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- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
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CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

REVIEW AND CLASSIFICATION OF LITERATURE ON RURAL CONSUMERS' BUYING BEHAVIOUR FOR MOBILE PHONE IN INDIA

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RAJKOT

ABSTRACT

Indian rural market is gaining more attention by marketers as urban markets are becoming more saturated and competitive. Mobile phone market is growing in rural India. Mobile phone has changed the lives of rural people. In India there is still lack of rigorous research work on rural buying behavior, compared to urban areas. This paper reviews and classifies the literature on the research issue 'Rural consumers' buying behaviour for mobile phone in India. It highlights the critical research issues with sub issues for above research subject and also classifies the research papers with reference to these issues and sub issues. The main critical issues are: The definitional issues of 'rural market', Nature and importance of rural marketing, Understanding buying behavior of rural consumers, History, evaluation and impact of mobile phone (Telecommunication sector), Diffusion of mobile telephony (New Technology), Consumers' (Rural) behavior and mobile phone, Research in rural areas. It also mentions the important secondary sources for rural data. Finally it highlights the gaps and directions for future research.

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KEYWORDS

Consumer behavior, Diffusion of mobile telephony, Rural marketing, Rural consumer behavior of mobile phone.

INTRODUCTION

Indian rural market is gaining more attention by marketers as urban markets are becoming more saturated and competitive. India lives in her villages, 70 per cent population – 800 million – lives in villages. There are 6,38,588 villages in India, out of these 17 per cent villages in the 2000+ population category account for 50 per cent of rural population and 60 per cent of rural wealth (Census, 2001). Rural market contributes nearly 56 per cent of the total income and 64 per cent of total spending in India. Rural India accounts for more than 50 per cent of FMCG and durable sales (Kashyap, 2012). Rural telephony has seen a dramatic transformation with the opening of the telecom sector, which has witnessed a 26 – fold growth in teledensity in the last eight years (see table 1). The 219 million rural users number more than the total subscribers in Brazil (Kashyap, 2012).

TABLE 1 – RURAL TELEDENSITY GROWTH

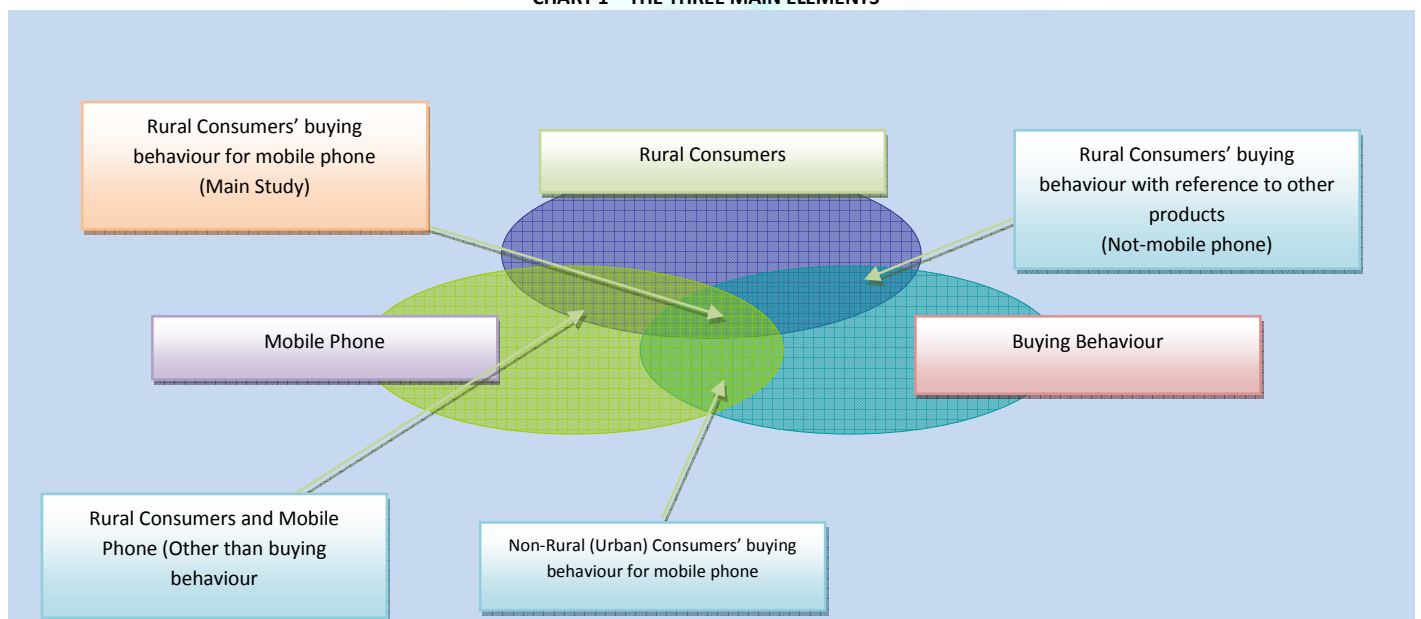
Parameter	2002	2008	Dec. 2009	June 2010
Rural Teledensity	1.2	9.5	21.2	26.4
Rural Subscriber base (in millions)	-	62	175	219
Rural development	344	890	1219	1903

Source: Economic survey, 2009-2010, TRAI Report (Kashyap, 2012).

RESEARCH SUBJECT

Initially for many years, the mobile was a luxury product. Three main obstacles to go mass were: cost per call, post-paid system of bill payment, and cost of the handset. Eventually, these obstacles were removed (Businessworld Marketing Whitebook, 2012). Mobile phone market is growing in rural India. Mobile phone has changed the lives of rural people. In India there is still lack of rigorous research work on rural buying behaviour, compared to urban areas. We do not have scientific research work on rural buying behaviour on mobile phone in India. The present article throws light on review and classification of literature on 'Rural consumers' buying behaviour for mobile phone.' Following are the main three independent but still interdependent elements of the research subject. (See chart 1).

CHART 1 – THE THREE MAIN ELEMENTS



Source: Author's work

LITERATURE REVIEW

Depending on their requirements, different organizations ascribe different meanings to the term *rural*. It is important for a marketer to look beyond these definitions at the underlying limitations of each (Kashyap, 2012). Bhavé & Markale (2008) in their paper discussed the need for definition, the environmental changes and the major issues and suggestions to resolve them.

Craig & Douglas (2011) has given the importance of empowering rural consumers in emerging markets, they examined marketing's role in tapping potential in rural areas and suggested how firms can help potential consumers develop their purchasing power, thus creating a situation that benefits both consumers and the firm.

Jha Mithileshwar (2003) has developed a framework to understand rural buyer behaviour. He has used the term *Rurban*, considering the notion of a continuum from rural to urban, rurban being the overlap between the two, with pretensions to being closer to urban in physical features and proximity to large urban centers, but with deep rural sociological moorings.

There has been some good works on history, evaluation and impact of mobile phone, though it is not directly related with rural market. Lacohee, Wakeford & Pearson (2003) explained that the social history of the mobile telephone involves both the history of technological development and an account of changing social and political frameworks into which the new technological developments become integrated. There are also works on relationship between mobile and fixed-line communication. Vogelsang (2010) wrote in his article that the dramatic worldwide increase in mobile communication that has led to more than 4 billion users over the last few years accompanied in wealthy countries by a significant decline in fixed network subscriptions. Such fixed-to-mobile substitution (FMS) is the center of literature survey of his article.

It is in the same manner very important to understand the process of diffusion of new technology (mobile phone) in the emerging markets. Aithal & Mukhopadhyay (n.d.) inspired by the fact that even though the market attractiveness of rural market has been accepted but very few of the private operators have actually made a successful entry into the market, and attempted to understand the marketing issues underlying marketing of telecom services in rural areas and why private operators have not been entering rural areas in a big scale. Biancini (2011) analyzed the demand and supply characteristics of the Indian telecommunications market, with the aim of contributing the debate on the effectiveness of universal access policies in developing countries. Gupta & Jain (2012) studied the diffusion of mobile telephony in India; they wrote that diffusion of new technology is an important driver of economic growth. There is a vast diffusion potential in this country which needs to be exploited efficiently and in a rational way. This paper investigated the social, technological, economical and political (STEP) factors that have influenced the diffusion process of mobile telephony especially the diffusion speed. Anderson (2006) discussed the structured approach for bringing mobile telecommunications to the world's poor with the help of the 4As – availability, affordability, awareness and acceptability. Gamboa & Otero (2009) examined the diffusion pattern of mobile telephony in Colombia. In the same way Kalba (2007) assessed the drivers of mobile phone diffusion in emerging markets. It addressed both demand- and supply-side factors and provides an outlook on the diffusion process going forward, as two or three billion more mobile users are accommodated by mobile networks in addition to today's 2.5. to 3.5 billion subscribers and users. The paper focused on several specific issues, namely the relationship of mobile phone adoption to income levels and legacy phone service as well as the role of prepaid phones and asymmetrical interconnection fees in hastening mobile diffusion in emerging markets. It also analyzed the impact of different levels of competition on mobile phone adoption, indicating that the diffusion benefits recede as the number of operator increases. Finally, it attempted to explain why mobile penetration has been higher in Eastern Europe than in Latin America and in China than in India (a rapidly changing situation). Lalji & Good (2008) studied on the design of a mobile phone for illiterate persons and concluded that a user-centered design process provides a valuable framework for developing products that people will enjoy and want to use, as it ensures that the product or technology being developed will meet the needs, demands, and desires of real users.

Finally, there are some critical papers on consumers' behaviour and mobile phone. Bayraktar, Tatoglu, Turkyilmaz, Delen & Zaim (2012) using a data envelopment analysis (DEA) analyzed and compared customer satisfaction and loyalty (CS&L) efficiency for mobile phone brands in an emerging telecommunication market, Turkey. Drawing on the perceptual responses of 251 mobile phone users, the DEA models reveal that from the top six mobile phone brands in Turkey, Nokia features as the most efficient brand followed by LG and Sony Ericsson in terms of CS&L efficiency, while Motorola, Samsung and Panasonic have been ranked as the least efficient brands. Goode, Davis, Moutinho & Jamal (2005) explored the relationships between a number of key input factors and customers' overall satisfaction with their mobile phone, and developed a neural network model to predict the overall level of customer satisfaction derived from mobile phones in the UK. The final model used eleven input factors, the most important of which are experience of product quality, level of service charges, level of call charges, and level of satisfaction with the service provider. Jain & Hundal (2007) studied the factors influencing the rural consumer buying behaviour towards mobile phone and making choice of service providers prevailing in mobile phone markets in rural India. The study concluded that rural people extremely desire the facilities and knowledge along with latest technology to make choice about mobile sets and service provider. Sarker & Wells (2003) studied, through social analysis, how and why mobile handheld device adoption occurs. Singh & Goyal (2009) studied the variation in the importance given by different age and gender groups to the selected factors while buying mobile handsets in India. Stark, Rumpel, Meier & Bell (2008) studied rural and ethnic young consumers' perceptions of bundled cellular telephone features. Basha, Lakshmana & Fayaz (2011) attempted to find the variables/factors that affect the consumer buying behaviour of mobile phone in India. Tian, Shi & Yang (2009) investigated consumers' attitudes toward the uses of mobile phones via self-report questionnaires in 3,021 Chinese participants ranging from 15 to 65 years old, and suggested that consumers' attitudes toward mobile phones are composed of three dimensions: sense of security, sense of self-character extension, and sense of dependence. Turnbull, Leek & Ying (2000) focused on the effect of confusion on information search behaviour which is part of the decision making process in the mobile phone market in UK.

SOURCES OF SECONDARY RURAL DATA IN INDIA

There are several secondary sources for rural data, but most of them revolve around demographic information and do not provide much on products or consumers (Kashyap, 2012). Following are some important organizations in India.

Census of India, NCAER (National Council for Applied Economic Research), NSSO (National Sample Survey Organization), CSO (Central Statistical Organization), State Statistical Abstract (available with State Statistical Officer), District Statistical Handbook (available with District Statistical Officer), ICDS (Integrated Child Development Scheme), CMIE, Government of India (goidirectory.nic.in), AG Census (agcensus.nic.in), Panchayat Office, Marketing Research companies and Associations – MART, Rural Relations, Anugrah Madison, Sampark, Rural Marketing Association of India (RMAI) (Kashyap, 2012).

CRITICAL RESEARCH ISSUES

It is very difficult to identify critical research issues with some unexplored discipline. This paper identified some critical research issues on 'Rural consumers' buying behaviour of mobile phone'. The list is neither all inclusive nor each issues are totally different from each other. Following are seven main themes or research issues on the subject and followed by important sub-themes in the way of questions.

- **Critical Research Issues in 'Rural consumers' buying behaviour for mobile phones:**

1. The definitional issues of 'rural market'
2. Nature and importance of rural marketing
3. Understanding buying behaviour of rural consumers
4. History, evaluation and impact of mobile phone (Telecommunication sector)
5. Diffusion of mobile telephony (New Technology)
6. Consumers' (Rural) behaviour and mobile phone
7. Research in rural areas

- **Sub issues of each main theme:**

1. The definitional issues of 'rural market':
- 1) What is 'rural market'?

- 2) What is the nature of rural market?
- 3) How do companies define rural market?
- 4) Which are the different parameters to define rural market?
2. Relevance and Importance of 'Rural Marketing':
 - 1) What is 'rural marketing'?
 - 2) What is the scope of rural marketing?
 - 3) Which are the main elements of rural marketing environment?
(Demographic, physical, economic, social and cultural, political and technological environment)
 - 4) What is the size of the Indian rural market?
 - 5) Why is rural market more important and relevant for companies in today's highly competitive market environment?
 - 6) Does rural market provide sufficient profit to the firms compared with its costs?
 - 7) Is rural market relevant for all products or services?
 - 8) Does rural market grow with reference to market opportunities?
 - 9) What is the future of rural market?
3. Understanding buying behaviour of rural consumers:
 - 1) Are rural consumers different from their urban counterpart?
 - 2) Which are the factors affecting rural consumer behaviour?
(Cultural, social, technological, economical, political and personality and psychological factors)
 - 3) Which are the characteristics of rural consumers which make them different from urban consumers?
 - 4) How do rural consumers buy? (F.M.C.G., durable goods, technological, services)
 - 5) Which are the stages of rural buying process?
 - 6) Which are the factors affecting rural buying process?
 - 7) What is the role (influence) of following in buying in rural areas?
(Women, children and youth)
 - 8) Who are the 'opinion leaders' in rural market?
 - 9) Are rural consumers 'brand conscious'?
 - 10) Are rural consumers 'brand loyal'?
 - 11) Which are the myths about rural consumers?
 - 12) What is the importance of 'Customer Relationship Management' for rural market?
 - 13) Does consumerism grow in rural areas?
4. History, evaluation and impact of mobile phone (Telecommunication Sector):
 - 1) What is the history of mobile phone? (world/ India)
 - 2) What is the evolution process of mobile phone? (Growth)
 - 3) Comparison of mobile phone with land-line phone.
 - 4) Which are the features of mobile phone? (past and present)
 - 5) What is the impact of mobile phone on?
(Communication, social, cultural, economic, psychological, behavioural, medical (health) impacts)
 - 6) What is the future of mobile phone? (World and India)
5. Diffusion of Mobile Telephony (New Technology):
 - 1) What is the process of diffusion of mobile phone in the world / India? (new technology)
 - 2) How does mobile phone technology diffuse in developed countries? (new technology)
 - 3) How does mobile phone technology diffuse in emerging / poor countries? (new technology)
 - 4) How does mobile phone technology diffuse in rural areas? (new technology)
6. Rural (Urban) Consumers and Mobile Phone:
 - 1) How do rural consumers buy mobile phone? (buying process)
 - 2) Which are the factors affecting rural buying behaviour (buying process) for mobile phone? (Demographic, Cultural, social, technological, economical, political and personality and psychological factors)
 - 3) Are rural and urban consumers different in buying a mobile phone?
 - 4) Which is the value rural consumer expect from mobile phone?
 - 5) Why do rural people buy (want) mobile phone?
 - 6) Which are the features rural people expect from mobile phone?
 - 7) How does mobile phone affect rural consumers' life (behaviour)?
 - 8) How do rural people use the mobile phone?
7. Research in Rural Areas:
 - 1) What is the difference between research in urban areas and rural areas?
 - 2) Are research instruments of urban areas relevant for rural areas?
 - 3) Are rural researches relevant for managers?
 - 4) What are the precautions for researchers for rural market?
 - 5) Which are the ethical issues in rural market research?

ANALYSIS

To identify the gaps in the literature and to highlight opportunities for future work, with the help of twenty one research papers on the above themes / critical research issues, following are the classifications of the papers with reference to the above main themes including their reference to question number in sub issues in the bracket.

CLASSIFICATION OF RESEARCH PAPERS WITH REFERENCE TO CRITICAL RESEARCH ISSUES

CRITICAL RESEARCH ISSUES	RESEARCH PAPERS
1. The definitional issues of 'rural market'	Bhave, S. W., & Markale., A. (2998). Definitional issues of rural and rural market environment. <i>Conference proceedings on marketing to rural consumers</i> (pp. 51-59). Kozhikode: IIMK. (Ques. No. 1, 4)
2. Nature and importance of rural marketing	Craig, C. S., & Douglas, S. P. (2011). Empowering rural consumers in emerging markets. <i>International Journal of Emerging Markets</i> , 6(4), 382-393. (Ques. No. 5)
3. Understanding buying behaviour of rural consumers	Jha, Mithileshwar. (2003, September). Understanding rural buyer behaviour. <i>IIMB Management Review</i> , 89-92. (Ques. No. 1, 11)
4. History, evaluation and impact of mobile phone (Telecommunication sector)	Lacohee, H., Wakeford, N., & Pearson, I. (2003). A social history of the mobile telephone with a view of its future. <i>BT Technology Journal</i> , 21(3), 203-211. (Ques. No. 1, 2) Vogelsang, I. (2010). The relationship between mobile and fixed-line communications: A survey. <i>Information Economics and Policy</i> , 22, 4-17. (Ques. 3)
5. Diffusion of mobile telephony (New Technology)	Anderson, J. (2006). A structured approach for bringing mobile telecommunications to the world's poor. <i>The Electronic Journal on Information Systems in Developing Countries</i> , 27(2), 1-9. (Ques. No. 3, 4) Aithal, R. K., & Mukhopadhyay, A. (n.d.). Rural telecom in India: Marketing issues and experiences from other countries. <i>Adopting E-governance</i> , 271-277. (Ques. No. 1) Biancini, S. (2011). Behind the scenes of the telecommunications miracle: An empirical analysis of the Indian market. <i>Telecommunications Policy</i> , 35, 238-249. (Ques. No. 1, 3) Gamboa, L. F., & Otero, J. (2009). An estimation of the pattern of diffusion of mobile phones: The case of Colombia. <i>Telecommunication Policy</i> , 33, 611-620. (Ques. No. 3) Gupta, R., & Jain, K. (2012). Diffusion of mobile telephony in India: An empirical study. <i>Technological Forecasting & Social Change</i> , 79, 709-715. (Ques. No. 1, 3) Kalba, K. (2007). The adoption of mobile phones in emerging markets: Global diffusion and the rural challenge. <i>6th Annual Global Mobility Roundtable</i> , 1-22. (Ques. No. 1, 3, 4) Lalji, Z., & Good, J. (2008). Designing new technologies for illiterate populations: A study in mobile phone interface design. <i>Interacting with Computers</i> , 20, 574-586. (Ques. No. 3, 4)
6. Consumers' (Rural) behaviour and mobile phone	Bayraktar, E., Tatoglu, E., Turkyilmaz, A., Delen, D., & Zaim, S. (2012). Measuring the efficiency of customer satisfaction and loyalty for mobile phone brands with DEA. <i>Expert Systems with Applications</i> , 39, 99-106. (Ques. No. 2) Goode, M. H., Davies, F., Moutinho, L., & Jamal, A. (2005). Determining customer satisfaction from mobile phones: A neural network approach. <i>Journal of Marketing Management</i> , 21, 755-778. (Ques. No. 2) Jain, A., & Hundal, B. S. (2007). Factors influencing mobile services adoption in rural India. <i>Asia-Pacific Journal of Rural Development</i> , 17(1), 17-28. (Ques. No. 2) Saker, S., & Wells, J. D. (2003). Understanding mobile handheld device use and adoption. <i>Communications of the ACM</i> , 46(12), 35-40. (Ques. No. 2) Singh, Jagwinder., & Goyal, B. B. (2009). Mobile handset buying behaviour of different age and gender groups. <i>International Journal of Business and Management</i> , 4 (5), 179-187. (Ques. No. 2) Stark, J., Rumpel, J. H., Meier, R. J., & Bell, R. L. (2008). Rural and ethnic young consumers' perceptions of bundled cellular telephone features. <i>Academy of Marketing Studies Journal</i> , 12(2), 1-18. (Ques. No. 6) Suraj Basha, S., Lakshmana, B. C., & Fayaz, K. (2011). Empirical study on buying behaviour of mobile phone in India. <i>Asia Pacific Journal of Research in Business Management</i> , 2(6), 298-316. (Ques. No. 2, 5, 8) Titan, L., Shi, J., & Yang, Z. (2009). Why does half the world's population have a mobile phone? An examination of consumers' attitudes towards mobile phones. <i>CyberPsychology & Behaviour</i> , 12(5), 513-516. (Ques. No. 5) Turnbull, P. W., Leek, S., & Ying, G. (2000). Customer confusion: The mobile phone market. <i>Journal of Marketing Management</i> , 16, 143-163. (Ques. No. 2)
7. Research in rural areas	N/A

LIMITATIONS

As said above that the list of critical research issues and sub-issues might not be complete, one can find still more critical research issues. Research issues and sub issues are not completely independent rather they are inter-dependent with each other. Another important limitation is that this paper does not give the complete literature on the research subject; it has only highlighted important twenty one papers related with the research subject. Due to limitation of scope this paper has not analyzed the methodology of each research paper.

CONCLUSIONS AND FUTURE DIRECTIONS

From the above classification of research papers with reference to critical research issues and sub issues, it is found that there is a gap in literature to understand rural buying behaviour. Not much work found on rural consumers' buying behaviour for mobile phone in India. There are some works which are related with some part of the above subject but still there is a lack of holistic work to understand the buying process of mobile phone in India. Another gap is lack of research on research for rural market; not much scientific works found which highlight the specific challenges in designing and executing rural research in India.

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