

A STUDY OF CONSUMERS' BEHAVIOUR OF DURABLE PRODUCTS IN RURAL AREA: WITH SPECIAL REFERENCE TO AHMEDNAGAR DISTRICT OF MAHARASHTRA STATE

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ABSTRACT

Marketing plays a pivotal role in the growth and development of a country irrespective of size, population and the concepts are so interlinked that, in the absence of one, another virtually cannot survive. It is historical fact that the development of marketing has always kept pace with Economic growth of the country. Both have experienced evolutionary rather than revolutionary change. The objective of modern marketing is to make profits through satisfying consumer's needs and wants. Hence, the marketers have to understand the real needs, wants, beliefs and attitudes of the consumers towards their products and services. Today, network marketing is a multi-billion dollar business. A number of companies have adopted this business model. It has grown into one of the driving forces of the 21st century economy. Network marketing is now regarded by many business leaders as the business for future. But this marketing method was misunderstood as a get rich-quick scheme. It is also too common for network marketers worldwide to answer the legality and soundness of their business.

KEYWORDS: *Population, Economic Growth, Satisfying Consumer's Needs, Network Marketing..*

Introduction

The rural sector, which encompasses about 70% of the total population, has an important role to play in the overall development of the country. Rural India is now undergoing a sea change resulting from the multi-pronged activities undertaken for overall development of village. There is an indication of increasing prosperity in rural India. Prosperity in the rural areas has opened up new opportunities. It leads to certain definite increase in the demand for durable and Perishable goods. Also significant changes have been noticed in the buying and consumption pattern of the rural consumers, imbibing new ideas, attitude and way of life. As a result of the "Green Revolution", there is a socio-economic revolution takes place in the Indian villages since last three decades. Increasing knowledge of fertilizers, water resources, pesticides, better quality seeds, modern farm equipments and methods of farming have changed the villages far better. The per capita income of the farmers is on the increase and the manner in which they spend their disposable income has also changed. The rural market is not passive. It is vibrant and growing at a faster pace. It will soon outstrip the urban market if this pace of development continues.

The villages have accepted the modern way of agriculture as a business but have also accepted modern living. Farmer is choosy in his buying. Apart from food and consumable items, he is interested in buying small radios, televisions, two wheelers, mostly bicycles and motorcycles, wrist watches, cooking gas and furniture. Socio-economic changes in villages have led villagers to think of material well being. This change in the attitude of the Indian farmer is sweeping across the countrywide. The expanding rural market is important to the growth of economic development of India. With the change in scenario, the marketing

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focus is also changing towards villages: "Go Rural" is the slogan of marketing gurus. Prosperity in rural areas is very much reflected in the buying and consumption habits of rural folks. Their inclination to spend on the modern gadgets has increased as a result of their increase in purchasing power. This necessitates an appraisal of the rural marketing environment which is an outgrowth of various socio-economic and cultural forces. For evolving an appropriate marketing strategy, understanding the rural environment is quite essential. Recently attempts were made to define the distinct differences between the urban and rural markets on the basis of the various socio-economic factors.

Consumer Behavior

Many of the scholars in marketing have tried to define the consumer and consumer behavior. Adam Smith stated that consumption is the sole end purpose of all production. Consumer behavior may be defined as behavior exhibited by people in planning, purchasing and using economic goods and services. Consumer behavior is an integral part of human behavior and can not be separated from it. The term "Consumer Behavior" is defined by Leon G. Schieffman and Leslie LzareKanuk as the behavior that consumers display in searching for purchasing, using, evaluating and disposing of product and services that they expect will satisfy their needs. The study of consumer behavior is the study of how individuals make decisions to spend their available resources (money, time, effort) on consumption of related items. It includes the study of what, why, how, when, where they buy and how often they buy any particular product or service. Consumer behavior is the act of individuals in obtaining and using goods and services which is exhibited through their decision process. Consumer purchases are likely to be influenced by physiological and sociological factors.

Rural Consumers in India

Rural consumers are fundamentally different from their urban counterparts socially, psychologically, physiologically and literally. Rural consumers buy only inexpensive products. There is mass consumption among them regarding a particular product or brand since they are homogeneous of village or regional level. In rural market, since the women have very little contact with the market, the male makes to purchase decision. The community decision making is quite common in a rural market because of strong caste and social structures and low literacy levels. Rural consumers generally feel inhibited and ill-equipped to buy confidently since they have only lesser exposure to the product quality, service support and company credentials. A rural consumer may be illiterate as per the census definition, but he is not unintelligent. The brand awareness, preference and loyalty among the rural consumers are comparatively less than their urban counterparts. The degree of brand loyalty varies among the rural consumer according to the nature of products. If the rural consumers are loyal to one brand, it is very difficult to change. The rural consumer behavior is influenced by several aspects namely socio-economic, cultural, psychological and physiological environment. Various aspects are decided by the level of education of consumers. Apart from these, the rural consumer behavior is molded by the external environment namely opinion leaders, friends and relatives, resource persons, retailers, reach of media, caste and religion etc. The behavior of the rural consumer depends upon the product he wants to purchase. The behavior is highly dynamic even in the consumption of one single product.

Statement of the Problem

In the competitive world, there are many problems in marketing of goods. Some problems can be solved, but so many problems may not be solved. India is a developing country. So, most of the people are living in rural areas. Rural marketing is an important one to develop a country economy. Manufacturers face many problems to market their product in rural areas because most of the rural consumers earn low income, have low level literacy, low level of brand awareness, communication and transportation facilities in rural areas. In the recent past, rural India has been witnessing a sea change, particularly in the standard of living and life styles. At present the consumers are more dynamic. Their taste, needs and preferences are changing as per the current scenario. The consumer now looks for product differentiation and the convenience offered. The consumer has certain expectation from branded items in terms of quality, price and packaging. The increasing money spent on advertisement makes the consumer aware of the latest brand in the market. Conditions in rural markets do not assume an organized functioning pattern. The status of rural marketing needs to be understood in view of social dynamics and various economic and operational gap theories. Thus, appropriate planning for rural market in terms of trade for channel infrastructure, technology and behavioral dimensions needs greater emphasis for achieving better economic efficiency.

The consumers are finding various problems to select their non-durable goods. It is identified that there is a need for research work in the field of consumer behavior of Durable goods in the rural areas of Western Maharashtra particularly Ahemadnagar District. The research deals with questions like:

- What are the factors that influence the rural consumers in the purchase of Perishable goods?
- What is the level of awareness of rural consumer regarding Perishable goods?
- What is the level of satisfaction and problems faced by the rural consumers?

Objective of Study

- To measure the factors that influences the rural consumers in the purchase of Durable goods.
- To analyze the awareness of the rural consumer regarding Durable goods.
- To examine the satisfactory level and problems of rural consumers.

On the basis of knowledge gained during the pilot study and review of the various relevant studies, the present study aims to test the null hypotheses, i.e. There is no significant association between socio-economic characteristics of the sample respondents (age, educational qualification, marital status, nature of family, occupation, size of the family, number of earning members, annual income and annual expenditure) and awareness and satisfaction level of the rural consumers. The statistical significance of these hypotheses has been tested with the help of Chi-square test 5% level of significance and co-efficient of contingency.

Research Methodology

Universe of the present study is infinite. Hence, it is decided to use convenient sampling method. Originally, it was planned and the data was collected from 200 sample respondents (50 from each selected taluk). Due to irrelevant and contradictory information, it was possible to have only 120 sample respondents as final sample size. The sample chosen consisted of 120 respondents representing different statuses viz. agriculture, business, employee and professional. This study is an empirical research based on the survey method. In Ahemadnagar District there are fourteen talukas, out of them four talukas i.e. Kopargaon, Shrirampur, Rahata & Sangamner talukas have been purposively selected. The data collected from primary sources were analyzed with the help of various statistical measures such as percentage, Garrett's ranking techniques and Chi-square test and Co-efficient of Contingency are used.

Factors Influencing the Rural Consumers in Purchase of Durable Products

Every consumer is purchasing a particular product due to influence of many factors. The influencing factor may differ from one consumer to another and from product to product also. The present study is an attempt to find the various factors that influence the purchase of Durable goods and which is one is the most influencing factor. The importance given to a factor by a person may not be same as in the case of another. Some of them are satisfied with one aspect but dissatisfied with another aspect of the Durable goods.

Table 1: Factors Influencing the Rural Consumers Garrett Ranking Technique

| Ranks | | Scale and Score Values of Ranks | | | | | | | | | | | | | Total Score | Mean Score |
|--------------------|-----------------|---------------------------------|------|------|------|-----|-----|-----|------|-----|-----|-----|-----|------|-------------|------------|
| Factors | Scale Value (x) | I | II | III | IV | V | VI | VII | VIII | IX | X | XI | XII | XIII | | |
| Brand Name | f | 84 | 73 | 67 | 62 | 58 | 53 | 50 | 46 | 42 | 37 | 32 | 26 | 15 | 120 | 40.70 |
| | fx | 5 | 5 | 2 | 9 | 3 | 4 | 5 | 15 | 12 | 14 | 12 | 15 | 19 | 4884 | |
| Price | F | 18 | 20 | 21 | 14 | 13 | 10 | 2 | 4 | 5 | 4 | 2 | 6 | 1 | 120 | 61.73 |
| | Fx | 1512 | 1460 | 1407 | 868 | 754 | 530 | 100 | 184 | 210 | 148 | 64 | 156 | 15 | 7408 | |
| Quality | F | 2 | 11 | 7 | 2 | 5 | 5 | 9 | 8 | 10 | 10 | 17 | 24 | 10 | 120 | 42.04 |
| | Fx | 168 | 803 | 469 | 124 | 290 | 265 | 450 | 368 | 420 | 370 | 544 | 624 | 150 | 5045 | |
| Quantity | F | 8 | 8 | 13 | 17 | 15 | 8 | 16 | 7 | 8 | 5 | 7 | 3 | 5 | 120 | 54.12 |
| | Fx | 672 | 584 | 871 | 1054 | 870 | 424 | 800 | 322 | 336 | 184 | 224 | 78 | 75 | 6494 | |
| Package | F | 1 | 2 | 5 | 3 | 7 | 6 | 9 | 6 | 10 | 11 | 13 | 20 | 27 | 120 | 36.43 |
| | Fx | 84 | 146 | 335 | 186 | 406 | 318 | 450 | 276 | 420 | 407 | 416 | 520 | 408 | 4372 | |
| Healthcare | F | 16 | 8 | 13 | 7 | 8 | 16 | 13 | 11 | 7 | 11 | 4 | 2 | 4 | 120 | 55.12 |
| | Fx | 1344 | 584 | 871 | 434 | 436 | 848 | 650 | 506 | 294 | 407 | 128 | 52 | 60 | 6614 | |
| Used by Neighbours | F | 2 | 0 | 4 | 2 | 2 | 6 | 5 | 7 | 6 | 17 | 20 | 22 | 27 | 120 | 33.87 |
| | Fx | 168 | 0 | 268 | 124 | 116 | 318 | 250 | 322 | 252 | 629 | 640 | 572 | 405 | 4064 | |
| Availability | F | 11 | 18 | 9 | 17 | 9 | 15 | 7 | 9 | 7 | 7 | 2 | 0 | 120 | 57.33 | |
| | Fx | 924 | 1314 | 603 | 1054 | 522 | 477 | 750 | 322 | 378 | 259 | 224 | 52 | 0 | 6879 | |
| Nearness | F | 45 | 14 | 13 | 4 | 6 | 6 | 9 | 8 | 6 | 6 | 1 | 1 | 1 | 120 | 66.27 |
| | Fx | 3780 | 1022 | 871 | 248 | 348 | 318 | 450 | 368 | 252 | 222 | 32 | 26 | 15 | 7952 | |

| | | | | | | | | | | | | | | | | |
|-----------------------|-------|-----|------|------|-----|------|------|-----|-----|-----|-----|-----|-----|-----|------|-------|
| Gift Offer & Discount | F | 3 | 8 | 9 | 8 | 13 | 8 | 7 | 16 | 13 | 8 | 11 | 9 | 7 | 120 | 47.77 |
| | Fx | 252 | 584 | 603 | 496 | 754 | 424 | 350 | 736 | 546 | 296 | 352 | 234 | 105 | 5732 | |
| Personal Liking | F | 4 | 15 | 16 | 12 | 11 | 4 | 8 | 14 | 13 | 13 | 3 | 5 | 2 | 120 | 51.28 |
| | Fx | 336 | 1095 | 1072 | 744 | 368 | 212 | 400 | 644 | 546 | 481 | 96 | 130 | 30 | 6154 | |
| Smell | F | 2 | 6 | 4 | 15 | 8 | 14 | 16 | 10 | 10 | 11 | 13 | 7 | 4 | 120 | 47.96 |
| | Fx | 168 | 438 | 268 | 930 | 464 | 742 | 800 | 460 | 420 | 407 | 416 | 182 | 60 | 5755 | |
| Habitual | F | 3 | 5 | 4 | 10 | 20 | 24 | 6 | 7 | 11 | 3 | 10 | 4 | 13 | 120 | 47.93 |
| | Fx | 252 | 365 | 268 | 620 | 1160 | 1272 | 300 | 322 | 462 | 111 | 320 | 104 | 195 | 5751 | |
| | f | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | | |
| | Total | | | | | | | | | | | | | | | |

Note : x- Scale Value, f- No. of Consumers / No. of Respondents, fx- Score Value

Thus, it is difficult task to identify a single factor, which influences the preferences of the consumers. It is found that the factors like Brand name, Price, Quality, Package, Health Care, Used by Neighbors, Availability, Nearness, Gift Offer & Discount, Personal Liking, Smell and Habitual are influencing factors in purchase of Durable goods. To find out the most significance factors which influence the purchase in Durable goods consumers, Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and outcome of such ranking have been converted into score value with the help of following Formula and with the help of Garrett's table. Findings are shown in Table 1.

Garrett's Formula

$$\text{Percent Position} = \frac{100 (R_{ij} - 0.5)}{N_j}$$

Where

R_{ij} = Rank given for the i th factor by the j th respondents.

N_j = Number of factors ranked by the j th respondents.

By referring the Garrett's Table, the percent position estimated is converted into scores. Then for each factor, the scores of each individual are added and mean value is calculated. The factors having highest mean value is considered to be the most important. Table 1 shows the ranking analysis factors influencing the rural consumer in purchase of Durable goods. The respondents are ranked I to XIII according to their personal view. From the Table 1, nearest location of market factor has highest mean score of 66.26. It is proved to be the most important factor considered by respondents to purchase the Durable goods. Second price factor with mean score of 61.73 is ranked as second, availability factor with mean score of 57.32 is ranked as third, other factors are followed by health care, quantity, personal liking, smell, habitual, gift offers and discount, quality, brand name, packaged, used by neighbours.

Awareness Level of Rural Consumers Regarding Durable Products

Consumer awareness is that type of social component which increases the collective consciousness among the people and generates confidence in the individual to face the problem. Generation of awareness develops conscious attitude in the consumer.

A comprehensive interview schedule is designed to collect the data from the sample respondents. Likert's type 5 point rating scale is applied. To measure the awareness level of rural consumer regarding Durable goods, a list of 11 statements like availability of brands, availability of colours, availability of new brand, manufacturers of the brand, price of all product, advertisement of products, quality of products, availability of information about Durable goods, durability of products, popular brand in market and habit of verifying the expiry dates are prepared. As per Likert's type 5 point rating scale ranges from 5, 4, 3, 2 and 1 used. The maximum score of respondent would be 55 from all the 11 statements and lowest would be 11. The respondents are grouped on the basis of score into three viz. Less, Moderate and More. Those who have scored between 11 to 26 are classified as less and their opinion about Durable goods level is less. Those who have scored between 27 to 40 are classified as moderate i.e. their opinion about Durable goods level is moderate. Those who have scored above 41, the respondents are classified as more aware about non-durable goods. (Lowest score 11, difference between 11 and 55 is 44 and 55 is 44 and $44/3 = 14.67$ i.e.15. This 15 has been adjusted with all levels.

Table 2: Distribution of Sample Respondents According to their Awareness Level

| Awareness Level | No. of Respondents | Percentage |
|-----------------|--------------------|------------|
| More | 37 | 31 |
| Moderate | 57 | 47 |
| Low | 26 | 22 |
| Total | 120 | 100 |

In the marketing, of course, the measurement of brand awareness is tedious one and it depends mainly upon communication strategy adopted by the marketers. In the practical field, awareness of consumers is identified by various means such as research, field survey of agency etc. In the present study, awareness level of rural consumers regarding Durable goods has been analyzed by giving 11 statements. Findings relating to awareness level of rural consumers regarding Durable goods are shown in Table 2. The Table 2 reveals that high percentages (47%) of sample respondents are having moderate awareness about Durable goods.

Association between Socio-Economic Characteristics and Awareness Level

It is expected that socio-economic characteristics of the sample respondents (age, educational qualification, marital status, nature of family, occupation and size of the family, number of earning members, annual income and annual expenditure) would influence the awareness level of rural consumers regarding non-durable goods. In this regard a hypothesis has been formed and the same has been statistically tested with the Chi-square test (c2) and Co-efficient of Contingency is computed with the following formula.

$$C = \sqrt{\frac{2}{2+}}$$

When the value of 'C' is equal to or nearest one, it means there is high degree of association between two attributes. Findings are shown in Table 3.

Table 3: Socio-Economic Characteristics and Level of Satisfaction: Chi-Square & Co-efficient of Contingency

| S.N | Characteristics | χ ² | TV @ 0.05 | Df | Result of χ ² | "C" | Result of "C" |
|-----|------------------------|----------------|-----------|----|--------------------------|-------|---------------|
| 1 | Age | 11.19 | 5.99 | 2 | Significant | 0.292 | Low Degree |
| 2 | Educational Level | 9.90 | 5.99 | 2 | Significant | 0.276 | Low Degree |
| 3 | Marital Status | 9.64 | 3.84 | 1 | Significant | 0.273 | Low Degree |
| 4 | Nature of Family | 1.157 | 3.84 | 1 | Insignificant | 0.098 | No |
| 5 | Occupation | 3.64 | 7.81 | 3 | Insignificant | 0.172 | Low Degree |
| 6 | Size of the Family | 0.080 | 3.84 | 1 | Insignificant | 0.026 | No |
| 7 | No. of Earning Members | 7.92 | 3.84 | 1 | Significant | 0.249 | Low Degree |
| 8 | Annual Income | 1.249 | 5.99 | 2 | Insignificant | 0.102 | :Low Degree |
| 9 | Annual Expenditure | 1.34 | 5.99 | 2 | Insignificant | 0.105 | :Low Degree |

On the basis of Table 3, it can be easily inferred that there is an association between awareness level and education, marital status, occupation, size of the family and number of earning members in the family.

Satisfactory Level and Problems of rural Consumers

Satisfaction is the effect of the consumption of the goods and services. However, the human satisfaction cannot be looked upon as a terminal issue, but it must be placed on a continuum, due to the psychological implications. The satisfaction is a psychological factor and it is difficult to measure because it is entirely based on the consumers' needs and wants, so the manufacturer takes into account many factors like consumer's needs, desire, income, education, etc. to make the product attractive and acceptable to its consumers. In other words, every individual at every moment of time is dissatisfied to some degree or other. In the present age of liberalization and market economy, the management process needs more apt and appropriate market information to spear head the marketing operations such as introduction of new products and penetration of new markets and also to retain the customer base. For customer centered companies, customer satisfaction is both a goal and marketing tool. It is not only a decisive component in framing the marketing strategy, but also an inseparable part of the industry as far as its existence is concerned.

A comprehensive interview schedule is designed to collect the data from the sample respondents. Likert's type 5 point rating scale is applied. To measure the satisfaction level about the Durable goods the sample respondents were asked to indicate 5 point rating scale, the degree of importance would attached to each item as given in interview schedule. A list of 15 statements was prepared on the basis of pilot study and consultation with experts to measure the level of satisfaction. Likert's type 5 point rating scale ranges from 5, 4, 3, 2 and 1 are used. The respondents are grouped on the basis of score into two viz. satisfied and dissatisfied. Those who score above 45 are classified as satisfied and those who scored upto 45 are classified as dissatisfied. (Divided on the basis of undecided score i.e. (15x3 = 45). Findings relating to satisfaction of non-durable goods are shown in Table 4.

Table 4: Distribution of Samples Respondents According to their Satisfaction Level

| Satisfaction Level | No. of Respondents | Percentage |
|------------------------------|--------------------|------------|
| Satisfied (Score above 45) | 36 | 30 |
| Dissatisfied (Score upto 45) | 84 | 70 |
| Total | 120 | 100 |

The Table 4 reveals that a high percentage (70%) of the sample respondents is not satisfied with the Durable goods.

Association between Socio-Economic Characteristics and Level of Satisfaction

It is expected that the socio-economic characteristics of the sample respondents would influence the level of satisfactory of Durable goods. To examine the association between satisfaction level socio-economic characteristics a null hypothesis has been framed and the same has been tested with the help of Chi-square test) 2 and Co-efficient of Contingency.

Table 5: Socio-Economic Characteristics and Level of Satisfaction: Chi-Square & Co-efficient of Contingency

| S.No. | Characteristics | 2 | TV@0.05 | Df | Result of 2 | "C" | Result of "C" |
|-------|---------------------------|-------|---------|----|---------------|-------|---------------|
| 1. | Age | 11.19 | 5.99 | 2 | Significant | 0.292 | Low Degree |
| 2. | Educational Level | 9.90 | 5.99 | 2 | Significant | 0.276 | Low Degree |
| 3. | Marital Status | 9.64 | 3.84 | 1 | Significant | 0.273 | Low Degree |
| 4. | Nature of Family | 1.157 | 3.84 | 1 | Insignificant | 0.098 | No |
| 5. | Occupation | 3.64 | 7.81 | 3 | Insignificant | 0.172 | Low Degree |
| 6. | Size of the Family | 0.080 | 3.84 | 1 | Insignificant | 0.026 | No |
| 7. | Number of Earning Members | 7.92 | 3.84 | 1 | Significant | 0.249 | Low Degree |
| 8. | Annual Income | 1.249 | 5.99 | 2 | Insignificant | 0.102 | :Low Degree |
| 9. | Annual Expenditure | 1.34 | 5.99 | 2 | Insignificant | 0.105 | :Low Degree |

On the basis of Table 5, it can be easily inferred that there is an association between satisfactory level of the sample respondents and age, education, marital status and number of earning members in the family.

Problems Faced by Rural Consumers

In the competitive world everything is complicated; particularly choosing a brand in a wide scattered market by consumers is still complicated. Of course, no problem come towards consumer by itself but it is created by consumer, that too, depending on various factors like income, age, sex, awareness, experience and social status etc. In the marketing field, problems faced by consumers are numerous, particularly in Durable goods, consumers face many problems. The present study aims to find out problems faced by consumers of Durable goods in the study area. Against this background, it is an attempt to identify the problems faced by sample respondents. On the basis of information collected from respondents through pilot study and consultation with experts, it is found that Durable goods users are facing following problems like high price, non-availability, lesser quality, color, poor packaging, irregular supply, expected quantity, health problem, transportation problems and adulteration. It is observed from Table 6 that the major problem felt by the sample respondents is high price as indicated by its highest mean score value of 61.01, this is followed by Health Problem, Transportation Problem, Expected Quantity, Poor Packaging, Lesser Quality, Non-availability, Irregular Supply, Color and Adulteration.

Table 6: Problems: Garrett Ranking Technique

| Problems | Ranks | Scale and Score Value of Ranks | | | | | | | | | | Total Score | Mean Score | Rank |
|-------------------|-------|--------------------------------|------|-------|--------|-------|------|-------|--------|---------|-------|-------------|------------|------|
| | | Scale Value (x) | I 81 | II 70 | III 63 | IV 57 | V 52 | VI 47 | VII 42 | VIII 36 | IX 29 | | | |
| High Price | f | 14 | 33 | 24 | 18 | 12 | 7 | 5 | 1 | 3 | 3 | 120 | 61.02 | I |
| | fx | 1134 | 2310 | 1512 | 1026 | 624 | 329 | 210 | 36 | 87 | 54 | 7322 | | |
| Non- Availability | F | 11 | 8 | 12 | 11 | 16 | 11 | 26 | 11 | 7 | 7 | 120 | 50.00 | VII |
| | Fx | 891 | 560 | 756 | 627 | 832 | 517 | 1092 | 396 | 203 | 126 | 6000 | | |
| Lesser Quality | F | 8 | 7 | 11 | 19 | 15 | 20 | 16 | 10 | 8 | 6 | 120 | 50.05 | VI |
| | Fx | 648 | 490 | 693 | 1083 | 780 | 940 | 672 | 360 | 232 | 108 | 6006 | | |
| Colour | F | 5 | 2 | 2 | 12 | 9 | 13 | 5 | 13 | 36 | 23 | 120 | 38.08 | IX |
| | Fx | 405 | 140 | 126 | 684 | 468 | 611 | 210 | 468 | 1044 | 414 | 4570 | | |

| | | | | | | | | | | | | | | |
|------------------------|----|------|------|------|-----|-----|-----|-----|-----|-----|------|------|-------|------|
| Poor Packaging | F | 7 | 8 | 19 | 10 | 16 | 17 | 14 | 17 | 6 | 6 | 120 | 50.06 | V |
| | Fx | 567 | 560 | 1197 | 570 | 832 | 799 | 588 | 612 | 174 | 108 | 6007 | | |
| Irregular Supply | F | 5 | 9 | 8 | 13 | 18 | 14 | 19 | 21 | 10 | 3 | 120 | 48.10 | VIII |
| | Fx | 405 | 630 | 504 | 741 | 936 | 658 | 798 | 756 | 290 | 54 | 5772 | | |
| Expected Quantity | F | 16 | 12 | 17 | 14 | 6 | 9 | 13 | 24 | 8 | 1 | 120 | 53.33 | IV |
| | Fx | 1296 | 840 | 1071 | 798 | 312 | 423 | 546 | 864 | 232 | 18 | 6400 | | |
| Health Problem | F | 34 | 25 | 9 | 7 | 8 | 10 | 11 | 9 | 4 | 3 | 120 | 60.93 | II |
| | Fx | 2754 | 1750 | 567 | 399 | 416 | 470 | 462 | 324 | 116 | 54 | 7312 | | |
| Transportation Problem | F | 18 | 14 | 17 | 14 | 16 | 15 | 5 | 6 | 10 | 5 | 120 | 56.32 | III |
| | Fx | 1458 | 980 | 1071 | 798 | 832 | 705 | 210 | 324 | 290 | 90 | 6758 | | |
| Adulteration | F | 2 | 2 | 1 | 2 | 4 | 4 | 6 | 8 | 28 | 63 | 120 | 28.01 | X |
| | Fx | 162 | 140 | 63 | 114 | 208 | 188 | 252 | 288 | 812 | 1134 | 3361 | | |
| Total | f | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | | | |

Note : x- Scale Value, f- No. of Consumers / No. of Respondents, fx- Score Value.

Conclusion and Suggestions

Today, the rural market is blooming, with increase in the disposable incomes of the households. By nature rural marketing is complex oriented and study of perception of rural consumers is always a difficult task unlike urban consumers. Rural consumers vary not only in their behavior, practices but also in conviction and belief, yet, the general tendency has not changed widely between rural and urban consumers as regards to aiming on superior quality of products, branded products etc. It is essential that an effective communication is information about products but also educating them regarding the use of products. Though, rural consumers behavior remains constant at least for a particular period, it cannot be taken for granted that they will not change when better opportunities are given to them, thus, rural consumers may resort to change and hence their behavior will not remain inactive in the changing market environment. Therefore it is necessary, that rural consumers have to be thoroughly studied so as to have better knowledge on rural marketing and work out appropriate marketing strategies for the success not only in the short run but also in the long run. On the basis of findings of the present study, the following suggestions are made.

In the present study, it is found that the factor nearness (proximity) has been ranked by all the sample respondents as first and most significant factor to purchase the Durable goods. Hence, it is suggested that Government has to take all possible steps to make all Durable goods available in the nearness place of consumers. It is found that only 31% of the sample respondents are having more level of awareness regarding Durable goods. Hence, it is suggested that proper steps should be taken by Durable goods manufacturers and even by dealers to disseminate the facts about Durable goods to all consumers through all possible Medias. It is found that 70% of the sample respondents are not satisfied with Durable goods. Hence, it is suggested that the manufacturers and dealers of various Perishable goods should take necessary steps relating to price, quality, quantity, color and availability to satisfy the rural consumers and to advertise their products through various Medias along with factual information. It is found that high price is an important problem of rural consumers. Hence, it is suggested that manufactures of Durable goods should take necessary steps to reduce the price.

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