

## **RURAL CONSUMERS BEHAVIOUR**

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**Abstract:** India is the country of rural citizens. Most of the part of India, even in current technical era living at country side. So to stand in the market for any entrepreneurs needs to cover the marketing management of rural area. Current study aims to study on the various behavioural factors of rural customers as their attitude towards the product they want to purchase, purchase attitude, attitude towards the prize, perception towards the product, attitude about the quality of product and other influencing factors on the marketing and market management, special concern with rural customers with the division of different concept of market management as Market mixing factors, personal affecting factors, mental attitude and behaviour as well as socio-cultural factors living at Chennai district of Tamil Nadu State..

**Key factors:** Rural part, market marketing management, customers, attitude, individual behaviour etc.

**Introduction:** Customers are the godlike for entrepreneurs. Therefore is very essential to take care of their psychology. Customers' satisfaction is one of the foremost important factor in business management. The term Customers' satisfaction is not limited with only the quality of product. There are several factors which involves as the part of Customers' satisfaction. The attitude of customers' towards product can be distinguished in some parts as: personal factors, mental or psychological factors, market mixing factors and socio-cultured factors of the respondent living at Chennai district of Tamil Nadu State.

### **Literature Review**

Sandip Anand and Rajneesh Krishna (2008), studied Rural brand reference determinants in India that in two India states with the objective of exploring the dynamics of branding in rural India. The study was done for brand preference for 3 categories – FMCG, Durables and Agro Inputs independently. From the results, it was concluded that consumer durable brand in rural India is being significantly determined by good quality, value for money and on recommendations of people. Out of few recommendations made, one was if any consumer durable brand (National or Global) has to get established in rural markets of India, they have to differentiate themselves on aesthetics, warranty conditions and recommendations from shop keepers. It was also noted that despite offering warranty (service), local or unbranded

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products may not offer the kind of finish and looks which a national or international brand would otherwise offer.

2. Keshav Sharma, Deepak R. Gupta, Parikshat Singh Manhas (2003), researched in Rural marketing challenges in the new Millennium- A case study, Delhi The findings of the study showed that the rural customer in the urban analogous villages wants to acquire the urban life style but when it comes to buying decisions; they were different from their urban counter parts.

Culture includes a nice influence on their shopping for choices.

3. Deepti Srivastava (2010), presented in Marketing to rural India: a changing paradigm, that over the past few years rural India has witnessed an increase in the buying power of consumers, among their want to upgrade their customary of living.

Host of projects, such as NREGA, ITC's echaupal, HLL's project Shakti, retail hubs like Kisan Sansar (Tata), Haryali Kisan Bazar (DMC), both from the government and the private companies, have modified the principles of the promoting game in rural India.

4. Dr. Satya Prakash Srivastava; Manish Kumar (2011), much of the discussion arising out of Consumer behavior in rural marketing-a new paradigm, Asian Journal of Technology & Management Research, noted the possibilities of establishing the foot holds in rural market. First, these styles of markets square measure heterogeneous; thence the trafficker ought to frame completely different methods to sell their merchandise.

5. V V Devi Prasad Kotni (2012), states in Prospects and problems of Indian rural markets, ZENITH International Journal of Business Economics & Management Research, that on account of green revolution, the agricultural square measures are intense an oversized amount of business and concrete factory-made merchandise.

In this context, a special marketing strategy, namely, rural marketing has emerged to satisfy the needs of rural consumers. Hence, it is proposed to undertake this study to find out various ways to tap the potential rural markets.

6. Anilkumar. N, Jelsey Joseph (2012), proposed A Contrasting Evaluation of Consumer Purchase Attitude-Behavior of Urban-Rural Working Women Consumers towards White-Brown Durables: A Study with Specific Relevance to Kochi, Kerala, Consumer centric marketing style is predominant in the durables, which in turn revolves round the consumer purchase attitude. It is known that Consumer attitude is a learnt predisposition to respond to an object or act consistently in a favorable or unfavorable manner.

7. N V Vijayakumar and Umesh M Avvannavar , Deccan Herald News Service, Bangalore (2nd Oct, 2011), Festive season yet to warm up for consumer durables sector. According to a recent Consumer Electronics and Appliances Manufacturers Association (CEAMA), over the next five years, rural India will consume 20 per cent of the consumer durable industry's production. "As the commodity prices are increasing, consumers from hinterlands of the country are ready to splurge.

8. Vijayraghavan, Kala; Lijee Philip (6th Jul, 2011), studied and explained in Rural India consuming city brands [Corporate Trends], The Economic Times (Online).that Rural Buyers Driving Demand Higher disposable incomes coupled with a renewed focus of marketers to boost affordability and availableness is translating not simply into rural shoppers driving consumption - they're conjointly graduating to shop for what were earlier seen as urban-centric brands. Venugopal Dhoot, chairman , Videocon, points out, a lot of vital is that the

price setting out of non-urban markets what with rural shoppers shopping for "expensive tv sets and laundry machines"

### **Objectives of the Study**

- a. To measure the affecting factors involved in the purchasing procedure in rural part of Chennai district of Tamil Nadu State of India.
- b. To identify the influence of customers behaviour in purchasing process in rural part of Chennai district of Tamil Nadu State of India.
- c. To define the effect on personal factors, mental or psychological factors, market mixing factors and socio-cultured factors on purchasing procedure in rural part of Chennai district of Tamil Nadu State of India.

### **Hypothesis of the Study**

- a. Psychological factors of customers show impact on the purchase procedure in the market.
- b. Impact of customers satisfaction can be found on the profit ration of entrepreneur/business sectors.

### **Methodology of the Study**

The current research is related to market management. Hence the method of survey in the market is used for current work. Field work and survey methods are used. The data is collected from the customers and entrepreneurs who are the part of Chennai district of Tamil Nadu State.. Collected data is analysed with proper method of survey analysis and results are provided.

### **Source of the Study**

The data is collected by following two sources as:

**Primary Source:** Data collected from market survey through the field work is the part of primary source of the current study.

**Secondary Source:** supportive data in the form of books, journals, article, newspaper, thesis and available on internet is used as the secondary data for the current work.

### **Parameters of the study:**

Following parameters are used to analysis the data collected for the current work:

- a. personal factors,
- b. mental or psychological factors,
- c. market mixing factors and
- d. Socio-cultured factors on purchasing procedure.

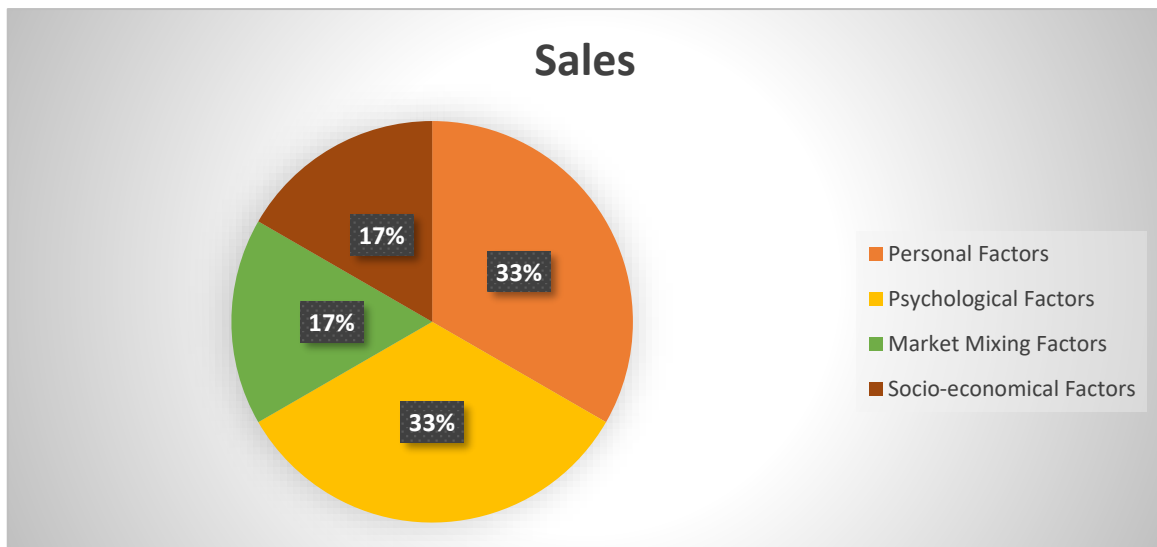
**Result of the Study**

Personal factors	Psychological factors	Market factors	mixing	Socio-economics factors
Age	Price	Product		Family suggestions
Gender	Attitude	Price		Reference by Friends, neighbours colleagues' etc.
Income	Motivation	Place		Cultural impact
need	Beliefs	Promotion		
Educational qualification	Love and affection			
Social status /prestige factor	Ease to use the product			

**Table number 1.**

Above table is the table of selected parameters which are connected to the current research work. The effect in percentage is as below:

Personal factors	Psychological Factors	Market Factors	mixing	Socio-economics Factors
33%	33%	17%		17%



**Figure number 1.1**

The above table 1.2 and figure number 1.1 shows the result of rural customers' attitude towards the product and purchasing procedure of the respondent living in rural part of Chennai district of Tamil Nadu State of India. Based on above result following are the findings of current research work:

**Findings of Current Work**

1. The effect of personal factors i.e. age, gender, educational qualification etc. are found during the purchasing procedure of product in rural part e.g.

- a. Teenagers like fashion in purchasing new product while elders will believe on the tradition products.
- b. Rural Girls will prefer so called womanly colours, while in urban sector we will find this colour awareness less amongst girls. Urban girls give priority to modernization style and colour to cloths' selection.
2. The productivity of the rural market is depend of the utility not on the prestige issue of brand.
3. Rural customers believe in the simplicity and life of the product.
4. Rural customers mostly believe on the mouth publicity conveyed by their nearest and closet one.
5. Motivations, beliefs etc are the psychological factors which also seen as most influenced factors on the purchasing process.
6. The cost of the price is one of the factor which shows negative impact in purchasing process of product for rural customers.
7. Though, news things are having good qualities sometime the beliefs fixed as per the mind set of rural customers may sometime works in negative approach in purchasing process of product for rural customers.

#### **Suggestions**

1. The product must be manufactured as per the psychological need of rural customers.
2. Awareness about the new changes and trends amongst the rural customers.
3. Rural customers' attitude towards the quality and price needs to be changed with proper evidence.
4. Beliefs based on cultural and traditions need to be proved how they are right or how they are wrong.

#### **Conclusion**

Thus, there are several factors which affects to the marketing of products in rural part of the Nation. Customers behaviour towards the product in purchase procedure is depend on their beliefs, their educations, and the information given by their close once, their previous experiences. Individuals' behaviour towards any object is an outcome of numerous factors out of which above mentioned few are analysed here in the current study.

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