

Study on Dynamic Market Research to Change the Buying Attitude of Rural Consumer

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Abstract — Dynamism is an act of doing something successfully against all odds. India still has around 57% population based in rural areas. Of this 57% of population 80% of consumers follow old and traditional attitude for buying their products. Market research is now an essential tool to bring about a change in this traditional attitude of buyers. It is the need of the hour because it is necessary that our rural buyer should be in position to understand and evaluate every product they buy and utilize it. Making Market research in rural areas is a big challenge. It has many obstacles such as rural cultural set up, traditional behavior, social and superstitious. Adding to this their illiteracy again adds the odds to the researcher. Penetrating rural population is very essential for success of any marketing sector in India. So this paper tries to understand the obstacles and to some extent try to overcome these obstacles to enable companies to penetrate and serve the rural population.

Key Words — Dynamism, Traditional attitude, Evaluate, Marketing Research, Illiteracy, Penetration.

I. INTRODUCTION

Rural Markets have played an important role in growth of economy; Indian rural market will be larger than total consumer market among countries. So the marketer and researcher cannot avoid the rural market for more time.

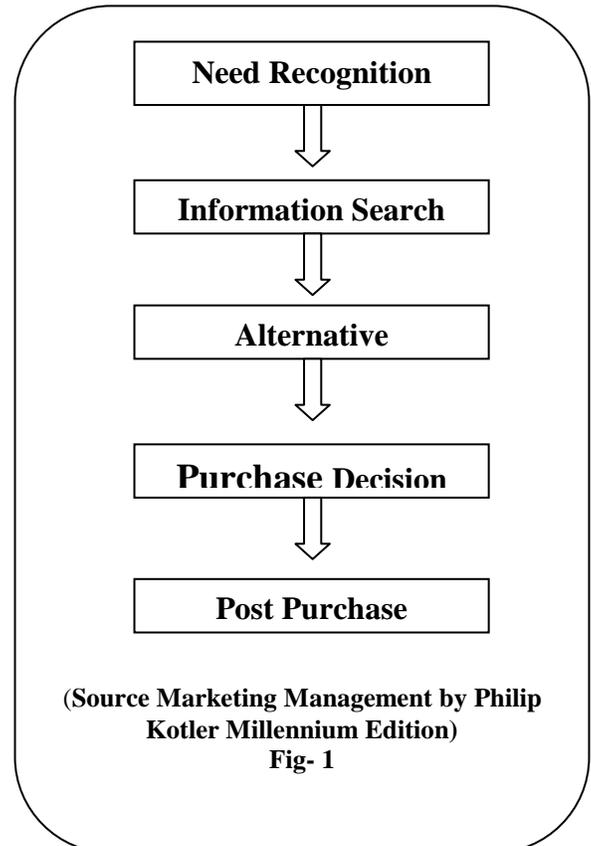
Rural market poses many challenges to marketer such as low income, absence of basic marketing infrastructure, Superstitious approach, illiteracy, Irregular demand, and traditional behavior. In India rural market & consumer are very Heterogeneous in nature than urban market consumer.

Fast moving consumer goods (FMCG) rural volume growth is estimated to be 5 to 12 percent higher than urban growth across a number of categories. Therefore many Multinational brands focusing on Indian rural market. But the attitude of the rural consumer to word their purchasing is one of the topic for research for study because lot of factors should be consider when we have to think about their purchasing process of product. For that purpose we have to continuously evaluate the market & for that market research is one of the tool which is useful.

In this article mainly focus on the following objectives

- A) To study rural consumer attitude when buying their product,
- B) To study the how market research will help to companies to penetrate and serve the rural population

From These objectives we have to firstly look at the standard buying process.



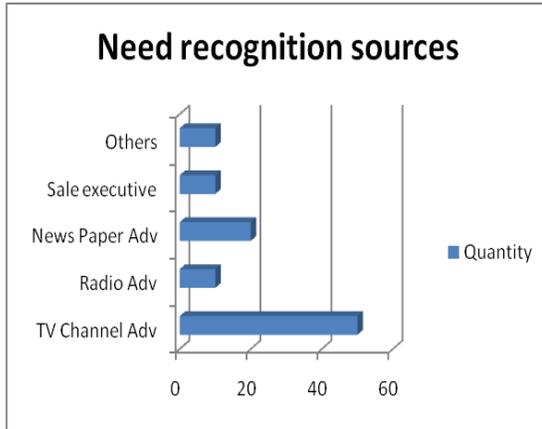
We intend to offer an explanation to understand the challenges and consumer attitude as well as some other factors for establishing a market in rural area of Malegaon (Nashik) rural area based on a field survey of five villages in Malegaon taluka.

Total Sample selected is 100 form five villages.

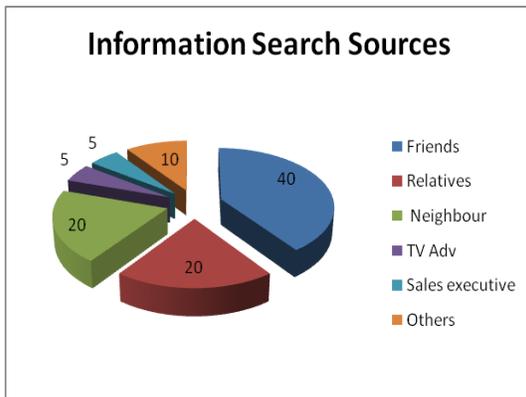
II. DISCUSSION

1) **Need recognition:** The buying process starts with this stage problem or need recognition. The need can be triggered by internal and external sources. Such as internal sources stimuli for fast moving consumer goods, But for consumer durable as well as services the external sources stimuli playing a major roll. In rural area of Malegaon the external sources are very much important for the need

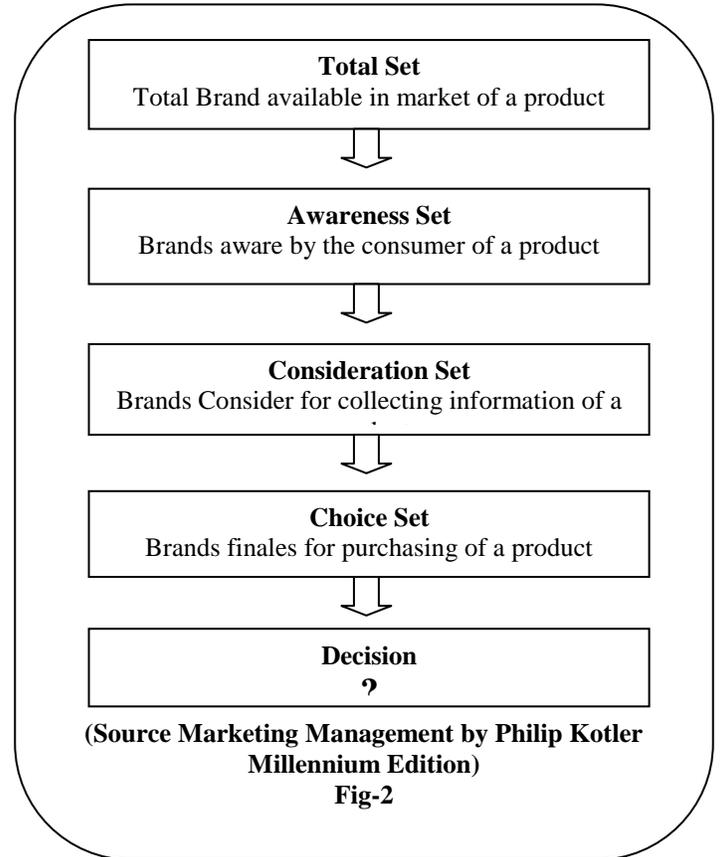
recognition such as advertisement on television, friends, relatives, sales executive etc.



2) **Information search:** Once consumer recognises their need they are searching a information for various option about product at this stage in rural area mostly consumers are depends upon the personnel sources such as friends, neighbour and relatives whose stay at the urban area.



Though gathering information, the consumer knows about competing set of brands and their features. But in rural area limited sources of information most of the does not comes in the Awareness set also so whatever the information available at that moment consumer consideration set also (see fig 2) very small.



So whatever the information they gathered on that basis they enter into next step of process.

3) **Alternative evaluation:** In this step consumer going to evaluate his consideration set with respective information. But there is no simple or single method for evaluation of information. They are forming product judgment largely on conscious and rational basis. Here in rural market consumer largely evaluate product judgment on basis who is using and what performance given by product to particular person so here personnel bias of that person about that product will plays important role. That's why influencer has a major part in evaluation of information and also brand image. On this evaluation consumer makes his own choice set but in some cases he finalised his product for purchasing because some of his friend or relative are already satisfy by that product. Rural consumer aim to satisfy their needs only not in the extra benefits or their attributes because of traditional Behaviour and illiteracy even in some purchasing they have very superstitious approach

4) Purchase decision: In the evaluation stage consumer makes his choice set. But even after that in rural area some other factors are influencing on purchase decision such as

A) Literacy

Due to illiteracy he does not understand the complex features of product so mostly he depends upon the others or retailers

B) Availability of product

Most of the time in rural area consumer choice product is not available at retail outlets. Consumers will not get his product on time and rural consumer cannot wait for the product availability so whichever brand available at purchasing time he going to purchase because they want to satisfy their needs and not focusing on attributes of product.

C) Retailer

In rural market retailer are very important factor. Lot of consumer are relay on retailer for product features and performance of product retailer has a strong influence on consumer as well as relation with consumer and consumer don't want to change his retailer because of trust in that retailer.

Some time product available at retailer but it depends upon the retailer to which brands should be sale because of his interest in that brand.

D) Price

This is major factor that really affect on purchase decision of rural consumer because of low income as well as irregular income sources. So he may makes choice set but some time he is not going to purchase product of his choice set just because of price factor.

These are some factors are affects on purchase decision.

5) Post purchase behaviour: After purchasing product consumer will satisfy or dissatisfy this should be continuously monitor by marketer but still in rural area marketer are not giving the preference about evaluation of consumer satisfaction level. So some time it affects on retention of consumer.

So when any company wants to increase the share in rural market then company should always monitor the market by doing market research because rural market is very heterogeneous. And this market has its own undisclosed rules & regulation for knowing this market research plays dynamic role.

III. CONCLUSION

- 1) As we see rural consumers need recognition stage consumer mostly depends upon external sources so the company should provide the awareness programs about their product such as product should advertise at a time of weakly bazaar so the awareness about the product increases and other hand reach of advertisement will more because still in rural area most of purchasing of grocery and vegetable is preferable at weakly bazaar.
- 2) At second stage information search, consumer is going to formulate the awareness set so here market research plays an important role to find out consumer awareness about the product if your product is not comes in consumer awareness set the company will lose the customer.
- 3) Even formulation of choice set then also retailer, price factor, availability of product is main obstacle in purchasing decision. So continuous evaluation of market through a marketing research. Company able to overcome these threats such as working on pricing, distribution strategies, retailer satisfaction.

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