



A Research Paper On Communication Mix For Buyers Purchase Decision Towards Consumer Durables In Rural Areas Of Maharashtra State

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Abstract:

Communication mix plays very important role in buying decision process of consumers and as rural India has opened big gates for sales of durables companies are working on finding suitable communication mix to cater the market successfully. Consumer is nerve centre of the modern marketing, understanding his behavior is quite essential for efficient and effective marketing management. Customers may state their needs, wants but act otherwise. They may not be in touch with their deeper motivations. India's consumer market is riding the crest of the country's economic boom. Driven by a young population with access to disposable incomes and easy finance options, the consumer market has been throwing up staggering figures. Marketing problem enhancing from the consumers' behavior has a greater degree of similarity behavioral problems relating to the consumer durables. Hence, the present study has been chosen to identify and ascertain the extent of problems of consumer behavior have an impact on the marketing of consumer durables in the fast growing and a green belt of Satara District. The consumer behavior in relating to consumer durables is strongly affected by some economic, social, cultural and psychological factors; the present research has been selected for an intensive empirical survey of the various factors influencing the buyer's behavior on consumer durables in Satara District of Maharashtra State.

Keywords: *Communication mix, Consumer durables, Consumer behavior, Rural Marketing and Purchase decision reaction.*

1. Introduction

The Indian consumer durables industry has witnessed a considerable change over the last few years. Changing lifestyle and higher disposable income coupled with boom in the real estate and housing industry and a surge in advertising have been instrumental in bringing about a sea change in the consumer behaviour pattern. Consumer durables involve any type of product purchased by consumers that is manufactured for long-term use. As opposed to many goods that are intended for consumption in short term, consumer durables are intended to endure regular usage for several years or longer before their replacement is required. Just about every household contains at least a few items that may be considered to be of consumer durable nature. With India being the second fastest growing economy having a huge consumer class, consumer durables have emerged as one of the fastest growing industries in India

2. Rural Marketing Related to Consumer Durables

There are Issues related to Marketing of Consumer Durables in Rural Market like;

Lesser Penetration: Despite the enhanced rural marketing focus of consumer durable companies since late 1990s and improvement in access to electricity, only about 26 per cent rural household have television sets, this figure was just 13 per cent in 1993 and less than 4 per cent have refrigerators, washing machines are owned by less than 1 per cent of rural homes and air coolers by about 2.5 per cent; possession of radio and transistor has increased to 67 per cent from 29 per cent in 1993.

As per National Council for Applied Economic Research (NCAER) study, urban families on an average owned at least three durables whereas rural families owned just one. There are many and varied reasons for this low penetration of consumer durables in rural India. Income is only one of the factors, but not the only one. As there are many infrastructural, socio-cultural issues, along with the fact that the lifestyle and the needs of rural market are very different from the one of the urban consumers.

The lower penetration of consumer durables in rural market signifies both the opportunities as well as challenges in the marketing of consumer durables in the rural areas.

Lack of Infrastructure: More than half of the rural houses had access to electricity for lighting whereas 46 per cent used kerosene. As per 58th round of survey conducted between July-December 2002, NSSO has estimated that only 10 per cent of rural households had access to viewing channels beamed down by satellites on television.

Purchase Priorities:

Villagers very often feel that an investment of Rs 20,000 on a washing machine is not worth while as they can employ a maid to wash the clothes for Rs 200 per month. Besides, there are no other recurring charges such as electricity or repairs on hiring a maid. The same maid can do many more things with the same money. Again, a washing machine requires assured electric supply and piped water supply, which is a big problem in rural areas. Also using Air Conditioners in rural area is not that common or essential durable to be hold in possession.

3. Literature Review

Large numbers of research studies have been conducted on consumer behaviour both in India and abroad. The studies have covered both durables and non durables goods. The available literature on selected topic reveals that research studies on consumer behaviour date back to early fifties up to the present period. An attempt is made here review some selected works on consumer behaviors on consumer durables.

The buying process starts when the buyer recognizes a problem or need. The buyer senses a difference between his or her actual state and a desired state. The need can be triggered by internal stimuli. In the former case, one of the person's normal needs-hunger, thirst, and sex-rises to threshold level and becomes a drive. Or a need can be aroused by and external stimulus-advertising, newspaper and so on. (Kotler, 2001)

Internal search involves scanning and retrieving decision-relevant knowledge stored in memory. (Bettman, 1986) Consumer often have little need for undertaking external search before a purchase, even for major expenditures such as, automobile. External search motivated by an upcoming purchase decision is known as pre-purchase search. This type of external search can e contrasted with another type called ongoing search, in which information acquisition take place on a relatively regular basis regardless of sporadic purchase needs. (Peter H. Bloch, 1986)

The evaluation phase of the consumer decision model is the most complex and the least understood part of the process (Douglas J. Dalrymple, 2000). A great many factors influence individual decision making and it is difficult to observe what is going on inside the buyer's head. Sometimes evaluation occurs as a buyer is searching for information. In other cases, evaluation takes place after the search process is complete. The first stage involves a comparison of the data with the buyer's evaluation criteria. The buyer asks whether various brands would deliver the benefits sought in the product. The outcome of

this process is a set of beliefs about the brands available for purchase. These beliefs are stored in memory and tell the buyer the consequences of different purchases based on the evaluative criteria. Therefore, the marketers should view the buyer's evaluative criteria as a given and learn to adapt your product, price, promotion, and distribution elements to these key buying determinant.

There are several decision evaluation processes. Most recent models of the consumer evaluation process see the consumer as forming product judgments largely on a conscious and rational basis (Kotler, 1995)

Purchase is the fourth major stage in the model of consumer decision process. However, purchase requires a decision making process of its own. Several major issues must be contended with in the process of purchase: (1) whether to buy; (2) when to buy; (3) what to buy; (4) where to buy; (5) how to pay (Roger Blackwell, 1995)

Though the traditional marketing mix conceptually remains valid for the rural markets as well, but its application requires a new perspective. Every product and promotion, which is a hit in cities, might not work in rural areas. It doesn't necessarily mean that the Indian villagers are laggards or they belong to a restricted zone or have a traditional mentality, but only that they are different as consumers and hence, should be marketed to differently. Thus, the rural marketing mix is a customized marketing mix for a product/service; which is developed in order to target the rural market in an effective and efficient manner. (Balram Dogra, 2008)

4. Objective of the Study:

- To study the communication mix for selected consumer durables.
- Attempt to develop a model of communication mix for this area.

5. Methodology

5.1 Research Design

The research design selected for this study from Exploratory, Descriptive and Experimental is combination of exploratory and descriptive research designs. The exploration of literature, cases and resource persons opinions are included in exploratory study which is purely desk research whereas the other part which is covered under descriptive study is undertaken by survey method by constructing an instrument to

establish relationship between the income levels and rural background with purchase decisions as dependent variable and income and backgrounds as independent variable. The survey for descriptive study was undertaken during Jan 2009 and June 2010. The data collected from this survey is used for establishing the desired relationship in variables selected for the research hence making the research as longitudinal study.(Kothari, 2009)

5.2 Data Collection Method

An instrument in the form of Structured and closed ended questionnaire using multiple choice and dichotomous questions is constructed based on the data required for objectives and hypothesis for the research.(Kothari, 2009) This questionnaire is printed on the plain paper and carried in copies to the target area by researcher himself. The questions in the questionnaire are in English language hence the researcher had asked the questions in the local language of the area that is Marathi and filled the form himself. We have carried out study of 9 selected consumer durables, out of which in this research paper two consumer durables namely; Television & Air Conditioner are studied

5.3 Sampling Method

Sampling is the process of selecting units such as people from a population of interest so that by studying the sample one can fairly generalize the results to the population from which the units are chosen. (Trochim, 2007). The complexity of selecting the samples from the universe is a systematic process after following this process we have selected sample size of 137 households. The sample size from Rural Satara is calculated using standard statistical formula for sample size estimation using the sample standard deviation from data generated by undertaking a pilot survey. The sample size was calculated at 95% confidence interval with allowable error of 0.5. (C.R.Kothari, 2009)

To collect the data following preference variables and attitudinal variable are used

Preference Variables (including Quality, Price, Availability, Durability, Features, Utility, Service & Warranty, Long term Benefit) Attitudinal Variables(Elmar Sauerwein, Feb 1920,21,22,23,) including Durability, Economy in Use, Economy in Purchase, Handiness, Efficiency in Operations, Dependability in Use, Service & Warranty, Trendy Design, Store Visit, Store display, MLM, Test Run, Word of Mouth, Technology, Trend, Free offer, Discount, Finance Scheme, TV advertising, Newspaper Ads, Web Ads, Outdoor Ads, Past Experience, Latest Information, Personal Feeling), Importance

variables (including Spoke Person, Memorable Message, Informative Message, Strong appeal

The collected ordinal preferential data is analyzed by using One way ANOVA, (Nargundkar, 2008)

In this study Kano analysis also used. (Elmar Sauerwein, 1996)

6. Limitation of the Study

- The scope of the study was limited to Satara District; that is to a small geographical region.
- Time duration for the research was less.
- Methodology used for this research is based on survey in rural areas of Satara District, this has posed as major limitation for collection of data.
- Some deviation may be seen in collected data due to mental and cultural state of respondent from survey area while filling up the questionnaire.
- The strategy may suggested out of the research, may be difficult at the implementation stage so need of further research for implementation of suggested strategy may arise.

7. Hypothesis: Hypothesis set for the study is

- Hypothesis 1:
- Null Hypothesis:
- Ho: The purchase decisions do not depend on communication Mix.
- Alternate Hypothesis:
- H1: The purchase decisions depend on communication Mix.

8. Analysis

8.1 Analysis & Findings; Durable – Television

The Analysis of Variance table to test the effect of Factors of advertisements, (Spoke Person in Advertisements, Memorable Message in Advertisements, informative Message in Advertisements, and Strong Appeal in Advertisements) as independent variables on Sale of TV as dependent Variable.

Sr	Attributes	Basis	Sum of Squares	df	Mean Square	F	Sig.
1	Spoke Person for TV	Between Groups	7.353	3	2.451	2.271	.083
		Within Groups	143.509	133	1.079		
		Total	150.861	136			
2	Memorable Message for TV	Between Groups	7.353	3	2.451	2.271	.083
		Within Groups	143.509	133	1.079		
		Total	150.861	136			
3	Informative Message for TV	Between Groups	.000	3	.000	.	.000
		Within Groups	.000	133	.000		
		Total	.000	136			
4	Strong appeal for TV	Between Groups	.504	3	.168	.389	.761
		Within Groups	57.525	133	.433		
		Total	58.029	136			

Table 1

If the significance value in ANOVA table at 95% confidence level is less than 0.05 we reject the null hypothesis that the independent variables have no significant impact on dependent variable.

8.2 Interpretation

The spoke person in advertisements of TV has significance value of 0.083 in ANOVA table, which is not less than 0.05; hence we accept the null hypothesis that the Spoke person in advertisements of TV has no significant impact on sale of TV; hence we can interpret that the respondents purchase TV and no significant importance is given for the spoke person in advertisements of TV.

The Memorable Message in advertisements of TV has significance value of 0.083 in ANOVA table, which is not less than 0.05; hence we accept the null hypothesis that the Memorable message in advertisements of TV has no significant impact on sale of TV; hence we can interpret that the respondents purchase TV and no significant importance is given for the memorable message in advertisements of TV.

The informative message in advertisements of TV has significance value of 0.000 in ANOVA table, which is less than 0.05; hence we reject the null hypothesis that the informative message in advertisements of TV has no significant impact on sale of TV; hence we can interpret that the respondents purchase TV and no significant importance is given for the informative message in advertisements of TV.

The strong appeal in advertisements of TV has significance value of 0.761 in ANOVA table, which is not less than 0.05; hence we accept the null hypothesis that the Strong Appeal in advertisements of TV has no significant impact on sale of TV; hence we can interpret that the respondents purchase TV and no significant importance is given for the Strong Appeal in advertisements of TV.

8.3 Durable – Air Conditioner

The Analysis of Variance table to test the effect of Factors of advertisements, (Spoke Person in Advertisements, Memorable Message in Advertisements, informative Message in Advertisements, and Strong Appeal in Advertisements) as independent variables on Sale of Air Conditioner as dependent Variable.

Sr	Attributes	Basis	Sum of Squares	Df	Mean Square	F	Sig.
1	Spoke Person for Air Conditioner	Between Groups	17.591	3	5.864	1.816	.147
		Within Groups	429.343	133	3.228		
		Total	446.934	136			
2	Memorable Message for Air Conditioner	Between Groups	.452	3	.151	.103	.958
		Within Groups	195.299	133	1.468		
		Total	195.752	136			
3	Informative Message for Air Conditioner	Between Groups	.000	3	.000	.	0.00
		Within Groups	.000	133	.000		
		Total	.000	136			
4	Strong appeal for Air Conditioner	Between Groups	3.369	3	1.123	.682	.564
		Within Groups	218.879	133	1.646		
		Total	222.248	136			

Table 2

If the significance value in ANOVA table at 95% confidence level is less than 0.05 we reject the null hypothesis that the independent variables have no significant impact on dependent variable.

8.4 Interpretation

The spoke person in advertisements of Air Conditioner has significance value of 0.147 in ANOVA table, which is not less than 0.05; hence we accept the null hypothesis that the Spoke person in advertisements of Air Conditioner has no significant impact on sale of Air Conditioner; hence we can interpret that the respondents purchase Air Conditioner and no significant importance is given for the spoke person in advertisements of Air Conditioner.

The Memorable Message in advertisements of Air Conditioner has significance value of 0.958 in ANOVA table, which is not less than 0.05; hence we accept the null hypothesis that the Memorable message in advertisements of Air Conditioner has no significant impact on sale of Air Conditioner; hence we can interpret that the respondents purchase Air Conditioner and no significant importance is given for the memorable message in advertisements of Air Conditioner.

The informative message in advertisements of Air Conditioner has significance value of 0.000 in ANOVA table, which is less than 0.05; hence we reject the null hypothesis that the informative message in advertisements of Air Conditioner has no significant impact on sale of Air Conditioner; hence we can interpret that the respondents purchase Air Conditioner and significant importance is given for the informative message in advertisements of Air Conditioner.

The strong appeal in advertisements of Air Conditioner has significance value of 0.564 in ANOVA table, which is not less than 0.05; hence we accept the null hypothesis that the Strong Appeal in advertisements of Air Conditioner has no significant impact on sale of Air Conditioner; hence we can interpret that the respondents purchase Air Conditioner and no significant importance is given for the Strong Appeal in advertisements of Air Conditioner.

9. Conclusion

The strong appeal in advertisements of Air Conditioner has significance role. The Communication Mix components listed Spoke Person has significant relation with

purchase of Air Conditioner. So communication mix plays very important role in purchase of Air conditioners.

The Communication Mix components listed Memorable Message has no significant relation with purchase of items but informative message has significant role in purchase of the product.

So in the rural areas the communication mix should be informative so that product features its usage information can be well accepted by the consumers and the purchases can be boosted.

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