

Changing Life Style and its impact on the Purchase Behaviour among the Rural Customers

*** Dr.K.Malar Mathi, **C. Saraswathi.**

*** Associate Professor, Bharathiar School of Management and Entrepreneur Development.**

**** Research Scholar, Bharathiar School of Management and Entrepreneur Development,
Bharathiar University, Coimbatore.**

ABSTRACT

In the Indian economy several changes have taken place especially after the era of liberalization, Globalization and Privatization that took place in 1990. In effect to the new policy implementation, numerous companies from different parts of the globe entered into almost all sectors of the Indian economy. The economy has totally changed its dimensions in different spheres thus offering products and services of multitudinal aspects. Sectors such as Manufacturing, Processing, Services and Agricultural have attained new faces.

Since the economy has opened up and having permitted international corporations worldwide to set up their business operations in India, Indian customers have got the opportunity to have wider options of products and services. Prior to the period of LPG, Indian customers have to depend solely on the products and services offered by the Indian manufacturers and therefore the choices become limited in most of the cases.

Especially, during the last two decades the Indian consumer durables industry has witnessed substantial developments. It was noted that there is a much change in the lifestyle among the rural consumers and a notable rise in their disposable income. Due to these changing patterns the rural consumers have greater affordability. Moreover the increased advertisements have become yet another influential factor to gear up sea changes among the buying behaviour of the rural consumers and hence they begun to have sophisticated lifestyle at par with or sometimes much better than the urban consumers. The increase in disposable income is due to the dual income of the nuclear families in the rural areas. Apart from the steady income gains, the financing options and several other hire purchase schemes are found to be major drivers in the Indian consumer industry.

KEYWORDS: purchase decision; durable goods; rural consumer.

A consumer's buying behaviour is influenced by Cultural, Social, Personal and Psychological factors

Culture

Culture is the fundamental determinant of a person's wants and behaviour. It is the combination of customs, beliefs and values of consumers in a particular nation. Majority Indians are vegetarians and a company which sells non vegetarian items should analyze these values of the consumer. For example, KFC which sells chicken dishes all over the world added vegetarian burgers in their menu to serve vegetarian consumers. Another multinational McDonald, whose majority of sales comes from selling beef lets, didn't include in the Indian menu as cow is a sacred animal.

Subcultures

Subcultures are part of culture comprising, geographic regions, religions, nationalities and racial groups. The value system of these groups differs from others. For example, Hindus in north India eat special vegetarian food during the Navaratra festival. They prefer to spend their time with their family. During this time restaurants will have lesser traffic. To attract the customers, restaurants started offering the authentic Navaratra dish. This helped the restaurant to attract the family who don't have time, bachelors and people want to spend their time with family without allotting much time for food preparation and so on.

Social factors

Human beings are social animals in the world. They live and interact with other people. Therefore there is a chance of influence by others on their opinions. Marketers like to identify such influential persons or groups of consumer. Generally such groups are classified into two major groups namely:

Reference Groups and
Family

Reference groups

Reference Groups are used in order to evaluate and determine the nature of a given individual or other group's characteristics and sociological attributes. Reference groups provide the benchmarks and contrast needed for comparison and evaluation of group and personal characteristics. "Reference groups are groups that people refer to when evaluating their own qualities, circumstances, attitudes, values and behaviours." William Thompson & Joseph Hickey, Society in Focus, 2005." Reference groups act as a frame of reference to which people always refer to evaluate their achievements, their role performance, aspirations and ambitions.

Family:

Indian culture gives utmost importance to the family. People discuss with their family before purchasing the valuable items. Wife, children and parents influence the decisions of the family. Therefore many companies use either whole family or kids in their promotional programs. Godrej introduced memory back up auto washing machine. They have shown the family in the advertisement who are enjoying without any problems of washing clothes. In the second advertisement Dabur chyavanprash uses kids in their advertisements. The target customers are used with celebrity to provide necessary image and convey the attributes of the product.

NEED FOR STUDY CONSUMER BEHAVIOUR

Most products eventually end up in private households even though they will pass through a number of steps on their way from producer to end user. Producers and traders form vertical chains or networks, called value chains, at the end of which are the consumer. Understanding consumer behaviour is not only important for the producer but for all the other actors in the chain. The value that the consumer puts on the goods or service limits what everyone else can get from the value chain.

To understand the buying behaviour of rural consumers, we must go into the factors that influence their choice, buying behaviour and finally the decision making. The factors include: Social Environment, Cultural Environment, Education, Occupation, Media and Involvement of the users. All the above factors persuade and galvanize the buying behaviour of rural consumer and helps in decision making as well.

OBJECTIVES OF THE STUDY

1. To assess major factors that influences the purchase involvement of the respondents;
2. To study the impact of purchasing involvement on the influence of women in family purchase decisions Of durable goods.
3. To identify the various socioeconomic, cultural and psychological factors that influences the purchasing Pattern of respondents;
4. To evaluate the changing lifestyle and its impact on the purchase behaviour among the rural customers.
5. To study the relationship between price and brand.

Hypotheses

The set of assumptions framed for the purpose of the study are:

H1: Attitudes towards consumer durable brands in rural markets are affected by the demographic attributes of consumers.

H2: Age is a vital factor in determining the attitudes towards branded products in rural markets.

H3: Gender is a deciding factor of rural brand attitudes.

H4: The rural consumers' education level shapes their attitudes towards brands.

H5: Occupation of the rural consumer has an effect on the attitude for brands.

H6: The consumers' income level influences their attitude towards branded consumer durable products in rural markets.

RESEARCH METHODOLOGY

The methods and procedures adopted for conducting the research are presented under the following heads.

RESEARCH DESIGN

Having identified the variables in a problem situation and developed the theoretical framework, the next step is to design the research in such a way that the requisite data can be gathered and analyzed to arrive at a solution.

In the research design there are six basic aspects such as: the type of investigation, the extent of research interference, the study setting, the unit of analysis and the time horizon of the study, data collection, sampling design and data analysis.

In this study the researcher has selected both exploratory and descriptive study. The exploratory study was not undertaken as much is not known about the current situation that prevail among the rural consumer pertaining to their buying behaviour of durable goods

SAMPLE TECHNIQUES

The consumers located in the rural areas of Erode districts are the Universe. The sampling unit is limited to Erode District of Tamilnadu. The researcher selected 40 respondents from each block and hence the total sample size of the study is estimated as 150 samples. The samples are selected on a simple random basis on the ground of validity, convenient to access and level of participation in the research process.

Statistical Tools

Various statistical tools are used in analyzing the primary and secondary data. This involves a lot of calculation and computations. Tables, percentage and Anova judge the significance.

SCOPE OF THE STUDY

The dynamics of the rural consumer behaviour are highly a complex area. Hence, the scope of the present is confined to buying habits, satisfaction level and post purchase. The area covered under this study is limited to the 14 blocks of Erode District.

ANALYSIS AND INTERPRETATION:

We find that the factor performance is the highest factor with 82% followed by features with 71% and maintains with 68% the factor better resale value has the lowest influence 54% followed by compliments as the lowest influencing factor to about 52% of the respondents.

ANOVA FOR CONSUMERS' SELF DECISION INFLUENCE ON PURCHASE REQUIREMENT OF VARIES DURABLE GOODS

Products	Sources of Variation	Sum of Square	Mean Square	df	F	Sig.
Television	Between Group	18.16	4.54	4	0.034	NS
	Within Group	2644.4	132.22	20		
	Total	2662.6		24		
DVD Player	Between Group	1.84	0.46	4	0.004	NS
	Within Group	1896.4	94.82	20		
	Total	1898.2		24		
Washing Machine	Between Group	242.64	60.66	4	0.508	NS
	Within Group	2386.8	119.34	20		
	Total	2629.4		24		
Two-wheeler	Between Group	270.56	67.64	4	0.671	NS
	Within Group	2014.8	100.74	20		
	Total	2285.4		24		

ANOVA FOR STRATIFIED CONSUMER WISE SELF DECISION INFLUENCE ON PURCHASE REQUIREMENT OF VARIES DURABLE GOODS

Product s	Sources of Variation	Sum of Square	Mean Square	df	F	Sig.
Agriculturist	Between product	110.80	36.93	100.03	0.369	NS
	Within product	1600.4				
	Total	1711.2				
Government employee	Between product	2.400	0.88	183.18	0.004	NS
	Within product	2930.8				
	Total	2933.8				
Private employee	Between product	5.400	1.80	55.77	0.032	NS
	Within product	892.4				
	Total	897.8				
Business people	Between product	14.80	4.93	149.65	0.033	NS
	Within product	2394.4				
	Total	2409.2				

In particularly 8.8% of Agriculturist, 41.3% of Government employee, 27.8% of Private employee, 31.8% of Business people and 14.3% of Housewives are represent most important to the factor. The table-2 shows ANOVA test employed in the product of television between the segmented groups, the F- ratio is 0.034 and 5% F – limit (4, 20) is 2.87, it's greater than F- ratio; so it's resulted that the segmented respondents are not significant between them.

And the factor consider to product Audio between the segmented groups. Overall 29.8% of respondents are represent most important to the factor, 14.9% of respondents are important in the factor of self decision. 34.7% of the respondents are less important to the factor. In particularly 26% of Agriculturist, 42.7% of Government employee, 33.3%of Private employee, 29.6% of Business people and 16.7% of Housewives are represent most important to the factor. ANOVA test employed in the product of Audio between the segmented groups, the F- ratio is 0.004 and 5% F – limit (4, 20) is 2.87, it's greater than F- ratio; so it's resulted that the segmented respondents are not significant between them.

Conclusion:

The study interpreted that the stratified respondents are not even their self decision attitude towards the purchase of the sample product like Television, Audio, Cell phone, and Two-wheeler, at the same time every stratified respondent self decision attitude is differs to product wise.

The study concludes that the distinct personality influences his or her own buying behavior, and distinct personality experience and familiarity is differ in product wise. The study recommend to marketers' unique promotion tool may not successful lead to the consumers, for the sack it may be identified the potential of consumers in segmented wise, and their promotion. So it is possible to emphasize the product way in multi dimension approach.

References:

The rural Marketing book Pradeep kashyap & Siddhartha Raut(2010):"Rural Marketing"76-77 Biztantra
Alba.Joseph.W and J.Wesley Hutchinson, (1987), "Dimension of Consumer Expertise" Journal of
consumer research, 13 (March), p-411-454

Indian Journal of Marketing volume:xxxix Number 5 May 2009.

Rural Marketing R.V.Badi and N.V.Badi, Himalaya publishing house