
CHALLENGES IN RURAL CUSTOMERS AND URBAN CUSTOMERS LIFESTYLE

Dr G.S.JAYESH*

Dr.A.KARTHIKEYAN**

***Abstract:** Marketing is the factor of survey and human psychology. Human mind is changed as per the time, place, situation and environment. Current paper is with an aim to study these various affecting factors in rural and urban and customers living style. Many studies have proved that there is change in the lifestyle of individual as per geographical separation. Business industries have to analysis the psychology of customers of these two background of rural and urban while launching the product in the market. Market analysis is very important while opening any new business or even to keep good status of established business with proper profit. Because customers are main target for industrial and business sectors. The current research work is an attempt to identify the challenges for organization in comparing the rural customers and urban customers and their living style living at Chidambaram district of Tamil Nadu State.*

***Key words:** organization, product, business, rural, urban, customer, survey, market etc.*

Introduction: Now-a-days, the industrial and business sectors are the backbone of national development. The development of Nation is depending of the development of industrial sectors. There is the need of entrepreneurship development in India. It is essential to know the psychology of customers while opening or running any business because customers' satisfaction is an important part of any business when you want to launch your product. Human being are different in attitude, choice, interest and many more thing. While using any product, the concept of quality differs from person-to-person. The choice of various product are depends on the psychological aspects such needs, economy, social factors etc. As India is the largest agricultural sectors nation, it needs to development villages and rural part of India. Mouth publicity, advertisement, warranty, guaranty, enterprises policies, etc. works as an important tools in evaluating the customers. The present work is an attempt to compare the attitude, behaviour and using electronic product of daily house holding task.

Literature Review

1. Balram Dogra and Karminder Ghuman (2011) explain their studies in Rural marketing Concept and Practices that rural marketing strives to create ideas by discussing the practices followed by rural marketers and linking them with the idea. It discusses however the scholars of marketing will faucet the chance within the progressive Indian

* Assistant Professor, Department of Business Administration, Annamalai University.

** Assistant Professor cum Liaison Officer, DDE, Annamalai University.

rural economy as conjointly the requirement, perforce, to maneuver to a brand new turf owing to maturation of urban markets. The book presents a rural marketing model that provides the stepping stone for doing analysis and for mapping opportunities in rural markets.

2. Bir Singh (2007) in Rural marketing provides complete knowledge of the nature and characteristics of rural marketing, rural development and marketing of consumer durables, retail trading, distribution channels of rural marketing, marketing of agricultural inputs, selling in rural markets, rural trade and challenges, agriculture marketing in India, classification of agricultural products, nature and scope of co-operative marketing, role of agricultural price structure, etc.
3. C. S. G. Krishnamacharyulu and Lalitha Ramakrishnan (2012) studied and explained in Rural marketing Text and Cases the widespread exposure of the applications of the rural marketing mix for promoting consumer durable products and services and agricultural inputs and outputs as well, in addition discussing the traditional 4 P's of marketing in the rural context.
4. Indian Express(12th May, 2003), Agricultural Shocks And The Consumer Sector Foreign direct investments and competition may have changed the business environment dramatically for Indian companies from the 1990s. However, it has done little to reduce their vulnerability to macroeconomic shocks such as monsoon failure. Rural spending drives demand for a number of manufactured products. Some products like bicycles, radios and so on have a large existing rural market share. The data on the sector-wise breakdown of the index of industrial production (IIP) shows that consumer durables respond to a sharp dip or rise in agriculture immediately (within the same quarter) while consumer non-durables respond with a lag of two quarters. International evidence shows that households treat consumer durable purchases similar to the way firms treat inventories. Firms stock up to their optimal inventory level when interest rates are low; households build their stock of white goods when transitory incomes are high. For rural households this typically happens during an agricultural boom. On the other hand, perceptions of volatility in incomes induce a rise in precautionary savings funded typically out of durables purchases.
5. K. S. Habeeb-Ur-Rahman (2011) in Rural Marketing in India explains the surroundings in which the rural markets function, the opportunities and the intrinsic problems allied with them and the strategies which can be productively adopted to tap this enormous potential segment. The book focuses on Indian rural market environment, the infrastructural facilities and the problems of rural areas. It also deals with operational issues like marketing strategies for consumables and consumer durable goods in rural areas, where the 4 P's of marketing mix are discussed in detail with live examples of the well-known and successful companies. Further, the book contains information on marketing strategies for marketing of agricultural inputs like seeds, fertilizers, pesticides and tractors.
6. R. Krishnamoorthy (2008) in Introduction to Rural marketing includes chapters on Rural marketing research, Rural marketing mix, Marketing of consumer goods and services, organized rural retailing, Recent trends in agricultural produce marketing, globalization and agriculture, Agricultural inputs and customer relationship management, Ethics in

sales and marketing and Understanding the Rural Market – a practical approach. The book deals with marketing of consumer goods and services, agricultural produce, agricultural inputs and provides an integrated approach to Rural Marketing.

7. Ramkishen Y. (2008) studied in Rural & Agricultural Marketing the objective of this book is to explore and analyze the impediments in targeting the rural consumer and to enlighten readers about the rural Indian psyche. This book also lays emphasis on approaches in areas of marketing agricultural produce that will enable readers to contemplate the lifeline behind the hinterland. This book deals with profiles of rural marketing, rural consumers, rural marketing strategies, products, pricing, distribution, sales force and promotion. It also covers the economics of agriculture, methods of sale, classification of agricultural markets, agricultural finance, the problems facing agriculture and ways to improve it.
8. Sanyal Kumar Velayudhan and Guda Sridhar (2009) explained in Marketing To Rural Consumers that recently, Indian rural market has been getting greater consideration of the marketers, policymakers, consultants, multilateral agencies and academicians and researchers as well. The saturation and relative delay of growth in the urban markets increased competition. The realization of rural markets being underserved, growing focus of the policymakers on investing money to force the rural economy have all contributed towards an increased interest of businesses towards rural India.
9. T. P. Gopalswamy (2011) studied on the topic Rural Marketing : Environment, Problems and Strategies; and given the result his result with the approach towards the market which is applicable to all underdeveloped and developing countries like India, in which rural areas play a major position in development. The author acknowledges that in the present economic recession, many companies producing consumables and durables are being continued by rural demand that has conveyed a sharp focus on rural markets.
10. U. C. Mathur (2008) in Rural marketing Text and Cases has endeavoured to cover the entire gamut of rural marketing with inputs from discussions with rural marketing practitioners, besides valuable studies conducted by the major companies. The book deals with the concepts and systems of rural marketing management, the plans and policies, pricing systems, rural customer purchase process, advertising, sales promotion and public relations in rural India.
11. Chirag V. Erda (2008) did comparative study rural and concrete consumers in Jamnagar district of Gujrat in shopping for mobile phones, India with motivating factors taken as value, quality, style, functions, and brand.
12. The analysis undertaken by Anand and Hundal (2007) concerning comparative shopping for behaviour of rural and concrete customers was with relevance shopping for the refrigerators with motivating factors taken as item essentially, image of position, advertising influence, whole name and time saving device.
13. Gupta (1987) examined the factors motivating customers, the factors thought-about by them in creating the whole alternative data, role of members of the family in influencing whole alternative and to look at shopper satisfaction.
14. Shanti R (2005) examined the sensory activity dimensions of brand name association with respect to mobile user.

15. Shashi Kumar L and Chaube D.S. 2007 studied the notice level of consumers and their perspective towards totally different mobile suppliers' operative in Lucknow.

Objectives of the Study

1. To study about the choice of rural and urban customers living at Chidambaram district of Tamil Nadu State..
2. To study about the attitude and behaviour of the rural and urban customers living at Chidambaram district of Tamil Nadu State.
3. To study about the socio-economic status of the rural and urban customers living at Chidambaram district of Tamil Nadu State.
4. To compare the living style of rural and urban customers living at Chidambaram district of Tamil Nadu State.

Hypothesis

1. There is the change in the use of production and brand between rural and urban customers living at Chidambaram district of Tamil Nadu State.
2. There is the change between the living style of rural and urban customers living at Chidambaram district of Tamil Nadu State.

Methodology of the Study

The present study is based on the field work and survey base. The research has collected data from the customers living in Rural and urban area, living at Chidambaram district of Tamil Nadu State. . Various psychological aspects are selected for the current study which are concern with customers' satisfaction with using product. Total 20 customers are selected from both part i.e. urban and rural part. They have been asked orally about their using electronic equipment as TV, Mixture, cooler and freeze. Researcher has selected to collect information for these three electronic equipment because most commonly, these are used. The company, rate, their views while using these equipment are asked through oral interviews. Questionnaires are prepared for it.

Analysing method for above said psychological aspects is used by preparing the Questionnaires based on the sociogenic needs and satisfaction scale devised prepared by Chauhan N. S. U Dhar. This tool basically prepared by him to study two basic psychological parameters as negative need & satisfaction and positive need & satisfaction. Current study is also studied two basic psychological parameters as negative need & satisfaction and positive need & satisfaction with comparisons of rural and urban customers. Hence the same tool is used for this work.

Sources of the Data Collection

As current research is survey based research work, so two types of data collection sources are used for the current study.

a. Primary Data Collection

The Primary data is collected from the market survey and direct interviews of the user/customer's from rural and urban sectors.

b. Secondary Data Collection

Secondary data is collected from previous research similar to the current work. It is collected from books, journals, and newspaper in printed form or available on internet as e-source of the study.

Parameters used for the Study

1. Annual income
2. Brand of TV, the cooler, the Freeze, the mixture
3. Duration of using the TV, the cooler, the Freeze, the mixture
4. Satisfaction of using the brand of TV, cooler, Freeze and mixture
5. Ways of maintenance.

With using 7scale measurement tool based on the comparative method, the result of current study are measured and given in the form of findings. Furthermore suggestions are also given for further study.

Result of the Study: The current study is comparative study about the living style of rural and urban customers living at Chidambaram district of Tamil Nadu State.. They are measure on their use of few necessary electronic equipment which are now-a-day, compulsory part of their life. Following two tables and three graphs are given to explain the result of collected data and current study:

Respondent sr. no	Annual income	Brand of TV	Brand of cooler	Brand of mixture	Brand of freeze
01	Up-to 50000/-	Videocon	Assembled	Jyoti	Godrej
02	Less than 50000/-	Assembled	Assembled	Local	-----
03	80000/-	Videocon	Assembled	Jyoti	Godrej
04	Up-to 50000/-	Videocon	Assembled	Jyoti	Godrej
05	Up-to 50000/-	Videocon	Assembled	Jyoti	Godrej
06	Up-to 50000/-	Assembled	Assembled	Local	Godrej
07	80000/-	LG	Assembled	Local	Godrej
08	Up-to 50000	Assembled	Assembled	Local	Godrej
09	Up-to 50000	Assembled	Assembled	Local	-----
10	Up-to 50000	Assemble	Assembled	Local	-----

Table 1.1 The Result of Data Analysis Collected from Rural Customers

The above table number 1.1 shows the result of customers living style of rural area living at Chidambaram district of Tamil Nadu State.. As the study has checked few regular and most commonly used electronic equipment i.e. TV, cooler, freeze and mixture. The urban people mostly using the equipment either of local brand, assembled electronic equipment.

Respondent sr. no	Annual income	Brand of TV	Brand of cooler	Brand of mixture	Brand of freeze
01	Between 1-2 lacs	LG	LG	Philips	LG
02	Between 50000 to 1 lac	Samsung	Bajaj	Bajaj	Godrej
03	More than 2lac	Sony	Bajaj	Philips	Whirlpool
04	Between 1-2 lacs	Samsung	Bajaj	Philips	Whirlpool
05	Between 50000 to 1 lac	Sony	LG	Bajaj	Videocon
06	More than 2lac	Samsung	Bajaj	Philips	Whirlpool
07	Between 1-2 lacs	Sony	Bajaj	Bajaj	Godrej
08	Between 50000 to 1 lac	Samsung	Bajaj	Bajaj	Godrej
09	More than 2lac	Sony	LG	Bajaj	Whirlpool
10	Between 1-2 lacs	Samsung	LG	Bajaj	Whirlpool

Table 1.2 The Result of Data Analysis Collected from Urban Customers

The above table number 1.2 shows the result of customers living style of urban area. As the study has checked few regular and most commonly used electronic equipment i.e. TV, cooler, freeze and mixture. The urban people mostly using changed brand or at-least the product with some name and fame.

Comparison between Rural and Urban Customers: Above table 1.1 and 1.2 show that the living style of rural and urban customers living at Chidambaram district of Tamil Nadu State.. Living style can be measured on the things than individual uses. For current study there are four common electronic equipment mostly used by rural and urban locality. The use of TV, cooler, freeze and mixture is found now-a-day in maximum families. No matter where they live- either in urban on rural part of the country. But the difference is, in rural customers, they need these electronic equipment in the rate which they can offered easily, here for them brand doesn't matter. The work should be run easily while urban customers have multiple choices of selecting brands of TV, cooler, freeze and mixture. Moreover, they change brand or these things after specific time

Findings of the Study

1. Rural customer less bothers for brand while urban customers use variety of brands.
2. The economy of the users or customer effects on the living style of customers.

3. The rural customers use the equipment for long duration with minimum maintenance while the urban customers prefer to purchase a new one rather than giving money for maintenance.
4. Rural customers have to fight for collecting money due to economic crises while in urban sector, customers can earn more due to availability of more sources of career.
5. In rural sectors, there are less factors of prestige issue which we found in urban sectors. Because of this prestige issue, they have to use branded product. This may, we call as social-effective factor on urban customers.

Suggestions of the Study

1. The rural customers need the counselling about using good and branded product.
2. The rural customers should guide how the cost of maintenance is more than purchasing new product only difference is of one time investment of partial investment.
3. The rural customers should know about the facilities of fiancé in the nature of EMI which will help them to use good and branded product rather than the assembled or local brand. Sometimes, luckily, it comes as a good quality but no guaranty of warranty period they found.

Conclusion: Thus, we can say that there are lots of differences between the customers of rural and urban background living at Chidambaram district of Tamil Nadu State. Rural customers mostly prefer to go for those product which they come to know via other users of closet to either their family or friendship. On the other side urban customers want to use those product which they feel more popular in the market and their use by them will create a good status about him or her in social, family groups where they are attached. The human psychology, social factors, prestige issue etc. are the factor which make difference between rural customers and urban customers.

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