

A study on consumption pattern of durable products in rural areas of Dehradun district

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ABSTRACT

In old days, the importance of the study of rural consumer behaviour was not realized by the business and industrial enterprises. It was taken for granted that whatever is produced and whenever it is produced, can be sold easily in the rural market. It was further assumed that the rural consumers have no choice or preference of their own and they purchase whatever is sold to them. It was considered enough for a marketer to collect the quantitative data of consumption, no need was realized of collecting and analyzing the qualitative data. Now, the time has changed, recognition has changed and considerations have also changed. Rural Consumer has become enough aware about his needs and up gradation of his standard of living. Information technology, Government Policies, corporate strategies and satellite communication are the factors responsible for development of Rural Marketing. Hence, this study is an attempt to analysis the brand preference and consumption pattern of rural consumers regarding durable products

Key words : Consumption pattern, Durables products, Consumer behaviour

What is rural marketing? Is rural marketing different from urban marketing? Is there any difference between marketing into rural areas and rural marketing? What is the optimum mix of marketing variables for rural marketing? Is the rural 'psyche' different from the urban one? All these together invariably bring in the question of defining the domain of rural marketing. The marketing concept has to be made relevant to the rural environment considering the dynamics of interactions in rural India on such questions, as is it a habit at or a transaction relationship? Those in turn bring in the task of operationalising the marketing concept and/or consider marketing as a concept very different from purchasing and selling. Among the various factors that have made rural markets attractive are large population, raising prosperity, growth in consumption, life style changes, product life-cycle advantage, relatively high market growth rates, cost effectiveness of rural marketing and convenience in reaching rural areas.

In recent days in India consumer is at the point where there is a multiplicative effect of income growth, aspiration to consume and a changed consumption friendly ideology/

social discourse across the income board, especially in rural India. Hence, the buying behaviour of rural consumers has become a hot-topic for discussion because rural India, in recent days, is enthusiastically consuming everything from shampoo to motor cycles and this "rural predilection" is being considered as one of the significant topics of market analysis. Besides, we know well that purchase decisions in Indian homes have become a collective process with women and teenage children playing a major role on product and brand choices. Decision-making has become a joint process in the family; woman is the initiator and / or product evaluator, man the financier and child, an influencer.

Further, the recent research studies clearly indicate that the purchase and consumption of certain durables by consumers in rural areas is more than that of consumers in urban areas. The durables for which purchase and use by consumers in rural areas exceed those in urban areas are as Sewing Machine, Radio/Transistor, Wristwatches, Black and White Television, Cassette Recorder, Bicycles, Table Fans and Pressure Cookers.

Objective of the study:

- To examine the brand preference of the durable products in rural areas of Dehradun District.
- To assess the consumption pattern of the durable products in rural areas of Dehradun District.

METHODOLOGY

The universe of the study consists of consumers

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