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Consumer Behaviour in Rural Markets of Erode

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ABSTRACT: It is not too difficult to measure the items, sources, and amounts that customers in rural areas buy. It is especially difficult to understand why people buy and what drives them to do so in rural India. The purpose of this study is to determine the factors that affect rural consumers' purchase decisions and the ways in which these factors affect the variety of purchasing behaviors that these customers exhibit. Pricing and product have a significant relationship, but buyers' decisions are also influenced by age, culture, family size, product packaging, and advertising. There are significant differences between the consumer bases of rural and urban locations. It's common knowledge that those with lower literacy rates are usually less exposed to products and services.

KEYWORDS: Attributes, Buying behaviour, Culture, decision making, rural market

I. INTRODUCTION

When it comes to finding, choosing, acquiring, using, assessing, and ultimately discarding products and services that are meant to satisfy their needs and desires, customers engage in a variety of behaviors. Knowing what influences a person's decisions about how to allocate their limited resources (money, time, and energy) is essential to understanding consumer behavior. This research may provide information about the when, where, why, how often, and how often people use a product, among other things. Among all people, one of the most common constants is the consumption of food, clothing, housing, transportation, education, equipment, vacation, necessities, and indulgences. Customer satisfaction is essential to the health of the local, national, and worldwide economies. Transportation, industry, and finance all have direct need for basic raw materials.

II. STATEMENT OF THE PROBLEM

This state's rural areas are doing better than those in the vast majority of other states. This was the topic of our most recent discussion. This is encouraging for a number of hygiene and cosmetics product categories. Education and awareness are the two most critical factors that can ensure that people will create demand when they have the means to buy something. The quality of life in Haryana's villages and rural areas has greatly improved after the affordability issue was resolved. The state's improved infrastructure and rising literacy rate have raised awareness and exposure. Because of this, demand in the area will increase.

III. OBJECTIVE OF THE STUDY

- To investigate how technology is impacting the effectiveness and expansion of rural marketing.
- To find out rural areas can help overcome many of the marketing problems
- To analyze the issues, difficulties, and current methods around the effective use of technology in rural marketing.

IV. SCOPE THE STUDY

- The majority of this inquiry is focused on personal grooming products. Utilizing personal care items helps the customer keep their hygiene and overall health. The rural market did not previously require these kinds of products. Cosmetics and other self-care items were not highly prized in rural areas.
- This was caused by a number of factors, such as the product's high cost, restricted availability, insufficient marketing initiatives, and the different cultural barriers to purchase that consumer encountered. Over time, the buyer's behavior progressively shifted. Actually, exposure to the media is the cause of everything.



- To advancements in communication and transportation infrastructure, consumers now have greater access to media. Infrastructure and consumer spending both went up.

V. RESEARCH METHODOLOGY

One methodical approach to solving a study issue is through the use of research methodologies. Research technique is a popular source for knowledge about how scientific research is conducted. The several techniques a researcher uses to evaluate the reasoning and study problem.

SIZE OF THE SAMPLE:

- Quantity of Samples Selecting how many observations or repetitions to include in a statistical sample is the act of determination. Any empirical study whose objective is to draw conclusions about the population from a sample must consider the sample size.
- The researcher has taken 120 sample have been taken for the study form the organization.

TOOLS USED

The Tools used in the Study,

1. Correlation
2. Chi square
3. Anova

VI. REVIEW OF LITERATURE

Rakesh Kumar and Ramesh Kumar (2019) stated the dynamic nature of consumer behaviour, which is subject to change due to various factors, especially demographic factors. It highlights the significance of understanding how demographic variables influence consumer behaviour. This paper examined the importance of demographic factors in shaping consumer behaviour and the need for business, particularly those in the electric industry, to gain insights into these factors.

(Hawkins, Best and Coney 2017) The right price influences the quantities of various products or services that the rural consumers will buy. Marketers often erroneously perceive price as their only bludgeon when targeting rural consumers. In reality rural consumers are driven by value for money and not price alone. It means an increase in their purchasing power of the rural buyer. Rural consumers still do not perceive the premium value of brands. They are happy to deal with products especially consumer durables which offer basic functions. High priced products with difficult to handle features is generally not liked by rural consumers. Based on the reference price the consumer judges whether prices are too high, too low or on target. Rural consumers are deeply involved in the purchase of agricultural products and wedding items. Here price plays an important role, but not at the cost of quality.

Kunal Gaurav (2017) stated the growing importance of understanding consumer behaviour in the context of marketing, especially in an increasingly competitive market. The critical role of understanding consumer behaviour in a competitive marketing landscape. This paper primarily aims on exploring the relationship between specific demographic variables and consumer expenditure on electronic gadgets, which can provide valuable insights for marketers and businesses operating in this industry.

R. Rajeswari and P. Pirakatheeswari (2014) made an effort to investigate the buying habits of consumers and the elements that went into their final choice to buy long-lasting products. The author used a primary survey with 50 people as the sample size. To flourish in the market, the author concludes, businesses must learn about and connect with their target audience via open dialogue and the provision of individualized service and goods.

1. CORRELATION:

The table shows that the relationship between Gender of the respondents and Rural Development need to economic growth



Correlations

		Gender	Rural Development need to economic growth
Gender	Pearson Correlation	1	-.010
	Sig. (2-tailed)		.910
	N	120	120
Rural Development need to economic growth	Pearson Correlation	-.010	1
	Sig. (2-tailed)	.910	
	N	120	120

NONPARAMETRIC CORRELATIONS:

Correlations

			Gender	Rural Development need to economic growth
Kendall's tau_b	Gender	Correlation Coefficient	1.000	-.011
		Sig. (2-tailed)	.	.903
		N	120	120
	Rural Development need to economic growth	Correlation Coefficient	-.011	1.000
		Sig. (2-tailed)	.903	.
		N	120	120

INTERPRETATION:

This is a positive correlation. There are relationships between Gender of the respondents and Rural Development need to economic growth

2. CHI SQUARE TEST:

NULL HYPOTHESIS:

H₀: There is no significance relationship between age of the respondents and Level of technology to change in rural marketing Growth.

ALTERNATIVE HYPOTHESIS:

H₁: There is a significance relationship between age of the respondents and and Level of technology to change in rural marketing Growth.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent



Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Level of technology to change in rural marketing Growth	120	100.0%	0	.0%	120	100.0%

Age * Level of technology to change in rural marketing Growth Crosstabulation

Count		Level of technology to change in rural marketing Growth					Total
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
Age	Below 20 years	5	3	2	1	1	12
	20 to 30 years	34	16	12	8	7	77
	31 to 40 years	7	5	2	1	1	16
	Above 40 years	8	3	2	1	1	15
Total		54	27	18	11	10	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.706 ^a	12	1.000
Likelihood Ratio	1.676	12	1.000
N of Valid Cases	120		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is 1.00.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.119	1.000
	Cramer's V	.069	1.000
	Contingency Coefficient	.118	1.000
N of Valid Cases		120	

INTERPRETATION

The P value (0.000) is less than the significant value (1.28). The null hypothesis is thus accepted, showing that there is no meaningful correlation between the respondents' ages and the degree of technology used to impact the growth of rural marketing.

ANOVA:

NULL HYPOTHESIS :

Ho: There is no significant relationship between Educational qualification of the respondent and Trends and Challenges with the status of effective usage of technology.



ALTERNATIVE HYPOTHESIS:

H₁: There is a significant relationship between Educational qualification of the respondent and Trends and Challenges with the status of effective usage of technology.

Descriptives

Educational qualification	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Excellent	57	2.65	.896	.119	2.41	2.89	1	4
Good	38	2.87	.935	.152	2.56	3.18	1	4
Satisfaction	14	2.36	1.008	.269	1.78	2.94	1	4
Average	11	2.73	.786	.237	2.20	3.26	2	4
Total	120	2.69	.915	.084	2.53	2.86	1	4

ANOVA

Educational qualification	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.871	3	.957	1.148	.333
Within Groups	96.721	116	.834		
Total	99.592	119			

HOMOGENEOUS:

EDU

Trends and Challenges with the status of effective usage of technology		N	Subset for alpha = 0.05
			1
Tukey HSD ^a	Satisfaction	14	2.36
	Excellent	57	2.65
	Average	11	2.73
	Good	38	2.87
	Sig.		.306
Duncan ^a	Satisfaction	14	2.36
	Excellent	57	2.65
	Average	11	2.73
	Good	38	2.87
	Sig.		.115
Scheffe ^a	Satisfaction	14	2.36
	Excellent	57	2.65
	Average	11	2.73
	Good	38	2.87



	Sig.		.389
Hochberg ^a	Satisfaction	14	2.36
	Excellent	57	2.65
	Average	11	2.73
	Good	38	2.87
	Sig.		.404

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 19.399.

INTERPRETATION:

Based on the previously described research, we may conclude that H1 is appropriate because the discovered F-value is a positive 1.148 number. The P value of 0.000, which is less than <0.05, indicates that there is a significant correlation between the respondent's educational background and the trends and difficulties associated with their successful use of technology.

VII. CONCLUSION

There has been a progressive shift in the way people in rural areas see their own buying power and spending habits. It would be a mistake to assume that just because this area is less active than the city that nothing ever happens there. Regardless of how gradual progress may seem. It has been noted that when urban markets have been saturated with diverse items, marketers have found significant success by catering to the need in rural areas. Therefore, marketers need to use systematic segmenting, targeting, and positioning in order to build a lasting connection with rural customers. The aspirational level of rural consumers has risen thanks to increased access to knowledge and more media and telecommunications penetration in rural areas. Additionally, improvements in rural Indians' level of life have influenced shifts in their purchasing habits. Companies should do more than just maintain a transactional connection with rural customers; they need tailor the product's qualities and pricing to meet the needs of this market. The rural consumer is adapting his purchase patterns to the new circumstances he faces.

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