ISSN: 2321-7782 (Online)
Volume 2, Issue 3, March 2014
International Journal of Advance Research in Computer Science and Management Studies
Research Article / Paper / Case Study
Available online at: www.ijarcsms.com

Rural Consumer behaviour towards Consumer Durable goods in India
(Case Study of Six Villages in Guntur District)

Dr. N. Ratna Kishor (MBA, M.Com, M. Phil, Ph. D)
Assistant Professor
Department of Commerce & Business Administration
Acharya Nagarjuna University
Nagarjuna Nagar, (A.P) – India

***Abstract:** The world of today is changing fast. India is no exception. Especially after the opening up of the economy, the pace of change that India and its people are experiencing in their socio-cultural milieu is mind boggling. India, with its wide diversity, offers a fascinating scope to study the host of changes which developmental activities have brought about in its social & economical framework. While it is possible to get some estimates of the macro changes taking place in India, it is impossible to get any accurate measures of the subjective experiences that proceed, accompany or follow such changes. However, the fact remains that the profile of the Indian market is vastly different from what it was earlier. Although these changes are difficult to measure at the micro level, nevertheless, they have been of great significance to marketers. Any marketer is keen in closely monitoring the changes in terms of numbers and specially keeping regular track of the changing pattern of consumers' aspirations and competitive actions. In our country 70% of the total population lives in villages. Revolution and economic reforms in India have brought out several changes in the whole market environment, especially in rural market. Several studies, seminars and meetings have been conducted on the rural markets with special reference to the consumer durable products. For studying the above changes in market in liberalized era, the attempt has been taken to study on rural consumer behaviour towards consumer durable products in Guntur District.*

"The future lies with those companies who see the poor as their customers."

-C.K.Prahalad.

I. INTRODUCTION

In recent years, rural markets have acquired significance, as the overall growth of the economy has resulted into substantial increase in the purchasing power of the rural communities.

On account of green revolution, the rural areas are consuming a large quantity of industrial and urban manufactured products. In this context, a special marketing strategy, namely, rural marketing has emerged. But often, rural marketing is confused with agricultural marketing - the latter denotes marketing of produce of the rural areas to the urban consumers or industrial consumers, whereas rural marketing involves delivering manufactured or processed inputs or services to rural producers or consumers.

As rapid socio-economic changes sweep across India, the country is witnessing the creation of many new markets and a further expansion of the existing ones. With over 300 million people moving up from the category of rural poor to rural lower middle class between 2005 and 2025, rural consumption levels are expected to rise to current urban levels by 2017.

Consumer durables involve any type of products purchased by consumers that are manufactured for long-term use. As opposed to many goods that are intended for consumption in the short term, consumer durables are intended to endure regular usage for several years or longer before replacement of the consumer product is required. Just about every household will contain at least a few items that may be properly considered to be of a consumer durable nature. A combination of changing lifestyles, higher disposable income, greater product awareness and affordable pricing have been instrumental in changing the pattern and amount of consumer expenditure leading to robust growth of consumer durables industry.

The study of consumer behaviour is a branch in the field of marketing. The study of consumers helps firms and organizations improve their marketing strategies by understanding issues such as how

- ✓ The psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products, and retailers);
- ✓ The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media);
- ✓ The behavior of consumers while shopping or making other marketing decisions;
- ✓ Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome;
- ✓ How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer; and
- ✓ How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

Economic, Social and cultural systems effect the buying behaviour of consumers. It is fact that in these aspects there are differences are decreasing gradually. Till these differences remain, the groups require different treatments. These and allied questions call for scientific enquiry to find out the prospects of rural consumer behaviour towards durable goods. Against this backdrop, a humble attempt is made in this study with reference to Guntur District of Andhra Pradesh state in India.

II. CONSUMER DURABLE INDUSTRY IN INDIA

A combination of changing lifestyles, higher disposable income, greater product awareness and affordable pricing have been instrumental in changing the pattern and amount of consumer expenditure leading to robust growth of consumer durables industry.

A flurry of hi-technology durables are expected to be introduced in the US$ 4.09 billion Indian durables market in 2009. Samsung, LG, Haier and Videocon are among companies planning new product launches in the coming months. Air conditioner (AC) and refrigerator sales spiked 30-35 per cent in April compared to April 2008.

Durable goods are those which don't wear out quickly, yielding utility over time rather than at once. Examples of consumer durable goods include electronic equipment, home furnishings and fixtures, photographic equipment, leisure equipment and kitchen appliances. They can be further classified as either white goods, such as refrigerators, washing machines and air conditioners or brown goods such as blenders, cooking ranges and microwaves or consumer electronics such as televisions and DVD players. Such big-ticket items typically continue to be serviceable for three years at least and are characterized by long inter-purchase times.

III. PERFORMANCE DURABLE INDUSTRY IN INDIA

In the past 10 years, the global market has witnessed a surge in demand as economies such as Brazil, Mexico, India and China have opened up and begun rapid development, welcoming globalization with élan. The consumer durables industry has always exhibited impressive growth despite strong competition and constant price cutting, and the first contraction since the 2001 dot-com bust has been due to the global recession. Given the strong correlation between demand for durables (both new and replacements) and income, the industry naturally suffered during the 2008-2009 period. However, projections for current year going forward are very optimistic, as consumers resume spending, and producers launch new enticing variants to grab new customers. Leading players include Sony Corporation, Toshiba Corporation, Whirlpool Corporation and Panasonic Corporation.

Developing countries such as India and China have largely been shielded from the backlash of the recession, as consumers continued to buy basic appliances. In fact, China has been ranked the second-biggest market in the world for consumer electronics. Despite the recession, their strong domestic economy and growing high-income population have buoyed demand leading to aggressive market growth.

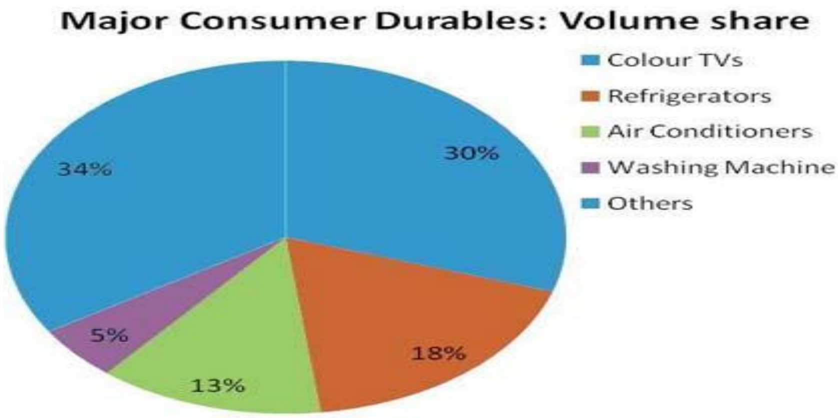
There is growing interest for new age products such as LCD-TVs and DVD players. Meanwhile, the penetration of the basic, largest dollar items such as ovens, washing machines and refrigerators is also increasing. India too, has witnessed a similar phenomenon, with the urban consumer durables market growing at almost 10 %p.a., and the rural durables market growing at 25% p.a. Some high-growth categories within this segment include mobile phones, TVs and music systems.

The Indian consumer durables industry has witnessed a considerable change in the past couple of years. Changing lifestyle, higher disposable income coupled with greater affordability and a surge in advertising has been instrumental in bringing about a sea change in the consumer behavior pattern. Apart from steady income gains, consumer financing and hire-purchase schemes have become a major driver in the consumer durables industry.

In the case of more expensive consumer goods, such as refrigerators, washing machines, color televisions and personal computers, retailers are joining forces with banks and finance companies to market their goods more aggressively. In addition, change in policy, such as the WTO FTA in 2005 resulted in zero customs duty on imports of all telecom equipment, thereby improving the pricing and affordability of imported goods.

IV. CONSUMER DURABLES: INDUSTRY SIZE, GROWTH AND TRENDS

During FY07, volume share of the single largest consumer durable was colour TVs at 30%, followed by refrigerators and air conditioners at 18% and 13% respectively. Washing machines and other assorted consumer durables captured a share in the total volume by 5% and 34% respectively.



Source : http://info.shine.com/Industry-Information/Consumer-Durables/902.aspx

The key growth drivers for the Indian consumer durables industry:

- **Rise in disposable income**: The demand for consumer electronics has been rising with the increase in disposable income coupled with more and more consumers falling under the double income families. The growing Indian middle class is an attraction for companies who are out there to woo them.

- **Availability of newer variants of a product**: Consumers are spoilt for choice when it comes to choosing products. Newer variants of a product will help a company in getting the attention of consumers who look for innovation in products.

- **Product pricing**: The consumer durables industry is highly price sensitive, making price the determining factor in increasing volumes, at least for lower range consumers. For middle and upper range consumers, it is the brand name, technology and product features that are important.
- **Availability of financing schemes**: Availability of credit and the structure of the loan determine the affordability of the product. Sale of a particular product is determined by the cost of credit as much as the flexibility of the scheme.
- **Rise in the share of organised retail**: Rise in organised retail will set the growth pace of the Indian consumer durables industry. According to a working paper released by the Indian Council for Research on International Economic Relations (ICRIER), organised retail which constituted a mere four percent of the retail sector in FY07 is likely to grow at 45-50% per annum and quadruple its share in the total retail pie 16% by 2011-2012. The share will grow with bigger players entering the market.
- **Innovative advertising and brand promotion**: Sales promotion measures such as discounts, free gifts and exchange offers help a company in distinguishing itself from others.
- **Festive season sales**: Demand for colour TVs usually pick up during the festive seasons. As a result most companies come out with offers during this period to cash in on the festive mood. This period will continue to be the growth driver for consumer durable companies.

Major hurdles and challenges plaguing the Indian consumer durables sector:

- **Threat from new entrants, especially global companies**: The domestic consumer durables sector faces threat from newer companies, especially from global ones who have technologically advanced products to offer.
- **Rivalry and competition**: Presence of a large number of players in the domestic consumer durables industry leads to competition and rivalry among companies. Threat from rivalry and competition poses a threat to domestic companies.
- **Potential markets remaining yet untapped**: A large segment of the domestic market, mostly the rural market is yet to be tapped. Tapping this yet untapped and unorganized market is a major challenge for the Indian consumer durables sector.
- **Threat from substitute products/services**: The domestic consumer durables industry is plagued by threats from substitute products. Easy accessibility to theatres/multiplexes, especially in urban areas has turned off the viewer ship from TV to a large extent. With the advent of a horde of FM radio stations, radio sets have now substituted TVs.
- **Customer power with respect to availability of choice**: The availability of a wide product line on account of most products being homogeneous, poses a threat for companies operating in the consumer durables sector. Customers have the choice of both domestically produced and imported goods, with similar features.

Definition of Rural marketing:

There is no official definition of what constitutes a rural area. However, an urban area is defined as per the Census of India as “all places with a municipality, corporation, cantonment or a notified town area” and “all other places satisfying the following criteria: (a) minimum population of 5000, (b) at least 75 percent of male working population in non-agricultural pursuit, and (c) density of population of at least 400 persons per square kilometer”. Therefore, an area that does not satisfy the criteria specified above can be considered a rural area. For our purpose, we define rural marketing as any marketing activity in which one dominant participant is from a rural area.

For the purpose of defining the domain of rural marketing, “rural” and “urban” can be visualized on a continuum, consisting of three broad groups, namely, rural, rurban and urban. The construct called rurban is the overlap between rural and urban, with physical features closer to urban areas and proximity to large urban centers, but with deep rural sociological moorings. The domain of rural marketing, thus, can be seen in a two-dimensional space as a flow of goods, services, and ideas from one area to another, except in the case of urban to urban flow.

According to the National Commission on Agriculture – "Rural Marketing is a process which starts with a decision to produce a saleable farm commodity and it involves all the aspects of market structure or system, both functional and institutional, based on technical and economic considerations, and includes pre and post harvest operations, assembling, grading, storage, transportation and distribution".

V. Objective of the Study

With the basic objective of enquiring the potentiality of rural markets in Guntur District in Andhra Pradesh. This study aims to enquire:

1. The pre-purchase rural consumer behaviour towards consumer goods.
2. The usage of consumer durable products in rural areas in Guntur district.
3. To identify the role of various socio-economic, cultural and psychological factors that influences the purchasing pattern of rural consumers;
4. Finally, to suggest some measures for effective implementation of marketing strategies by various consumer durable goods companies with reference to rural and urban areas in Guntur district.

VI. Source of the Data

The significant and distinctive stage of research in social science is collection of necessary information to provide hypothesis. The sources of information are generally classified as primary and secondary data.

Primary data:

Primary data is the information collected or generated by the researchers for the purpose of the project immediately at hand. Questionnaires are used to collect this the primary data. Questionnaires are the most frequently used methods of data collection. These methods are considered to have particularly relevance to collect data on personal preference social attitudes, opinions, beliefs and feelings etc.

Secondary data:

Secondary data refers to the information that has been collected by someone, other than those involved in the research project at hand for the purpose. Secondary data can be gathered from various sources.

Selection of sample:

Indian rural market its size and demand base offers a great opportunity to markets. Rural market has 742 million consumers throughout India. Urban market is 27% in the total market. Durable products in the rural marketing are one of the latest mantra of business organization.

In Andhra Pradesh. Guntur is one of the Major districts, in which majority of people are living in rural areas. This study has selected six Villages from Guntur, Narasaraopet and Tenali revenue divisions in Guntur district. In each revenue division researcher has selected two villages depending on socio–economic standards of villages. One is developed and another is under developed village. In Narasaraopet revenue division this study selected Ravipadu and Uppalapadu. In Tenali revenue division this study selected Pedaravuru and Samgam Jagarlamudi. In Guntur revenue division this study selected Nambur and Koppuravuru villages as per their socio-economic conditions.

ISSN: 2321-7782 (Online)

Coming to the sample taking this study selected the durable products, which are useful in households, kitchen holds, four wheelers, two wheelers and personal uses. Totally 24 types of consumer products researcher used for this study. They are Cell Phone/mobile, Wrist watches, Shoes, Computer, Bicycle, Luna/Moped, Scooter, Motor Cycle, Four Wheeler, Gas Stove, Mixy, Grinder, Microoven, Cooker, Washing Machine, Air Conditioner, Air Cooler, Fans, T.V., DVD/CD Player, Camera, Tape Recorder, Iron Box and Wall Clock. At the time of selecting the samples I have taken into consideration all socio–economic conditions as per my selected study area concerned. Total 600 samples have taken from six villages. Researcher gathered 100 samples from each village.

To identify the pre-purchase rural consumer behaviour towards consumer goods

Table – 1 Distribution of Durable Products possession Time

Duration of possession of durable products	Revenue Division				Avg. % of Respondents
	GUNTUR	TENALI	NARASAR AOPET	Total	
1 year	24 (12.0)	36 (18.0)	38 (19.0)	98	(16.3)
2 years	47 (23.5)	52 (26.0)	46 (23.0)	145	(24.2)
3 years & above	129 (64.5)	112 (56.0)	116 (58.0)	357	(59.5)
Total	200 (100)	200 (100)	200 (100)	600	100

Source: Questionnaire

Thus it is evident that a large number of rural respondent consumers were in possession of consumer durables more than three years ago i.e., 59.5% of respondents have been enjoying such consumable for above 3 years. 24.2% of respondents have been enjoying such consumables for 2 years, and only 16.3% of respondents have been enjoying such consumables for 1 year. Finally a large number of rural respondent's consumers were in possession of consumer durables more than three years ago.

Table –2 Distribution of need feeling time of respondents

Duration	Revenue Division				Avg. % of respondents
	GUNTUR	TENALI	NARASA RAOPET	Total	
1 Month	19 (9.5)	23 (11.5)	20 (10.0)	62	10.3
2 Months	59 (29.5)	57 (28.5)	54 (27.0)	170	28.3
6 Months & above	122 (61.0)	120 (60.0)	126 (63.0)	368	61.4
Total	200 (100)	200 (100)	200 (100)	600	100

Source: Questionnaire

Before buying a costly durables, a consumer feels need for the same. Above table presents in summary form the responses on how long ago before purchasing the same the respondents felt the need.

It is evident that nearly two-third of respondents felt the need for six months or more than that before buying the durable goods. While more than one-tenth of respondents felt the need just for only one month before purchasing the consumer durables, nearly two-third (61.4%) of respondents felt the need for the durables for six or more months before purchasing the same, and 28.3% of respondents felt the need for the durables for two months before purchasing the same. And only 10.3% of respondents felt the need for these goods only for one month before purchasing their desired durables. They might belongs to the upper income group of the respondents but most of the respondents felt such need for more than six months before purchasing durables.

Table – 3 Distribution of time lag between need feeling and buying decision

Time lag	Revenue Division				Avg. % of respondents
	GUNTUR	TENALI	NARASA RAOPET	Total	
No lag	27 (13.5)	22 (11.0)	17 (8.5)	66	11.0
1 – 2 months	34 (17.0)	30 (15.0)	22 (11.0)	86	14.3
2 – 6 months	80 (40.0)	72 (36.0)	77 (38.5)	229	38.2
6 & above months	59 (29.5)	76 (38.0)	84 (42.0)	219	36.5
Total	200 (100)	200 (100)	200 (100)	600	100

Source: Questionnaire

Usually a consumer does not purchase the durables immediately after feeling the need for the same; he takes time and ponders over the issue. We can get an idea about how much a rural consumer usually takes for pondering over the issue with the help of above table 5.

Thus, it is evident that more than one-third respondents took two to six months and another more than one-third respondents took six or more months for pondering over selecting their desired brands. Only 11% respondents and 14.3% of respondents purchased their selected brands just below two months take time to purchase, they might be rich people. But it appears that almost nearly 75% of the respondents took more than two months to be engaged in actual purchase.

In fact, rural people are very cautious before purchasing the durable. They pondered over the issue several times before purchasing the article. It might be due to the fact that they have little scope of earning additional money outside their usual sources. In other words, for them marginal utility of money is very high, so they are very cautious.

Table – 4 Statement of importance assigned to different sources of information

Sources of Information	Revenue Division				Avg. % of respondents
	GUNTUR	TENALI	NARASA RAOPET	Total	
Market dominated sources	45 (22.5)	34 (17.0)	41 (20.5)	120	20.0
Neutral sources	12 (6.0)	08 (4.0)	04 (2.0)	24	4.0
Personal Sources	143 (71.5)	158 (79.0)	155 (77.5)	456	76.0
Total	200 (100)	200 (100)	200 (100)	600	100

Source: Questionnaire

Before purchasing, a consumer collects information about the desired product from various sources. But all the survey is not equally important to him. These sources may be grouped under three broad divisions. They are:

(i) Market dominated sources, like advertisements, displays, etc.

(ii) Neutral (i.e., independent) sources like reports published by government or non-government bodies, and

(iii) Personal sources like discussion with friends, relatives, etc.

Responses of the selected rural consumers as to the importance they attach to the sources are tabulated above table 6 Statement of importance assigned to deference of rate. Thus it appears that 76% of the respondents assign the biggest importance to the personal sources of information. Neutral sources have a little impact on the respondents. It is evident that rural people depend mostly on primary contacts and not on secondary contacts. This finding collaborates with that idea. They are not aware of neutral sources of information like data provided by government agencies or research institutes. Even though 20% respondents depend on market-dominated sources like advertisements, sales men's suggestions, majority of the respondents depend on personal sources of information. Hence even though financial positions of the rural consumers have been developed, their basic features of reality are not yet minimized.

Table – 5 Distribution of pre-purchase and purchase visits to shops for information search

Nature of Visits	Revenue Division			Total	Avg. % of respondents
	GUNTUR	TENALI	NARASA RAOPET		
Pre-purchase unit	72 (36.0)	76 (38.0)	64 (32.0)	212	35.4
Visit at purchase time only	128 (64.01)	124 (62.0)	136 (68.0)	388	64.6
Total	200 (100)	200 (100)	200 (100)	600	100

Source: Questionnaire

It is often stated that rural people are cautious and they visit shops several times for information search before they actually purchase goods. But from the field study it is reached that the situation is a bit different for rural people. Responses on the issue are tabulated above table 7.

Thus it appears that only less than two-fifth of the respondents visited shops more than once for information search. Other three-fifth respondents have reported that since they purchase branded goods, they rely on the honesty of the store- owners that they do not like to enquire much about the product on the floor of the shops.

But information should be examined from different angles. Pre-purchase visits to shops are required for information search. More a person is skeptic, more he enquires. Hence, respondents may think that more pre-purchase visits may indicate his suspicious nature, his abundant leisure time. That is why they may reply in such a manner. But if their responses are taken on face value, it may be inferred that the products they purchase are standard ones, and the shops they visit are dependable since they take much time in information search, it is of no use investing shops before purchasing. What ever may be the interpretations, it is a fact that rural consumers have become prudent.

Table -6 Particulars showing the sample respondent about important factor in buying

Sl. No.	Nature of Units	Revenue Division			Total	Avg. % of respondents
		GUNTUR	TENALI	NARASARAOPET		
1	Price	68 (34.0)	65 (32.5)	71 (35.5)	204	34.0
2	Quality	57 (28.5)	66 (33.0)	69 (34.5)	192	32.0
3	Brand Image	40 (20.0)	37 (18.5)	29 (14.5)	106	17.6
4	Service Availability	15 (7.5)	12 (6.0)	12 (6.0)	39	6.5
5	Promotion Programs	20 (10.0)	11 (5.5)	19 (9.5)	50	8.4
6	Other Reasons	-	9 (4.5)	-	9	1.5
	Total	200	200	200	600	100

Source: Questionnaire

Table shows the sample respondents about important factor in buying process. They are price, quality, brand image, service availability, promotion program and other reasons.

This evident shows that 34% of respondents prefer price, 32% of respondents prefers quality, 17.6% of respondents prefer providing, 6.5%respondnets prefer service availability, 8.4% of respondents prefer promotion program and 1.5% respondents prefers other reasons. Finally price and quality play a vital role in buying process in rural areas.

Table -7 Particulars showing the sample respondents about factors influence to buy

Sl. No.	Preference Factors influence to buy	Revenue Division			Total	Avg. % of respondents
		GUNTUR	TENALI	NARASARAOPET		
1	Role model	1 (0.5)	6 (3.0)	12 (6.0)	19	3.1
2	Colleagues & friends	92 (46.0)	97 (48.5)	93 (46.5)	282	47.0
3	Neighbors	85 (42.5)	71 (35.5)	77 (38.5)	233	38.9
4	Other Reasons	22 (11.0)	26 (13.0)	18 (9.0)	66	11.0
Total		200 (100)	200 (100)	200	600	100

Source: Questionnaire

The above table shows the sample respondents about factors influence to buy products. Those factors are role model, colleagues and friends, neighbours and other persons. This evident shows clearly that 3.1% of respondents influenced by role model, 47.0% of respondents influenced by friends, 38.9% of respondents influenced by neighbours, and 11.0% of respondents influenced by other persons for purchasing goods.

Table –8 Particulars showing the sample respondents about their kitchen hold products in selected areas

S.No	Product	Revenue Division						Total		Avg. % of respondents for Having	Avg. % of respondents for not Having
		GUNTUR		TENALI		NARASARAOPET					
		Having	Not Having	Having	Not Having	Having	Not Having	Having	Not Having		
1	Gas Stove	172 (86.0)	28 (14.0)	169 (84.5)	31 (15.5)	164 (82.0)	36 (18.0)	505	95	84.2	15.8
2	Mixy	95 (47.5)	105 (52.5)	102 (51.0)	98 (49.0)	83 (41.5)	117 (58.5)	280	320	46.7	53.3
3	Grinder	49 (24.5)	151 (75.5)	53 (26.5)	147 (73.5)	39 (19.5)	161 (80.5)	141	459	23.5	76.5
4	Microoven	13 (6.5)	187 (93.5)	9 (4.5)	191 (95.5)	4 (2.0)	196 (98.0)	26	574	4.4	95.6
5	Cooker	97 (48.5)	103 (51.5)	107 (53.5)	93 (46.5)	92 (46.0)	108 (54.0)	296	304	49.3	50.7
	Total	200		200		200		600		100	

Source: Questionnaire

Thus, this table shows the sample respondents about the kitchen hold products. In this category we have taken 5 types of kitchen hold products like gas stove, mixy, grinder, micro-oven and cooker. Among them 84.2% have gas stoves, 46.7% have mixers, 23.5% have grinders, 4.4% have micro-ovens and 49.3% have cookers.

Thus it is evident that most of the respondents have gas stove, mixy, cooker in rural areas. It depends on their economic status.

Table – 9 Particulars showing the sample respondents about their household products in selected study area

S.No	Product	Revenue Division						Total		Avg. % of respondents for Having	Avg. % of respondents for not Having
		GUNTUR		TENALI		NARASARAOPET					
		Having	Not Having	Having	Not Having	Having	Not Having	Having	Not Having		
1	Washing Machine	37 (18.5)	163 (81.5)	31 (15.5)	169 (84.5)	29 (14.5)	171 (85.5)	97	503	16.2	83.8
2	Air Conditioner	-- (0.0)	200 (100.0)	-- (0.0)	200 (100.0)	--	200 (100.0)	--	600	--	100.0
3	Air Cooler	3 (1.5)	197 (98.5)	4 (2.0)	196 (98.0)	--	200 (100.0)	7	593	1.2	98.8
4	Fans	187 (93.5)	13 (6.5)	83.5 (167)	33 (16.5)	180	20 (10.0)	534	66	89.0	11.0
5	T.V.	186 (93.0)	14 (7.0)	193 (96.5)	73.5	179	21 (10.5)	558	42	93.0	7.0
6	DVD/CD Player	27 (13.5)	173 (86.5)	32 (16.0)	168 (84.0)	21	179 (89.5)	80	520	13.3	86.7
7	Camera	22 (11.0)	178 (89.0)	19 (9.5)	181 (90.5)	27	173 (86.5)	80	520	13.3	86.7
8	Tape Recorder	96 (48.0)	104 (52.0)	91 (45.5)	109 (54.5)	101	99 (49.5)	288	312	48.0	52.0
9	Iron Box	81 (40.5)	119 (59.5)	73 (36.5)	127 (63.5)	69	131 (65.5)	223	377	37.2	62.8
10	Wall Clock	179 (89.51)	21 (10.5)	164 (82.0)	36 (18.0)	162	38 (19.0)	505	95	84.2	15.8
	Total	200		200		200		600		100	

Source: Questionnaire

This table shows the sample respondents about the house hold products in selected study area. In this category we have taken 10 types of household products like washing machine, air conditioner, air cooler, fans, T.V, DVD / CD player, camera, tape recorder, iron box and wall clock. Among them, 16.2% of respondents have washing machine, 0.0% of respondents have air conditioner, 1.2% of respondents have air cooler, 89.0% respondents have fans, 93.0% of respondents have TV, 13.3% of respondents have CD players, 48.0% of respondents have tape recorders, 37.2% of respondents have iron boxes and 84.2% of respondents have wall clocks.

This is evident that fan, T.V & tape Recorder have only potential in rural areas.

Table – 10 Particular showing the sample respondents about their transport products in selected areas

S.No	Product	Revenue Division						Total		Avg. % of respondents for Having	Avg. % of respondents for not Having
		GUNTUR		TENALI		NARASARAOPET					
		Having	Not Having	Having	Not Having	Having	Not Having	Having	Not Having		
1	Bicycle	182 (91.0)	18 (9.0)	188 (94.0)	12 (6.0)	191 (95.5)	9 (4.5)	561	39	93.5	6.5
2	Luna/ Moped	84 (42.0)	116 (58.0)	78 (39.0)	122 (61.0)	81 (40.5)	119 (59.5)	243	357	40.5	59.5
3	Scooter	44 (22.0)	156 (78.0)	36 (18.0)	164 (82.0)	39 (19.5)	161 (80.5)	119	481	19.8	80.2
4	Motor Cycle	53 (26.5)	147 (73.5)	61 (30.5)	139 (69.5)	49 (24.5)	151 (75.5)	163	437	27.2	72.8
5	Four Wheeler	--	200 (100)	3 (1.5)	197 (98.5)	-	200 (100)	3	597	0.5	99.5
	Total	200		200		200		600		100	

Source: Questionnaire

This table shows the sample respondents about the transport products in selected study areas. In this category we have taken 5 types of products. They are bicycle, moped, scooter, motorcycle and four wheelers. Among them 93.5% of respondents have bicycle, 40.5% of respondents have mopeds, 19.8% of respondents have scooters, 27.2% of respondents have motor cycles and 0.5% of respondents have four wheelers.

So we can clearly observe that bicycles, mopeds and motor cycle have only potential in rural areas.

Table – 11 Particular showing the sample respondents about their personal use products in selected areas

S. No	Product	Revenue Division						Total		Avg. % of respondents for Having	Avg. % of respondents for not Having
		GUNTUR		TENALI		NARASARAOPET					
		Having	Not Having	Having	Not Having	Having	Not Having	Having	Not Having		
1	Cell Phone/ Mobile	34 (17.0)	166 (83.0)	41 (20.5)	159 (79.5)	21 (10.5)	179 (89.5)	96	504	16.0	84.0
2	Wrist Watches	176 (88.0)	24 (12.0)	165 (82.5)	35 (17.5)	126 (63.0)	74 (37.0)	467	133	77.8	21.2
3	Shoes	113 (56.5)	87 (43.5)	126 (63.0)	74 (37.0)	85 (42.5)	115 (57.5)	324	276	54.0	46.0
4	Computers	12 (6.0)	188 (94.0)	16 (8.0)	184 (92.0)	09 (4.5)	191 (95.5)	37	563	6.2	93.8
	Total	200		200		200		600		100	

Source: Questionnaire

This table shows the sample respondents about their personal use products in selected areas. In this category we have taken 4 types of products like cell phones/ mobiles, wristwatches, shoes and computers. Among them 16.0% of respondents have mobiles, 77.8% of respondents have wristwatches, 54.0% of respondents have shoes and 6.2% of respondents have computers.

So this is the evident that in rural area wristwatches and shoes only have potential in this category.

Table- 12 Distribution of persons shouldering shopping responsibility

Sl. No.	Seasons shouldering shopping responsibility	Place			Total	Avg. % of Respondents
		GNT	TNL	NPT		
1	Head of family alone	104 (52.0)	109 (54.5)	116 (58.0)	329	54.8
2	Head of family sharing with other members	96 (48.0)	91 (45.5)	84 (42.0)	271	45.2
	Total	200	200	200	600	100

Source: Questionnaire

In developed countries usually elderly lady family member shops most of the goods that family needs. But the developing countries, particularly in rural areas, it is not so. Here in most cases head of a family performs this activity. Actual practices in this regard reveled from this study are stated in the above table.

From the above table buying durable goods, majority (54.8%) of the respondent's buy the goods individually, but in 45.2% cases they buy jointly with other members of the family. In such cases they become more cautions, that is why, they want to purchase durable goods in association with other family members.

Table – 13 Distribution of factors influencing the selection of brand

Sl. No.	Preference Factors influence to buy	Place			*Total*	Avg. % of respondents
		GNT	TNL	NPT		
1	Advertisements	47 (23.5)	50 (25.0)	49 (24.5)	146	24.3
2	Showcase display	29 (14.5)	26 (13.0)	23 (11.5)	78	13.0
3	Word-of-mouth	85 (42.5)	90 (45.0)	95 (47.5)	270	45.0
4	Earlier experience	07 (3.5)	08 (4.0)	04 (2.0)	19	3.2
5	Salesman & other	32 (16.0)	26 (13.0)	29 (14.5)	87	14.5
	Total	200 (100)	200 (100)	200 (100)	600	100

Source: Questionnaire

Factors like advertisements in T.V, showcase displays, word-of-months, earlier experience, and salesmen of a brand. But to a consumer all the factors are not considered equally important. Relative importance that the consumers have assigned for these factors by the consumers. Thus it is evident that 45% of respondents gave importance to the opinion of others for selecting the brands of durables and 24.3% of respondents for advertisements, 13% based on showcase displays and 14.5% based on advice of salesmen and others. Only 3.2% of respondents depended on earlier experience. Since most of the respondents influenced by opinion on others in selecting brands.

VII. Conclusion

Indian rural consumer durable market is very vast size and having lot of opportunities. To capture the rural markets, the industries which are producing/ marketing the consumer durables for that they has the follow the different types of creative strategies to tapping the rural markets. And to know consumer behaviour is also important for tapping rural markets.

1. Modify the product to market it more suitable for the needs/usage conditions of rural consumer.
2. Develop entirely new products for rural markets.
3. To capture durable market share, the organizations has to consider the pull strategy and push strategies in rural market.
4. To promote the consumer durable products in markets better to use mixed strategies of promotional techniques in rural market.
5. To select best pricing method for durables, by considering demand of the product, competition, infrastructure facilities, economic conditions of particular rural areas.

6. By conducting the campaigns, exhibitions and trade fairs to crate the awareness about products and brads.
7. Arrange customer care units it all areas for clarifying and giving the information about their products.
8. Collecting feedback among the products after using the products in terms of price, durability, service, and satisfaction.
9. By considering the density of people, the organizations have to establish or open new sales outlets.
10. To encourage social activities for development of rural areas for brand loyalty.
11. It is better to use right promotional techniques in rural areas for win rural consumer's mind.
12. Impact of socio-economic variables on rural consumer behaviour requires an enquiry.
13. Consumer –seller relationship in rural areas is an interesting area of study. Such a study will help in identifying the factors responsible for enhancing sales and consumption in rural areas.

References

1. Ahmed, Shamim (1991), Rural Marketing in India, Ashish Publishing House, New Delhi.
2. Aneja, Rajendra K. (2000), Impact of Liberalization on Marketing and Distribution in India, ASSOCHAM, Delhi.
3. Bhandari, Ladbhi P. (1978), Communication for Social Marketing: A Study in Family Planning, Macmillan, Delhi.
4. Das, V. Mukunda (1985), Rural Market for Consumer durables in India. Institute of Rural Marketing, Anand.
5. Dogra, B.S. (1990), Marketing Management and Rural Marketing . Commonwealth Publishers, Delhi.
6. Emsinger, Douglas (1972), Rural India in Transition, All India Panchayat Parishad, New Delhi.
7. Ganguly, A.S. (1983), The Growing Rural Market in India. Hindustan Lever Ltd., Bombay.
8. Krishnamacharyulu, C.S.G & Rama Krishnan, L. (2002), Rural Marketing, Pearson Education, Delhi.
9. Mamoria, C.B. & Joshi, R.L. (1962) Principles and Practice of Marketing in India, Kitab Mahal, Allahabad.
10. National Council of Applied Economic Research (NCAER) (1998), Indian Market Demographics Report, 1998, NCAER, New Delhi.
11. Rajagopal (1993), Indian Rural Marketing, Rawat Publications, Delhi.
12. Rajagopal (1994), Rural Marketing Management: Policy and Approach, Discovery Pub House, Delhi.
13. Rajagopal (1995), Rural Marketing Administration in India, Kaveri Books, Delhi.
14. Rajagopal (1998), Rural Marketing Development: Policy, Planning and Practice, Rawat Pub., Delhi

AUTHOR(S) PROFILE

Dr.N.Ratna Kishor MBA, M.Com, MHRM, M. Phil, Ph. D is currently Assistant Professor at Department of Commerce & Business Administration, Acharya Nagarjuna University, Andhra Pradesh, India. He has been teaching MBA & M.Com Students for seven years. He published four books and twenty six research articles.