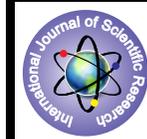


A Study on Consumer Expectation Towards Rural Marketing on Non Durable Products in Thanjavur District



Management

KEYWORDS : Consumer, Rural Marketing, Non Durable Products

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ABSTRACT

Various companies in India concentrate on rural marketing because the people in rural areas have not been concentrated by competitors. People with purchasing power must be made to purchase the products to increase the sales and profit any company. This study explains about the expectation of rural consumers towards non durable goods in Thanjavur District.

Introduction:

Large number of people reside in rural India. If the expectations of these rural people are fulfilled by the marketer he can be successful in selling his products. The expectations of rural consumers may vary from urban consumers due various reasons. Problems like transportation, non availability of the products or availability of few shops in the rural areas are the various reasons for the variations in their expectations. This study helps the marketer to understand the expectations of rural consumers towards rural marketing on non durable products in Thanjavur District.

Research Methodology

Review of Literature

Dr.Rajamanoharane of PSGR Krishnammal College for Women, Coimbatore has conducted a study and done his Doctorate of Philosophy on the topic "Consumer Behavior In Rural Market Of Trichy With Reference To Toilet Soaps" in the year 2008.

Anil Kalotra, Assistant Professor, Department of Management Studies, HMR institute of technology and Management, Hamidpur, Delhi has conducted a study on Rural Marketing Potential in India- An Analytical Study and it has been published in the International Journal of Advanced Research in Computer Science and Software Engineering (Volme 3, Issue1, January 2013 ISSN: 2277 128X).

Mr.Pardeep Kumar, Department of Commerce, Keshay Mahavidyalaya University of Delhi has explained about the Challenges and Opportunities of Indian Rural Market in the International Journal of Marketing Studies, Vol.5, No.3, 2013 Published by Canadian Center of Science and Education.

Objectives Of The Study.

To identify the preferences of rural consumers towards various factors like price, quality, availability etc. on non durable products.

To identify the expectations of rural customers towards rural marketing on non durable products in Thanjavur District

To provide suggestions to the marketer towards the strategies to be followed while marketing non durable goods to the rural consumers of Thanjavur District.

Sampling Methods

Sample Size: The size of the sample is 40 in numbers.

Sampling Method: Simple Random Sampling is followed in this research.

Method of Data Collection: Primary Data collection method has been followed. Structured close ended Questionnaire with 22 questions has been used for this study.

The data has been collected from ten villages of Orathanadu Taluk, Thanjavur District namely Ambalapattu, Kannanthangudi, Okkanadu, Paruthikottai, Pudur, Thekkur, Thelungankudikadu, Thennamanadu, Thenmandalakkottai and Thirumangalakkottai. The villages have been selected randomly.

Simple Percentage Analysis has been used for this research study.

Limitations of the Study

The study is conducted in the villages in and around Orathanadu Taluk, Thanjavur District.

The sample size is only 40.

The time taken to conduct the study is one month only.

There may be bias in understanding the questionnaire by the respondents

Findings

Table:1 Demographic Profile of Respondents

Age (in Years)	Number of Respondents	Percentage
<20	06	15
20-25	06	15
26-35	18	45
36-45	06	15
46-55	04	10
>55	-	-
Total	40	100

Gender	Number of Respondents	Percentage
Male	18	45
Female	22	55
Total	40	100

Marital Status	Number of Respondents	Percentage
Married	26	65
Unmarried	14	35
Total	40	100

Family Size	Number of Respondents	Percentage
1-2	4	10
3-4	22	55
5-6	10	25
>6	4	10
Total	40	100

Type of Family	Number of Respondents	Percentage
Joint	14	35
Nuclear	26	65
Total	40	100

From the above table it is found that 65% of the respondents are having nuclear family.

Monthly Income of the respondents

Income per month(In Rs.)	Number of Respondents	Percentage
<2,000	6	15
2000-4000	10	25
4001-6000	2	5
6001-8000	4	10
8001-10000	8	20
>10000	10	25
Total	40	100

55% of the respondents earn more than Rs. 6,000 per month.

60% of the respondents give first preference to quality of the food items during their purchase.

90% of the respondents give first preference to quality of the fruits and vegetables during their purchase.

65% of the respondents give first preference to quality of the toiletries during their purchase.

75% of the respondents give first preference to quality of the edible oil during their purchase.

60% of the respondents give first preference to the quality of beverages during their purchase.

35% of the respondents give last preference to credit facility and 35% of the respondents are not influenced by dealers and agents while purchasing food items.

40% of the respondents give least importance to the influence of dealers agents while purchasing fruits and vegetables.

45% of the respondents give least importance to credit facilities provided by the dealers and agents while purchasing toiletries.

35% the respondents give least importance to credit facilities provided by the dealers and agents while purchasing edible oil.

30% the respondents give least importance to credit facilities provided by the dealers and agents while purchasing beverages.

Place of Purchase of Non Durable Products by rural consumers at Thanjavur District

	Purchase at Town	Purchase at Nearby Shop	Purchase through agents	Purchase at abroad	Purchase through online shopping	Total
Food Items	30	10	-	-	-	40
Fruits& Vegetables	28	10	2	-	-	40
Toiletries	20	18	-	2	-	40
Edible Oil	24	16	-	-	-	40
Beverages	14	22	4	-	-	40

Majority of the respondents 30%, 28%, 20%, and 24% of the respondents purchase food items, fruits and vegetables, toiletries and edible oil at town. 22% of the respondents purchase beverages at nearby shops.

Brand is not a concern for the rural consumers of Thanjavur District

	Number of Respondents	Percentage
Food Items	12	30
Toiletries	04	10
Edible Oil	02	05
Footwear	08	20
Brand is important	14	35
Total	40	100

From the above table it is found that majority 35% of the respondents give more importance to brand to all the non durable products purchased by them.

Brand Switching by the rural consumers

	Number of Respondents	Percentage
Price	06	15
Change in the Market Trend	06	15
Habit	04	10
Promotional Strategies by companies	06	15
Non Availability of the product	14	35
Low quality of product	04	10
Total	40	100

From the above table ,we can find that 35% of the respondents switch brands due to the non availability of the non durable products in the market.

35% of the respondents strongly agree that they give more importance to the quality rather than the price of the non durable products.

Expenditure towards non durable products per month by the rural consumers in Thanjavur District

	<500	500-1000	1001-2000	>2000	Total
Food Items	30	10	-	-	40
Fruits & Vegetables	28	10	2	-	40
Toiletries	20	18	-	2	40
Edible Oil	24	16	-	-	40
Beverages	14	22	4	-	40

From the above table it is found that majority of the respondents purchase food items, fruits and vegetables, toiletries and Edible Oil below Rs. 500 per month. Beverages are purchased between Rs. 500 to Rs. 1000 by majority of the respondents.

Purchase pattern towards non durable products by the rural consumers in Thanjavur District

	Daily	Weekly	Monthly	Quarterly	Others	Total
Food Items	06	20	14	-	-	40
Fruits & Vegetables	14	22	04	-	-	40
Toiletries	04	12	24	-	-	40
Edible Oil	-	12	26	-	-	40
Beverages	10	08	10	04	-	40

From the above table it is found that majority 20% of the respondents purchase food items on weekly basis, 22% of the respondents purchase fruits and vegetables on weekly basis, 24% of the respondents purchase toiletries on monthly basis, 26% of the respondents purchase edible oil on monthly basis, 10% of the respondents purchase beverages on daily and monthly basis.

95% of the respondents purchase non durable goods by giving cash.

85% of the respondents bargain while purchasing the non durable goods.

35% of the respondents always bargain while purchasing non durable products and 35% of the respondents bargain depending upon the shop they purchase.

55% of the respondents feel that TV Advertisement is the best way of advertising the non durable goods.

45% of the respondents say that they recommend the non durable products they use to others.

85% of the respondents are not influenced by the Brand Ambassadors.

Suggestions

The rural consumers of Thanjavur District are more concerned about the quality of non durable products. Hence the marketer has to take special care regarding the quality of the products they sell to these rural consumers.

The rural consumers of Thanjavur District are not concerned about the credit facilities provided by the shop owners. Hence the marketer need not concentrate on providing credit facilities to these consumers.

The rural consumers of Thanjavur District prefer to purchase non durable goods like food items, fruits and vegetables, Toiletries and Edible Oil in town than nearby shops since they are more concerned about the quality of the products and also have a mentality of bargaining the products on regular basis. Therefore the marketer can take initiatives to start retail shops in the villages and advertise

to the people regarding the quality of the products in the retail shops.

Majority 35% of the respondents switch their brands due to the non availability of the products. Therefore the marketer has to take special care regarding the availability of non durable goods in the shops at rural areas of Thanjavur District.

Majority 55% of the respondents feel that TV Advertisement is the best mode of advertising. Hence the marketer can concentrate more in TV Advertisement than other mode.

Majority 85% of the rural consumers of Thanjavur District are not concerned about brand ambassadors in Advertisement. Hence brand ambassadors are not needed for advertising in rural areas of Thanjavur District.

Conclusion

The rural consumers of Thanjavur District expect quality products (non durable goods). They are not concerned about price of the product. Hence the marketer must take special care in quality of the non durable goods while selling them to the rural customers of Thanjavur District.

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