

## AFFECTING FACTORS OF PRODUCT SELECTION (FOCUS ON RURAL CONSUMERS OF UTTARAKHAND)

**Dr. Manoj Singh Bisht,**

*Assistant Professor in Commerce (M.Com. NET, Ph. D),  
Department of Commerce, Government P.G College Gopeshwar, District – Chamoli,  
Uttarakhand.*

### ABSTRACT

***The rural India offers a tremendous market potential. Rural markets are the new markets, which are opening up for both durable and non-durable products. Companies that have expanded in these areas found that, they are able towards off competition, generate a new demand and in turn, increase their sales or profits. Long-term perspective of marketing planning with modern approach is essential for their future growth. The Indian rural market is a goldmine, which needs to be explored. Rural consumer's behaviour needs to be understood and products specially designed to suit the rural lifestyle. The academia and the industry have to come together and explore the opportunities that lie within the hinterland. Therefore, keeping in view of above scenario, present study is an attempt to find out affecting factors of product selection for consumer durables in rural areas of Uttarakhand.***

**Key Words:** *Products Selection, Affecting Factors, Rural Consumers, Lifestyle*

### INTRODUCTION

Rural consumer is totally a different consumer in the rural market scenario, being influenced by rationality, personal experience, and the level of utility that is derived from the consumption, which are being influenced by the changing tastes and preferences of the younger generation. The clever and gimmicky advertisements do not work out with rural consumers. Their buying behaviour is very much influenced by 'experience' of their own and of neighbour – consumers and his own family and involvement of his own members are exerting maximum influence on his purchases. Above all, quality of the product and its easy availability are the primary and vital determinants of his buying behaviour. The technique of bombarding with messages has a limited influence. He is very much attached to and influenced by 'touch and feel'

aspect of any promotional activity. It is imperative that the marketing experts should understand the mindset of the rural consumers for every product in a particular region.

Rural marketing has changed in concept and scope over the years. Earlier it was used to designate marketing of agricultural produce and artisan products by rural to urban. Today, it is considered as a function concerned with the flow of goods and services that satisfy the needs and wants of households and occupational activities in rural areas. We view rural markets, as a periodic concourse of people for the purposes of buying and selling, i.e., exchanging goods, services and even ideas. Tangibles as well as intangibles are exchanged. For example, marriage selection finalization may take place in a market situation. When we say a periodic concourse of people, there are two important implications; one of time and space that is

a natural corollary of periodic concourse and the second a combination of individuals- units of consciousness, to make any market.

## OBJECTIVE OF THE STUDY

- To study the criteria of product selection of rural consumers.
- To observe the impact of demographical factors on product selection for consumer durables.

## RESEARCH METHODOLOGY

The universe of the study consists of consumers residing in the rural areas of Dehradun District (Uttarkhand). Total 300 respondents have been selected out of 10 villages (30 respondents from each village), which were identified on the basis of their accessibility and convenience. A structured questionnaire was administered for the collection of

the primary data. The multistage systematic sampling method has been used for the study and five durable products (Television, Tape Recorder, Cycle, Scooter and Bike) were selected for the purpose. Finally, collected data was analysed by using suitable statistical tools like ANOVA and percentage basis.

## ANALYSIS AND FINDINGS

### PRODUCT SELECTION

It was found that brand is the main deciding factor of purchasing as the majority of respondents (44%) claimed for, followed by cost (32%), while remaining considerations are credit facility (10%), gift, discount & offer (09%), design and colour (05%) of the product.

**Table-(1): Criteria of Product Selection**

Criteria	No. of Respondents	%
Brand	132	44
Price	96	32
Credit facilities	30	10
Gifts/Disc/Offers	27	09
Design/Colour	15	05
<b>Total</b>	<b>300</b>	<b>100</b>

## IMPACT OF DEMOGRAPHICAL FACTORS ON PRODUCT SELECTION

To evaluate the impact of demographical factors on product selection about durable a statistical analysis (ANOVA) has been carried out and the following observations have been made:

**Table-(2): Age vs Product Selection**

$H_0$ : Age does not have significant influence on product selection.

Criteria of Product Selection	Age			Total
	20-35	36-50	Above 50	
Brand	50	52	30	132
Price	46	30	20	96
Other Factor	39	23	10	72
<b>Total</b>	<b>135</b>	<b>105</b>	<b>60</b>	<b>300</b>

**Analysis of Variance Table**

Sources of Variance	SS	D.F.	MS	F-ratio	5% F-limit
Between Income	950	2	475	8.96	4.26
Between Product Selection	608	2	304	5.74	4.26
Residual	212	4	53		
<b>Total</b>	<b>1770</b>	<b>8</b>			

*SS-sum of squares DF-degree of freedom MS-Mean of Square*

The above table shows that the two-variance (F-ratios) are significant at 5% level, which means that the different age group acts differently, and product

selection decisions within the different age group are made differently. This shows that the age does have significant influence on product selection.

**Table-(3): Education vs Product Selection**

$H_0$ : Education does not have significant influence on product selection.

Criteria of Product Selection	Education Group			Total
	Upto 5 <sup>th</sup>	10 <sup>th</sup>	Above 10 <sup>th</sup>	
Brand	34	43	55	<b>132</b>
Price	36	34	26	<b>96</b>
Other factors	20	16	36	<b>72</b>
<b>Total</b>	<b>90</b>	<b>93</b>	<b>117</b>	<b>300</b>

**Analysis of Variance Table**

Sources of Variance	SS	D.F.	MS	F-ratio	5% F-limit
Between Education	146	2	73	0.82	4.26
Between Product Selection	608	2	304	3.42	4.26
Residual	356	4	89		
<b>Total</b>	<b>1110</b>	<b>8</b>			

The above table shows that variance between education and variance between products selections do not differ significantly, due to chance factor at 5% significance level, as the calculated value of the said

two variances are 0.82 and 3.42 respectively, which are less than the table value of 4.26. This shows that education does not have significant influence on product selection.

**Table-(4): Occupation vs Product Selection***H<sub>0</sub>: Occupation does not have significant influence on product selection.*

Criteria of Product Selection	Occupation			Total
	Service	Business	Agri.	
Brand	40	37	55	<b>132</b>
Price	32	28	36	<b>96</b>
Other Factor	19	17	36	<b>72</b>
<b>Total</b>	<b>91</b>	<b>82</b>	<b>127</b>	<b>300</b>

**Analysis of Variance Table**

Sources of Variation	SS	D.F.	MS	F-ratio	5%F-limit
Between Occupation	654	2	327	4.92	4.26
Between Product Selection	344	2	172	2.59	4.26
Residual	266	4	66.5		
<b>Total</b>	<b>1264</b>	<b>8</b>			

The above table shows that variances between occupations are significant at 5% level of significance as the calculated value is 4.92, which is greater than table value of 4.26. However, variance between

product selection is insignificant because the calculated value is 2.59 is less than the table value of 4.26, which shows that the occupation does have significant influence on product selection.

**Table-(5): Income vs Product Selection**

$H_0$ : Income does not have significant influence on product selection.

Criteria of Product Selection	Income			Total
	Less than 2500	2501-5000	Above 5000	
Brand	37	59	36	<b>132</b>
Price	43	40	13	<b>96</b>
Other factors	34	24	14	<b>72</b>
<b>Total</b>	<b>114</b>	<b>123</b>	<b>63</b>	<b>300</b>

**Analysis of Variance Table**

Sources of Variation	SS	D.F.	MS	F-ratio	5%F-limit
Between Income	698	2	349	2.56	4.26
Between Product Selection	608	2	304	2.23	4.26
Residual	545	4	136.25		
<b>Total</b>	<b>1851</b>	<b>8</b>			

The table value of F at 5% for  $V_1 = 4$  and  $V = 2$  is 4.26, since calculated value is less than the table value, hence the product selection made by different income groups do not differ significantly. Further, the table value of F at 5% for  $V_1 = 4$  and  $V = 2$  is 4.26, since calculated value is less than the table value, hence the product selection made in different incomes do not differ significantly. This shows that income does not have significant influence on product selection.

## CONCLUSION

The present study focus that brand is the main deciding factor of purchasing as the majority of respondents (44%) claimed for, followed by cost (32%), while remaining considerations are credit facility (10%), gift, discount & offer (09%), design and colour (05%) of the product. Further the findings of survey also revealed that age and occupation does have significant influence on product selection. In view of the criteria of the product selection of durables it was found that the majority of consumers purchased the products on the basis of brand name

followed by price whereas, technology, design and colour of the product are the last consideration of the consumers. Therefore, the marketers should concentrate their efforts towards brand image building oriented promotional strategy rather price-centric. The study also suggest to the marketers to attract the high income consumers by offering superior technological and well designed premium products, while they should also target and concentrate upon the middle and low income consumers by offering them low price products with creating a good brand image.

## REFERENCES

- ✓ **R. Bijapurkar and R. Murthy**, "Rural Markets for Consumer Durables," The Economic Times, August 16. 1999.
- ✓ **Ghosh**, "The New Rules of Rural Marketing," Business World, April, pp. 6-19. 1994.
- ✓ **T. P. Gopaldaswamy**, Rural Marketing Environment Problems and Strategies, 1<sup>st</sup> edition, Wheeler Publishing, New Delhi, 1997.
- ✓ **M. Jha**, "Rural Marketing: Some Conceptual Issues," Rural Scan, Vol. 1, Issue 2, April, 1999.
- ✓ **C.S.G. Krishnamacharyulu, and L. Ramakrishnan**, Rural Marketing: Text and Cases, Pearson Education (Singapore), Pte. Ltd., Indian Branch Delhi, 2002.
- ✓ **M.A. Lokhande**, "Rural Marketing-A Study of Consumer Behaviour," Indian Journal of Marketing, Vol. xxxiv, No. 12, December, pp. 14-18. 2004.
- ✓ **Nagaraja**, "Consumer Behaviour in Rural Areas: A Micro level Study on Buying Behaviour of Rural Consmers in Kavali Mandal", Indian Journal of Marketing, Vol. xxxiv, No. 11, November, pp. 30-36. 2004.
- ✓ **W.K. Sarwade**, "Emerging Dimensions of Buyers Behaviour in Rural Area", Indian Journal of Marketing, Vol. xxxii, No. 1-2, Jan.-Feb., pp. 13-21. 2002.
- ✓ **Shirali**, "The Consumer Profile Paradox," Advertising and Marketing, August 15. 1998.
- ✓ **R. Singh**, Marketing and Consumer Behaviour, Deep and Deep Publications, New Delhi, 1989.

Copyright © 2017, Dr. Manoj Singh Bisht. This is an open access refereed article distributed under the creative common attribution license which permits unrestricted use, distribution and reproduction in any medium, provided the original work is properly cited.