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CONSUMER BEHAVIOUR IN RURAL AREAS IN CHITTOOR DISTRICT OF ANDHRA PRADESH

KEY WORDS: Rural Consumer, Philosophers, Quality, Quantity, Prominent Factors, Organisation

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ABSTRACT

A consumer is one who buys any goods or services, by paying its price, either for his own consumption or for his livelihood. Therefore, everybody is a consumer in one way or the other way. Philosophers and thinkers have regarded consumers as the base of every business. But it is still a common practice that businessmen exploit the consumer with regard to quality, quantity, weight, price and the related factor involved in the daily business transaction. Ignorance is one of the prominent factors contributing in the exploitation and most prevalent among the rural mass. Hence, keeping in view the vital goal of consumer welfare, grass root level survey has initiated to observed, understand and analyze the behavior of the rural consumers with particular to weaker section, This paper are aiming to find light on the exploitation of rural consumers and to construct array of hope for the well-being of the rural mass, it is also advisable to concerned organisation must also take initiative in this regard to ensured better reformation of consumers on the awareness of their rights and protection act. This paper is focus on the consumer behavior in rural areas in chittoor district of Andhra Pradesh.

INTRODUCTION

Since economic production is the basic activity of a human aggregate, the mode of production (productive forces and social relations of production) plays a determining role in shaping the social structure, the psychology and ideology of human aggregate. Rural society is based predominately on agriculture. Village agriculture is sharply distinguished from urban industry by the fact that it is based on direct extraction from nature by man. Land is the basic means of production in the countryside. Land is part of nature, though made arable by human labour. From land, the rural people produce, by means of technique and their labour power, such a variety of agrarian products as food, cotton, jute, tea, coffee, tobacco and others. Urban industry only transforms the products of agriculture into industrial products. In city factories and mills, agricultural products such as cotton, sugarcane and jute are transformed into finished products such as cloth, sugar etc. This basic difference between agriculture and industry plays a significant role in shaping the social institutions, the psychology and the ideology of the rural and urban population.

The term consumer behaviour refers to the behaviour that consumer display in searching, for purchasing, using, evaluating and disposing of product and service that they expect will satisfy their needs. The study of the consumer behaviour is the study of how the individual make decision to spend their available resource (time, money, effort) on consumption related items. It include the study what they buy, why they buy, when they buy, where they buy, how often they buy and how often they use it. One of the most important constant among all of us, despite the difference is that the consumer use or consume on regular basis food, clothing, shelter, transportation, Education, equipment, vacation, necessities luxuries service. Consumer plays a vital role in the health of the economy – local, national and international. The purchase decision, consumer makes effect the demand for the basic raw materials for transportation, for production, for banking, that effect the employment of the worker and the deployment of the resource, the success of some industries and the failure of others. In order to success in any business, and especially in today dynamic and rapidly evolving marketplace, marketers need to know everything they can about consumers- what they want, what they think, how they work, how they spend their leisure time. They need to understand the personal and group influences that effect consumer decisions and how these decisions are made.

The term consumer behaviour describes two different kinds of consuming entities: the personal consumer and the organizational consumer. The personal consumer buy goods

and services for his or her use, for the use of the household, use by individuals, who are referred to end users or ultimate consumers. The secondary category of consumer- the organizational consumer- includes profit and not for-profit business, government agencies (local, state and national), and institutions (e.g. schools, hospitals and prisons), all of which must buy products, equipment, and services in order to run organizations.¹

OBJECTIVES OF THE STUDY

This paper is present study Consumer Behaviour in Rural Areas in Chittoor District of Andhra Pradesh.

REVIEW OF LITERATURE

Nagaraja B (2017), presented that rural consumer is totally different to the other market consumer, in the rural market scenario being it is influence by rationality, personal experience. The level of utility that is derives from the consumption which is being influence by the changing taste and preference of the younger generation. Their buying behavior is very much influence by experience of their own and of neighbour consumer and his own family and involvement of his own members are exerting maximum influence of his purchases. The quality of the product and its easy availabilities are also primary and vital determinants of his buying behaviours. If the increase participation of rural consumer is the objective of the rural marketing emergence of radical shift is the need of the hour management thinking.²

Kumar D N S (2018), mentioned that consumer spending their time during leisure, traveling, entertainment etc have not only positively affected the marketing of a product but the maker to exhibit the product in and around the outlet employ more number to serve the customers, when the consumer possessed more information about a product the more likely that they are to form either a positive or negative attitude. To win over this kind of neutrality among the consumer in the areas, marketers are engage in practice like cut- off coupon, free sample, direct marketing etc. He further added that consumer behavior in the area is also positively influence by the physicals, social and temporal factors surrounding the stimulus object. This sort of influence has made the marketers to create different situations with music, air conditioning, curtaining, close rooms, playing equipments and other value added-services.³

CONSUMER BEHAVIOUR IN RURAL AREAS

The rural consumer is an important and integral part of rural market. A consumer is the ultimate user of a product or service. The overall consumer market consists of all buyers of goods and services for personal use. Consumer behavior is to

do with the activities of individual in obtaining and using the goods and services. It encompasses the decision making process that precedes and determines purchases. According to Walter C.G and G.W it is "the process whereby individuals decide whether, what, when, where how and from whom to purchase goods and services".

Consumer behavior is all the psychological, social and physical behavior of potential customers as they become aware of, evaluate, purchase, consume and tell others about the products or services. A rural consumer is one who buys any goods and services, by paying its price, either for his own consumption or for his livelihood. Therefore, everybody is a consumer in one way or other. Philosophers and thinkers have regarded consumer as the base of every business. No business activities move in the country without the presence of consumers. Consumer behavior is basically how consumer reacts to marketing strategies and appeals relating to different products. This is essential to have inside look into his/her feelings on different aspects of product like quality, price, different services offered by the retailers etc.

Since, agriculture is the main occupation of rural areas, the village population mix, from the occupational point of view, consisted mainly of farmers, landless, agricultural labourers, artisans and few salaried people like teachers, constables, etc. The farmers again can be categorized as big farmers constituting a small fraction who are mostly like urban consumers and generally purchase the most of consumer goods in nearby towns. As such, it is the small and marginal farmers, artisans, and agricultural labourers etc., which constitute mainly a potential target market from the retailers' point of view. Major occupation of the households of consumer can be taken as basis for classifying rural consumers. There is an intricate combination of class and occupation to represent different consumers with different socio-economic groups. Occupation pattern dictates the pattern of income generation. The occupation and income of the consumers will affect their needs in various ways. Consumption patterns differ according to income level. People engaged in physical labour like farmers and agricultural labour need more food and different clothes from other categories.⁴

WHAT DO RURAL CONSUMERS BUY?

A product is the heart of rural marketing. It is a need satisfying entity to a rural consumer. The product offering should satisfy the psychology and function benefits the consumer expect from the product. The product should be durable and sturdy and should be well packaged to attract the consumers attention. In fact, in rural market, brands are almost non-existent; Consumers identify products by colour, visuals of animals and birds and numbers. So a 555, 777, hara goli (green tablet), pila haati (yellow elephant), lal saboon (red soap), saphed dantmanjan (white toothpowder) are the kind of terms with which rural consumers identify brands. It is very important therefore for the marketer to understand that a lot needs to be done in terms of communication, media marketing and branding.

CHARACTERISTICS OF RURAL CONSUMER IN CHITTOOR DISTRICT

Rural consumers purchase a product as a result of certain physical, social and economical forces creating a desire or a want for the products. A producer can be successful in selling his products only when he identified the need and wants of the consumers. Important characteristics of the rural consumer denoting his/her peculiar buying behavior include the following.

1. PATTERN OF PURCHASE AND CONSUMPTION

The purchasing power of the people in rural areas is dependent on several direct and indirect factors related to the rural economy. Marketable agricultural surplus and rural

urban terms of trade are the main sources of purchasing power for rural consumers. The purchase bundle of rural consumers is shifting from nutritional consumption to demonstrative products.

2. INFLUENCE OF PERCEPTION AND ATTITUDES.

Perception and attitudes are the integral part of consumer behavior. Perception is the process by which the mind receives, organizes and interprets physical stimuli. Perception depends upon stimulus factors such as products, packages, brand names, etc. The nature of physical stimulus itself intensity, price, frequency and movement of the product affect the consumer perception. Again perception depends upon the personal factors. According to the Howard and Sheth model of buying behavior, the most significant stimuli affecting buying behavior are the information cues about the characteristics of the product.

3. DEGREE OF BRAND LOYALTY.

Sparing a few product categories and brands, rural consumers have a fairly recent significant exposure to the products, thus they do not have historical quality associations with brands. Moreover, rural buyers take a long time to decide on a particular brand, but once they are satisfied with its functional utility, he becomes a staunch supporter and a loyal customer of that brand (Suresh 2000). Such a loyal user may even make efforts to get whole villages use it. This brand-village process becomes easier due to social sanction of the purchase and consumption pattern. Unlike urban consumers, rural buyers tend to be slow in changing their habits and making up their minds to buy. But once they do, they do not change in a hurry.

4. REFERENCE GROUPS.

Rural consumers are influenced by information received and opinions formed from various sources in making their buying decisions. Mass media may act as reinforcing agent but for conversion, personal influence is most effective (Murthy and Swamy 1995). Typically, in a rural area the reference groups are primary health workers, doctors, teachers, rural students and panchayat members. The village traders or the groceries may also be an important influence in decision making of rural customers. This is because the traders extend credit to the farmers. Opinion leader in villages should be identified and motivated to spread a product/brand message. Opinion leaders are the individuals who happen to be influential in approving or disapproving new ideas and their adoption in the community. The opinion leaders and the people they influence are very much alike and typically belong to the same primary groups. The role of marketing, influencing the level of rural consumers and thereby on rural development, is still greater. It is due to the fact that the rural sector is the main supplier of inputs for agricultural and also for the consumer goods.

5. SATISFACTION OF THE PRICE OF AGRICULTURAL PRODUCTS.

Pricing is crucial element in the rural marketing mix. The price of a product should be reasonable and should be in tune with the affordability of rural consumer. The price of the product is the critical determinant of the fate of a product in the rural market.

6. OTHER RELATED PROBLEMS AND FAMILY INCOME.

Large numbers of buyers are scattered over a wide area. Because of the widespread nature and varying size of village, organizing a distributing set up poses a number of problems. The problems arise basically out of the peculiar dynamics of the rural market of Chittoor district, the uniqueness of the rural consumers, the uniqueness of the structure of the rural market, and the peculiarities of the distributions infrast ructure in the rural areas.

CONCLUSION

It can be concludes that, the respondents required to examine

about the products and prices of essential commodities while purchased in the rural market because the huge quantity of duplicate commodities were supply from the neighboring country, Myanmar without the expiry date, manufacturing date, Maximum Retail Price etc. Whereas the businessmen's from the rural markets purchase the products with negotiate price was found selling in the rural market. Therefore, the rural consumers need to take the outmost care while purchased in relation to price, quantity, quality, manufa cturing date, expiry date etc. while purchase of essential commodity in the rural market. Therefore, once these roads were developed there is an ample opportunity for alternative means to supplement the supply at the time of economic blockades. Therefore, the number of suggestion forwarded in this study, it is hope, will help the rural consumers and become more consciousness and achieve excellence.

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