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## A COMPARATIVE STUDY ON BUYING BEHAVIOR OF RURAL AND URBAN CUSTOMERS IN SELECTED DISTRICT OF GUJARAT

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### ABSTRACT

*There is huge potential in the rural markets because of increase Government support, stability of income and education and exposure of different kinds of media. But because rural market is different from urban market in terms of demographic features, socio-culture values, buying behavior, purchasing pattern of rural customer are different then urban customer, and so marketer needs different strategies and marketing mix to target rural customer. This paper focuses on the status of rural marketing in the present scenario, and comparative studies of rural and urban customers while purchasing mobile phone in the Ahmedabad district. Data are gathered through questionnaire and sample size taken is 250 respondents.*

### KEYWORDS

rural market, urban market mobile phone.

### INTRODUCTION

Rural Markets have acquired significance, as overall growth of the economy and positive policies in favor of rural masses have resulted into substantial increase in the purchasing power of people in rural areas. The economic slowdown has adversely affected the urban organized retail, especially the manufacturing and services sector, which has in turn slowed down the urban market. On the other hand, its rural counterpart is thriving. Rural areas are consuming large quantities of industrial and urban manufactured products. Marketers, today, have realized that there is a huge potential in the rural market, and have started finalizing strategies in this area. Rural Market, have fostered the growth of industries like automobiles, cement, consumer electronics, textiles, telecommunications and fast moving consumer goods, among others. However marketer needs to study the similarities and differences in consumer behavior in the two settings. The rural consumer differs from the urban consumer in the following aspects: Economic situation, lifestyle, occupation and psychological factors like perception, cognition and motivation. The rural consumer maybe more influenced by traditions, customs and values. The low per capita income leads to low consumption. Rural market maybe underdeveloped and the rural consumer may not be aware of the latest trends and popular brands. Medium of communication of information could also vary between rural and urban consumers. This study was done to assess the differences and similarities between consumer buying behavior for mobile phones among the urban and rural customers.

### LITERATURE REVIEW

Anand & Hundal, B .S. (2007) examined the comparative behavior of rural and urban counter parts towards the purchase of refrigerator. The factors considered by them are social status, advertising influence, brand reputation, and income.

Boby Joseph. S.J.Vishnu Khannal (2011) published an article on "A comparative study of buying behavior of mobile phones among rural, semi rural and urban teenagers of Nepal".

Chirag V. Erda (2008) examined the comparative behavior of rural and urban customers towards the purchase of mobile phone. The factors considered by them are price, quality, style, functions, and brand name.

Deepti Srivastava (2010) published an article on "Marketing to Rural India: A changing Paradigm". Her paper studies the changing paradigm of the Indian rural markets and suggests some ways in overcoming the roadblocks in rural selling. A new rural marketing mix is suggested with special emphasis on the marketing communication mix.

Francis Piron, (2006) published an article on "China's changing culture: rural and urban consumers' favorite things", his research aims at discovering and understanding what Chinese rural and urban consumers value most among their possessions.

Gupta (1987) examined the factors motivating consumers to buy durables, the factors considered by them in making brand choice, source of information, role of family members in choice of product, and to examine customer satisfaction.

Jagdish Prakash & Akanksha Srivastava (2009) published article on "Management of Rural Marketing Opportunities and Challenges Ahead". His paper focuses on the status of rural marketing in the present scenario, reasons responsible for boom in these markets , opportunities waiting to be exploited and challenges ahead.

Mandar, Avishkar & Ankita (2008) has examined decision making process of rural customer and the factors that influence their purchasing in case of FMCG products.

### OBJECTIVES OF STUDY

1. To assess the buying behavior of rural and urban customers as regards to mobile phone.
2. To study difference in source of information used by urban and rural customers.
3. To study and compare motivational factors such as price, quality, style, functions, and brand name affect the purchasing of mobile phones by urban and rural customer.

### HYPOTHESIS

1. Ho: There is no significant difference between in the demographic features rural and urban customer.
2. Ho: There is no significant difference between information source and the purchasing of phone among rural and urban customer.
3. Ho: There is no significant difference between motivating factors and the purchasing of phone among rural and urban customer.

**RESEARCH METHODOLOGY**

**TYPE OF DATA AND SOURCES OD DATA:** Researcher has used two kinds of data for the study, primary and secondary data. Primary collected from surveying the respondents. For collecting primary data structure questionnaire is used by the researcher. And Secondary data are collected various magazines, journals, articles, websites, books etc.

**RESEARCH DESIGN:** Descriptive research design is followed for studying the purchasing pattern of rural and urban customers of mobile phones. A structured questionnaire is used for collecting primary data from respondent.

**TARGET POPULATION:** Target population involves the users and buyers of cellular services. Researcher had taken target population as college students, as they are major user of different kind of mobile phones.

**SAMPLE SIZE:** It denotes the number of elements included in study. Researcher had taken sample of 250 respondents from Ahmedabad district where 125 respondents are taken from Ahmedabad city and rest 125 responses are collected through Viramgam and Dhanduka which is rural counter parts of Ahmedabad district.

**SAMPLING DESIGN:** For the purpose of this study researcher has adopt basically non-probability method, where researcher has applied judgmental sampling for selecting sample.

**DATA TABLE AND INTERPRETATION**

**TABLE: 1 TABLE SHOWING DEMOGRAPHIC PROFILE OF RESPONDENT**

Variables	Characteristics	Respondent					
		Rural		Urban		Total	
		No	%	No	%	No	%
Age	1.14-17	6	5	9	7	15	6
	2.18-21	82	65	113	90	195	78
	3.Above 21	37	30	3	3	40	16
Chi – Square value (p-value)		34.428 (0.00006)** d.f. = 2					
Sex	1.Male	72	58	82	66	154	62
	2.Female	53	42	43	34	96	38
Chi – Square value (p-value)		1.370 (0.2419) d.f. = 1					
Educational qualification	1.U.G	52	42	48	38	100	40
	2.Graduate	40	32	37	30	77	31
	3.P.G	19	15	26	21	45	18
	4. other	14	11	14	11	28	11
Chi – Square value (p-value)		1.366 (0.7136) d.f. = 3					
Family income	1. <5000	13	10	7	6	20	8
	2. 5000-10000	21	17	23	18	44	18
	3. 10001-15000	43	34	37	30	80	32
	4. above 15000	48	39	58	46	106	42
Chi – Square value (p-value)		3.284 (0.3498) d.f. = 3					

The demographic data in Table-1 indicates that most of the respondents in rural (66%) and urban (90%) category fall in the age category of 18-21. 58% of rural population is male and 43% is female while in urban sample 66% is male and 34 % is female. Most of the respondents in rural (52%) and urban (38%) area are under-graduate. Family income of rural respondents indicates that most of the respondents (34%) are between 10001-15000 while family income of urban respondents (46%) indicates that most of the respondents are above 15000.

**TABLE: 2 TABLE SHOWING MOBILE PHONE USED BY THE RESPONDENT**

Sr. no.	Mobile phone	Respondent					
		Rural		Urban		Total	
		No	%	No	%	No	%
1	Nokia	13	10	43	34	56	21
2	Macro max	17	15	14	12	31	12
3	Samsung	9	7	29	23	38	15
4	Reliance	8	6	9	7	17	7
5	Tata	8	6	6	5	14	6
6	L.G	3	2	3	2	6	3
7	Sony	5	4	7	6	12	5
8	Spice	17	14	5	4	22	9
9	Fly	11	9	4	3	15	6
10	Other	34	27	5	4	39	16
	Total	125	100	125	100	250	100
Chi – Square value (p-value)		58.83 (0.00001)** d.f. = 8					

The above table indicates that most of the rural respondents (27%) prefer other cheap brand mobiles while most of the urban respondents (34%) prefer Nokia mobile.

**TABLE: 3 TYPE OF MOBILE PHONE USED BY THE URBAN AND RURAL RESPONDENTS**

Sr. no	New & Used Mobile phone	Respondent					
		Rural		Urban		Total	
		No.	%	No.	%	No.	%
1	New mobile	45	36	87	70	132	53
2	Used mobile	80	64	38	30	118	47
	Total	125	100	125	100	250	100

The above table indicates that most of the rural respondents (64%) buy Used or second hand mobile while most of the urban teenagers (70%) prefer new mobile.



**TABLE 4: COST OF MOBILE PHONE PAID BY THE RURAL AND URBAN RESPONDENTS**

Sr. no	Cost of Mobile phone in (Rs.)	Respondent					
		Rural		Urban		Total	
		No.	%	No.	%	No.	%
1	Below 2000	52	42	42	30	94	38
2	2001-5000	47	38	37	33	84	33
3	5001-10000	17	13	26	21	43	17
4	More than 10000	9	7	20	16	29	12
	Total	125	100	125	100	250	100

The above table indicates that most of the rural respondents (42%) purchase the mobile which have cost of mobile below 2000 while incase of urban respondent's majority of the respondents (33%) prefer cost between 2001-5000.

**TABLE 5 TABLE SHOWING SOURCES OF INFORMATION USED BY THE RESPONDENT**

Sr. no.	Sources of Information	Respondent					
		Rural		Urban		Total	
		No	%	No	%	No	%
1	News paper	7	6	7	6	14	6
2	T.V	8	6	23	18	31	12
3	Internet	3	2	44	35	47	19
4	Shopkeeper	41	33	10	8	51	20
5	Friends	32	26	22	18	54	22
6	Family	29	23	14	11	43	17
7	Other	5	4	5	4	10	4
	Total	125	100	125	100	250	100
Chi - Square value (p-value)		68.952 (0.00001)** d.f. = 5					

From the above table it is inferred that most of the rural and urban respondents use shopkeeper (33%), friends (rural- 26%) followed by family (29%) and T.V (8%) while most of urban respondents use internet (35%), T.V. (18%) and friends (18%) as major sources of information.

**TABLE 6 TABLE SHOWING MAJOR FACTORS THAT AFFECT THE PURCHASE DECISION OF THE RESPONDENT**

Sr. no.	Important Factors	Respondent					
		Rural		Urban		Total	
		No	%	No	%	No	%
1	Price	41	32	20	16	61	24
2	Quality	12	10	25	20	37	15
3	Style	37	29	11	9	48	19
4	Functions	7	6	15	12	22	9
5	Brand name	21	17	35	28	56	22
6	Latest technology	7	6	19	15	26	10
	Total	125	100	125	100	250	100
Chi - Square value (p-value)		37.828 (0.00004)** d.f. = 5					

From the above table it is inferred that in case of rural respondents (41%) low price is motivating factor for purchasing mobile phones while in case of urban respondents Brand name (28%) and quality (20%) are the motivating factors.

**TABLE 7 TABLE SHOWING Z-VALUE FOR MAJOR FACTORS THAT AFFECT THE PURCHASE DECISION OF THE RESPONDENT**

Sr no	Important features	Respondent						z-value	p-value
		Rural		Urban		Total			
		No	%	No	%	No	%		
1	Price	41	33	20	16	61	24	3.188	0.0023**
2	Quality	12	10	25	20	37	15	2.236	0.025*
3	Style	37	30	11	9	48	19	4.346	0.000**
4	Functions	7	6	15	12	22	9	1.667	0.095
5	Brand name	21	17	35	28	56	22	2.101	0.0358*
6	Latest technology	7	6	19	15	26	10	2.346	0.0148*
	Total	125	100	125	100	250	100		

\* indicates significance at 5% level.

\*\* indicates significance at 1% level.

## FINDINGS

- From the study it was found that most of the respondents in rural (66%) and urban (90%) category fall in the age category of 18-21. Also from the chi-square study shows that there is no significant difference in age group of rural and urban with p-value 0.00006.
- From the study it was found that 58% of rural population is male and 43% is female while in urban sample 66% is male and 34% is female. Also from the chi-square study shows that there is no significant difference in gender ratio of rural and urban with p-value 0.2419.
- From the study it was found that most of the respondents in rural (52%) and urban (38%) area are Under-Graduate. Also from the chi-square study shows that there is no significant difference in education ratio of rural and urban with p-value 0.7136.
- From the study it was found that family income of rural respondents indicates that most of the respondents (34%) are having family income between 10001-15000 while most of urban respondents (46%) are having income above 15000. Also from the chi-square study shows that there is no significant difference in education ratio of rural and urban with p-value 0.3498.
- The study indicates that most of the rural respondents (27%) prefer other cheap brand mobiles while most of the urban respondents (34%) prefer Nokia mobile. Also from the chi-square study shows that there is significant difference between rural and urban respondent in selection of brand of mobile with p-value 0.00001.
- The study indicates that most of the rural respondents (64%) buy Used or second hand mobile while most of the urban teenagers (70%) prefer new mobile.
- The study indicates that most of the rural respondents (42%) purchase the mobile which have cost of mobile below 2000 while incase of urban respondent's majority of the respondents (33%) prefer cost between 2001-5000.

8. From the study it was found that most of the rural and urban respondents use shopkeeper (33%) , friends (rural- 26%) followed by family (29%) and T.V (8%) while most of urban respondents use internet (35%), T.V. (18%) and friends (18%) as major sources of information. Also from the chi-square study shows that there is significant difference between rural and urban respondent in selection of brand of mobile with p-value 0.00001
9. From the study it is inferred that in case of rural respondents (41%) low price is motivating factor for purchasing mobile phones while in case of urban respondents Brand name (28%) and quality (20%) are the motivating factors. Also from the chi-square study shows that there is significant difference in motivating factor that affect the purchase of mobile phones by rural and urban respondent p-value 0.00004.
10. From the z-test it is found that out of all other motivating factors brand and style are the two factors that can crate difference in purchasing of urban and rural customer because their proportionate value is less than 0.005.

### CONCUSION

A survey of customers has been conducted to know the variables that affect the selection of service provider and to study the differences and similarities between consumer buying behavior for mobile phones among the urban and rural customers. According to our study we conclude that customers in rural area are cost conscious they mostly prefer low cost or second hand mobile phone while urban customers are more concern for brand name and other features such as style and quality of mobile phones. Also there is huge difference between the sources of information used by urban and rural customers and the major influence in purchasing decisions. And because of such difference in their buying pattern and procedure it is inevitable for mobile phone companies to develop different set of marketing strategies to exploit huge potential of rural markets. Rural marketing cannot succeed if the marketing plans are not modified and until innovative approach is adopted by the mobile companies to attract target customers.

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