



Study of Rural consumer behaviour

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Abstract ----Rural consumer are the person of villages who consume the goods. After 1991 when government start LPG policy after this many MNC come in India. And they start marketing in rural areas also. Because 70%part of total population is lived in villages. Now companies give a new slogan “go village”.And to do marketing in rural areas we have to understand the feeling of rural consumer. Means what they think about the company products. And this become very helpful for formulate the strategy for tea future. So in this research paper we discussed about each fact of the rural consumer behaviour. Like objectives of studying rural consumer behaviour and it’s importance it’s advantages and disadvantages also.

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Introduction -----consumer behaviour is a combination of two words consumer + behaviour .consumer is a person who actually consume the goods aura use it . and behaviour means a set of activities or reaction done by then buyer at ten time of purchasing the goods. Means a consumer have doubt and he can arise question about the product. And marketer duty is that he have to show products to the customer according to his behaviour .so that’s why it becomes necessary to under the behaviour of rural consumer. And it is also applicable in rural areas. And we have to do more focus on rural consumer because it have a wide scope as compare to urban areas .

Research methodology ----- A qualitative research is held and both types of data are used primary and secondary also .questions are asked from different villagers about the products which they used in their daily life .and know their feeling what are changes demanded by them in future products .

Objectives of studying rural consumer behaviour

There are many objectives of studying rural consumer behaviour are discussed as follows

- **For INNOVATION** ----- very first objective of studying rural consumer behaviour is that it is very helpful in innovation .I feedback given by the consumer are very helpful for marketer to make a new product which is suitable for the Consumer .
- **TO FORMULATE THE STRATEGY FOR FUTURE** -----
Another objective of studying rural consumer behaviour is that the is very helpful from making strategy for the future .to formulate best strategy a marketer have to know about its consumer behaviour properly .otherwise marketer can not stand up in the market .
- **For gathering important information** ----- another objective is that by studying the rural consumer behaviour we collect important information about the product and consumer preference also .

To increase the satisfaction level of consumers ----- by studying the behaviour of consumer we can increase the satisfaction level of consumer .because after understanding

the taste and standards of consumer a marketer make that product Which is suitable to his consumer .

after knowing the objective now we discussed which are the special features rural consumers have .

Special features of rural consumers ----- as we want to know about rural consumers behaviour .rural consumers have some special features in their nature are discussed as follows .

- Generally less educated.
- Give preference t low budgeted products .
- Income depends on agriculture .
- More hard working as compare to urban person .
- Want to communicate in their own local language.
- Rural consumer take more time to convenience .
- Give free samples as promotion of product is really do work in rural areas .
- Want To full utilisation of resources .
- As compare to fashionable goods durable goods are more purchased in rural areas .
- A marketer who give goods on credit can sell more goods as compare to other.

Advantages of studying rural consumer behaviour

There are many advantages studying of rural consumer behaviour are discussed as follows .

- **To increase the sale** -----if a Company Want to increase it's sale he have to understand his consumer behaviour. Means if a company give preferences to his customer by providing product according to their taste than that company become successful to increase the sale .
- **Less chance of failure of product in The market** -----
If a company make a product after knowing the behaviour of its consumers then their is less chance Of failure of product in the market .consumers really like that product .
- **Save resources of company** ----if a company makes a product without knowing it's Consumer behaviour there is less chance of acceptance of that product. And resources are waste. SO by knowing consumer behaviour we can save our resources .
- **Helpful in selecting Best promotional method** ----- as we know group of one customer is different from another group .so after knowing each groups features we can adopt different promotional method that is suitable to the focus consumer group .
- **Helpful In forecasting the demand** ----by knowing the behaviour Of rural consumer we can do forecast of demand easily . and make product according to need.
- **To compete with competitor** -----if a company wants to stand in the market he have to understand it's consumer behaviour .otherwise he loose the market.
- **To provide products according to taste of consumer**-----another advantage of understanding the behaviour of consumer is that we can provide that product which are demanding by the consumer.

Disadvantages of studying rural consumer behaviour

After discussing advantages we come on the point disadvantages Of studying Rural Consumer behaviour .disadvantages are as follows .

- **It takes a lot of time** ---- this process take a lot of time because villagers go to field whole day .So it creates problem for the company to make a meeting with the Rural population.
- **Misguided by Villagers** -----some villagers can not give proper reply of a question asked by agent or employee. They can misguided our research .so this is also a disadvantage of studying rural consumer behaviour.

- **Communication problem** ----- when we want to make study about rural consumer there is a language Problem come in to existence. Rural People generally speak in their local language .and it creates problem for the company .
- **It needs a lot of money** -----when a Company want to know about its customers he have to go village .And company have to Bear a lot of expanses .It proves very costly for the company .
- **Changing human behaviour** -----human behaviour is dynamic in nature .it also effect the behaviour of consumers .because of this real picture is can not seen by the company .so it's also a disadvantage of studying consumer behaviour.

Conclusion ----- In conclusion we can say that studying of rural consumer behaviour proves very beneficial for the company .it have a large scope .if a Company Make products according to the needs Of its consumer he can earn more profits .with the help of this a company can make best strategy for the future .And it also bring A positive change on Rural economy .

Reference

1. From personal view
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