



Consumer Buying Behavior in Rural Areas of Haryana

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ABSTRACT

Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items that includes what they buy, why they buy, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose of it. According to Census Survey 2011, 69% population of India lives in rural areas and 31% in urban areas. Rural India is a potential and profitable market for producers or company. Consumer in rural areas are not homogeneous they have heterogeneous need like the urban areas. Consumer may differ on the basis of economic status, social status, social group, culture, sub culture, education, life style, perception etc. So, producer or company needs to analysis the consumer behavior while purchasing goods and services in rural areas. The present study focuses on consumer buying behavior in rural areas of Haryana with special reference to Jind, Sonapat, and Panipat.

KEYWORDS

Census, Potential, Heterogeneous, Homogeneous.

Introduction

The "rural sector" means any place which meets the following criteria,

- A population of less than 5,000
- Density of population less than 400 per sq. km and
- More than "25 per cent of the male working population" is engaged in agricultural pursuits.

As per the Census of India 2011, 65.21% of the Haryana population lives in rural areas and 34.79% population lives in urban areas. The Census of India shows that most of the population lives in rural areas. The main occupation of people in rural area is agriculture, even within the culture; farmers can be differentiated on the basis of size of land holding. Apart from agriculture, other occupation such as Panchayat related service activities, workers, transporters, salesmen and others are slowly coming up. All these factors affect income levels and standard of living of the people, which in turn affect the purchasing power and buying behavior of consumers in rural areas. Today marketing is the customer oriented market and customer is the king of the market. Manufacturer or marketer should focus on customer oriented and customized marketing. Marketer should know what the need of the consumer is and how they get information to fulfill their need? What factors influence their need? And what is the impact of positive and negative word of mouth on their buying decision. What attributes of quality they most like? What is the post purchase behavior of the consumer? And what is the level of satisfaction or dissatisfaction post purchase?

Consumer Buying Process



1. Problem/Need recognition
2. Information search
3. Evaluation of alternatives
4. Purchase decision
5. Post-purchase Evaluation.

These five stages are a good framework to evaluate customers' buying decision process. However, it is not necessary that customers get through every stage, nor is it necessary that they proceed in any particular order. For example, if a customer feels the urge to buy chocolate, he or she might go straight to the purchase decision stage, skipping information search and evaluation.

Problem/need-recognition

Problem/Need-recognition is the first and most important step in the buying decision. Without the recognition of the need, a purchase cannot take place. The need can be triggered by internal stimuli (e.g. hunger, thirst) or external stimuli (e.g. advertising). Maslow held that needs are arranged in a hierarchy. According to Maslow's hierarchy, only when a person has fulfilled the needs at a certain stage, can he or she move to the next stage.

Information search

The information search stage is the next step that the customers may take after they have recognized the problem or need in order to find out what they feel is the best solution. This is the buyers' effort at searching the internal and external business environments to identify and observe sources of information related to the focal buying decision. Consumers can rely on print, visual, and/or voice media for getting information.

Evaluation of alternatives

At this stage, consumers evaluate different products/brands on the basis of varying product attributes, and whether these can deliver the benefits that the customers are seeking. This stage is heavily influenced by one's attitude, as "attitude puts one in a frame of mind: liking or disliking an object, moving towards or away from it". Another factor that influences the evaluation process is the degree of involvement. For example, if the customer involvement is high, then he/she will evaluate a number of brands; whereas if it is low, only one brand will

be evaluated.

Purchase decision

This is the fourth stage, where the purchase takes place. According to Philip Kotler, Keller, Koshy and Jha (2009), the final purchase decision can be disrupted by two factors: negative feedback from other customers and the level of motivation to comply or accept the feedback.

Post-purchase behavior

These stages are critical to retain customers. In short, customers compare products with their expectations and are either satisfied or dissatisfied. This can then greatly affect the decision process for a similar purchase from the same company in the future, mainly at the information search stage and evaluation of alternatives stage. If customers are satisfied, these results in brand loyalty, and the information search and evaluation of alternative stages are often fast-tracked or skipped completely. As a result, brand loyalty is the ultimate aim of many companies.

On the basis of either being satisfied or dissatisfied, a customer will spread either positive or negative feedback about the product. At this stage, companies should carefully create positive post-purchase communication to engage the customers.

Objective of the Study

- 1. To find out the consumer behavior in Haryana while purchasing goods in rural areas.
- 2. To know the brand awareness in rural areas.
- 3. To find out the role of occupation on buying behavior.
- 4. To find out the role of economic condition and culture on consumer buying process in rural areas.

Research Design

Research design provides an outline for researcher. Research design may be descriptive, experimental or exploratory. The present study is based on the descriptive research. The present study describe the consumer behavior in rural areas.

Sample design: sample design may be probability sampling design or non probability sampling design. The present research is based on the probability sampling. In the present research primary data is collected through Structured Questionnaire with random sampling. 150 respondents are chosen from three districts of Haryana.

Data Analysis

(General Information about the Respondent)

Table-1 Age Group

Age Group (respondents)	Respondents	In percentage
15-25	35	23.33
25-35	40	26.66
35-45	40	26.66
45-55	35	23.33
Total	150	100.00

The above table gives the clear information about the total respondents within the age group 15-25 (23.33%), 25-35 (26.66%), 35-45 (26.66%) and 45-55 (23.33%). The age group of 15-25 and 45-55 has same proportion of sample and age group 25-35 and 35-45 have the same proportion of sample.

Table-2 (Gender)

Gender	Respondents	In percentage
Male	90	60
Female	60	40
Total	150	100

Table -2 shows the gender ratio of respondents. 40% respondents are females and 60% respondents are males.

Table -3 (Occupation)

Occupation	Respondents	In percentage
Govt. employees	20	13.33
Daily labour	50	33.33
Seasonal labour	35	23.33
Private job	25	16.66
Others	20	13.33
Total	150	100.00

The above table shows that 13.33% of respondents are Govt. employees, 33.33% of respondents are daily labour, 23.33% of respondents are seasonal labour, 16.16% of the respondents are private job holders and 13.33% of respondents are others respondents.

Purchasing Behavior

Table-4 (where do prefer to purchase)

location	Respondents	In Percentage
Kiriyana store	65	43.33
Street vendor	45	30.00
wholesaler	25	16.66
Others	15	10.00
Total	150	100.00

The above table shows that most of the consumers buy goods from kiriyana store. 43.33% buyers purchase goods from kiriyana store. Only 16.16% buyers buy from wholesaler.

Table-5 (Economic Condition)

Income (RS)	Respondents	In Percentage
1000- 6000	70	46.66
6000-10000	40	26.66
10000-20000	25	16.16
Above 20000	15	10.00
Total	150	100.00

The above table shows that most of the respondent's income is less than 6000 Rs. 46.66% respondents monthly income is less than 6000 Rs in rural areas from selected sample. It means most of the buyers in rural areas have poor economic conditions. It will lead low purchase of goods in rural areas.

Table-6 (Brand Awareness of Consumers)

Brand Awareness	Respondents	In Percentage
Branded Product	40	26.66
Local Product	75	50.00
Mix Product	35	23.33
Total	150	100.00

Table 6 shows that most of the consumers in rural areas buy local products.50% of consumers buy local product and only 26.66% consumers buy branded product. 23.33% consumers are those who buy mix products (branded and non branded). So, most of the consumer are not aware about branded products.

Limitation of Study –

The main limitation of the present study is the limited area of the study. This study is based on a small sample and limited area of the Haryana state. It cannot be implemented in overall Haryana. The present study is based on consumer behavior in Jind, Sonapat and Panipat district only.

Conclusion-

On the basis of this study it can be concluded that male members are the main buyer in rural areas of Haryana. Most of the buyers in rural areas prefer to buy from kiriyana store and street vendors. Most of the buyers in rural areas are daily workers and seasonal workers. Rural areas consumers also prefer the place utility and they want to buy from nearby kiriyana store and street vendors. Most of the buyers are not aware about the branded products.

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