



## CONSUMER PURCHASING DECISION TOWARDS DURABLE GOODS REFERENCE TO RURAL AREAS IN TAMILNADU.

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### **Abstract**

*In today's competitive era rural marketing play a significant role in the marketing. Most of the organization are changing their marketing strategy and particularly focuses on the rural consumers. The behaviour of rural consumers is differing from the urban counterpart. Rural consumers are brand consciousness in one case while in other cases they are price consciousness. The rural consumer decision is very different one and it's not an easy task to find out the purchasing behaviour of the consumers. Rural market plays a significant role in country's economic development. Rural markets have become the potential contributor for consumption of varieties of products both durable and non-durable products and various kinds of services. The study deals with the buying decision of rural consumers and their preferences towards the durable goods. 300 sample has been collected for the study around the rural areas of Tamilnadu. Percentage Analysis and Henry Garrett ranking method has been adopted to examine the rural consumers purchase decision towards the durable goods.*

**Key word:** *Rural Consumers, durable products, Preferences and Purchase Decision.*

### **I. Introduction**

Rural market plays a significant contribution in the economy growth of a country. Majority of the population are living in rural areas so the importance of rural consumers can not be ignored. Several researches revealed that rural India the future of Indian business and majority of the corporate are know the potential of rural market. Regarding the behaviour of consumers, it shows a tremendous change in the purchasing behaviour of rural consumers as consumer behaviour analysis the study of what consumers buy, when they buy it, where the buy it, how often they buy it and how often they use the products or services. Our study is based on the behaviour of rural consumer while purchasing the durable products in selected rural areas in Tamilnadu.

In today's scenario the buying behaviour of rural consumers is changing because of the increasing in the literacy level and the greater awareness. it is very much necessary to study the rural consumers behaviour in day to day for a market researcher.

### **II. Review of Literature**

**Ravi Kumar, K & Hareesh, K (2017)** conducted 'A study on perception of rural consumer on durable products-a study with reference to Coimbatore district,' the study conducted on some of the durable products such as mixer grinder, television and cell phone. Family members play a major role while purchasing durable products. The study also reveals that the behaviour of rural consumer is not same as it may changes based on the situation.

**Dr.G. Sakthivel & K. Nachimuthu (2019)** conduct a study on the rural consumer satisfaction towards durable products. The researcher conducts the study on the rural areas in Erode District, Tamilnadu. The study found out that rural consumers are brand consciousness. They are highly satisfied on the quality of the products and price is a secondary factor. The study also suggests that improvement in the advertisement tactics will create a more demand of the branded products in rural areas.



### III. Research Methodology

Descriptive method has been used for the study. The primary data was collected directly from the respondent by administering a structured questionnaire and secondary data was collected through journal, magazine and text books etc. Random sampling method has been adopted for the study and data collected in selected rural areas which is located in the heart of Tamilnadu and simple percentage analysis and Garrett ranking method are used for this study to know the rural consumers purchase decision towards the durable goods.

#### 3.1 Significance of the Study

Study of rural consumer is important for the researcher and also to the companies. Tremendous changes took place in the behaviour of rural consumers. In the past rural consumers prefers only those products which were available but today the scenario is changed as rural consumer prefer branded products and they are price consciousness also. So, the study of rural consumers buying behaviour is important one.

#### 3.2 Objective of the Study

- To study the rural consumer purchasing decision towards durable products.
- To study the factors influencing purchasing of durable products in rural areas in Tamilnadu.
- To study the purchasing preferences of rural consumers in the heart of Tamilnadu.

#### 3.3 Limitation of the Study

- Time period of carrying out research was too short as a result the researcher fails to conduct survey at large level.
- During data collection most of the employees were unwilling to fill the questionnaire due to lack of time and employees feels that a waste of time.
- Data was collected in selected rural area which is located in the heart of Tamilnadu and the sample size will be 300.

### IV. Data Analysis

**Table – 4.1 Demographic Factors of Respondents**

Gender	Particulars	Frequency	Percentage
Gender	Male	242	80.67%
	Female	78	19.33%
Age Group	18-25 Years	66	22.00%
	26-35 Years	100	33.33%
	36-45 Years	56	18.67%
	Above 45 Years	78	26.00%
Educational Qualification	Schooling	98	32.67%
	Graduate	156	52.00%
	Others	46	15.33%
Monthly Income	Below 10,000	74	24.67%
	10,001 – 15,000	188	62.67%
	15,001 – 20,000	24	8.00%
	Above 20,000	14	4.67%

Source: Primary Data

From the above table it is inferred that majority of the respondents (80.67%) belongs to Male, maximum number of respondents (33.33%) are age group between 26-35 Years, most of the respondents (52%) are completed their graduates and majority of the respondents (62.67%) monthly income between Rs. 10,001 – 15,000.



**Table – 4.2product awareness**

Products	Frequency
Television	284
Gas Stove	254
Washing Machine	144
Refrigerator	122
Mobile Phone	274

Source :Primary Data

Above table reveals that 284 of the respondents are aware about television, 254 respondents aware about Gas stove, 144 aware about washing machine, 122 respondents aware about refrigerator and 274 of the respondents having awareness about mobile phone. Therefore television have a maximum awareness towards the rural consumers in Tamilnadu.

**Table –4.3 sources of awareness**

Sources	Television	Gas Stove	Washing Machine	Refrigerator	Mobile Phone
News Paper	48	70	74	58	64
Television	158	96	132	164	82
Friends and Relatives	94	134	94	78	154

Source :Primary Data

From the table it is observed that awareness for the durable goods like Television, Washing Machine and refrigerator are through the television advertisement. Moreover, Friends and Relatives are the sources for Gas stove and Mobile Phone.

**Table – 4.4mode of purchase**

Particulars	Frequency	Percentage
Cash	38	12.67%
Instalment	184	61.33%
Exchange with Cash	56	18.67%
Exchange with Instalment	22	7.33%

Source :Primary Data

The above table shows that 12.67% of the respondents are purchasing through cash. 61.33% of the respondents are purchasing through installment basis. 18.67% are purchasing through exchange with cash. 7.33% are purchases through exchange with installment.

**Table – 4.5purchasing decision**

Particulars	Frequency	Percentage
Self	174	58.00%
Family Members	78	26.00%
Friends	48	16.00%

Source :Primary Data

From the above table it is reveals that purchasing decision of durable goods is often perform by consumer himself. In case of joint family purchase decision is taken by the family members and sometimes friends also take a part in purchase decision due to consumers lacking in product knowledge.

**Table – 4.6types of brand**

Particulars	Frequency	Percentage
Godrej	44	14.67%
LG	28	9.33%
Samsung	114	38.00%
Onida	44	14.67%
Whirlpool	70	23.33%

Source :Primary Data



Table No.6 it is inferred that 38% of the respondents Samsung brand. 23.33% of the respondents choose Whirlpool brands. 14.67% of the respondents prefer Godrej and Onida brand and 9.33% of the respondents are preferring LG brands.

**Table- 4.7 factors influencing to purchase durable products**

Factors	Mean Score	Rank
Price	63.027	1
Quality	57.678	2
Service	41.372	4
Brand Image	51.592	3
Advertisement	37.184	6
Price offer / Gift Coupon	39.491	5

Source :Primary Data

From above table it is reveals that Price, Quality and Brand Image are plays a significant role for the rural consumers purchasing decisions towards the durable goods. Therefore, rural consumers are not giving importance to service, gift coupon and advertisement.

### V. Findings

From the study the researcher found that the rural consumer has awareness about the products such as television, Mobile phone and Gas stove. The researcher observed that the Television advertisement is a one of the important sources of awareness for rural consumers and they often prefer instalment system for purchasing a durable. Moreover, consumer often prefers to purchase durables of Samsung brands and it is observed that rural consumers are always price consciousness. Hence, there are giving first preference to price.

### VI. Conclusion

In modern era rural marketing plays a significant role for country’s economic development. Marketing begins before production and it continues even after sales. Marketing is a process of generating customers. Durable products is a need of the hour as technology is gradually developing as a result everyone has be passionate about durable goods. In past decades the rural consumers prefer only the products which is available in market however today’s scenario has been changed as rural consumer used to prefer branded products and they are price consciousness. From the study it is conclude that rural consumers are much aware about the durable products and prefers to purchase branded durable goods.

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