization of input tax credits, GST slab rationalization, simplified compliances under GST (including centralized registration for large service sector), inclusion of petroleum and real estate sector etc. It is expected

that post the discussions in its upcoming meeting to be held in February/March 2018, the amendments in the GST law could be placed before the parliament in the second part of the Budget session.

5. Logistic perspective

RESEARCH METHODOLOGY

An Exploratory research was taken in order to develop a deep understanding of the research topic for obtaining in depth knowledge about the research objectives. The present study is based on secondary data. The data has been extracted from various sources like research articles, publications from Ministry of Commerce, Government of India, various bulletins of RBI and authenticated websites. Also, the data is collected from various websites, newspaper and journals.

PEST ANALYSIS

PEST analysis is basically a framework used for scanning and analyzing an external microenvironment of business by considering factors which include political, economic, socio cultural, and technological. PEST analysis can be used to gain an insight into the environment in which business operates, understand what these factors represent and how they are interdependent. Once these environmental factors are identified and analyzed, business organizations are in a finer position to plan an effective strategy to meet their goals and minimize any errors that might cause a performance-expectation gap.

Through secondary research and data obtained from various true sources like, Economic Survey of India 2015, reports from, McKinsey & Company, CRISIL, World Bank, Ernst and Young and various news articles from some of the leading newspapers, this paper has been able to identify the following major issues in the path of making India a global manufacturing hub. The same have been presented under the contexts: **Political, Economic, Social and Technological.**

POLITICAL: Political factors refer to the grade of government intervention in the economy. The legal and regulatory factors such as labour legislations, taxation policies, consumer protection laws, environment laws, tariffs and trades etc are included in under this head. Besides, foreign policy of a country has an important role to play in determining the trade regulations, which can result either in trade restrictions or trade incentives. Being largest democracies in the world, India runs on a federal form of government making way for policies of both centre and the state. The political environment is greatly influenced by factors such as government's policies, politician's interests, and the ideologies of several political parties. As a result, the business environment in India is affected by variable political factors. The taxation system is well-developed wherein some taxes like income tax, services tax and sales tax are imposed by the Union Government and other taxes, such as octroi and value, are taken care of by local bodies. Privatization is also encouraged and the government encourages free business through a diversity of programs. Keeping in view the present political scenario, the following facilitators and inhibitors of Make in Campaign have been identified.

ECONOMIC: Economic factors include the inflation rate, exchange rate, interest rate, employment/unemployment rate and other economic growth indicators. The economic factors faced by an organization have a significant impact on how a business carries on its actions in the future. The exchange rates affect the organization by affecting the cost of imported and exported goods. Furthermore, the interest rates prevailing in the economy influence the cost of capital available to the organization and hence play an important role in the expansion and growth of the organization. The economy of India has been significantly firm, since the introduction of the industrial reform policies in 1991. As per the policy, reductions in industrial licensing, liberalization of foreign capital, formation of FIBP and soon, has resulted in a constant improvement of India's economic environment. The country registered a GDP of \$5.07 trillion in 2013 following an additionally improved GDP growth rate of 5% in 2014 as compared to 4.35% in 2013.

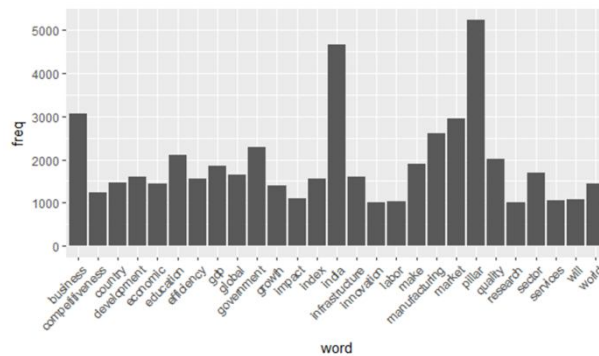
SOCIAL: Social factors include a wide variety of cultural and demographic aspects of society that form the macro-environment of the organization. Social factors normally are related to individual attributes and characteristics of the societal set up. They may include career attributes, age, distribution, population and its growth rate, health consciousness and safety awareness. Change in trends can also be an important social factor that impacts business environment. For instance, the rise in India's ageing population is resulting in a considerable rise in pension costs and increase in the employment of older workers. India has a population of greater than 1.2 billion people with about 70% between the ages of 15 and 65. Therefore, there are structures with percentages according to age. These structures contain different flexibility, in education, work attitudes, income distribution, and so on.

TECHNOLOGICAL: Technology is evolving at a rapid pace and consumers are becoming extremely tech-savvy. With the emergence of new technology, older technology gets outdated and obsolete. The technological factors an organization faces include technological changes, R&D activity, obsolescence rate, automation and of course, innovation. If an organization does not look out for technological changes, it can lag behind its rivals. Technology significantly influences product development and also introduces fresh cost cutting processes. India is working with both 3G and 4G technology which has facilitated several of their technological projects. Furthermore, the country also possesses one of the powerful IT sectors in the world, promoting constant IT development, software upgrades and other technological advancements. Recently, India has also aim to launch their satellites into space.

Developing an understanding of what is PEST analysis becomes even more significant when an organization is about to launch a new venture or a new product as all these factors play an important role in determining the feasibility and profitability of the new venture.

CLOUD COMPUTING ANALYSIS

WORDS USED FREQUENCY OF WORDS	
pillar	5226
India	4653
business	3067
market	2938
manufacturing	2595
government	2285
education	2102
quality	2004
make	1902
GDP	1846
sector	1682
global	1636
development	1609
infrastructure	1601
efficiency	1552
index	1552
country	1472
economic	1436
world	1434
growth	1401
competitiveness	1246
impact	1089
will	1088
services	1044
labor	1033



First, most of the studies on external information search behavior have largely been conducted in the north. Out of 70 studies reviewed, country of sample collection/studied can be identified for 50 studies. Factors like social factors, cultural dimension, organization of economy, and legal requirements etc. Vary from country to country and can impact the consumers' the 4 pillars of Make in India are

- New process
- New infrastructure
- New sector
- New mindset

Suggestions:

- If the present government wants —Make in India|| to drive industrial growth, Instead of concentrating on shrinking of current account deficit, the focus must be at ground level for those who actually does manufacture.
- The focus must be to provide good roads, port, supply power and water, and provide basic facility like education and health. India spends less of its GDP on public education and health than its peers — 4.7 percent, compared to Mexico's 8.5 percent and Brazil's 10.1 percent, according to the World Bank.
- The U.S. spends 13.7%. In 2013 the infrastructure deficit was \$1 trillion, to fix this the World Bank suggested to invest in capital expenditure, where the government is holding itself back. Only 20% to 25%
- Indian university graduates are readily employable, according to Parthalyengar, head of research for Gartner India, a technology-research firm. So instead of decreasing the deficit, the focus should be to increase the revenue sources and that is tax.
- Reforms should be done to increase the tax base to broaden the tax base, reduce tax breaks for the corporate sector, and improve tax collection and tax administration, as only 3% pay tax in India, compared to China that is 20%.
- The tax slab should be increased so that many contribute. According to NiranjanRajadhyaksha, executive editor of Mint, a New Delhi business daily, in an article this week India cuts state spending when the economy is weak and raises it when the private sector is booming. Instead of rising public spending to cushion the economy when private spending is weak, the state tends to track – and exacerbate – the business cycle.

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Appendix A: Classification of studies (Country wise on basis of sample)

Studies have classified on the basis of country of sample studied. Consumers of U.S.A. have been studied in the maximum number of studies in literature. Fewer number of studies have been conducted in east.

Table A: Countries of sample collection

Country from which sample is studied	Number of Studies
U.S.A	34
Australia	4
India	2
Iran	1
Korea	1
Germany	1
Spain	1
U.K.	1
Netherlands	1
China	1
Taiwan	1
Total Studies	48

Word Tree More than 1000 words

