



An in depth study on Youths Attitude, perception and satisfaction towards VGGIS organized by government of Gujarat

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Abstract: *Vibrant Gujarat Global Investors Summit or VGGIS is a biennial summit organized by Gujarat state government in India to attract foreign investment for development of Gujarat. Based on the theme–Gujarat Going Global and aimed at bringing together business leaders, investors, corporations, thought leaders, policy and opinion makers; the summit served as a perfect platform to understand and explore business opportunities with the State of Gujarat. The main objective of this study is to check the perception of the Ahmadabad youth toward Gujarat summit. Primary data was collected to conduct the study as it helps to derive more authentic conclusions from the findings. Our respondents are from Ahmadabad & Gandhinagar area. We had used descriptive (Single Cross Sectional) research design in our research. The samples were selected by using Convince sampling (Non Probability sampling). We had taken 384 respondents in our survey. We had used Descriptive statics, Reliability analysis, Rank Analysis, Chi-square analysis, Anova and Independent T-Test for our research.*

Keywords: *Vibrant Gujarat Summit, Youth, Perception, Attitude and Satisfaction.*

I. INTRODUCTION

"Gujarat, with its all inclusive, sustainable and rapid growth, is emerging as a globally preferred place to live in and to do business." Narendra Modi – Former Chief Minister, Gujarat"

Gujarat is one of the fastest growing and most prosperous states of country due to booming economy and industrialization. It contributes around 19.8% of the country's total industrial output. It also contributes to 21% of the country's export and 6.42% of the national GDP at constant price. Gujarat organizes various events to attract the industrial investment, vibrant is one of them. The vibrant Gujarat has become one of the economic successes for many states. This event creates a great opportunity for a Gujarat to display its strengths, progressive stance, investor friendly climate, good governance, art and culture of Gujarat. Here local players (entrepreneurs) get the opportunity to meet national and international players in the presences of all government officials from various govt departments.

Vibrant journey started from 2001 and regularly held at the interval of 2 years. Thousands of MOU signed and billions of amount invested in Gujarat throughout the Vibrant summit series (2003 - 76 MOU's worth of USD 14 Billions, 2005 – 226 MOU's worth of USD 20 Billions, 2007 – 675 MOU's worth of USD 152Billions, 2009 – 8662 MOU;s worth of USD 243 Billions, 2011 – 7936 MOU's worth of USD 462 Billions).

The vibrant summit 2013 was bigger than any of the previous ones in the terms of scope and scale. The event exhibition was spread over in 1, 04,000 sq.mt with 1,195 exhibitors witnessing a footfall of about 1.6 million visitors over a period of 6 days. More than 121 countries participate and they done approximately 2670 strategic partnership intentions. Total 17000 investment intentions ware take place out of which 12886 being in the SME sector only.

II. LITERATURE REVIEW

Blomström, M. (1986) has argued that in present era an important support of emerging market economies is FDI, as a inflow in to developing countries. It is the time to widen the circle of beneficiaries from the FDI. Fortunately a host country in the developing economies, even the poor countries are ready for attracting FDI than ever before and even better police to do so. Around the world developing countries (Poor countries) want to learn from the success trade activities, growth patterns and investment promotions that they seen in Asia. As they are likely to do so, growth opportunity will arise for them. Of course the foreign investors move early to developing countries will be biggest beneficiaries. FDI will develop opportunity for new jobs, trade activities, growth patterns and investment promotions.



Menon, Sudha Venu (2008) has found that in nineties, Gujarat improves its economic performance tremendously in almost all the sectors. Whether it is service sector or agriculture sector Gujarat set the records in recent years. It has very strong performance in the manufacturing, transport, electricity, communication, construction and services sector, its major weaknesses is in the primary sector. This paper tries to identify the key drivers of the economy in the state and their contribution to the economic growth. The sectors like energy, gas, oil, agro, food, textiles, diamonds and SEZ etc. last portion of the paper emphasize over the political stability and its impact over economic development. It also recommended investment for education, infrastructure, port, more FDI, administration, social cohesiveness and micro and macroeconomic management etc.

Abdul Hafiz Lakahni (2011) has done study on Vibrant Gujarat. The face of so-called Vibrant Gujarat has been constantly exposed. The state is piled up with numerous scams. Gujarat Chief Minister Narendra Modi seems to have robbed Gujarat in the most shameful manner. Our senior colleague Abdul Hafiz Lakhani has written many times that Vibrant Gujarat is the hype of Modi frenzy. We are presenting yet another story on so-called Vibrant Gujarat.

Shri. A. K. Joti (2012) has written an article on Vibrant Gujarat. Gujarat's emergence as a preferred investment destination is not merely by chance. The state has leveraged its strengths through sound economic policies and pro-active governance. Gujarat has leveraged its location advantage, with relatively low transaction costs for accessing markets in the western and northern India. The Government of Gujarat proactively engages with prospective investors, understands their requirements and ensures that needs are met on an immediate basis. Agencies like iNDEXTb and Industries Commissioner etc. have ensured that Industrial houses both in India and abroad remain updated on investment climate in Gujarat.

Research Gap

Till research based on benefit of Vibrant Gujarat summit were carried & an impression of Vibrant Gujarat summit was drawn out. But still a study is not done in area of Perception of Youth regarding Vibrant Gujarat summit. So in order to fulfill that gap we had carried out a research to know the perception of youth regarding Vibrant Gujarat summit. We had included various parameters to study it.

III. RESEARCH METHODOLOGY

The main objective of this study is to check the perception of youth regarding the vibrant Gujarat summit. As there are many industries established in Gujarat after organizing vibrant Gujarat summit, but there is no real advantage can be seen in the market for the youth of Gujarat. So there is need to carry out research that what youth thinks about the organization of vibrant Gujarat summit.

Primary data was collected to conduct the study as it helps to derive more authentic conclusions from the findings. Our respondents are from Ahmadabad & Gandhinagar area. We had used Descriptive (Single Cross Sectional) research design in our research. The samples were selected by using Convince sampling (Non Probability sampling). We had taken 384 respondents in our survey. We had used Descriptive statistics, Reliability analysis, Rank Analysis, Chi-square analysis, Anova and Independent T-Test for our research.

IV. DATA ANALYSIS & INTERPRETATION

1. Descriptive Statistics

Table 1 Descriptive Statistics

Variables	Mean	Std. Deviation	Skewness	Kurtosis
Gender	1.07	.247	.541	2.751
Age	2.79	.782	.207	-.312
Educational qualification	2.55	.944	.650	.523
Occupation	2.00	.747	.869	1.175
Monthly family income	2.28	.635	.399	.338

A normal distribution has mean value of 1. Here in this case all the mean value is not equal to 1, which further reveals that the data are not normally distributed. A normal distribution has standard deviation value of 0. Here in all case the standard deviation value is not equal to 0, which further reveals that the data are not normally distributed. Skew is a measure of symmetry. Here, it was found that skewness of distribution is a greater than 0.00. A normal distribution has skew = 0. So it can be said that our distribution is not symmetric. Kurtosis is a measure of peakedness and the fat-tails that associate with less density in the middle; a normal distribution has kurtosis = 3.0 or excess. Here kurtosis is less than 3.00. So it can be said that our distribution is not symmetric. From the mean score, standard deviation kurtosis and skewness it can be revealed that the data are not normally distributed so further test can be applied.

2. Reliability Analysis

Table 2 Cronbach's Alpha

Cronbach's Alpha	N of Items
.816	28

Generally the Cronbach's Alpha is used to measure the reliability of the Scale. Data having .60 or more are considered as reliable. The reliability statistics shows a value of 0.816 for Cronbach's Alpha, which further confirm that the scale is reliable for further study.

3. Rank Analysis

Why Gujarat is most preferred state for investment?
Table 3 Rank Analysis

Factors	Weighted Score	Overall Rank
Leadership	1037	7
Gujarat's Industrial Policy	1362	1
Natural Resources	1097	5
Talent Pool	1165	3
Geographical Location	1112	4
Favorable Climate	1022	8
Transportation Facilities	963	9
Culture and quality of life	1050	6
Favorable infrastructure	929	10
Economic Growth	1188	2

From the above table, here we can conclude that, following are the factors affecting preference for investment in Gujarat. Most three important factors: (1) Gujarat's Industrial policy (2) Economic Growth (3) Talent pool Least three important factors: (1) Favorable infrastructure (2) Transportation Facility (3) Favorable Climate

V. HYPOTHESIS TESTING

1. Chi-Square Analysis

Table 4 Chi-Square Analysis

Sr. No.	Null Hypothesis	Significance Value	Result
H0a	The organizing of Vibrant Gujarat Summit and Gender of the respondent are Independent of each other.	0.023	Rejected
H0b	The organizing of Vibrant Gujarat Summit and Age of the respondent are Independent of each other.	0.356	Accepted
H0c	The organizing of Vibrant Gujarat Summit and Occupation of the respondent are Independent of each other.	0.003	Rejected
H0d	The organizing of Vibrant Gujarat Summit and Educational Qualification of the respondent are Independent of each other.	0.001	Rejected
H0e	The organizing of Vibrant Gujarat Summit and Monthly Income of the respondent are Independent of each other.	0.236	Accepted

From the above table we had found that the perception regarding organizing Vibrant Gujarat Summit in Gujarat is depended on Gender, Occupation and Qualification of the respondent. But the perception regarding organizing Vibrant Gujarat Summit in Gujarat is independent on Age and Monthly Income of the respondent.

2. One way ANOVA Analysis

Table 5 One way ANOVA Analysis

Sr. No.	Null Hypothesis	Significance Value	Result
H0a	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Employment among various Age Groups.	0.024	Rejected
H0b	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Employment among various Occupation Groups.	0.041	Rejected
H0c	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Employment among various Educational qualification Groups.	0.145	Accepted
H0d	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Employment among various Monthly family income Groups.	0.234	Accepted



H0e	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Advancement among various Age Groups.	0.001	Rejected
H0f	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Advancement among various Occupation Groups.	0.142	Accepted
H0g	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Advancement among various Educational qualification Groups.	0.085	Accepted
H0h	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Advancement among various Monthly family income Groups.	0.018	Rejected
H0i	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Investment among various Age Groups.	0.011	Rejected
H0j	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Investment among various Occupation Groups.	0.021	Rejected
H0k	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Investment among various Educational qualification Groups.	0.013	Rejected
H0l	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Investment among various Monthly family income Groups.	0.214	Accepted
H0m	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Industrialization among various Age Groups.	0.007	Rejected
H0n	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Industrialization among various Occupation Groups.	0.017	Rejected
H0o	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Industrialization among various Educational qualification Groups.	0.014	Rejected
H0p	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Industrialization among various Monthly family income Groups.	0.004	Rejected
H0q	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Economic Growth among various Age Groups.	0.042	Rejected
H0r	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Economic Growth among various Occupation Groups.	0.014	Rejected
H0s	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Economic Growth among various Educational qualification Groups.	0.116	Accepted
H0t	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Economic Growth among various Monthly family income Groups.	0.224	Accepted
H0u	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Infrastructure among various Age Groups.	0.134	Accepted
H0v	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Infrastructure among various Occupation Groups.	0.543	Accepted
H0w	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Infrastructure among various Educational qualification Groups.	0.675	Accepted
H0x	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Infrastructure among various Monthly family income Groups.	0.579	Accepted
H0y	There is no significance difference in perception regarding MOUs Done at Vibrant Gujarat Summit get implemented among various Age Groups.	0.007	Rejected
H0z	There is no significance difference in perception regarding MOUs Done at Vibrant Gujarat Summit get implemented among various Occupation Groups.	0.018	Rejected
H0ab	There is no significance difference in perception regarding MOUs Done at Vibrant Gujarat Summit get implemented among various Educational qualification Groups.	0.015	Rejected
H0ac	There is no significance difference in perception regarding MOUs Done at Vibrant Gujarat Summit get implemented among various Monthly family income Groups.	0.312	Accepted

The response regarding various benefits of Vibrant Gujarat summit is base on their Age, Education qualification, family income & Occupation. There is a significant difference in perception regarding impact of Vibrant Gujarat Summit on Employment among various age and occupation group, but there is no significant difference in perception regarding impact of Vibrant Gujarat Summit on Employment among various educational qualification and Income group.

There is a significant difference in perception regarding impact of Vibrant Gujarat Summit on Advancement among various age and Income group, but there is no significant difference in perception regarding impact of Vibrant Gujarat Summit on Advancement among various educational qualification and Occupation. There is a significant difference in perception regarding impact of Vibrant Gujarat Summit on Investment among various age, occupation and educational qualification group, but there is no significant difference in perception regarding impact of Vibrant Gujarat Summit on Investment among various educational Income group.

There is a significant difference in perception regarding impact of Vibrant Gujarat Summit on Industrialization among various age, occupation, qualification and income group. There is a significant difference in perception regarding impact of Vibrant Gujarat Summit on Economic Growth among various age and occupation group, but there is no significant difference in



perception regarding impact of Vibrant Gujarat Summit on Economic Growth among various educational qualification and Income group.

There is no significant difference in perception regarding impact of Vibrant Gujarat Summit on Infrastructure among various age, occupation, qualification and income group. There is significance difference in perception regarding MOUs Done at Vibrant Gujarat Summit get implemented among various Age, Occupation and Qualification of the respondents, but there is significance difference in perception regarding MOUs Done at Vibrant Gujarat Summit get implemented among various Income Groups

3. Independent t-test

Table 6 Independent t-test

Sr. No.	Null Hypothesis	Significance Value	Result
H0a	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Employment among male and female.	0.023	Rejected
H0b	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Advancement among male and female.	0.564	Accepted
H0c	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Investment among male and female.	0.456	Accepted
H0d	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Industrialization among male and female.	0.002	Rejected
H0e	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Economic Growth among male and female.	0.520	Accepted
H0f	There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Infrastructure among male and female.	0.321	Accepted

From the above table we had found that there is significance difference in perception regarding impact of Vibrant Gujarat Summit on Employment and Industrialization among male and female. There is no significance difference in perception regarding impact of Vibrant Gujarat Summit on Advancement, Investment, Economic Growth and Infrastructure among male and female.

VI. CONCLUSION

Gujarat is most preferred state for investment because of Gujarat policy, Talent pool & Economic Growth. 40% of youth are strongly agreed that Vibrant Gujarat Summit can bring better career opportunity for Domestic People. 39% of youth are strongly agreed that Vibrant Gujarat Summit can have impact on new employment generation. 47% of youth are strongly agreed that Vibrant Gujarat Summit can bring Modernization in Business. 41% of youth are strongly agreed that Vibrant Gujarat Summit can have impact on saving capacity. 55% of youth are strongly agreed that Vibrant Gujarat Summit can have impact on Investment in Different sectors. 49% of youth are saying that Vibrant Gujarat Summit can have impact on foreign direct Investment flow in Gujarat. Perception regarding organizing Vibrant Gujarat Summit in Gujarat is depended on Gender, Occupation and Qualification of the respondent. There is significance difference in perception regarding impact of Vibrant Gujarat Summit on Employment and Industrialization among male and female.

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