Post Purchase Behaviour on Rural Consumer with Special Reference to Mosquito Repellent in Salem District

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ABSTRACT *Mosquito Repellent is the product which protects mainly human beings from the deadly mosquitoes. Mosquito is a common flying insect that is found around the world. There are about 3,500 species of mosquitoes. There are so many different types of repellents are available in the market. All these repellents help us to protect from different types of mosquitoes to come nearby us and spread various diseases. The different types of mosquito repellent brands available in Indian market. The rural consumer also used mosquito repellent. Thus with more number of companies entering into the rural market, with a variety of products. The liberalization of the Indian economy had far reaching consequences, which led to entry of global brands in the Indian markets. Earlier companies focused their marketing efforts towards the urban markets targeting the educated consumer. However with the saturation of markets in the urban sector, many companies focused their attention towards the fast growing rural sector. The study focuses mainly on post purchase behaviour on rural consumer with special reference to mosquito repellent.*

INTRODUCTION

In Indian market there is always a high potential market value for mosquito repellent because of large number of diseases are caused due to the mosquito biting. Earlier people use to get satisfied without using mosquito repellent to protect themselves from fatal mosquitoes but now with the development taking place everywhere, people have realized that it is better to choose mosquito repellents than going for medical treatment for various diseases such as malaria, dengue, HIV etc. The different types of mosquito repellent brands available in Indian market. The rural consumer also used mosquito repellent. 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 at the village or regional level. 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.

STATEMENT OF THE PROBLEM

In a competitive world, there are many problems in marketing of goods. Some problems can be solved, but many problems may not be solved. India is a developing country. So, most of the people are living in rural areas. Rural marketing is important for developing a country's economy. Manufacturers face many problems in marketing their product in rural areas because most of the rural consumers earn low incomes, have low levels of literacy, low levels of brand awareness, communication and transportation facilities. The consumers are finding various problems in selecting their fast moving consumer goods. It is identified that there is a need for research work in the field of consumer behaviour of mosquito repellent in the rural areas of Salem District.

OBJECTIVES OF THE STUDY

1. To analyze the factors influencing Post Purchase Behaviour and Brand Loyalty among the rural population.

RESEARCH METHODOLOGY

Sampling size and design

A proportionate random sampling method was used to collect post purchase behaviour in rural areas in Salem District. The sample size of 600 respondents, representing 10 from 60 villages had been proportionately chosen from the 4 revenue divisions in Salem District.

POST-PURCHASE RURAL CONSUMER BEHAVIOUR – AN ANALYSIS Brand Wise Distribution of Sample Units to mosquito repellents Table – 1

Brand	Frequency	Percentage
Goodnight	225	37.5
Allout	171	28.5
Mortein	17	2.8
Power on	49	8.2
Jumbo coil	52	8.7
Tortoise	85	14.2
Anyother	1	0.2

(Source: primary Data)

ASSOCIATION ANALYSIS OF POST-PURCHASE BEHAVIOUR Association between Marital Status and Clusters of Post Purchase Behaviour Table – 2
Marital Status and Cluster of Post purchase Behaviour

Loyal consumers		Cluster Number of Case			Total
		Gratified consumers	Expecting consumers		
Marital status	Single	79	112	63	254
	Married	84	189	73	346
Total		163	301	136	600

Table – 3
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.636(a)	2	.036
Likelihood Ratio	6.645	2	.036
Linear-by-Linear Association	.287	1	.592
No of Valid Cases	600		

a 0 cells (.0%) have expected count less than 5.

The minimum expected count is 57.57.

From the table, it is revealed that maximum frequency 31.5% is established at the cell (2, 2). This indicates that the gratified consumers are thickly found in the married rural consumer

category. From the chi-square analysis it is found that Pearson's chi-square value is 6.636, likelihood ratio 6.645 and linear by linear association 0.287 is significant at 5% level. So, it is concluded that the marital status of consumers and the classification based on post-purchase behaviour are well associated. The usage of mosquito repellent and satisfaction levels are able to recognize both married and unmarried rural consumers based on their nature of utility.

FACTOR ANALYSIS FOR POST-PURCHASE BEHAVIOUR
Table – 4
KMO and Bartlett's test for Post Purchase Behaviour

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.838
Bartlett's Test of Sphericity	Approx. Chi-Square	2172.731
	df	171
	Sig.	.000

From the above table, it is found that KMO measure of sampling adequacy is 0.838, Bartlett's test of sphericity is 2172.731are statistically significant at 5% level. Therefore, it is concluded that the nineteen variables of post purchase behaviour perfectly involve themselves in representing the factors. The sample size is also adequate and expresses its suitability for the application of factor analysis. The communality values for all the fifteen variables are represented in the table below.

Table – 5
Communalities for Post Purchase Behaviour

Variables	Initial	Extraction
Make repeated purchase if the product is satisfactory	1.000	.453
Lodge complaints to the seller if the product fails to satisfy	1.000	.423
Speak well about the product and brand if it fulfills expectations about the brand	1.000	.672
If satisfied, will have discussions with friends to popularize the brand name	1.000	.543
Want others to realize the name of the brand	1.000	.525
Advertisement increases the brand image of Fast moving consumer goods	1.000	.522
Advertisement results in price hike	1.000	.517
Advertisement gives product information	1.000	.432
Switch over to other brands if it fails to satisfy	1.000	.477
Speak ill of the product and brand if it fails to fulfill expectations about the brand	1.000	.502
Advertised products are more reliable and dependable than unadvertised ones	1.000	.377
Product attributes are overstated in most of the advertisements	1.000	.423
Fully aware of the laws like Consumer Protection Act, MRTP Act and Essential Commodities Act	1.000	.443
Most retailers of Fast moving consumer goods make sincere effort to adjust to consumer complaints fairly	1.000	.602
The procedure followed by retailers and manufacturers in handling complaints are satisfactory	1.000	.596
Organized consumer movements are an important factor in changing business practices	1.000	.403
Manufacturers and retailers are more sensitive to consumer complaints now than in the past	1.000	.615
Special care is taken by the manufacturers and retailers to satisfy the consumers	1.000	.466
Advertisements of the Fast moving consumer goods help in remembering the brand ever	1.000	.510

Extraction Method: Principal Component Analysis

From the above table it is found that the third variable speak well about the product and brand if it fulfils expectations about the brand (0.672) possess high communality value whereas the eleventh variable advertised products are more reliable and dependable than unadvertised ones (0.377) acquired least value. This implies the individual variances of nineteen variables range from 37.7% to 67.2% respectively. Around 29.5% oscillation (67.2 – 37.7) is well established among fifteen variables. This implies individually all the variables adequately represent their contribution in the formation of factors. The number of factors emerged is presented in the table below.

Table – 6
Number of Factors for Post Purchase Behaviour

Component	Initial Eigen values			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.548	23.934	23.934	3.393	17.856	17.856
2	1.678	8.829	32.764	1.620	8.527	26.382
3	1.153	6.070	38.834	1.549	8.153	34.536
4	1.065	5.606	44.440	1.530	8.053	42.588
5	1.056	5.557	49.997	1.408	7.408	49.997
6	.961	5.059	55.055			
7	.900	4.737	59.792			
8	.884	4.654	64.447			
9	.862	4.537	68.984			
10	.774	4.071	73.055			
11	.739	3.889	76.944			
12	.716	3.767	80.711			
13	.650	3.419	84.130			
14	.622	3.276	87.406			
15	.577	3.036	90.442			
16	.558	2.938	93.380			
17	.479	2.523	95.903			
18	.415	2.183	98.085			
19	.364	1.915	100.000			

Extraction Method: Principal Component Analysis.

From the table it is found that the nineteen variables on the whole explained 49.997% of total variance and five factors are emerged out of the variables. The individual eigen values 3.393, 1.620, 1.549, 1.530 and 1.408 along with individual variances 17.856, 8.527, 8.153, 8.053 and 7.408 respectively. The five factors evolved are represented by the component variables as presented in the table below.

Table – 7
Variables and Variable Loadings for the Factors of Post Purchase Behaviour

Item no	Variables / factors	Variable Loadings
Factor I – Consumer Grievance Redressal Mechanism		
15	The procedure followed by retailers and manufacturers in handling complaints are satisfactory	0.754
14	Most retailers of Fast moving consumer goods make sincere effort to adjust to consumer complaints fairly	0.716
17	Manufacturers and retailers are more sensitive to consumer complaints now than in the past	0.605
13	Fully aware of the laws like Consumer Protection Act, MRTP Act and Essential Commodities Act	0.593
16	Organized consumer movements are an important factor in changing business practices	0.591
18	Special care is taken by the manufacturers and retailers to satisfy the consumers	0.571

11	Advertised products are more reliable and dependable than unadvertised ones	0.528
10	Speak ill of the product and brand if it fails to fulfill expectations about the brand	0.491
Factor II – Brand Image		
3	Speak well about the product and brand if it fulfills expectations about the brand	0.777
19	Advertisements of the Fast moving consumer goods help in remembering the brand ever	0.458
Factor III – Advertisement and Publicity		
6	Advertisement increases the brand image of Fast moving consumer goods	0.691
8	Advertisement gives product information	0.588
7	Advertisement results in price hike	0.510
Factor IV – Brand Equity		
4	If satisfied, will have discussions with friends to popularize the brand name	0.708
5	Want others to realize the name of the brand	0.559
12	Product attributes are overstated in most of the advertisements	0.430
Factor V – Brand loyalty		
9	Switch over to other brands if it fails to satisfy	0.652
1	Make repeated purchase if the product is satisfactory	0.595

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.
a Rotation converged in 6 iterations.

The above table clearly shows that the consumers satisfied by the consumers grievance redressal mechanism of retailers and manufacturers in the rural areas of Salem District. The rural consumers will speak well about the product and brand and will have discussions with friends to popularize the brand if it fulfills the expectations of the consumers and failing which they will switch over to other brands.

RURAL CONSUMERS VIEW ABOUT BRAND LOYALTY Table – 8
One Sample t-test for Brand Loyalty

	N	Mean	Std. Deviation	Std. Error Mean	t-value	Sig. (2tailed)
The brand chosen has a good reputation	600	4.4233	.72916	.02977	47.814	.000
The way in which the brand is marketed is very impressive	600	4.0017	.89982	.03674	27.267	.000
Stick to the same brand	600	4.0853	1.00971	.04129	26.284	.000
Adjust with the shortcomings of the brand	600	3.3750	1.25313	.05116	7.330	.000
Do not tolerate the non-availability of the brand	600	3.6183	1.17401	.04793	12.901	.000
Enjoy using this brand	600	3.9767	.99050	.04044	24.153	.000
Appreciate those who use the same brand	600	3.8050	1.09802	.04483	17.958	.000
Share views of the brand with others	600	3.9600	.96087	.03923	24.473	.000

From the table, it is very clear that the variables brand has good reputation, the marketing of brand is very impressive and stick to the same brand is strongly agreed by the rural consumers of Salem District(Mean= 4.42, 4.00, 4.08). The t-values of the respective eight attributes are statistically significant at 5% level. The mean values confirm that the rural consumers stick to the same brand rather than loyal to the brand.

FINIDINGS
- In mosquito repellents, a maximum of 37.5 percent of the respondents' choice is Goodnight and a minimum 2.8 percent of the respondents are using Mortein.
- The consumers of mosquito repellents strongly agreed that the attributes safeguard them from mosquitoes and gives good fragrance. The other three attributes slow poisoning, affecting the health and killing of other insects are agreed upon by the rural consumers of mosquito repellent.
- The rural consumers of mosquito repellent in Salem District are highly aware that the continuous usage of mosquito repellent safeguards them from mosquito bites and malaria fever and makes them grow healthier. This attribute has a direct impact on the awareness of the usage of mosquito repellents. Infact, the rural consumers possess the awareness of healthy growth which is directly correlated to the maximum usage of mosquito repellent regularly.
- A maximum of 55.9 percent of the mosquito repellent consumers are using more than 9 years and a minimum of 12.8 percent are using 3-6 years.
- The marital status of consumers and the classification based on post-purchase behaviour are well associated.
- The retailers and manufacturers in handling complaints and the sincere effort taken by the manufacturers and retailers to adjust and solve the consumers' complaints fairly satisfy the rural consumers of Salem District. The rural consumers will speak well about the product and brand and will have discussions with friends to popularize the brand if it fulfils the expectations of the consumers and failing which they will switch over to other brands.
- Family monthly income of the rural consumer has the good correspondence with post purchase behaviour.
- Occupation of the rural consumers has the good correspondence with Post-purchase behaviour. The rural consumers and their occupation create a new domain of exposure to determine their satisfactory levels.
- Size of the family of the rural consumers has the good correspondence with post-purchase behaviour. The size of the family and its momentum is significant for the rural consumers in Salem District to brood over the different levels of satisfaction obtained out of attributes of Fast moving consumer goods.
- The brand loyalty variables have a good reputation, the marketing of a brand is very impressive and they stick to the same brand strongly as agreed by the rural consumers of Salem District.

CONCLUSIONS AND RECOMMENDATIONS
In the post –purchase satisfaction in rural consumers of predominant brand image and quality of the product is important. The royalty of rural consumer purpose is very high, so their strength and their expectation are also maximized. Since the rural consumer is aware of the affecting results of mosquito repellents' and its impact on health, it is easy to suggest some recommendations but it is utmost important and some what difficult to work on these parameters such as to develop a repellent in such a way, it should really satisfy the customer to get rid of the biting mosquitoes. My personal experience and experiment shows that there is still some scope for the companies to make a 100% satisfying products available in the market which can really keep you sleep the whole night without disturbing by the mosquitoes. To some extent, I believe mosquito mats are better but again it has a large side effect because it is highly suffocating stuff and it smell really make me feel very unusual.

RESEARCH PAPER

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