



DOES LEVEL OF EDUCATION INFLUENCE THE PURCHASE DECISION OF RURAL CONSUMER?

Manoj Pandey¹, Manoj Rao² and Mahesh Singh³

^{1,2}Assistant Professor,

Central India College of Business Management & Studies, Nagpur

³Associate Professor,

Department of Management, Kebri Dehar University, Ethiopia.

Communicated : 02.03.2022

Revision : 08.03.2022

Published: 02.05.2022

Accepted :25.03.2022

ABSTRACT:

The present study seeks the relations between education and purchase decision of rural consumers. Personal Care Products have been taken as sample to represent this category. For the data collection, simple random sampling used to draw a required sample size for this study. Convenient villages have been considered for the study from each of zone Rural Nagpur and sample size of 1170 has been finalized after having discussion with the experts. Data synthesis and interpretation were done with the help of SPSS 21.0 software.

Key words: - Rural Consumer, Education of Rural Consumer, Purchase decision and Personal Care Products.

INTRODUCTION:

The rural consumer of today is a different buyer than he was ten years ago (TERRON, 2014). Today, the rural consumer is exposed to a variety of products and services and specific brands. Rural markets account for about 50 per cent of the consumption of FMCG (MINOUTI S. KAMAT, 2016). Increased awareness and increasing income level of rural population making it as high opportunity market for FMCG (Mor, 2013). The changing buyer behavior of rural class has tremendous influence on consumption of certain personal care products (Parmar, 2014). In an urban family, the husband, the wife and often even the children are involved in the buying process. But in a village, because of the lack of mobility among women and their having very little contact with the market, it is the men who make the purchase decisions. Further, while an urban individual is free to take independent purchase decisions, in a village, because of the strong social levels community decision making is quite common.

Rural customers are conscious of value for money and for every rupee each spends (Mishra, 2018). They are often said to be price sensitive and are rational and looking for a value for money brand (Patil, 2017). With the increase in rural income and improvements in infrastructure-roads & bridges network product the penetration levels have increased substantially (Anilkumar N, 2014). Different factors have significant influence on buying behavior while purchase of cosmetic product (Desai, 2014).

LITERATURE REVIEW:

The average rural consumer is a mythical figure since third world countries are categorized by wide disparities in income and lifestyles (Thumiki, 2012).

Rural consumer behavior is very flexible and unpredictable, studies are conducted on different aspects like (Layton, Interplay of traditional and modern components in Household Buying Decisions in an Industrializing Community, 1986) seeking quality product for affordable price (Reshmi Mitra, 2011), beliefs, self-image, normative

influences (Sukat, 2009), Buying attitudes, promotional schemes such as trial packs and communication through cartoon dummies (Sikroria, 2012), rise in income, technology & culture, Social factors like caste and social status (Yadav, 1992). The rural customers do exhibit brand choice in their purchases (Anand, 2008), once they found that certain brands are suitable to them, they do not change it easily due to influence of friends or social groups and lack of availability of their usual brands (Prajapati, 2012).

Rajeev, et. al. (Rajeev Kaushal, 9-14) in a study on brand preferences or rural consumers for washing soaps found that the education level of the consumers significantly influences the formation of brand loyalty whereas less educated people form their brand loyalty on the basis of price, attractive packaging and easy availability in the market. Awareness regarding the varieties and effects of soaps have increased many folds while buying soaps quality is preferred over the price (Godbole, 2019). Consumer evaluation of brand extensions are not independent but dependent on the factors related to the parent brands. Consumers of Nagpur does not have much Loyalty Proneness for the brands in personal care category of FMCG (Dr. Anil Sharma, 2017).

Factors like quality, price, brand loyalty, affordability, recommendations of sales people and previous usage experiences, family & friend references are great impact, women consumer buys personal care products in every month with higher brand Consciousness (Dr. Rambabu Lavuri, 2019).

The involvement of family members in the purchase decision process depends upon the nature of the product (Siraj, 2013). In personal care products where the brand is not visible at the time of consumption, and where the product is transformed considerably by the time it is consumed, the female spouse partner is an autonomous buyer for the joint consumption

(Kumar, 2011)). Husband who are young, highly educated & belong to high income group are relatively less dominated than their older, less educated & low-income counterparts (Ramakrishna Rao, 1987). Unlike urban situation, family consumption and family decision making can be seen in rural areas. Due to this, daughters-in-law are playing a major role in family purchase, bringing in new products, experiences and aspirations into the family (Gopalakrishnan, 2006).

Available literature mentions that packaging (Pandey, 2005) (Venkatesh, 2004), Celebrity endorsements, brand name (V.K. Bishnoi, 2008) (Panda, 1995), quality (Reshmi Mitra V. G., 2000) (S.A. Kumar, 2006), price (Mamatha, 2008), variables age, education level and gender (Gihan, 2010) (Muthuvelayutham, 2012) and promotions (Jaiswal, 1986) influence the rural purchase.

RESEARCH GAP:

Though the currently available literature on various factors like 'Consumer evaluation of brand extensions, Loyalty Proneness (Dr. Anil Sharma, A study on effect of Consumers' Innovativeness and Consumers' Loyalty Proneness on Consumer Evaluation of Brand Extension of personal care products in FMCG with special reference to Nagpur, 2017), Brand consciousness and brand loyalty (Bajaj, 2018), Consumer Preference & Consumer Awareness (Bansod, 2013) influencing buying behavior of rural consumer seems to be adequate and restrict to Nagpur city with reference to Personal Care Products. The researchers are not able to find adequate research in specific geographic rural markets (Rural Nagpur) related to Personal Care Products. Hence there is a wide scope to conduct a research study to understand the buying behavior of Nagpur rural consumers towards Personal Care Products.

OBJECTIVES AND HYPOTHESIS OF THE STUDY:

To identify the relationship between level of education and purchase decision of rural consumer

A research question is used for validate the hypothesis from questionnaire is as follows:

- My education level helps me to select most suitable product from among alternatives,
- I read all the instruction and details about product before taking purchase decision
- Educational Qualification of rural respondents

For testing purpose, some of the above research questions were converted and framed the hypotheses. The proposed hypothesis for the present study is:

H1: Decision making for purchase is significantly influenced by the level of education

RESEARCH METHODOLOGY:

Primary data is collected through administering an unbiased and structured questionnaire consisting of 5-pointscale. The study is restricted to 39 villages of Rural Nagpur districts of Maharashtra State. Simple random sampling used to draw a required sample size. Out of 1170 questionnaires, 1030 questionnaires were received back. The collected data has been analyzed with the help of SPSS 21.0 software and hypothesis has been framed and it was tested with the help of "One way ANOVA".

FINDINGS & DISCUSSION:

1. Demographic Profile of Nagpur Rural Consumer:

The study reveals that out of total respondents, 50.97% are males & 49.02% females. The age group in between 20-30 years accounts for the highest i.e., 56.31% of the sample respondents followed by age group 30-40 years i.e., 43.68% respondents. It is inferred that highly responded to survey questionnaires were unmarried consumers which is 54.36% followed by married and widow respondent which is 45.14% and 0.48% respectively. The study further revealed that 51.45% are graduates, 33.49% are undergraduates and 15.04% are postgraduates.

It is also observed most of the respondent was employed which is 50.48% followed by unemployed, self-employed and retired which is 27.66%, 21.35%, and 0.48% respondents respectively.

2. SOURCES OF INFORMATION :

S. N	Sources of Information	Responses
1	Newspaper & Magazine	23.30%
2	T.V. Advertisement	46.60%
3	Radio Advertisement	0.0145%
4	Hoarding & Posters at roadside	0.0097%
5	I heard about product Through Retailer	12.13%
6	I collect the information with Friends, Neighbors, Relatives & family member	20.38%

Neighbors, Relatives & family member 20.38%
From table-2, it can be easily identified that consumers of Rural Nagpur have mentioned T.V. advertisement is the most influential sources of information which is 46.60% for personal care products whereas Newspaper & Magazine, Friends, Neighbors, Relatives & Family member were 23.30% and 20.38% respectively which is comparatively less than T.V. advertisement.

3. Observed values

ANOVA

	Sum of Squares	D.F	Mean Square	F	Sig.
Between Groups	7.439	2	3.719	20.045	0.000
Within Groups	188.713	1017	0.186		
Total	196.152	1019			

INFERENCE:

Since the Observed significance values (0.000) is less than the defined significance value (0.05). We have enough evidence to reject the null hypothesis, hence it can conclude that Decision making for purchase is significantly influenced by the level of education.

Further, In the study majority of the rural respondents comes under the age group of 20-30 & 30-40 are educated and have experienced. The study also reveal that Nagpur rural consumer are well educated. Analysis of the data also confirmed that majority (68.44%) of rural consumers both male and female believe that their education helps them to select most suitable product and Majority of them also agreed that they read all instruction and details about product before taking purchase decision. Statistical analysis also shows that significance value (0.000) is less than the defined significance value i.e., 0.05, therefore, it can be concluded that decision making for purchase is significantly influenced by the level of education. It was observed that the purchase of the products in question was based on the requirements and preferences of consumers, who cannot be provoked/induced to buy only one product. This is also evident from the fact their purchase decisions are mainly determined by their habits and own choice of products and the role of advertisements in influencing consumers to make purchase decisions is relatively less significant.

CONCLUSION:

The present study has been carried in order to identify the relationship between education and buying behavior of the rural consumers Nagpur with reference to personal care products. In order to create a consolidate conclusion, the data is collected through simple random sampling from each zone of rural Nagpur and an interpretation is drawn with the help of 'One Way ANNOVA'.

The present research revealed that both male and female rural consumers under the age group of 20-30 & 30-40 are educated and believe that education helps them to select most suitable product.

It also identified that rural consumers in Nagpur have their own method of identification of products and communication with retailers. For

instance, they ask for "Nahane ka Sabbun" (for Lifebuoy), "Kapde Dhone Ka Sarf" (for Nirma or Wheel Powder), "NeeliSabbun or Kapde Dhone ka Sabbun" (for Rin), etc. Therefore, it is suggested that marketers have to design a different communication for rural consumers and who have less receptive capabilities. The less educated can understand information slowly.

FUTURE RESEARCH DIRECTION:

This research is an effort to study the product choice and consumption pattern of rural consumers towards personal care products. Further research can be conducted on a single product while taking into consideration of more variables such as social belongingness and Brand switching in respects of personal care products with reference to rural Nagpur.

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