

A Study on Success Factors towards Rural Marketing on Non-Durable Products in Thanjavur District

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Abstract

The success of any company depends on its customers. There is a wide range of opportunity to sell in rural areas by these companies due to the untapped markets in those areas. Factors like pricing; advertisement, product quality etc. are involved in the success of rural marketing. The companies can become successful if they concentrate on these factors and take marketing decisions based on these factors. This study explains about the success factors towards rural marketing on non-durable products in Thanjavur District.

Key Words: Rural Marketing, Success Factors, Non-Durable Products

Research Methodology

Review of Literature

Ms.Deepti Srivastava, Faculty of IILM Institute of Higher Education, Gurgaon, Haryana has explained about the changing paradigm in rural India in her research paper “Marketing to Rural Indi: A changing Paradigm” , APJRBM Volume 1, Issue 3 , December 2010.

Mr.B.Amarnath ,Associate Professor, Department of MBA, Sri Venkateswara University,Tirupathi, Andhra Pradesh and G.Vijayudu, Research Scholar, Sri Venkateswara University, Tirupathi, Andhra Pradesh have explained about consumer perceptions and attitudes towards branded packaged products in their research paper “ Rural Consumers’ Attitude towards

Branded Packaged Food Products” in the Asia Pacific Journal of Social Sciences, Vol III(1),Jan-June 2011.

Mr.V.V.Devi Prasad Kotni, Assistant Professor, Department of Management Studies, GVP College for Degree and PG Courses, Rushikonda, Endada, Visakhapatnam, Andhra Pradesh has done SWOT Analysis and found out the various opportunities and problems of rural markets in India in his research paper “Prospects and Problems of Indian Rural Markets” in the Zenith International Journal of Business Economics & Management Research Vol.2, Issue 3, March 2012.

Objectives of The Study

1. To study the purchase behaviour of the rural consumers in Thanjavur District.
2. To identify the success factors towards rural marketing on non durable products in Thanjavur District.
3. To provide suggestions to the marketer for achieving success in

the rural markets of Thanjavur District.

Sampling Methods

Sample Size: The sample size consists of 40 respondents.

Sampling Method: Simple Random Sampling is followed in this research.

Method of Data Collection:

Primary Data and Secondary data collection methods have been followed. Structured close ended Questionnaire with 22 questions has been used for this study. Secondary data has been collected from the government websites.

Ten villages of Orathanadu Taluk, Thanjavur District namely Ambalapattu, Kannanthangudi, Okkanadu, Paruthikottai, Pudur, Thekkur, Thelungankudikadu, Thennamanadu, Thenmandalakkottai and Thirumangalakkottai have been selected randomly for data collection.

Research Tool: Simple Percentage Analysis has been used for this research study.

Limitations of the Study

1. The study is conducted in the villages in and around Orathanadu Taluk, Thanjavur District.
2. The sample size is only 40.
3. The time taken to conduct the study is one month only.
4. There may be bias in understanding the questionnaire by the respondents

Findings

Attributes not preferred by rural consumers of Thanjavur District

	Number of Respondents	Percentage
Advertisement	2	5
Credit Facility	14	35
Discount Offer	0	0
Friends and Relatives	2	5
Brand Image	2	5
Convenience	6	15
Influence of Dealers and Agents	14	35
Total	40	100

From the above table it is found that 35% of the respondents do not prefer credit facilities provided by the shops and 35% of the respondents do not prefer the influence of dealers and agents while purchasing non durable products.

Mode of Purchase of non durable products

	Purchase at Town	Purchase at Nearby Shop	Purchase through agents	Purchase at abroad	Purchase through online shopping	Total
Food Items	30	10	-	-	-	40
Fruits & Vegetables	28	10	2	-	-	40
Toiletaries	20	18	-	2	-	40
Edible Oil	24	16	-	-	-	40
Beverages	14	22	4	-	-	40

From the above table it is found that majority of the respondents purchase food items, fruits and vegetables, toiletaries and edible oil at town. Majority 22% of the respondents purchase beverages at nearby shop.

Brand is not a concern

	Number of Respondents	Percentage
Food Items	12	30
Toiletries	04	10
Edible Oil	02	05
Footwear	08	20
Brand is important	14	35
Total	40	100

From the above table it is found that majority 35% of the respondents give importance to brand for all the non durable products they purchase. 30% of the respondents do not give importance to food items they purchase.

Reasons for switching the brand

	Number of Respondents	Percentage
Price	06	15
Change in the Market Trend	06	15
Habit	04	10
Promotional Strategies by companies	06	15
Non Availability of the product	14	35
Others	04	10
Total	40	100

35% of the respondents feel that they switch their brand due to non availability of the product.

Affordability per month

	<500	500-1000	1001-2000	>2000	Total
Food Items	30	10	-	-	40
Fruits & Vegetables	28	10	2	-	40
Toiletries	20	18	-	2	40
Edible Oil	24	16	-	-	40
Beverages	14	22	4	-	40

From the above table it is found that the respondents spend Rs. 500 per month for product food items, fruits and vegetables, toiletries and edible oil . Majority 22% of the respondents spend between Rs.500 and Rs.1000 for beverages per month.

Bargaining by Consumers

	Number of Respondents	Percentage
Bargain	34	85
Do not Bargain	06	15
Total	40	100

From the above table it is found that 85% of the respondents bargain while purchasing non durable goods.

Best Advertising Technique

	Number of Respondents	Percentage
Shop Display	10	25
TV Ad	22	55
Ad in Cinema Theatres	-	-
Pamphlet	-	-
Wall Painting	-	-
Newspaper	08	20
Total	34	100

From the above table it is found that majority 55% of the respondents feel that advertising in Television is the best advertising technique and 25% of the respondents feel that shop display is the best advertising technique.

Recommendation of non durable goods to friends

	Number of Respondents	Percentage
Definitely not	04	10
Probably not	-	-
Not sure	02	05
Probably	18	45
Definitely	16	40
Total	40	100

From the above table it is found that majority 45% of the respondents probably recommend and 40% of the respondents

definitely recommend the non durable products they use to their friends.

Suggestions

- (1) From the research it is found that the respondents do not prefer credit facilities and influence of dealers and agents while purchasing non durable products. Hence the marketer can do direct selling instead of selling their products through dealers and agents.
- (2) It is found that majority of the respondents purchase the non durable goods in town. They do not prefer nearby shops for these purchases. The main reason for their preference in town is due availability of quality products and reduction of cost due to their bulk purchase in town. Hence if the marketer introduce new markets in the rural villages and provide the same facilities like town he can become successful.
- (3) Majority 35% of the respondents say that brand is very important. Hence brand is an important factor to be successful in the rural markets of Thanjavur District.
- (4) Majority 35% of the respondents say that they switch their brands due to non availability of the products. Hence we can conclude that these rural customers are more loyal to the brand they use. Hence creating loyalty among rural customers and making sure that the non durable products are available regularly to them.
- (5) Majority of the respondents afford Rs. 500 and less than Rs. 500 per month for food items, fruits and vegetables, toiletries and edible oil. Hence packaging is an important factor for the success of the company. The company can be successful in selling the products through small packets and sachets.
- (6) Majority 85% of the respondents bargain while purchasing their products. Majority 35% of them always bargain and 35% of them bargain depending upon the shop they purchase. Therefore the marketer has to take steps to overcome this problem to be successful in the rural market.

(7) Majority 55% of the respondents feel that Advertisement in Television is the best way of advertising. Advertisement in cinema theatres, providing pamphlets and wall painting advertisements are not preferred by the respondents. Hence the companies can reduce the expenditure towards advertising in cinema theatres, providing pamphlets and wall painting and give more importance to advertise in television.

(8) Majority 45% of the respondents recommend the non durable products to their friends. Hence if the companies concentrate on satisfying the rural consumers and take steps to retain them. These satisfied consumers may recommend the non durable products to their friends.

Conclusion

The rural consumers are influenced by various factors like quality of the products, selling and distribution techniques, packaging, branding and advertisements etc. If these factors are identified and take necessary steps the

companies can become successful in selling and achieving profits.

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