

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

ijrcm



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CONSUMPTION PATTERN OF CONVENIENCE GOODS: A STUDY WITH RURAL CONSUMERS

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ABSTRACT

The rural market is almost as big as the urban market. In some product categories, the rural market has outstripped the urban one. Hence it is really needed to analyze the rural consumer behavior and consumption pattern of convenience goods in order to understand the rural market in a better way. The study on rural consumer conception pattern helps to whom the consumers are what they want, how they use and react the product. The want of the consumer are carefully studied by conducting surveys on consumer behavior. The study also helps to know various marketing variables such as price and product features advertising message corporate image affect the buyer. I hoped that the study would help to gain knowledge on the issues such as the factors influencing the rural consumer consumption pattern.

KEYWORDS

Consumption pattern; Convenience goods; Rural consumer; Consumer Behavior.

INTRODUCTION

The rural population of India comprises more than 700 million people residing in about 1.4 million habitations spread over 15 diverse ecological regions. At present, Indian rural market has emerged as potential market with 75% of population living in more than 57000 villages. The rural market is almost as big as the urban market. In some product categories, the rural market has outstripped the urban one. Hence it is really needed to analyze the rural consumer behavior and consumption pattern of convenience goods in order to understand the rural market in a better way. This study traces the consumer behavior and consumption pattern of convenience goods. Consumers get commodities such as drug, sugar, salt, tea, tooth paste, petrol, cool drinks etc., at minimum effort and at low cost. They are often required by the consumers. These types of goods are available at places, where consumers need. The purchase of such goods cannot be postponed because they are daily necessities of life.

OBJECTIVE OF THE STUDY

- To develop an insight into the buying behavior and consumption pattern of rural consumers in Tirunelveli and Tutcorin district of Tamil Nadu with reference to convenience goods
- To assess the opinion of rural consumers about quality of product and to examine the factors those influence the rural consumers in the purchase of convenience goods
- To assess the preference of rural consumers regarding the package size of the consumer goods

RESEARCH METHODOLOGY

To carry out the study, primary data was collected through the field survey method in the study area of 425 village's panchayets in Tirunelveli and Tutcorin District with the help of a well structured questionnaire. Samples of 1020 respondents were selected by adopting a stratified Random sampling technique. The secondary data were gathered from the leading journals, magazines, paper cuttings etc.

STATISTICAL TOOLS

Chi-square test was employed to study the relationship between the selected independent variables and its impact on consumption pattern of convenience good. Further a multivariate model viz. Multiple regression analysis also used to measure the inter dependence of independent variable and their total contribution to the level of rural consumer consumption pattern of convenience goods.

RESULTS AND DISCUSSION**TABLE - 1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS**

Parameters	classification	No. of respondents (N=1020)	Percentage
Age	Below18	60	5.9
	18-35	598	58.6
	36-50	292	28.6
	Above50	70	3.9
Gender	Male	459	45
	Female	561	55
Family type	Joint Family	559	54.8
	Nuclear Family	461	45.2
Education qualification	Illiterate	60	5.9
	Up to HSC	256	29.4
	Graduate	300	25.1
	Post Graduate	272	26.7
	Professional	132	12.9
Occupations	Business	132	12.9
	Professional	138	13.5
	Agricultural	137	13.4
	Employees	208	20.5
	Home makers	189	18.5
	Students	216	21.2
Monthly income	Below Rs. 10000	250	24.5
	Rs.10000-Rs.20000	489	47.9
	Above Rs.20000	281	27.6

The above table shows the respondents classification based on various age groups, gender, educational qualifications, monthly family income and family type. In order to find out the relationship existing between the various demographic and other related variables for rural consumer Consumption pattern for convenience goods *chi square* test have been applied by forming the *null hypothesis* for the 13 factors. Rural consumer Consumption pattern have been classified as *low, medium, and high* and the information collected for the various product categories

HYPOTHESIS TESTED

Ho: There is no significant relationship between the selected independent variables like age, gender, educational qualification, occupations, monthly family income, and family type, frequency of purchase, advertisement, Price, quality, Packaging size, brand, colour, and rural consumer consumption pattern.

TABLE-2: RESPONDENTS OPINION ABOUT FACTORS INFLUENCE THE CONSUMPTION PATTERN

Factors	Calculated value	Table value	DF	Remarks 5%
Age	20.102	12.592	6	Significant
Gender	7.62	5.991	2	Significant
Educational qualification	16.917	15.507	8	Significant
Occupations	19.117	18.307	10	Significant
Monthly family income	13.542	13.277	4	Significant
Family type	2.837	5.991	2	Not Significant
Colour	7.618	12.592	6	Not Significant
Advertisement	14.903	13.277	4	Significant
Price	11.382	9.488	4	Significant
Quality	9.746	9.488	4	Significant
Packaging size	12.530	9.488	4	Significant
Brand	10.030	9.488	4	Significant
Frequency of purchase	16.875	9.488	4	Significant

The above table various factors like age, gender, educational qualification, occupations, monthly family income, frequency of purchase, advertisement, Price, quality, Packaging size, brand, have shown the significant relationship towards the consumption pattern of convenience goods. But the factors such as Family type and colour have shown no relationship between the consumption patterns. In continuation of the above, the author made and attempts to test the variables by using a multivariate analysis. For this purpose a multiple regression analysis was employed and detail are furnished below

MULTIPLE REGRESSION ANALYSIS

Multiple regression analysis is applied when there are two or more independent variables especially, to predict the variability of the dependent variable based on its co- Variance with all the independent variables. It is useful to predict the level of dependent phenomena through multiple regression model provided the level of independent variables are given. In the following analysis, rural consumer consumption pattern of convenience goods in relation to the 13 independent variables were studied, It is found that, out of 13 variables, 9 variables are closely associated with the dependent variables. To measure the interdependence of independent variable and their total contribution to the rural consumer consumption pattern, a step wise multiple regression analysis was used. The results of the analysis were put into multiple regression analysis and the details are shown in table3

TABLE-3: MULTIPLE REGRESSION ANALYSIS

	Un standardized coefficients		standardized coefficients		
	B	Std error	Beta		
Constant	3.610	0.196		18.413	
Age	6.521e-02	0.043	0.097	1.523	NS
Gender	-0.157	0.042	-0.112	-3.750	1%
Educational status	6.931E-03	0.026	0.008	0.270	NS
Occupations	-7.40E-02	0.029	0.074	2.513	5%
family income	-6.29E-02	0.028	0.065	2.210	5%
Family type	-5.21E-02	0.012	0.126	4.172	1%
Colour	-0.221	0.018	0.357	12.388	1%
Advertisement	1.684E-02	0.009	0.027	1.820	NS
Price	0.875	0.014	0.891	62.553	1%
Quality	0.924	0.011	0.932	80.865	5%
Packaging size	-9.30E-04	0.025	0.000	-0.037	NS
Brand	0.924	0.011	0.932	80.967	1%
Frequency of purchase	0.176	0.048	0.118	3.657	1%

R-Value	R2-Value	DF-V1	DF-V2	F-Value	Significance
0.895	0.801	13	1006	311.568	1%level

From the table no 3 the multiple linear regression component (dependent variables) is found statistically a good fit since R2 value is 0.801. It shows that 9 independent variables contribute to about 80.1% to the variation of the consumer opinion on convenience goods and their level of effectiveness and this is statistically significant at 1% level and 5% level respectively

The table shows that co-efficient values for the variables such as age, educational qualification, occupation, monthly family income, family type, colour, advertisement, Brand, frequency of purchasing, price, quality are positively associated with the consumption pattern of rural consumer. On the other hand the coefficient values for the variables gender and packaging size are negatively correlated. Further it shows that the factors gender, family type, colour, price, frequency of purchasing, brand are statistically significant at 1% level and the factors such as Occupation, monthly family income, quality are statistically at 5% level. Hence both of them imply that their influence on consumer buying pattern is stronger than the other variable

FINDINGS

Factors like Age, Gender, Educational qualification, Occupations, monthly family income, Advertisement, price, quality, packaging size, Brand, frequency of purchase have close relationship with the Consumption pattern. Factors like Family type and colour of the product have no relationship with the Consumption pattern

SUGGESTIONS

Rural consumers are not likely to switch over to higher priced products. If they do not see any signifying functional value addition at a justifiable price, because significant percentage of respondents reported no problem with loose product. Organizations can target rural market by developing value for money products, and then only, they will be able to upgrade the rural consumers from buy in loose or local products branded one. Smaller packages can be a good strategy. But it should be as one of the option and not as the only solutions. It was observed that respondents proffered medium price not low price. Therefore organization cannot expect to be competitive in the rural market on the basis of lower price alone, as it is normally tough to be

CONCLUSION

Rural market has its own set of challenges. Therefore, Organizations need to unlearn and then relearn the marketing strategies and tactics that will enable harnessing the immense rural potential. The approach strategies and marketing mix need to be modified and examined from rural consumers perspective to be successful in the rural market..

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