

Consumer preferences towards consumer durables; an empirical study with respect to rural consumer of Coastal and Malnad regions of Karnataka

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Introduction

"India's way is not Europe's. India is not Calcutta and Bombay. India lives in her seven hundred thousand villages" - Mahatma Gandhi.

The consumer durable and home appliances industry is betting big on its return to growth in the future days to come. India's vast rural market offers a huge potential for a marketer who is facing stiff competition in the urban markets. The rural market in India is highly influenced by the sociological and behavioral factors operating in the country. 69 percent (Census 2011) of the population is residing in approximately 7 lakhs villages (Prakash HS and Begum. 2018) nearly three times the urban. Hence rural consumers have become the prime target market for consumer durable companies and other sectors besides hundred percent of agro-input products such as seeds, fertilizers, pesticides, and farm machinery. The rural consumers have customs and behaviors that the marketers may find difficult to contend with. The rural markets in India have grown by size, range, and sophistication in recent times. Income and education have exponentially grown. Under the changing Socioeconomic scenario, the rural markets have great potentialities in India and offer bright prospects, and attractive to the companies. In fact, the rural markets are green pastures for companies today, as they are growing faster as compared to the urban markets.

The market size for Mixergrinder is very vast in India, especially in the rural market. Every household irrespective of their status, income, or education level would like to have a mixer or mixer grinder. The typical grinding/churning system has been evaded and eventually, it had paved the way for exponential growth. Overall, the kitchen appliances market in India is estimated at INR 21,500 Cr in 2018 of which 45-50% is contributed by large kitchen appliances. The market growth at a CAGR of ~12% is largely driven by the high growth in the large kitchen appliances segment. Mixer grinders contribute to 60-65% of the food preparation market whereas water purifier is the largest category in large kitchen appliance with 50-55% of the market (Saxena, Anand et.al 2018).

Growth in the kitchen appliances segment is being driven by innovative products in each category of kitchen appliances. Large kitchen appliances are seeing great traction with products like water purifiers and electric chimneys seeing high growth. Increasing advertisement by players coupled with increasing competition clutter, in turn, improves options for consumers.

Review of Literature

Mishra (2018) has opined in her article titled "Rural marketing strategies for Consumer Durables in Indian that rural market is growing by size and potential. The strategies which are made for urban may not work for rural; hence marketers must have made for rural market strategies. Product categorization, differentiation must be there. Rural Diaspora is quite versatile, the product which sells very well in the urban market may not sell well in the rural market. Product, price, promotion, and places in all angle of the rural market needs extra caution and care.

Mohanty (2018) has critically evaluated the available opportunities in the rural market and strategies to tap them. The author said that the Indian rural market is rapidly growing, but has often been ignored by marketers. Providing Urban Amenities in Rural Areas (PURA) and National Rural Employment Guarantee Act (NREGA) is expected to uplift the life of rural masses and help generate more demand for consumer durables. The rural market in India has become the hub of opportunities for durable companies. The companies that bring a "Business mind, social heart" approach will be able to connect better with rural consumers and win this rural race.

Jayakumar (2010) has explained in detail the untapped market potential in the rural market. Especially for consumer durables.

Saxena & Anand et.al (2018) have lucidly explained the rural market size with statistics. It is evident from the analysis that still the huge market is untapped. The authors have tried to highlight the product diversification strategy and target the segment accordingly.

Sureshkumar (2017) the author has tried to study the rural consumer perception towards online shopping habits and their needs wants and preferences. The authors highlighted the different segment of consumers and their subsequent behavior at large. Most of the rural consumers are one-time online buyers, hence the authors insist upon that marketers chalk out some strategies to convert one-time buyers into frequent buys.

Darda and Saxena (2015) have conducted a study on a comparative analysis of online shopping behavior between urban and rural consumers. The online purchasing habit of consumers depends upon the need and trust of the consumer on that particular e-commerce retail website. While conducting this study the authors also came across the fact that the consumer behavior of rural consumers and the urban consumer is different. Their thinking, liking, disliking, and purchasing pattern as far as online purchasing is concerned are different which differentiate their purchasing pattern.

Prakash H.S. & Begum (2016) have explained the overall rural consumer behavior and varieties of factors the influence their buying behavior. It is also explained vividly the unique decision-making process of rural consumers. The rural consumer, unlike urban counterparts they look for frills-free consumer goods. Products must be user-friendly and easy to handle.

Methodology of the Research

Research Gap

The literature review has helped to identify the research gap. Various literature reviewed for the study has proved that a good amount of research has happened in the area of understanding the consumer behavior, consumer preference for consumer durables with respect to urban consumers, but very less research has happened in the area of understanding the rural consumer behavior and their preferences towards consumer durable goods, in specific Coastal and Malnad regions of Karnataka State. That is the thirst for taking the present topic for the study.

Scope of the study

The present study scope includes measuring the brand awareness, knowing the factors of influence, Motives, the overall level of satisfaction, consumer preferences, and understanding the correlation between various independent variables and purchase decision of Mixer grinder in the rural market of the two districts. The selection of the product was made based on the literature review and the pilot study.

Objectives

To study the extent of brand awareness of consumer durables among rural consumers

To study the motives behind the purchase decisions

To measure the respondents' general level of satisfaction towards consumer durable goods Mixer grinder.

To study the association between the socioeconomic variables and the purchase decision of consumer durables

To study the role of price in the consumer decision-making process towards consumer durables

To measure the association between various independent variables and purchase decisions through SEM

Hypotheses

H1 - There is no significant association between the demographic variables and the level of brand awareness of the different consumer durable products.

H2 - There is no significant difference in the opinion about the influence of sources of information on creating brand awareness

H3 - There is no significant impact of demographic parameters on the respondents' general level of satisfaction

H4 - There is no significant association between socioeconomic variables and the state of consumer durable products currently in use

H5 - Price is the only motive to buy the consumer durables

Sample size

For the present study, a total of 434 samples/households is considered. The formula used to identify the sample size is $N/1+N (e^2)$. The total number of rural households in each district was considered as the population for the study, the number of households taken from census data of 2011.

Data Collection

Primary and Secondary data

For the present study, a survey strategy has been adopted, using the structured questionnaire technique to collect primary data. The survey strategy allows collecting the required data which can be analyzed quantitatively using descriptive and inferential statistics.

The secondary data sources for the present study are textbooks, journals, reports, thesis, articles, newspapers, unpublished dissertations, working papers, and the internet.

Questionnaire

The structured questionnaires were administered to the respondent/households to collect primary data. Since it is a rural study the questionnaire was translated to the Kannada language for better and easy response. Each household was personally visited and wherever necessary, the questionnaire was explained to the respondents. The questionnaire was designed in such a way that it must help empirically test the set hypotheses. The study has used 5 points Likert scale for evaluating the degree of agreement for the questions.

Test of Reliability of data

Cronbach's Alpha reliability coefficient is used to find out how far the data collected by using Likert's Five Point Scale are reliable. The reliability coefficient ranges from 0 to 1. The reliability coefficient has been calculated for total respondents (n=434). Cronbach's Alpha value is 0.756.

Limitations of the Research

The study has only focused on the relevant literature contributing to the research topic. Nevertheless, the study has successfully reviewed and mentioned all the relevant information available up to date. Future research can be conducted on a broader scale based on large product categories and different districts as the research area. One of the major limitations of the study is related to the product selected for the study, in the present study only Mixer Grinder is considered.

There is a chance of the answers of the respondents being influenced by their moods and cognitive limitations. The sample survey has been restricted to a sample size of 434. The above said limitations are partly due to the time and resource constraints of the researcher. Considering the limited scope and specified objectives of the study, these limitations, however, do not seriously affect the reliability or validity of the findings of the study.

Data analysis and interpretation

Demographics

A brief description of demographic variables is as follows. The maximum respondents are Male and they belong to the age group of up to '40 years and above' category. Mostly they are all married and have an educational qualification up to SSLC (10th standard). The major occupations are Agriculture, Self-employed and Business with their monthly income up to Rs 20,000/-, surprisingly, 19% of respondents have opined that their monthly income is up to Rs 50,000. The maximum respondents prefer a nuclear type of family setup with 4 to 6 members staying together. The maximum number of families belongs to the APL category and having at least 1 person is working out for monthly salary.

Exposure to different Products based on demographic variables

To analyze the association between the demographic variables of the total respondents and their exposure to different brand/company names of the consumer durable products the Fisher's Exact Test and Chi-Square test is performed.

H1 - There is no significant association between the demographic variables and the level of brand awareness of the different consumer durable products.

Table 1
Brand Awareness Based on Demographic Variables*Mixer Grinder

Variables	Test	Test value	P value	Significance
Gender	Fisher's Exact Test	FETV=28.460*	P=0.031 < 0.05	Significant
Region		FETV=2.244	P=0.223>0.05	Not Significant
Age		FETV=19.836	P=0.999 > 0.05	Not Significant
Marital Status		FETV=9.528	P=0.817>0.05	Not Significant
Family Type		FETV=8.803	P=0.304>0.05	Not Significant
Religion		FETV=23.674	P=0.473 >0.05	Not Significant
Occupation		FETV=59.785	P=0.062 >0.05	Not Significant
Monthly Income		FETV=41.061	P=0.118 >0.05	Not Significant
BPL Category		FETV=6.598	P=0.463 >0.05	Not Significant
Qualification		FETV=41.667	P=0.147 >0.05	Not Significant
Family Size		FETV=14.582	P=0.327 > 0.05	Not Significant
Number of people working in the family		FETV=22.688	P=0.295 >0.05	Not Significant
Major Crop		FETV=31.309*	P=0.032 <0.05	Significant

Source – Primary data

* Significant at 5% l.o.s, ** Significant at 1% l.o.s

Table 1 reveals that only gender and major crop of the respondents are significantly associated with their level of brand awareness of Mixer Grinder at the 5% level of significance as the p value is <0.05. Hence the null hypothesis is rejected in the case of gender & major crop of the family. There is no significant association between the other variables and the level of brand awareness and hence the null hypothesis is accepted. The level of brand awareness is completely associated with only gender and major crop and not with other factors. So these two factors are significantly associated with the level of brand awareness in rural markets.

To Examine the Extent of Influence of Sources of Information in Creating Brand Awareness and to know the difference in the Mean Rank of different Sources of Information

H2 - There is no significant difference in the opinion about the influence of sources of information on creating brand awareness

Table 2
Measuring the extent of influence of the sources of information – Mixer Grinder

Sources of Information	Test	Test value	P value	Significance
Friends	Fisher's Exact Test	FETV=35.654	P=0.034 < 0.05* (PHI=0.694 with p < 0.01)	Significant
Relatives		FETV=31.427	P=0.127 > 0.05	Not Significant
TV Commercials		FETV=31.769	P=0.075 > 0.05	Not Significant
Newspaper commercials		FETV=41.528	P=0.006 < 0.01** (PHI=0.635 with p < 0.01)	Highly Significant
Radio Commercials		FETV=37.133	P=0.036 < 0.05* (PHI=0.594 with p < 0.05)	Highly Significant
Mobile Commercials		FETV=26.383	P=0.321 > 0.05	Not Significant
Hoardings		FETV=22.013	P=0.571 > 0.05	Not Significant
Publicity Activities		FETV=29.032	P=0.192 > 0.05	Not Significant

Source – Primary data

Fisher's exact test in table 2 reveals the opinion of the respondents towards the sources of information such as Friends, Radio and Newspaper commercials is highly significant at 1% level of significance as the p value is <0.01, but the opinion towards other sources of information is not significant. Hence, there is no significant difference in the opinion of the respondents on the effect of sources of influence in creating brand awareness on the consumer durable product Mixer grinder except friends, radio ads, and newspaper ads.

It can be interpreted that the product Mixer-grinder is basic and very essential, so the awareness of various brands' names of Mixer-grinders is not completely dependent upon the various sources of information selected for the study. But the opinion of the respondents towards friends, radio ads and newspaper ads is significant because whenever consumers want to go for a sophisticated and advanced technology Mixer-grinder then they might refer to these sources.

Mean Ranking of the Sources of Information to create the brand awareness of the consumer durable product Mixer Grinder.

Table 3
Ranking of the Factors Influencing*Mixer Grinder

Sources of Information	Mean Rank	Rank	Test
Friends	5.26	2	Friedman's Chi square value=517.343d.f=7 p value=0.000<0.01
Relatives	4.93	3	
TV Commercials	6.21	1	
Newspaper	4.71	4	
Radio	3.81	6	
Mobile	3.86	5	
Hoardings	3.67	7	
Publicity Activities	3.54	8	

Source – Primary data

Table 3 provides information on the mean ranking of the sources of information based upon the extent of brand awareness created for Mixer Grinder in the rural market of Mangaluru and Shivamogga districts. The calculated Chi square value is 517.343. The significance value for 7 degrees of freedom is 0.000 which is less than 0.01. Hence, it can be concluded that there is a significant difference in the mean ranking of the sources of information that created the brand awareness of the consumer durable product Mixer Grinder. "Television Commercials" is ranked first which means that the most influencing factor out of the eight sources of information selected for study is to create brand awareness of Mixer Grinder.

The overall observation is that among all the sources of information, the Television commercial is the greatest and highly influential source of information to create brand awareness of consumer durables in the rural market. Apart from Television ads, word-of-mouth communication, friends' and relatives' reference are also playing a significant role in creating awareness about consumer durable products in the rural market. These traditional modes of communications are considered as most influential sources to buzz around the brand names of consumer durables in the rural market.

Therefore, the study has rejected the null hypothesis and accepted the alternative hypothesis, and concludes by saying that there is a significant difference in the mean score of the different sources of information that creates brand awareness in the rural market of Mangaluru and Shivamogga districts.

Table 4
Number of Respondents Using Mixer grinder, District Wise Details

Consumer Durables	District Name				Total	
	Mangaluru		Shivamogga			
	Number of Respondents	%	Number of Respondents	%	Number of Respondents	%
Mixer Grinder Yes	203	99	229	100	432	100
Mixer Grinder No	2	1	0	0	2	0
Total	205	100	229	100	434	100

Source – Primary data

Table 4 reveals the status of currently using Mixer grinder. It is evident that 100% of respondents are using Mixer Grinder, and number wise only 2 respondents do not own.

The above analysis precisely gives us the facts about the level of market penetration of the consumer durable products in the rural market. Under the Mixer Grinder category almost all the respondents own the product. Now the marketer can offer the product with different features and advanced technology to the consumers.

Brand name of consumer durable products currently used

Table 5
Rank of the Brand Names Based on Usage - District Wise

Products	District Name				Total		Rank
	Mangaluru		Shivamogga				
	Number of Respondents	%	Number of Respondents	%	Number of Respondents	%	
Mixer Grinder Bajaj	53	26	33	14	86	20	1
Mixer Grinder Usha	35	17	38	17	73	17	3
Mixer Grinder Preethi	47	23	35	15	82	19	2
Mixer Grinder Philips	34	17	25	11	59	14	4
Mixer Grinder CG	15	7	13	6	28	6	7
Mixer Grinder Butterfly	21	10	36	16	57	13	5
Mixer Grinder Pigeon	0	0	49	21	49	11	6
Total	205	100	229	100	434	100	

Source - Primary data

Table 5 provides information about the leading brand in the rural market of Mangaluru and Shivamogga districts. Bajaj, Preeti, Usha, Philips, and Butterfly are the most preferred brand names in the rural market of Mangaluru (DK) and Shivamogga districts.

Overall, measuring the level of satisfaction of the respondents towards their present brand of Mixer Grinder

H3 - There is no significant impact of demographic parameters on the respondents' general level of satisfaction.

Table 6

Measuring the Overall Level of Satisfaction on Demographic Variables*Mixer Grinder

Demographic variables	Kruskal Wallis H Chi square value	d.f	P value	Level of Significance
Age	7.213	4	0.125	Not Significant
Marital Status	6.376	2	0.041*	Significant
Religion	0.93	3	0.818	Not Significant
Occupation	19.148	6	.004**	Highly Significant
Monthly Income	9.512	5	0.09	Not Significant
Qualification	5.29	5	0.382	Not Significant
Family Size	4.233	2	0.12	Not Significant
No. Of People Working In The Family	4.124	3	0.248	Not Significant
Major Crop	1.74	3	0.628	Not Significant

Source – Primary data

The Kruskal Wallis H test in table 6 reveals that there exists a significant difference in the satisfaction level of the respondents for the product Mixer Grinder at various levels of marital status and occupation of the respondents at a 5% and 1% level of significance respectively.

From the Post Hoc comparisons, respondents who are married and those who have opted for agriculture as the occupation are more satisfied than any other respective groups (the table is not present).

Influence of Socioeconomic variables on consumer preference

H4: There is no significant association between socioeconomic variables and the state of consumer durable products currently in use

Table 7
Current Usage of Mixer Grinder *Socioeconomic Variables

Variables	Test	Test value	P value	Significance
Gender	Fisher's Exact test	FETV=3.257	P=1.000 > 0.05	Not Significant
Age		FETV=3.353	P=0.15 > 0.05	Not Significant
Marital Status		FETV=5.302	P=0.196 >0.05	Not Significant
Family Type		FETV=0.528	P=0.470 >0.05	Not Significant
Religion		FETV=4.369	P=1.000 > 0.05	Not Significant
Occupation		FETV=8.066	P=0.443>0.05	Not Significant
Monthly Income		FETV=3.958	P=0.776>0.05	Not Significant
BPL Category		FETV=3.883	P=0.059 > 0.05	Not Significant
Qualification		FETV=6.627	P=0.366> 0.05	Not Significant
Family Size		FETV=8.691	P=0.220> 0.05	Not Significant
Number of people working in the family		FETV=3.587	P=0.240 > 0.05	Not Significant
Major Crop		FETV=2.016	P=1.000 > 0.05	Not Significant

Source – Primary data

Based on the calculations, it can be concluded that the status of owning a Mixer grinder has not been significantly associated with any demographic variables of the respondents. The opinion is not significant because the Mixer grinder is considered to be the basic need of every household, irrespective of the demographic variables every household would like to own it. Therefore, the opinion of the respondents is not significant.

Impact of Price of the product on the buying behavior

H5: Price is the only motive to buy the consumer durables

Mean Ranking of motives to purchase the consumer products - Mixer Grinder

Table 8
Ranks of the Motives to Buy Mixer Grinder

Motives	Mean Rank	Rank	Test
Necessity	5.21	1	Friedman's Chi square value=101.70 d.f=5 p value=0.000<0.01
Comfort	4.76	2	
Status	2.53	5	
Promotions	2.42	6	
Product	2.97	4	
Price	3.11	3	

Source – Primary data

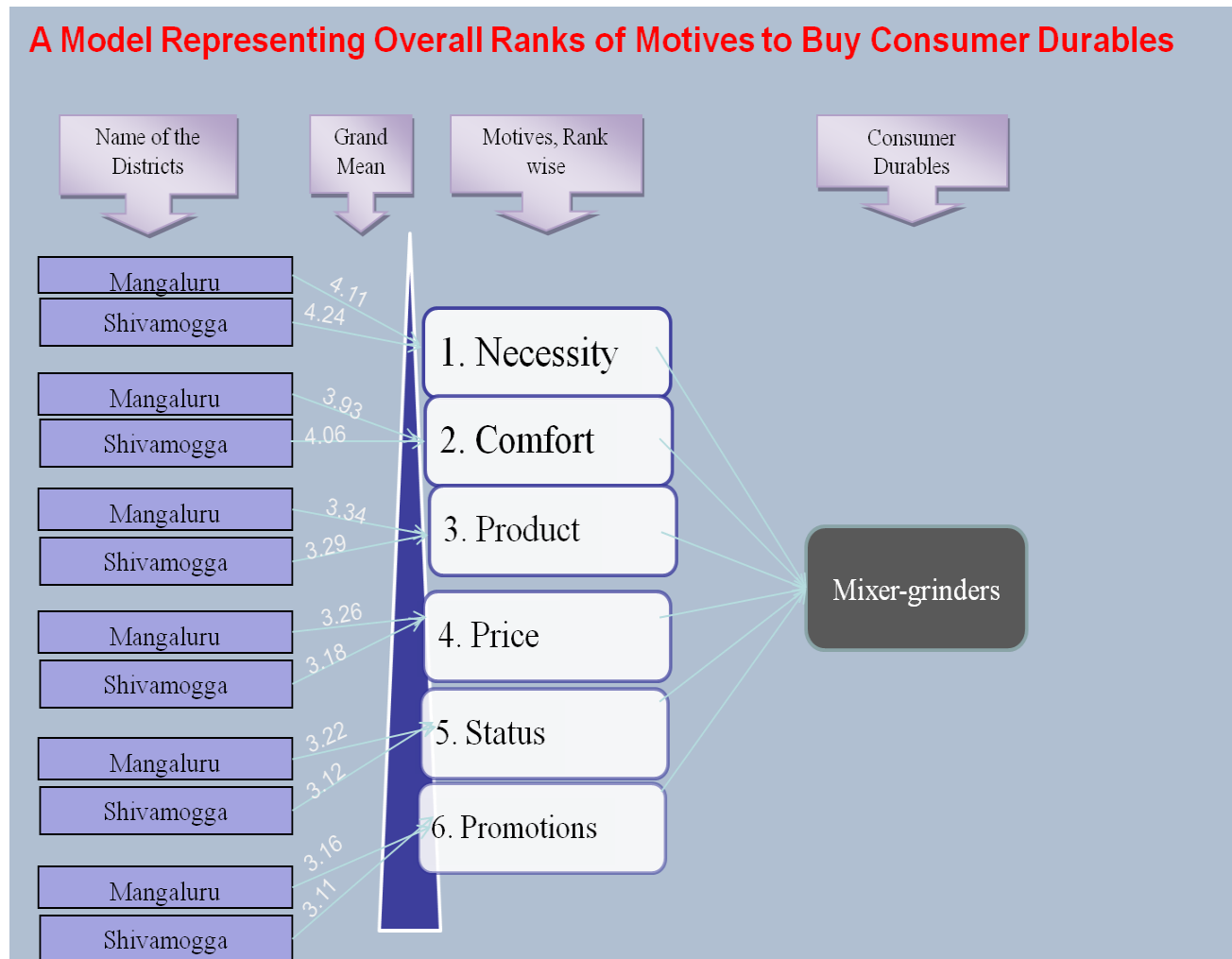
Table 8 provides the information on the mean score, standard deviation and mean ranks of the different motives to buy a Mixer Grinder. The calculated Chi square value in table 6.92 is 610.484. The significance value for 5 degrees of freedom is 0.000 which is less than 0.01. Hence the study infers that there is a significant difference in the mean ranking of the motives influencing total respondents to purchase the consumer durable product Mixer Grinder.

The factor "Necessity" is ranked first which stated that it is the most influencing motive out of the six motives considered for the study to buy Mixer grinder. This is followed by comfort, price, product, status and promotion activities in that order as the reasons to buy Mixer Grinder.

In the case of purchasing a Mixer grinder price stands at third position as the factor of motive. The rural consumers buy a Mixer grinder as an essential item for any other reason. The opinion of the Mangaluru and Shivamogga district respondents does not differ much.

Therefore, the study has rejected the null hypothesis and concludes by saying that price is not the only motive to buy consumer durables.

Graph - 1



Source – Primary data

The data in the Graph 1 can be interpreted that district wise grand mean has been calculated on each motive that influences the purchase of Mixer grinder. Accordingly, necessity ranked first and followed by comfort, product, price, status and promotional activities in that order. The outcome of the study proves that price is not the only motive to buy consumer durables in the rural market.

Multiple Regression and Correlation Analysis of the Satisfaction Index – Mixer Grinder

Table 9
Coefficients of satisfaction index – Mixer Grinder

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlation
	B	Std. Error	Beta			
(Constant)	4.319	.394		10.947	.000	
Gender	-.036	.092	-.020	-.386	.699	-.019
Age	-.043	.044	-.055	-.972	.332	-.108*
Marital status	-.159	.143	-.061	-1.111	.267	-.117
Family type	.037	.093	.020	.393	.694	.060
Religion	-.099	.082	-.058	-1.205	.229	-.061
Occupation	.023	.020	.071	1.174	.241	.026
Monthly Income (in Rs)	-.017	.030	-.031	-.571	.568	-.054
Ration card details	-.171	.091	-.100	-1.889	.060	-.112
Education qualification	.022	.040	.029	.542	.588	.041
Family size (No of people)	.153	.093	.086	1.642	.101	.100
No of employees	.005	.051	.005	.100	.920	.016
Major crop of the family	.059	.049	.067	1.206	.229	.052

a. Dependent Variable: how satisfied towards Mixer Grinder

** Significant at 1% l.o.s *Significant at 5% l.o.s degrees of freedom
1=12 degrees of freedom 2=420

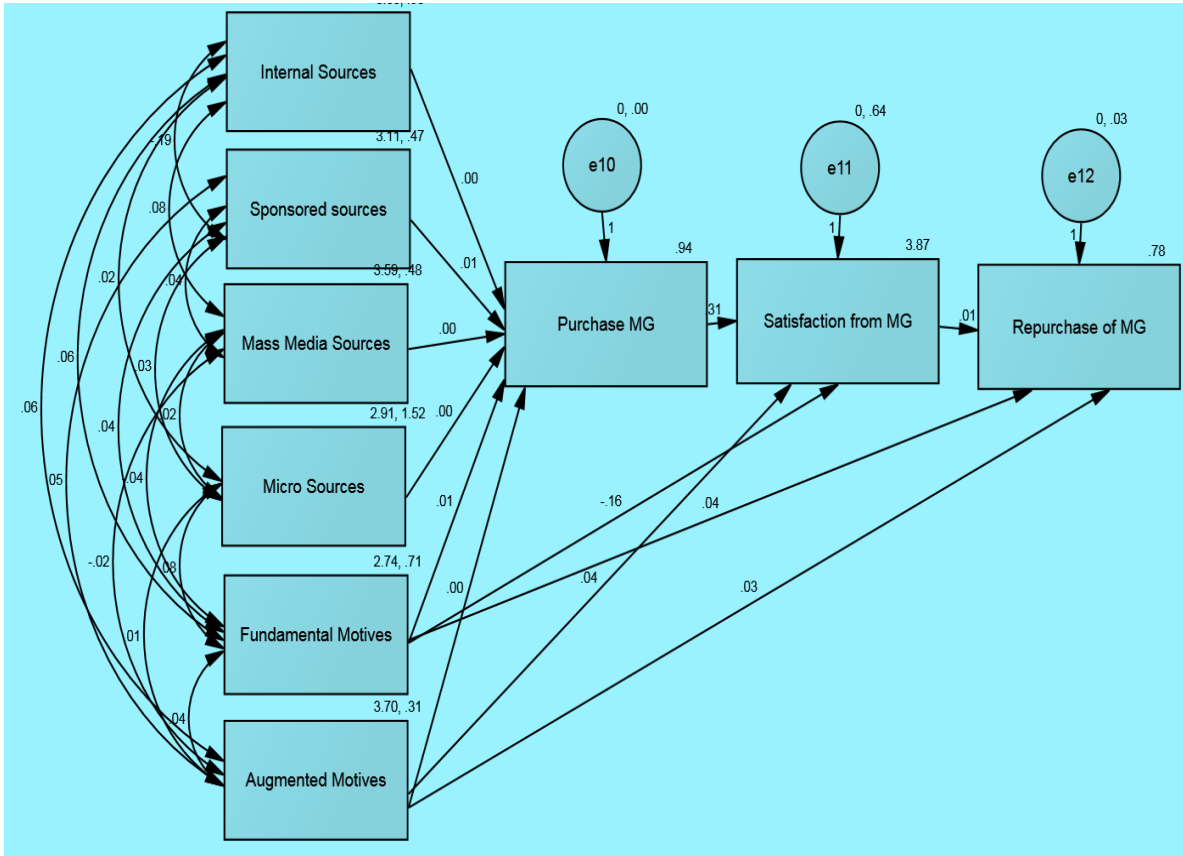
R² value =0.083

F value = 1.693

The data in table 9 reveals that the overall contribution of the selected variables on the level of satisfaction index is 8.3% (R²) and was found to be not significant at a 5% level of significance. The correlation analysis shows that none of the variables significantly correlated with the level of satisfaction for the product Mixer Grinder at a 5% level of significance.

Structural Equation Modelling - Mixer Grinder

Graph – 2 Path Analysis for purchase, satisfaction and repurchase of the consumer product Mixer Grinder



Source – Primary data SPSS20 output

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 54

Number of distinct parameters to be estimated 45

Degrees of freedom (54 - 45): 9

Result (Default model)

Minimum was achieved, Chi-square = 15.772, Degrees of freedom = 9, Probability level = .072

Model Fit Summary

Table 21
Model fitting Indices

Chi square	p value	IFI	NFI	CFI	PGFI	RMSEA
15.772	0.072	0.949	0.888	0.929	0.186	0.042

Source – Primary data

All the model fit indices satisfy the criterion that NFI, IFI , CFI should be 0.8 or above and RMSEA should be very small. Hence the model is validated

Chi square value = 15.772, with p value = 0.072 > 0.05. The model is of good fit. **NFI =0.888 , IFI= 0.949, CFI=0.929**

All of the above values are greater than 0.90 or close to 0.90 which is indicative of a very excellent fit. The model fits the sample data very well. PGFI = 0.186 is small, RMSEA is less than 0.05 which supports the model.

AMOS tests the closeness of fit (PCLOSE) that is it tests the hypothesis that RMSEA is "good" in the population. It can be observed that PCLOSE value = 0.614 > 0.05. Hence we accept the hypothesis that the Root mean square error is good for this population. AIC and ECVI are smaller than its saturated and independent models.

Purchase of MG =.01(Sponsored sources)+0.01(Fundamental motives) , Level of Satisfaction =0.31 (Purchase of MG), Repurchase of MG = 0.01 (Level of Satisfaction)

It can be interpreted that with the help of the principal component reduction technique different variables are grouped in separate categories. The extent of interdependencies between the categories was also tested. The values on the double arrow depict the correlation. Then the study tried to estimate i.e. whether the purchase of a Mixer grinder is dependent upon the categorized variables? the amount of dependency is shown on the single arrow. After finding the dependency level, the study tried to estimate satisfaction level after finding the dependency on the current usage. The level of satisfaction is directly dependent upon basic and psychological motives too.

Finally, the study tried to estimate the status of re-purchase after finding the level of satisfaction. In simple the path analysis tried to portray how a consumer will buy a Mixer grinder, what factors influence him/her and which are the motives that drive him/her. Certainly, the level of satisfaction is dependent upon the status of owning the product and the motives. The re-purchase of the same brand is also dependent upon the level of satisfaction.

Findings and suggestions

The brand awareness of consumer durables has increased significantly in the rural market. Hence marketers can bank on it and try to get mileage out of it, with suitable offerings.

The level of brand awareness is not significantly associated with the selected demographic variables. Irrespective of demographic variables consumers of the rural market are aware of multiple brand names of Mixer grinder.

Multiple sources of information have helped greatly to create brand awareness. More than the typical and traditional methods, modern methods like mobile/internet ads are also helped. But publicity activities have the least impact. So it is an interesting and exciting chance to promote their product through a cost-effective means like mobile/internet ads. Instead of using costly mass media, businessmen can follow the shoot-gun approach than the rifle.

The market penetration level is pretty high. All are using Mixer Grinder, but having said that, in order to improve the market share the sellers can offer advanced features and multipurpose products. It was found out that maximum respondents are using the basic model of Mixer Grinders.

Maximum respondents are satisfied with the current Mixer Grinder. The statistical analysis shows reveal that there is not much significant impact of demographic parameters on the general level of satisfaction. But the Post Hoc comparison reveals that respondents who are married and those who have opted for agriculture as the occupation are more satisfied than any other respective groups.

Price is not the major motive to drive the consumer towards Mixer grinders, instead, necessity is. The old school of thought i.e. with low prices we can sell anything and everything in the rural market is evading and the rural consumers are becoming sophisticated with the advanced education and income level.

TV commercials are the major factor that influences consumers buying decisions. But the surprising outcome of the present study is internet ads and word-of-mouth communication had also influenced significantly on the consumer decision-making process. Hence, marketers can consider while designing marketing strategies and subsequently allocating a budget for promotional activities.

The SEM helped to conclude that the status of re-purchase after finding the level of satisfaction. In simple the path analysis tried to portray how a consumer will buy a Mixer grinder, what factors influence him/her, and which are the motives that drive him/her. Certainly, the level of satisfaction is dependent upon the status of owning the product and the motives. The re-purchase of the same brand is also dependent upon the level of satisfaction.

Management Implications

The present study tried to through some light on the minute issues with respect to the rural consumer preferences towards consumer durable like Mixer grinder. The outcome of the study may help the strategist who would like to target the rural consumer with tailor-made products as well as marketing strategies. It is also an eye-opener for government agencies to channelize some suitable promotional and other programs aiming at so-called media dark region. The distance cousin of the urban market is catching up. All most all companies have realized the fact that their ultimate survival lies at the rural hinterland. Education, income, awareness, preference has changed significantly in positive directions.

Further scope for study

Further, the study can be extended to the other consumer durables like Television, Washing Machine, Refrigerator, Air-conditioner and many more. And study can be extended to other markets like rural markets of the North Karnataka Region and all.

Conclusion

Rural markets are extremely attractive in their vast potential, but also provide challenges. A marketer needs to understand that rural consumers are not a homogenous lot. A marketer keen on tapping the potential of the rural markets has to look beyond dishing out the same product that is offered in the urban market. He/she needs to understand the context of the product use and the behavior of rural consumers. This will aid in developing products that are tailored to the needs of rural consumers. The study has revealed the changing and the dynamics of the rural consumer behavior in the Shivamogga and Mangaluru districts. Consumers of the rural market are influenced by various internal and external factors. However, a uniform marketing strategy for rural and urban consumers is not sufficient. Marketers have to frame appropriate rural marketing strategies keeping the rural scenario and dynamics of rural consumer behavior.

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