

To investigate the most preferred source of information influencing the buying behavior of the customers in rural areas with special reference to detergent powder and cake in Uttarakhand state (India)

Arun Kant Painoli
Deputy Director
Doon Institute of Management and Research
Rishikesh Uttarakhand

Abstract

Whenever we thought of buying any products the source of information floated through various sources influence the buying behavior of the customers. If we talk about the various stimuli which influence the buying behavior, we can divide these stimuli into two parts – Marketing dominated stimuli and non marketing dominated stimuli. All the information which we received from various source has a direct or indirect affect on our purchase decisions. My aim of writing this paper is to know the most preferred source of information among the customers living in the rural areas when they decide to buy the particular brand of detergent powder and cake. This will help the marketers in designing the information and implementing the medium which is most effective in terms of reach among the customers. Behavior is a psychological element and one of the complex aspects, when question of understanding the buying behavior is concerned.

Key words: - Consumer behavior, rural marketing, Marketing information, FMCG product and detergent powder and cake.

Introduction

There is a huge potential in the rural market since 65-70% of the people are living in the rural areas. Majority of the people are living in the rural area and approximately 2-3rd of all the middle income household are living in the rural areas. Consumer behavior is the buying behavior of the consumer which they display during the search of information, during consumption and after consumption of particular brand. The most important

aspect in influencing the buying behavior is the source of information. The marketing communication is one of the essential elements of any business enterprise to promote their products among the customers. The two important stimuli which primarily influence the buyer behavior are: - Marketing stimuli and non market dominated stimuli. Marketing dominated stimuli includes the 4Ps which means the information market want to covey among the customers regarding their product, price,

promotion strategies and availability of the products in the market. If we talk about the product it includes the information regarding the features of product, quality, packaging and other relevant information which attract the buying behavior of the consumers. In terms of price is concerned the marketers want to convey among the consumers about the competitive offer against competitors, discount or any other benefits related to the product. In terms of promotion of the product is concerned the message, celebrity endorsement, creativity of message and concept related to product t spread among the customers through the channel of marketing communication and it one of the most important elements in promoting the product among the customers. The 4th Place defines the availability of the particular brand and customers can easily purchase to the nearby retail outlets. The non marketing dominated stimuli includes the feedback of the customers in the form of positive and negative word o mouth, reference of relatives, friends, neighbors, other family members and some time know own recommendation. Both the marketing dominated stimuli and non marketing dominated stimuli significant role in influencing the buying behavior of the customer's while they decide to buy the particular brand. This bring my curiosity to

know the most reliable source of information which impact buyers behavior when they decide to buy the particular brand in the rural areas, due to huge potential in the rural areas which is not still tapped.

Objective

To investigate the most preferred source of information among the rural customers when they decide to buy the particular brand of detergent powder and cake.

Literature Review

Tiwari Kumar Munish (2012) The author conclude that five variables (Learning about product, advertisement capturing best quality of product, method of advertising for organization, convincing ability by advertisement, impression of advertisement) are the important sources which are significant in influencing the buyer behavior. Hundal. B.S. and Sukhmani (2011) in their research found that, the TV advertising plays a very important role in providing the information among the rural consumers regarding the particular brand. Singh Ritika (2014) in her finding observed that, with regard to impact of product information among the consumers living in the rural area, with reference to FMCG products advertisement in Television is the most effective source of information among

the consumers living in rural areas followed by local newspaper and radio. Jarvis (1998) identified that a purchase decision requires a subset of decisions associated with information search. At some point of time, consumers acquire information from external sources that get stored in long-term memory. For most consumers, usually this stored information, referred to as internal source of information which help them in decision making process. Singh Surinder Kundu (2013) in his finding stated that the marketing communication play important role in influencing the buyer behavior in rural market - Advertisement commercial in TV followed by print advertisements and word of mouth plays a significant role for taking the decision to purchase these FMCG product in rural areas. Sivanesan.R (2014) in his finding suggests that the advertisement have a great impact on influencing the buying behavior of rural and urban customers. Before consumer take the decision of buying any product, he search information about the products, hence advertisement is mostly adopted by the majority of customers to get the information required for making purchase decisions. Pongiannan.K. and Jayakumar Chinnasamy (2014) in their finding suggested that the response of Advertisement while introducing the new FMCG product in the

rural market is ineffective in creating the response, it is because they do not believe in changing their traditional brand. Yuping (2007). In his finding stated that loyalty program were most likely influence the buying behavior of the consumer and post purchase behavior in the rural areas. Kim et.al (2002) argues that customer values get influenced by product attributes and consumption behavior and they consider customer values as an output of culture. Advertisement can influence customer perception. Krishna.B and Reddy Nagaraju Kolla (2014) in their finding found that the advertisement is the most important factor while selecting the particular brand followed by size, specific benefits, product quality , discount, offer/ free gift. Lalitha.J. Josephine and Panchanatham.N.(2013) in their research found that the family members, shop keepers i.e., local retailers, radio, television commercials greatly influences rural consumers buying decisions at the time when they decide to buy the particular brand. Francis A Abraham and Soundararajan.K (2014) in their finding observed that while promoting the FMCG products in the rural market word of mouth, poster / wall painting, radio, television play significant role in creating overall awareness among rural consumers. Ganeshmoorthy, Radhakrishnan and Bhuneshwari (2003) in

their study revealed that mass media had a significant role in the sales promotion of the selected categories of FMCG product, and he suggest to focus on mass media appeal for bringing awareness with regards to particular brand. Khicha (2007) studied that television and direct marketing activities help in convincing the rural consumer regarding the particular brand. Small rural media outlets are the key source of information, as it provides a site for local advertising and are important source of information among the people living in rural area. Dahiya (1996) in his study revealed that the consumer perceived the information received form source is reliable and advantage on making purchase decisions.

Research Methodology

The descriptive study was selected with an intention to ascertain and be able to

demonstrate the characteristics of the variable of interest pertinent to the study. Research methodology aims at designing mechanism for data collection; data analysis followed by data interpretations. A structure questionnaire was administered to the consumer of above 18 year and above age group of people living in the rural areas of Uttarakhand. For this two broader region of Uttarakhand has been selected- Garhwal region and Kumaon region. In the present research work data is collected from both primary and secondary sources. The sample size was collected with the help of online sample size calculator. A total of 1080 number of respondents were selected. The Sample area for the proposed study was entire state of Uttarakhand represented through the following districts considering two broad regions of Uttarakhand state viz Kumaon and Garhwal region.

Table 1:- Name of the districts with the detail of the villages undertaken for research work

Name of the district	Name of the village under study
Tehri Garhwal	1. Paniyala 2. Naag 3. Raut Gaon 4. Poojargaon 5. Piplogi
Dehardun	1. Shyampur 2. Ranipokhri 3. Listrabad 4. Bhogpur 5. Thano
Uttarkashi	1. Badaiti 2. Chenali 3. Naugaon 4. Jakhol 5. Dhanpur
Pauri Garhwal	1. Sirkot 2. Pokhri 3. Nakot 4. Koti 5. Anthragdang
Champawat	1. Tilon 2. Khankakarkey 3. Flora 4. Latoli 5. Shaktipur
Udham Singh Nagar	1. Ajeet pur 2. Baheri 3. Pandari 4. Malsi 5. Bhanga
Nanital	1. Alchaunaa, 2. Balueti, 3. Amoli, 4. Chanoti, 5. Dhura
Almora	1. Khatyari 2. Falisma 3. Chitai 4. Hawal Bang 5. Kaparkhan

Questions asked from the respondents

Q. Which is the most effective source of information according to you in influencing your buying behavior when you decide to buy the particular brand of detergent powder and cake?

Q.2. Are you satisfied with your present brand of detergent powder and cake?

For this the following variables were taken to conduct the research after study of detailed review of literature.

S.no	Source
1	Television
2	Newspaper
3	Radio
4	Magazine
5	Shopkeepers
6	Friend
7	Relatives
8	Neighbors
9	Family members
10	Window Display in shops
11	Outdoor advertisement
12	Internet
13	Point of Purchase

Table 2: - Displaying the source of information influencing the buying behavior

Data Analysis and Interpretation

Data analysis was done on the basis of responses received from the respondents. The total responses of the respondent were counted, and on the basis of this cumulative

percentage of each response against the variable were counted for final analysis. The result is analyzed with the help of cumulative percentage and bar charts.

Q. Which is the most effective source of information according to you in influencing your buying behavior when you decide to

buy the particular brand of detergent powder and cake?

Source	Frequency	Percentage
Television	658.8	61
Newspaper	70.2	7
Radio	7.56	0.5
Magazine	75.6	7
Shopkeepers	97.2	9
Friend	59.4	6
Relatives	21.6	2
Neighbors	10.8	0.5
Family members	21.6	1
Window Display in shops	37.8	4
Out door advertisement	10.8	1
Internet	5.4	0.5
Point of Purchase	3.24	0.5
Total	1080	100

able 3:- Source of information and cumulative percentage against the source

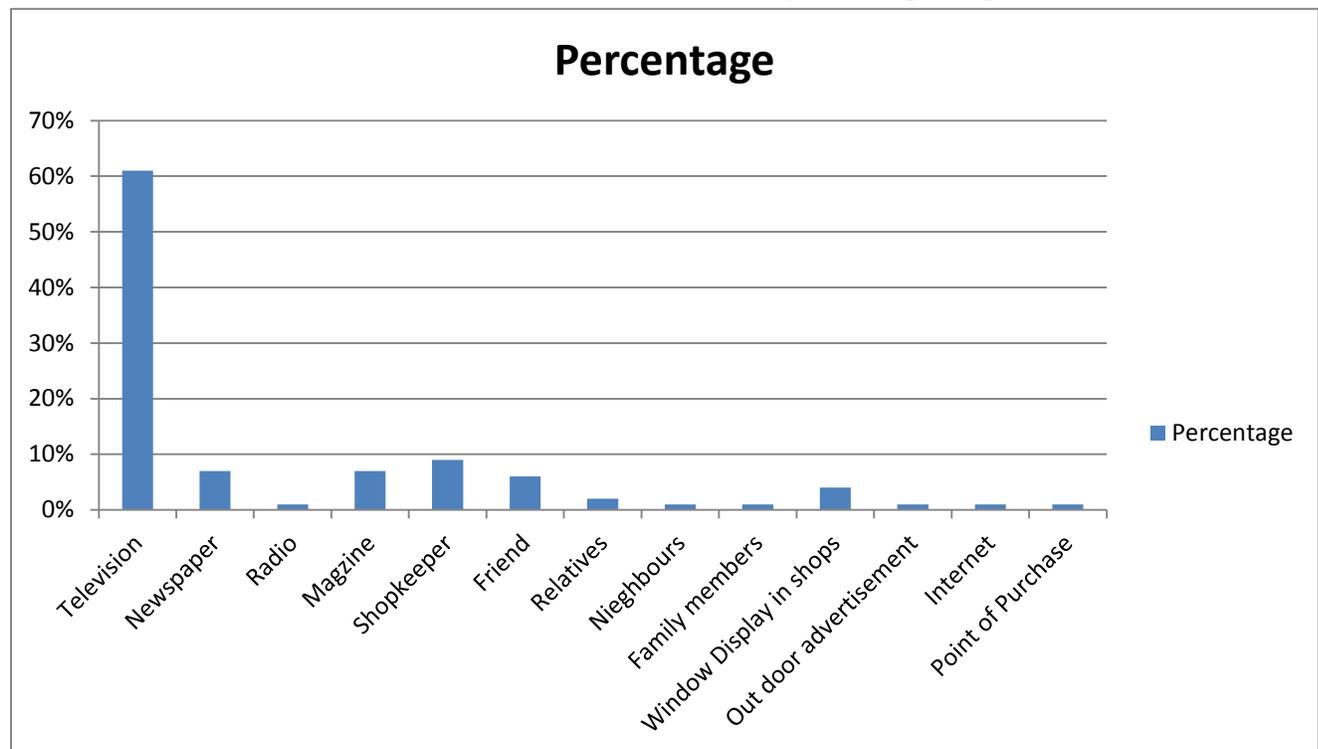


Chart 1:- Source of information and cumulative percentage against the source

Interpretation

From the above data it is clear that the advertisement sponsored by the marketers in various channel .i.e. in “**Television**” is the most important source of information among the peoples living in the rural areas. 61% of the respondents said that they are very much influence by the advertisement sponsored by the companies with regards to particular brand. Shopkeeper recommendation has also impact the decision in the rural areas when

the customers decide to buy the particular brand. 9 % of the respondents said that they get influence by the recommendation of the shopkeeper with regard to particular brand, followed by the advertisement appears in regional newspaper. 7 % of the respondents said they get influenced by the advertisement with regards to particular brand in the local newspaper.

Q. Are you satisfied with your present brand of detergent powder and cake?

	Frequency	Valid Percentage
Satisfied	864	80
Not Satisfied	216	20
Total	108	100

Table 4:- Satisfaction wise description of the respondents

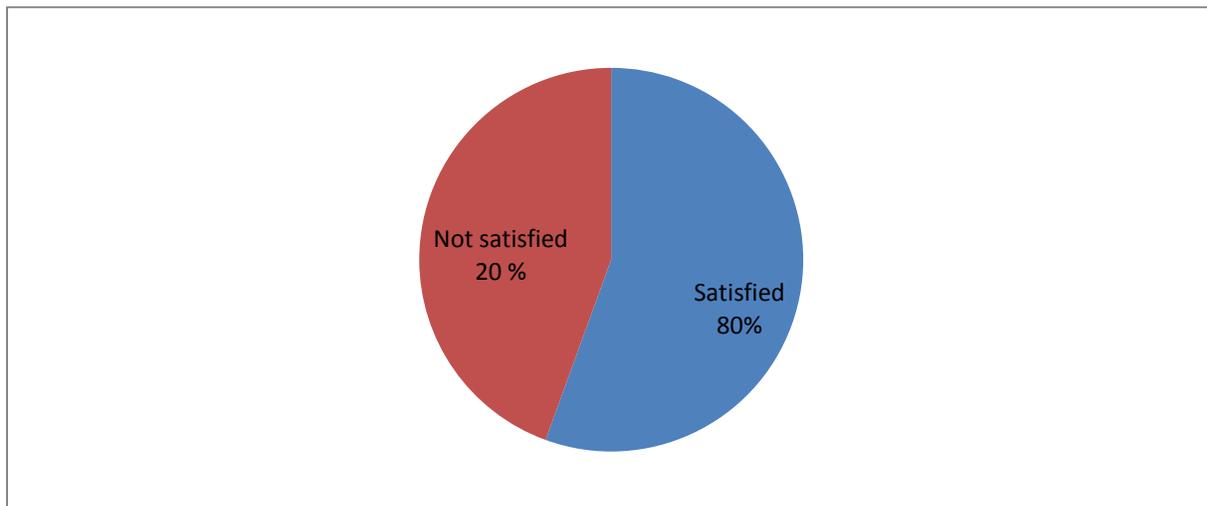


Chart 2:- Satisfaction wise description of the respondents

Interpretation

From the above data it is clear that 80 % of the respondents are satisfied with their present brand of detergent powder and detergent cake. This shows that majority of the customers are satisfied with their present brand of detergent powder and detergent cake. Only 20 % of the respondents said they are not satisfied with their present brand of detergent powder and cake. Hence we can conclude that majority of the respondents are satisfied with their present brand of detergent powder and cake

Discussion and Conclusion

From the above research we can conclude that the advertisement appears in various channel with regards to particular brand is the most preferred sources of information among the customer living in the rural areas, when question of most effective source of information is concerned. Shopkeeper recommendation also has a great impact in influencing the buying decision of the buyers when they search of information regarding any brand in the rural areas. All other sources impact or influence the buying decision, but their influence against Television is very less. Hence we can conclude that TV is the most preferred source of information among the customers living in the rural areas. Radio, neighbors,

point of purchase and Internet sources has a very little impact on the buying behavior among the rural customers. Hence the marketer should design the message in such a way that the message can be easily understood by the consumer. The opinion leader used to promote the particular brand has a significant impact in the mind of the customers and influence the buyer decisions. During the selection of the opinion leader we should be very careful, because the image of the opinion leader ultimately affects the buying decisions. Shopkeeper recommendation has a great impact in the mind of the customer because the people living in the rural areas trust their shopkeeper and their recommendation influence the purchase decisions of the buyers in the rural areas to a large extent. From the finding it suggested to the marketer to provide training about the various features of the product its benefit to the customers, so that they can effectively convince the customers.

Scope for further Research

Further research can be done in other categories of FMCG products. Since the research was limited to some selected places in the rural areas of Uttarakhand state and result may vary in other state. Hence there is a scope to conduct this type of research in

other state also. The finding of this research can be used by the marketers in designing the marketing strategies, especially in the case of marketing communication and designing the promotional strategies in the rural market. The finding of this research may be used in similar categories of FMCG products in the rural areas.

Limitations

The result was limited in the selected places of rural areas in the state of Uttarakhand. Many of the respondents were hesitating in giving the response and may create biasness. Due to shortage of time the research was limited to identify the sources of information which influence the buying behavior when they decide to buy the particular brand, other factors which influences the buying behavior was not included due to the shortage of time. Many of the respondents were not able to understand the English language and in this case I have used their regional language and it takes more time which is also one the limitation during the research.

References

1. Tiwari Munish Kumar (2012) – An empirical analysis of effect of advertising on marketing of FMCG product , International

Journal of Marketing and Technology-
Volume 2, Issue 6- pp-167-200

2. Hundal Sukhmanianda and B.S. (2011) – Role of promotional Mix in Influencing Rural consumers. Int. Jour. of Business & Inf. Tech. Vol-1 No. 1 June 2011, Vol-1 No. 1 June 2011

3. Singh Ritika (2014) - Purchasing behavior of rural consumers for FMCG products in reference to their advertisement, International Journal of Research & Development in Technology and Management Science, Volume – 21, Issue 5 ,December 2014,pp 174-189

4. Singh Surinder Kundu (2013)- Customer perception towards the FMCG in rural market: An analysis, International Journal of Techno Management Research , Vol 01 Issue-2 , Sep 2013 pp 48

5. Sivanesan.R (2014)- Impact of Brand Image and Advertisement on Consumer Buying Behavior – Comparative Study on Rural and Urban Consumers, International Journal of Research in Management & Business Studies, Vol. 1 Issue 2 April - June 2014, pp 73-80

6. Liu, Yuping (2007), The Long-Term Impact of Loyalty Programs on Consumer Purchase Behavior and Loyalty, Journal of Marketing, Vol.71 Issue 4, p19-35

7. Kim J, Forsythes, Gu Q and Moon S. J. (2002), —Cross Cultural Consumer values,

Needs and Purchases Behavior, The Journal of Consumer Marketing Vol.19, No. 6, pp481-502.

8. Krishna.B and Reddy Nagaraju Kolla (2014)- Impact of Brand Loyalty in Rural Markets (With Special Reference to Select Fast Moving Consumer Goods -FMCG), Global Journal for Research Analysis, Vol 3 , Issue 9, Sept 2014, pp 138-140

9. Lalitha.J.Josephine and Panchanatham.N (2013) - Determinants of Buying Behavior of Rural consumers with reference to Food and Beverages, **Volume: 3, Issue: 12, Dec 2013**

10. Francis A Abraham and Soundararajan.K(2014)- Rural Marketing: An Inquiry into Experiences of Indian FMCG Companies, INDIAN JOURNAL OF RESEARCH, Volume : 3 Issue : 10 Oct 2014, PP 92-96

11.Ganeshmoorthy V.S., Radhakrishnan M.K. and Bhuvaneshwari.S (2003), A survey of selected consumer products in Rural marketing areas Indian Journal of Marketing, vol. XXXIII.

12. Khicha (2007)- **Building brand in Rural India, www.brand channel.com**

13.Dhayia Dharam Sukh Dahiya (1996) “An attitudinal study of Consumer”, Journal of Commerce vol. XLIX No. 189 part IV,pp 101-106, 1996.

14. Jarvis C.B (1998), —An Exploratory Investigation of Consumers‘ Evaluation of External Information Sources in Pre-purchase Search, Advances in Consumer Research, XXXV, Ed. J, W. Alba and W. Hutchinson.

15. Singh Surinder Kundu (2013)- Customer perception towards the FMCG in rural market: An analysis, International Journal of Techno Management Research , Vol 01 Issue-2 , Sep 2013 pp 48

16. Pongiannan.K. and Jayakumar Chinnasamy (2014)- Do Advertisements for Fast Moving Consumer Goods Create Response among the Consumers – An Analytical Assessment with Reference to India, International Journal of Innovation, Management and Technology, Vol. 5, No. 4, August 2014, pp 249-253

17. Pradeep Kashyap (2012), Rural Marketing, 2nd Edition, Pearson Publication

18. Leon G. Schiffman, Leslie Lazar Kanuk and S.Ramesh Kumar (2010), Consumer Behavior, 10th Edition, Pearson Publication

19. Satish K Batra and S H.H. Kazmi (2009), Consumer Behavior, 2nd Edition, Excel Books