

A Study of Promotional Strategies of Consumer Durable Goods in Rural Market of Haryana

Seema Singh

Research Scholar, Indira Gandhi University, Meerpur (Rewari)

ABSTRACT

Creating awareness among the target audience may be easily done through a mass medium like a television or print media. But an action-oriented objective may be required an incentive to act as a part of the message. In some service businesses like insurance only a personal sales pitch may work, because nobody actively thinks about an insurance product. Therefore, the selection of promotional tool – selection of media, selection of message and deciding on a promotional cycle are important as the components of a service promotional plan. From the research, it reveals that television and newspaper is the most effective media. In this aspect, this paper focuses on the various promotional strategies that rural consumers are aware with regard to consumer durables. This paper also focuses on the sources of information which is most effective for each product category that influence the rural consumer's preferences.

Keywords: Rural Market, Media, Promotional Strategies

INTRODUCTION

The Indian market has expanded in the last few decades. Earlier the companies focused on their efforts in fulfilling the requirements of urban consumers only. But today the focus of the marketers has shifted towards the rural India, which is one of the real bazaar for the marketers. Big companies are adopting latest marketing strategies to reach this huge and largely untapped market. Rural India is emerging as a large market for a number of goods and services – be it a consumer good or a white good or a financial service. A company has several major strategies at its disposal, with respect to width, depth and consistency of its product mix. The various elements of promotion include personal selling, publicity, sales promotion and advertising (Singhal, 2015). Advertising is an element of promotion and a tool of marketing communication. For five marketing related functions like (1) Advertising (2) Sales promotion (3) Public Relations (4) Personal selling and (5) Direct marketing, there is a different way of approach in rural markets.

REVIEW OF LITERATURE

Singh et al (2003) in their study stated that T.V. was an important source of information and majority of buyers. He studied consumers were to go to another shop in search of their favourite brand, if it is not available in the nearby market. Quality is the most significant factor that induces user to buy a particular soap. Majority of buyers were satisfied with the price and quality of the soaps that they were using.

Kishor (2014), studied the factors that influence to buy products are role model, colleagues and friends, neighbors and other persons. He shows that 3.1% of respondents influenced by role model, 47.0% of respondents influenced by friends, 38.9% of respondents influenced by neighbors, and 11.0% of respondents influenced by other persons for purchasing goods. To capture the rural markets, the industries which are producing/ marketing the consumer durables for that they has to follow the different types of creative strategies to tapping the rural markets. To promote the consumer durable products in markets, use mixed strategies of promotional techniques in rural market. By conducting the campaigns, exhibitions and

trade fairs to create the awareness about products and brands.

Vishnuvathani (2016), in his paper focused on the various promotional strategies for services in rural market. Traditional media or the modern media used for rural marketing used by companies. The traditional media include melas, puppetry, folk theatre etc. while the modern media includes TV, radio, e-chaupal. Puppet shows are used by LIC to educate rural masses about its insurance policies. He suggested that creating awareness among the target audience may be easily done through a mass medium like a newspaper or television.

RESEARCH METHODOLOGY

Objective: To study the brand awareness of rural consumers regarding promotional strategies being used by marketers for selected consumer durable goods.

Research Design: The current study is descriptive cum exploratory in nature.

Universe: Rural areas of Haryana.

Size of sample: Sample size was 130. (Rural people of Haryana of different age groups)

Sampling Procedure: Convenient sampling has been used.

A. Data Collection: Primary data with the help of schedule and secondary data is collected from journals, magazines and books.

B. Data Analysis: The term analysis refers to the computation of certain measure along with searching for patterns of relationship that exist among data groups. This study involves percentage analysis to reach at conclusion.

Data Collection and tools for analysis: For analyzing the collected data frequency and percentage has been used to fulfill the research objective. Therefore, data collected through the schedule were analyzed statistically by using the Software Package for Social Science (SPSS). Percentage is used to analyzed data.

ANALYSIS AND INTERPRETATION

Awareness of media among different Promotional Strategies regarding Consumer durables:

Table No.-1
Washing Machine

Media	Colour T.V/LED		Washing Machine		Refrigerator	
	Frequency	Percentage (%)	Frequency	Percentage (%)	Frequency	Percentage (%)
Cinema	74	56.9	48	36.9	46	35.4
Television	111	85.4	102	78.5	106	81.5
Newspaper	87	66.9	79	60.8	66	50.8
Village Gathering	33	25.4	23	17.7	24	18.5
Internet (Review &	65	50	58	44.6	61	46.9

Specification)						
Social App (FB/Twitter/ Whatsapp)	44	33.8	40	30.8	42	32.3
Discount	65	50	50	38.5	47	36.2
Any other	-	-	-	-	-	-

The table no. 1 reveals that demand for durable goods is the most dominating factor in rural areas for designing a promotional strategy. Out of 130 respondents:

- 74 (56.9%) of respondents are becoming aware of colour T.V brands through cinema, 111(85.4%) of respondents are aware through television, 87 (66.9%) of respondents are aware through Newspaper, 33 (25.4%) of respondents are aware through Village Gathering, 65 (50%) of respondents are aware through Internet, 44 (33.8%) of respondents are aware through social App and 65 (50%) of respondents are aware through discount. Television has been found to be the most important media followed by Newspaper for advertising of the goods. Television advertisements unconsciously affect the rural consumers behavior since rural consumers are simple and understands clear messages which television can easily do.
- 48 (36.9%) of respondents are becoming aware of Washing Machine brands through cinema, 102(78.5%) of respondents are aware through television, 79 (60.8%) of respondents are aware through Newspaper, 23 (17.7%) of respondents are aware through Village Gathering, 58 (44.6%) of respondents are aware through Internet, 40 (30.8%) of respondents are aware through social App and 50 (38.5%) of respondents are aware through discount. Television has been found to be the most important media followed by Newspaper for advertising of the washing machine.

- 46 (35.4%) of respondents are becoming aware of Refrigerator brands through cinema, 106(81.5%) of respondents are aware through television, 66 (50.8%) of respondents are aware through Newspaper, 24 (18.5%) of respondents are aware through Village Gathering, 61 (46.9%) of respondents are aware through Internet, 42 (32.3%) of respondents are aware through social App and 47 (36.2%) of respondents are aware through discount. Television has been found to be the most important media followed by Newspaper for advertising of the Refrigerator.

Most effective Source of Information Available to the Respondents for each product category that influence their preference for brands:

Table No.-2
Colour T.V/ LED

Influencer	Colour T.V/ LED		Washing Machine		Refrigerator	
	Frequency	Percentage (%)	Frequency	Percentage (%)	Frequency	Percentage (%)
Reference Groups	29	22.3	26	20	11	8.5
Retailers	20	15.4	36	27.7	27	20.8
Cinema	33	25.4	19	14.6	20	15.4
Television	87	66.9	66	50.8	65	50
Newspaper	36	27.7	29	22.3	25	19.2
Village Gathering	22	16.9	14	10.8	19	14.6
Internet (Review & Specification)	33	25.4	34	26.2	34	26.2

Social App (FB/Twitter/WhatsApp)	24	18.5	23	17.1	30	23.1
Any other	-	-	-	-	-	-

Before purchasing consumer durables, a consumer collects information about the desired product from various sources. Some of the sources of information which influence the consumer are stated in table no. 2. The table shows the sample respondents about factors influence to buy products. This evident shows that out of 130 respondents:

- 29 (22.3%) of respondents influenced by reference groups, 20 (15.4%) of respondents influenced by retailers, 33 (25.4%) of respondents influenced by Cinema, 87 (66.9%) of respondents influenced by television, 36 (27.7%) of respondents influenced by Newspaper, 22 (16.6%) of respondents influenced by village gathering, 33 (25.4%) of respondents influenced by Internet and 24 (18.5%) of respondents influenced by Social app. Television has been found the more effective source of information for purchasing colour T.V/LED that influence the preference for brands in rural area.
- 26 (20%) of respondents influenced by reference groups, 36 (27.7%) of respondents influenced by retailers, 19 (14.6%) of respondents influenced by Cinema, 66 (50.8%) of respondents influenced by television, 29(22.3%) of respondents influenced by Newspaper, 14 (10.8%) of respondents influenced by village gathering, 34(26.2%) of respondents influenced by Internet and 34 (26.2%) of respondents influenced by Social app. Television has been found the more effective source of information for purchasing washing machine that influence the preference for brands in rural area.
- 11 (8.5%) of respondents influenced by reference groups, 27 (20.8%) of respondents influenced by retailers, 20 (15.4%) of respondents influenced by Cinema, 65 (50%) of respondents influenced by television, 25(19.2%) of respondents influenced by Newspaper, 19 (14.6%) of respondents influenced by village gathering, 34(26.2%) of respondents influenced by Internet and 30 (23.1%) of respondents influenced by Social app. Television has been found the more effective source of information for purchasing Refrigerator that influence the preference for brands in rural area.

FINDINGS

(Singhal, 2015) found out that T.V. is the most attention catching media. In this research the most effective promotional strategies that rural consumers are aware with regards to given consumer durables is also Television followed by Newspaper.

Television is also the most effective media for given product category that influence consumer's preference for brands. Less effective media is village gathering and very few percent of respondents were influenced by retailers.

SUGGESTIONS & CONCLUSION

The demographic profile of Indian consumers is altering with rising monthly income, large young population, advancement in technology, increase in education class, rural development offering a huge space for consumer durable market. The desire of increase in standard of living and ease in work measures up the product demand of Refrigerator, TV and washing machine, etc. in the rural market. By analyzing the schedules, it has been concluded that in case of rural marketing, television has proved as the most

influencing promotional strategies regarding consumer durable goods.

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