

Emerging Dimensions of Buyers

Behaviour in Rural Area

*Dr Sarwade WK Led. M. Corn., MM, Ph.D. Dept of Commerce Dr Babeseheb
Arnbedkar Mareihwada University Aurongbed 431004*

One thing is that we have in common is that we are all consumers. In fact, everybody in this world is a consumer. We are buying and consuming an incredible variety of goods and services.

However, we all have different tastes, likes, dislikes, and adopt different behaviour patterns while making purchase decisions. 'This is exactly the truth about the consumers in rural areas. Many of the scholars in marketing have 'tried to define the 'consumer and consumer behaviour. Adam Smith stated that consumption is the sole end and purpose of all production.' Consumer behaviour may be defined as behaviour exhibited by people in planning, purchasing, and using economic goods and services. Consumer behaviour is an integral part of human behaviour and cannot be separated from it. It is a subject of human behaviour. Waiter says consumer behaviour is the process whereby individuals decide, what, when, where, how, and from whom to purchase goods and services. Amarchand traces out the stages of buying behaviour. These stages are known as (1) feeling and need (2) pre-purchase activities (3) final decisions on purchase and actual buying (4) Using the product, and post purchase feeling. These logical sequences are helpful to marketers and their appeal being with their appearing'. This paper is devoted to studying marketing and consumer behaviour aspects such as place of buying, frequency of purchase, brand deciding in the family, buying motives, shopping behaviour of consumers and durability of goods, selection of brand, quality and purchasing influences the buyers in selected products in rural area.

METHODOLOGY

Selection of Villages

The three villages are selected on **the basis of** population and other economic indication of developing such as I) electricity ii) road facilities III) communication and iv) socio-economic development Accordingly three villages namely Mel, Paithan and Saigvi(s) were selected from the **marathwada** region for the study. Adul from Aurangabad dist. having population less than 9000, which is situated on the national highway Aurangabad to Bijapur which is 32 kms. from Aushangabad a historical city. Palthan from Beed dist. below 5000 population which is situated **on the Ambajogal to Pune highway** which is 82 kms. from Beed. Saigvi(s) from Osmanabad district which is 63 kms. from Osmanabad and 12 kms. from Kallahi. Saigvi is really an isolated village lacking medical, educational, electricity, road and communication facilities.

SELECTION OF RESPONDENTS

The study is limited to a couple of villages of Marathwada region. As the research is exploratory in nature, the data is collected from the actual respondents on random sampling basis. The data is collected on the basis of personal interviews from 70 rural families living in the Marathwada region.

Place OF BUYING

The place where consumer buys is important for a marketer to design his distribution strategy because if the product is not made available at the place where consumer shops, the consumer will buy other available brand'.

The concept of the buying centre refers to all those members of an organisation who become involved in the buying process for a particular product or service (Robinson et al, 1967) while the major buying roles (e.g. initiator, influencer) remain constant over all purchase types and categories. The buying centre notion has been one of the most important conceptual contributions made in the study of buying behaviour.

It is observed from the study that majority of the consumers in Adul, Paithan and Sangvi buy the convenience goods from the local retail shops. Daily necessities such as edible oil, masala, soaps and detergents are purchased with 32.5% in Adul, 40% in Paithan and 30% in Sangvi from the local shops. Face powder and hair oil products purchased from Ealuka place. Masala and edible oil are purchased from local village shops due to regular use of the product. Toilet soap is purchased with 60% in Adul, 25% in Paithan and 20% in Sangvi from local shops. Weekly market was the second choice and convenient place for detergents and toilet soaps to customers of these villages.

Table no 1.1 shows that the purchase of toothpaste in Adul is higher (nearly 37.5%) than in Paithan and Sangvi (10%) with purchase from local village shops. Weekly market is second, largest choice of the consumers from Adul (32.5%) Paithan (25%) and Sangvi (30%). The purchase of face powder and cream in Adul and Paithan is the same (20%) from local shops. but in Sangvi 30% of the buyers prefer to purchase from local shops due to distant trading centre. Most of the consumers purchase face powder, hair oil, tea powder (pkd.) Masala and edible oil from weekly market. Hair oil (37.5%), tea powder (5%), masala (37.5%) and edible oil (52.5%) are purchased from local shops; whereas hair oil (40%), tea powder (30%), masala (52.5%) and edible oil (42.5%) are purchased from weekly market. The purchase of products facilitating are greeted convenience from local shops in Adul than in Paithan and Sangvi.

The purchase of hair oil (30%), tea powder (pkd 10%), masala (25%) and edible oil (40%) is done from local shops more in Paithan other than in Sangvi, Only hair oil (30%), tea powder (30%), masala (30%) and edible oil (20%) are purchased from local village shops in Sangvi. 45% customers from Paithan purchased hair oil, tea powder (50%), masala (50%) and edible oil (40%) from weekly market whereas the comparative figure for Sangvi for hair oil is 40%, tea powder 40% because of its nearness to an urban centre. Adul has a greater number of people using most convenience goods and a bulk of it is purchased from Aurangabad well as local shops.

QUALITY AND FREQUENCY OF PURCHASE’.

it is Important to study that much a consumer buys at a time, it is equally Important to understand the frequency of his purchase. These two aspects are very crucial for a marketer in designing products size; Package and distribution strategies. The important finding of the study Is that the majority of the consumers busy the cohvénlehàe goods in advance, twice a month or once a month. Tooth paste, toilet soap, detergent soap, hair oil and face powder purchase once a month. It I found ‘that. Cosmetic products such as hair oil, face powder, shampoo (sachets). face cream are seen in rural markets today. . -

The frequency of the purchasing the same product Is found different in adul, Paithan and Sangvi. Products like food and beverages, edible oil, masala. tea powder were purchased once a month from the villages. Consumers from adul, Palihan and Sangvi purchased food products twice or four times a month, nasala 20%, tea powder. (pkd. 30%), vegetables (20%) milk (100%) consumers buy food items daily in Adul. Food items in Palthan such as edible oil (20%), rnasaiia (pkd. 20%). tea ‘powder (30%) vegetables (20%) are purchased more daily than in adul. Consumers from the Sangvi purchased food items daily and weekly than’ In the case of adul end Paithan. Consumers from Paithan and Sangvi largely consume the unbranded products which are available Ip local shops.

USE OF PRODUCT AND BRAND AWARENESS

There is no one in this world who is left out of the class of consumers. Immediately after a baby’s arrival into this world there arises a need for baby’s food, feeding bottles, oil, clothes, garments, medicine etc., thus bringing like baby into the class of consumers. The consumer hood continues till one’s last breath. The present day consumers have left behind a self sufficient world and are now completely dependent on the market to meet their needs. Hence purchasing becomes an inevitable activity In every family, Purchasing is a dynamic science and is a most important function of every family and a household must devote time, attention and energy on it,

To facilitate drawing of generalizations about the pattern of consumption and the level of brand consciousness of the rural consumer, Information as collected regarding the soaps and detergent, tea powder (pkd.), razor blades, tmtterlos, plastic goods, tooth paste, hair oil, taco powder/cream, edible oil and masala which are sold over the counter, used by the customers as well as to observe their level 'of awareness of other competing brands of these Items.

With the Increase In the Income of the rural people, a shift was found to have taken place In the Items consumed bribe rural consumers. Not only some shift had taken place In lbs pattern of his consumption, he was also found to be fairly well familiar with *a* number of generic products and their important brand names. We found that most of the popular consumer product brand's used by the rural consumers were race powder like lint, Emami, *Chintol Tea* powder (pkd.) like Ia) mabel. sargam, tata lea, Pravin, Detergent washing soap's like nin, *nirma*. ariel and wheel. Toilet soaps like lux, cinthoi, hamam, lint, rnoti, tooth paste like collage gel, closeup, babool, hair oils like keo karpln, debar arnie. malobar, coca-care, this reveals that the consumer products purchased by the total households in *the* selected villages. it is interesting to note that majority of the households purchased washing soap in adul (100%). Paithan (95%), and Sangvi (80%) like wheel, nfl, ariel and sona detergent sciapi toilet soaps like hfebuoy, iux, cinthot, haniam, rrii, rexona which is 97% in adul, 90% In PalthnrndS°Ja_— Sangvl. Tooth pastes like colgate, close-up, colgate gel, forhana, babool. vlco-powddflhiWTliflTndmade products are purchased In 'adul (100%). Paithan (100%) and Sangvi (90%). The percentage of the face powder is some what lower in Adul (70%), Palthan (75%) and Songvl (70%) as compared to other consumer products like ponds, lirii, emàmi cinthol and other popular brands. People are using shampoo sachets more in rural area, as well as packed *bottles* as compared to shampoo, Hair oils like (eta coconut, keo karpin, *debar anile*, coco' care. rrialabar and other reputed prbducts.

Tea powder (pkd.) like sargam, (ala tea, red label, Øravin, tajmahal and other popular brands are purchased less in quantity in Sangvi (90%) and more in Adui (92,5%) and Paithan (90%). Here ills Interesting to note that plastic good are owned very less In Adul (20%) than in Paithan (90%) and Sangvi (60%). It means lower income households are

Increasingly attracted to adopting plastic products. Some households purchased razor blades in Adul (87%), Palthan (55%) and Sangvi (40%). Some of the people do not shave themselves at home but they go to saloon.

BRANDS IN USE

We found in our study that majority of the lower and middle income rural consumers were using lifebuoy, whereas cinthol, lux, lilil and other popular products were used mostly by higher income consumers in selected villages. In face powder ponds is a popular product, 48% of the rural consumers from adul, 55% in Paithan and 40% from Sangvi lower and middle income class people use this powder where as 11th, Emami, cinthol and other brands were found to be used by some of the middle and higher Income class consumers in mist area. Super dust tea (1cc) is a leading tea dust in both the villages, where as In the *second* place (ala tea. red label and taj mahal tea dust are getting greater response. Small sachet packs of tea are suited to the consumers in low income group.

Majority of the lower and middle income *group* consumers in rural areas use *to.-W' a* local detriment followed by wheel, arid. dii. end nkma soap. Colgate Is a popular brand hi add (37.5%). Paithan (35%). and Sangvi (30%) where as dose-up, colgate-gel foihans. babod are not more so popular brands as they do not suit their buying capacity. These brands are used by a few higher Income group buyer. In hair oil ta(a COCONUT is an accepted brand in rural area among lower and middle income rural consumers, whereas keo karpln. dabar amla. mrZabar and other reputed products were used mostly by higher income consumers in selected village market. In toilet soap some of the premium brands like pears, International lux, Johnson and Johnson baby soap. moti, lisansi v'-re also found being used by some of the middle and higher income class consumers in very few cases in the villages.

The consumption of edible oil, tea powder *and* masala have become more necessary products in Adul arid Paltian than in Sangvi. It was revealed during the study that the ready made masata, and branded edible oil in Adul and Paithan has been used in the villages for some time, It was observed from the villages that ,...asala, and face powder are not used daily by the villages, tooth-paste has more recognition in the villages but the use at the lime is comparatively low in Sangvi (60%) and Paithan (70%) than In Adul. The consumption of bakery products like bread, pay, cream goal, donought is higher In Adul where as peoples from Paithan and Sangvi consume local bakery products in smati quantity as well as branded products.

BRAND FAMILIARITY

A number category of products have already been well established In the rural markets. The common perception Is that rural India consumes only certain traditional and essential products and that the share of rural India In other product categories is meager as compared to the share of the urban market. this is a wrong Impression. *Rural* India now accounts for a sizeable share of *the* total consumption of a vane!)’ of consumer goods. The table reveals that In the case of several products consumption Is growing at a laster rate In the rural market as compared to the urban market. Products like packaged tea, analgesics, detergent powders, washing soaps and detergent cakes are becoming much popular In the rural market.

OWNERSHIP or CONSUMER DURABLES

With the changing outlook on life, the attitudes towards ascetic values have also changed. This change in values was reflected In increasing ownership of consumer durables. The table no. 2.1 gives the information regarding the number of consumer durables owned and purchased by the households.

Quality and price formed a very important consideration In the purchase decision of the rural consumers. in the case of television In Adul 65%, in Paithan 60% and in Sangvi 50% households owned television. As compared to tape recorder. Radio is owned both In Adul and Paithan (60%) and in Sangvi It Is 40%. Tape recorder is purchased more (55%)

in adul it is less (50%) in Paithan and Sarigvi (40%). Washing machine were not owned by consumers. Only 2.5% of the buyer *owned* cameras *in adul.*, luxurious *products* like camera, sofa set and chairs are also entering in rural market today.

As compared to bicycles more customers are attracted towards purchasing *motor* bikes in adul (20%), Paithan (15%) and Sangvl (10%). fan is owned by 68% households In adul, 60% in Paithan and 5b% in Sangvl. It is becoming necessary for rural buyers to use. customers are indeed 10 buy more alarm clocks than wrist watches. Alarm clocks were owned 60% in adul, 45% -In Pallhan *and* 40% in Sangvi. The owning percentage of wrist walches is very high In adul (73%) 'which Is 60% in Paithan and 50% in Sangvl. Sewing machines were not much owned in Sangvl and its percent Is 23 In adul and 5% in Pailhan.

FACTORS INFLUENCING IN PURCHASING CONSUMER PRODUCTS

IL is interesting to find out which factors influence the purchase decision In purchasing the consumer goods such as soaps and detergents, toilet soap, hair oil, tooth pastel powder, face powder and cream etc. In the small village.

The table no. 2.2 gives an' idea regarding the factors Influencing the purchase of a product shown above, It has been observed that the price is the factor which influences the purchasing decision as against the quality of the product. It is very interesting to find out that the company Image and brand image was not totally considered by the households.

It is observed from the ,table no. 2.2 that rural consumers due their low literacy and lower purchasing capacity are more price conscious than quality. It is to be noted that the preferences for price is a lower price or the lowest possible price. Majority of the consumers preferred lower price of the product In *Mist* (65%). Paithan (60%) and Sangvi (46.25%).

FACTORS INFLUENCING PURCHASING CONSUMER DURABLE PRODUCTS IN SELECTED VILLAGES.

It is interesting to find out which factors influence, while purchasing the durable products such as television, radio, tape recorder, fan, wrist watches, motor bikes, mixer grinder and other durable products in the villages. The table no. 2.3 gives an idea regarding the factors influencing purchasing durable products. It has been observed that the price is the factor which influences the purchasing decision as against the quality of the product. It is interesting that the company image was considered only in purchasing the motor bikes, wrist watches and ceiling fans. It is observed from the survey that rural customers due to their lower purchasing capacity are more price conscious other than quality. The table reveals that quality and company image had not been totally considered in Paithan and Sangvi.

PATTERN OF BUYING FARM EQUIPMENTS

The farm equipments are divided into two groups viz, shopping small goods and bulky goods used in farming.

SHOPPING GOODS

The shopping goods included farm implements, repairs, lumber, fencing and electrical appliances. Purchasing of these goods was done from the nearest market place i.e. from Aurangabad and Arnbajogai city, farmers general— 16

get the lumber limbs from village artisans but for fencing and electrical appliances they have to travel 24 km to Paithan. The farmers from Adul desire go to Aurangabad city for selection of stocks. Farmers in Paithan and Sangvi desire to go to Kfilam and Amajogal, as well as to Osmanabad, Kalj and Beed for repairs, fencing and electrical appliances.

BULKY GOODS

The purchase of bulky goods including seeds, fertilizers, seed grinding and mixing services is a vital activity. The villagers generally have to use tempo or their own bullock carts for transport. Therefore, the distance traveled becomes an important element. It can be seen that the villagers have to travel a great distance to purchase bulky farm goods and have services done in Adul; Palthan and Sangvi. Farmers in Adul go to Aurangabad for pesticides and grinding and mixing. Farmers in Palthan and Sangvi go to Kaij, Kallam and Ambajogai as well as to Osmanabad for all bulky goods and services.

WHO MAKES THE HOUSEHOLDS BUYING DECISIONS

It is necessary to know who decides the purchase of consumer and durable products in the family. Information on the point is surprisingly same and some times contradictory. A distribution has been made among the purchasers, the users and the authorities. The influences of each varies according to product category, family members expenditure considerably influences the household buying decision. The table no. 2.4 indicates the emerging trend in influencing the purchase of different products.

In all the families purchase of special and occasional clothes was made by both husband and wife jointly. Purchase of jewelry was done jointly. Other items like household appliances, clothes, furniture, a required decision by the authority. When they want to buy furniture, appliances or other big items for the house in some families the husband decides whether something new is needed. In many families made joint decisions in the villages. However, for in certain decisions one member or another is likely to have the greater role. This predominant member is the wife as also the husband. It is observed from the study that participation of husbands in purchasing various items was comparatively less than the wife. Housewife was the principal purchasing agent of the family, albeit influenced by other members of her household.

SOURCE OF INFORMATION

To start with to get an idea about population opinion leaders or influentials in villages. These families were asked to state who influences their purchasing decisions. Table no 2.5 shows different sources of information used by the consumers while purchasing selected items.

It is clear from the table that in adul (78 %) , paithan (55%) sangvi (60%) majority of the customers get the new product information from the shopkeeper. Television is the second major source of information in adul. Opinion leaders played important role in paithan and sangvi where as friends and neighbors were the most important source of information in paithan and sangvi.

CONCLUSION..

In brief, It is observed from the study that, the role of husband in family purchasing decisions in various Items was comparatively less than of housewife. The study reveals that, the family purchases for convenience goods in rural market was mostly did once a week and it 19 daily for daily consumption goods such as edible oil, sugar, tea'etc;- With the increase in real income of rural peoples; a shift was found to have taken place in the items consumed by the rural consumers. It is found in the study that, most of the consumers from rural area developed brand familiarity with brand names such as Lipton, international lux. keo karpin, brahni arnla, parren, which are heavily known urban area.

It has been noted that, income' - is the 'adobe which determine the purchasing pattern. As most of the consumers!ro9 higher income group generally purchase the products which are highly popular in urban area, it is very interesting finding from the survey of that, most of the- rural consumers are not aware of- the producer of the product. Hence the 'ncorbrate' image is playing very significant role in purchasing the product in rural markets.

Another finding of the study is that, marketing and trading of Luxurious durable products such as washing machines, water heater, bathroom fitting and fixtures, air conditioning, sofa set, chairs, camera And other products have.

not yet strategically established In the rural markets. The buying behavior in general and buying decision in particular in rural area Is Influenced by the factors like price, availability of products. An Interesting finding of the study Is that, overall consumption pattern of the rural consumers has changed, consumption expenditure for non-durable items has increased considerably during the study period.

Notes and References

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