

Rural Consumer Behaviour towards Household Electronic Goods

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Abstract

The modern consumer of the 21st century is equipped with technologies such as the Internet, mobile devices and media that allow him to know the changing trends, styles, brands, products and services of the market. As the population of disposable income increases, its per capita consumption of electronic and other products increases. The electronics market in India is seen as a complex industry with growing businesses. Understanding the behavior of rural consumers regarding these aspects will allow the company to formulate production policies adapted to the needs of rural consumers. Consumers are particularly interested in the appropriate distribution system and, therefore, there is a great need for change in the distribution system. In addition, the study is important to understand if there is a significant difference in the perception of buyers compared to rural areas. The behavioral study offers an overview of the different factors that influence consumer purchasing decisions: qualities, characteristics, size, color, weight, design, promotion, availability, credit line, etc. This study is an attempt to know how to analyze the behavior of rural consumers with respect to domestic electronic products.

Keywords: Rural Consumer Behaviour, Electronic Products, Home Appliances.

Introduction

Consumers are using several products in their daily lives. Electronic products are one of the common products used by consumers. Understanding the buying behavior of a rural consumer is essential because it reflects the influence of brands, the time of purchase, the type of buyer and the consumer in the purchase of a particular sustainable product. The use of the products depends on your needs and desires. The varieties of products available in the market, force the consumer to select the product at a very initial stage. The selection and purchase of products depend on the differential behavior over time, the availability of information from various sources, their preference for a particular product, its usefulness, etc. Customer is the individual or organization unit that consumes a product.

A customer is a king of a market. Consumer behavior is the determination of the factor if it is the purchase of a product. Consumer behavior can be devised as the decision process and physical activity. Consumer prefers between particulate among several of varieties, is known as consumer preference. The attributes of a product should attract the attitude of customer, for having consumer preference. The consumer preferences have many changes from time to time, due to changes in fashion because of faster development of the technology. Electronic products are one of the products commonly used by rural consumers.

Industry Profile

The electronics industry emerged in the twentieth century and today is one of the largest industries in the world. Consumer electronic products are products intended for daily use, most often in entertainment, communications and office productivity. The radio transmission in the early twentieth century brought the first important consumer product, the transmission receiver. Subsequent products include personal computers, phones, MP3 players, televisions, calculators, electronic devices for cars with GPS, digital cameras and players and recorders. Increasingly, these products have been based on technologies and have largely merged with the computer industry.

In 2008, the Consumer Electronics Association (CEA) predicted that annual consumer electronics sales in the United States would exceed \$ 170 billion [10]. Annual global consumer electronics sales are expected

to reach \$ 2.9 trillion by 2020. The durable consumer goods industry is made up of durable goods and household appliances such as televisions, refrigerators, air conditioners, and washing machines. This category also includes tools such as kitchen appliances (microwave ovens, grinders, etc.). Indian per capita GDP in rural regions has grown at a compound annual growth rate (CAGR) of 6.2 percent since 2000. The consumer goods sector (FMCG) in rural and semi-urban India is expected to exceed \$ 20 billion by 2018 and reaching \$ 100 billion by 2025 @.

The Rural Segment is Rapidly Recovering Ground

1. The consumer goods sector (FMCG) in rural and semi-urban India is estimated to cross \$ 100 billion by 2025.
2. FMCG's rural market is expected to expand to a CAGR of 17.41% to \$ 100 billion over the 2009–25 period
3. The rural FMCG market represents 40% of the overall FMCG market in India in terms of revenue
4. Among the major retailers, Dabur generates over 40-45 percent of its national revenue from rural sales. HUL's rural revenue represents 45% of its total sales, while other businesses earn 30-35% of their revenue from rural areas.

Main Characteristic of Purchase Behaviour of Indian Consumers

The buying behavior of consumers in India is very different from their counterparts in other parts of the world in more ways than one. Treating them as a single homogeneous market can be fatal for large retailers and describing the buying behavior of such a large and diverse market is a real challenge. An attempt has been made to identify the key characteristics of an average Indian consumer to help students develop a better understanding of purchasing behaviour. These include:

1. Indian consumers have a higher degree of family orientation. This orientation is in fact also applicable to members of the extended family and friends. Stores, products and brands that support family values, communicate feelings and emotions in their messages have a greater chance of success in India.
2. According to a survey, Indian consumers are not very loyal to any particular store.
3. Indian consumers attach great importance to the freshness of food. Only 35% of potential buyers

could actually be willing to buy packaged food products in India compared to 76% in China and 94% in the United States. Many Indian consumers associate packaged foods with staleness.

4. Indian buyers are quite flexible when it comes to food. 57% of respondents said buying a well-known shampoo brand was important, while 49% could settle for lesser known ones. On the other hand, almost 85% of buyers prefer to buy a reputed brand in case of electronic products.
5. Although India is considered a traditional society and most decisions are made collectively by family members or a group of friends, "individualism" as a value has made its way among young Indians.

Objectives of the Study

1. Find the factors involved in the rural consumer purchase of household electronics.
2. Know the features for which potential Rural customers look for when they buy any branded electronics.
3. To find out the sources of information used by Rural customers before making a decision specific brand of household electronics.

Scope of the Study

1. This study helped to know the different services provided by the electronics companies to rural customers.
2. The study helped to know the Rural customer's expectations and opinion.

Research Methodology

The search methodology is used to solve the research problem that has been understood as a science to study how research is done scientifically. Primary data collected through a questionnaire method and questionnaire is close ended. Secondary data was collected from internet, books and newspapers.

Sample Size

The sample size was 100 respondents (75 men and 25 women) in Rural area of jaipur. The study's sampling unit was all household appliance users in the age group of 25-40 years of the middle income group in jaipur.

Analytical Tool

Frequency analysis and ranking method was used to analyse the information provided by respondents.

Table 1: Frequency Analysis

S.No.	Age of Respondents	No of Respondents	Percentage
1	25-30	38	38
2	31-35	32	32
3	36-40	30	30
	Total	100	100
S.No.	Marital Status	No of Respondents	Percentage
1	Married	70	70
2	Unmarried	30	30
	Total	100	100
S.No.	Qualification	No: of Respondents	Percentage
1	Secondary	12	12
2	Sen. Secondary	18	18
3	Graduation	30	30
4	Post Graduation	40	40

S.No.	Occupation	No of Respondents	Percentage
1	Professional	20	20
2	Service	50	50
3	Farmer	30	30
	Total	100	100
S.No.	Income	No of Respondents	Percentage
1	0-5000	15	15
2	5000-10000	32	32
3	10000-15000	36	36
4	15000-20000	14	14
5	Above 20000	03	03
	Total	100	100
S.No.	Family type	No of Respondents	Percentage
1	Nuclear family	65	65
2	Joint family	35	35
	Total	100	100
S.No.	Influencer	No of Respondents	Percentage
1	Children	30	30
2	Spouse	45	45
3	Friends	10	10
4	Relatives	7	7
5	Retailers	8	8
	Total	100	100
S.No.	Source of Information	No: of Respondents	Percentage
1	TV ads	45	45
2	Hoardings	15	15
3	Newspapers	17	17
4	Exhibitions/fares	20	20
5	Magazines	3	3
	Total	100	100
S.No.	Number of Brands Known	No: of Respondents	Percentage
1	2	70	70
2	Above 2	30	30
	Total	100	100
S.No.	Influence of Retailers	No: of Respondents	Percentage
1	Strongly motivated	12	12
2	Motivated	47	47
3	Fairly motivated	32	32
4	Not motivated	9	9
	Total	100	100

The above table clearly indicates that, age group of the respondents are classified into 3 groups like 25-30(38%), 31-35(32%),and 36-40(30%). Gender of the respondents are classified in to male(50%) and female(20%). Based on the table, 70% of the respondents are married and others are unmarried. In case of educational qualification, 12% are Secondary, 18% are SS, 30% are graduated and remaining 40% are post graduated. In case of occupation, 20% are professionals, 50% are service people, 30% are farmer people. In case of income, 15% are between 0-5000, 32% are between 5000-10000, 36% are

between 10000-15000, 14% are between 15000-20000, and 3% are above 20000. In case of family type 65% are nuclear family and others are in joint family. In case of influencer, 30% are children, 45% are spouse, 10% are friends, 7% are relatives and 8% are retailers. In case of source of information 45% are TV ads, 15% are hoardings, 17% are newspapers, 20% are exhibitions, and 3% are magazines. In case of brands awareness level, 70% are below 2, and 30% are above 2. In case of retailer motivation, 12% are strongly motivated, 47% are motivated, 32% are fairly motivated, and remaining 9% are not motivated.

Table 2: Present Usage of Electronic product's Companies

S.No.	Home Appliances	Samsung	Godrej	LG	Sony	Others	Total
1.	TV	10	15	25	40	10	100
2.	Refrigerator	26	43	11	12	8	100
3.	Washing Machine	9	12	55	13	11	100

In case of television, SONY is dominating more when compare to other companies, for refrigerator Godrej is a leading player, in case of

washing machine LG is leading player in the Rural market.

Table 3: Features Discriminating the Purchase of TV

S.No.	Features	Samsung	Godrej	LG	Sony	Others	Total
1.	Picture Quality	15	5	25	40	15	100
2.	Sound Quality	16	15	20	35	14	100
3.	Size	20	12	18	30	20	100
4.	Colour	32	25	10	20	13	100

From the above table it can be analyze that the respondents are influenced by picture quality first, then sound Quality, then colour and after thensize.

Table 4: Features Discriminating the Purchase of Refrigerator

S.No.	Features	Samsung	Godrej	LG	Sony	Others	Total
1.	Size	15	30	25	15	15	100
2.	Capacity	25	42	18	10	5	100
3.	Colour	16	35	20	14	15	100
4.	Efficiency	12	45	10	23	10	100
5.	Storage	15	40	5	25	15	100

From the above table it can be analyze that, a large amount of the respondents are influenced by efficiency first, then capacity, then storage space, then colour and then size of the refrigerator.

Table 4: Features Discriminating the Purchase of washing machine

S.No.	Features	Samsung	Godrej	LG	Sony	Others	Total
1.	Size	16	20	35	14	15	100
2.	Capacity	25	18	42	10	5	100
3.	Colour	25	10	20	32	13	100
4.	Efficiency	12	10	45	23	10	100
5.	storage	15	5	40	25	15	100

From the above table it can be analyze that, a large amount of the respondents are influenced by efficiency first, then capacity, then storage space, and then size and then colour of the Washing Machine.

Conclusion

Despite the basic characteristics of consumers the behaviour pattern of consumers are more or less similar to each other, particularly in the aspects like quality, preference and decision making. This study has focused on how the buying behaviour on the investigations the following conclusions can be drawn on the consumer behaviour for this particular group. Based on this study, the researchers concluded that, people in Jaipur city has pertinent knowledge about diverse brands of the household Electronic products. The advertisement in rural area needs to be improved further. The majority of the respondents have the relevant knowledge of brands like Godrej, Whirlpool, LG, Samsung and other company brands. Accordingto grades and rankings

provided by respondents, the main factors involved in the selection of electronic household products are the price, the brand, the quality, the service and the latest offers offered by the retailer. It may not always be correct to say that consumers behave the same way, as it depends a lot on the type of products, the quality of the products and the price of the products. Therefore, particular attention should be paid to the producer at least as regards the price and the distribution system to cover the large number of customers.

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