MARKETING OF CONSUMER DURABLES IN RURAL INDIA WITH SPECIAL REFERENCE TO EASTERN RAJASTHAN

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I, Priyanka Sharma certify that the work embodied in this Ph.D. thesis, entitled "**Marketing of Consumer Durables in Rural India With Special Reference to Eastern Rajasthan**" is my own bonafide work carried out by me under the supervision of Dr. Kavaldeep Dixit of IIIM, Jaipur for a period of 2 years from 2011 to 2013 at Management Department of The IIS University, Jaipur. The matter embodied in this Ph.D. thesis has not been submitted for the award of any other degree/diploma.

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PREFACE

Marketing of any product is becoming more and more scientific in these days of open competition and constrained resources. It demands much more than merely the art of selling and buying. Most of the sellers are now resorting to a scientific approach to marketing, where strategies and decisions are based on extensive market research and information on consumer behaviour, their needs, purchasing power and many related aspects which influence buyer decisions. India being largely an agriculture and rural based economy, the need for assessing the potential for rural marketing is imperative. The structure of Indian Rural Economy indicates that a significant part of total income is derived from agriculture.

The rising income levels, especially agricultural income, further aided by increasing literacy levels, modern communication, infrastructure systems, growing rural electrification, the various rural development schemes and the priority and importance given to rural development in the five year plans, all point towards a significant growth in the rural market potential.

Hence, making available the whole range of consumer durables, the majority of whom are engaged in farming and other physical work, seems in the first instance, to be irrelevant. But with the changing values of rural society, their use is not longer considered a luxury. These are recognised as necessity arising out of a natural desire to be progressive. In other words, the people who use these products do so to improve the quality of their life for which the rural masses have a full right on equal footing with the urban population.

Thus this study is mainly to assist manufacturing and marketing personal to understand the environment in which rural market operates, the inherent problems associated with it and also the strategies which can be successfully adopted for taking the benefit of emerging opportunities.

The report on the study has been presented in five chapters.

The first chapter provides the background of rural markets which is invaluable. An attempt has been made to examine the problems of rural marketing in India. It takes stock of the rural market scenario, analyses the characteristics of the rural consumer size, income pattern, life cycle, composition, spending patterns, literacy level, needs, requirements etc. It also highlights the significance of rural markets.

The second chapter gives the conceptual framework of the study. The basic concept on which the study is based has been mentioned giving profile of rural market and the consumer durable industry.

The third chapter gives the methodology of the research explaining the research problem. Literature which researcher has gone through has been detailed and justification for the research has been explained. The objectives and hypotheses of the research are also covered in this chapter. The chapter includes the scope and universe of study. It explains the sample design and details the source of data. The tools used for data analysis and hypotheses testing have a mention in brief in this chapter.

The fourth chapter gives in detail the analysis of data and interprets it with the help of statistical tools. This has been done keeping in minds the four aspects for Rural Marketing :- (1) Potential of Product (2) Brand Awareness (3) Promotion (4) Distribution.

The fifth chapter concludes the research work giving findings, suggestions, limitations and scope of future research in the field. Based on the findings of the study, suggestions are offered for devising efficient and effective rural marketing strategies.

(Priyanka Sharma)

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ABBREVIATIONS

AIR	:	All India Radio
AP	:	Andhra Pradesh
ASSOCHAM	:	The Association of Chambers of Commerce and Industry of India
CII	:	Confederation of Indian Industry
DCS	:	Dairy Co-Operative Societies
DoLR	:	Department of Land Resources
GDP	:	Gross Domestic Product
HUDCO	:	Housing and Urban Development Corporation
IMRB	:	Indian Market Research Bureau
IRDP	:	Integrated Rural Development Programme
MP	:	Madhya Pradesh
NCAER	:	National Council of Applied Economic Research
NSS	:	National Sample Survey
ORG	:	Operations Research Group
POP	:	Point of Purchase
PRIs	:	Panchayati Raj Institutions
SGRY	:	Samporna Grameen Rozgar Yojana
SHGs	:	Self Help Groups
SPIC	:	Southern Petrochemical Industries Corporation Limited
UP	:	Uttar Pradesh
UTs	:	Union Territories

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CHAPTER-1

INTRODUCTION

A habitation is called rural when it has a population density of less than 400 per sq.km., where at least 75 percent of the male working population is engaged in agriculture and where there exists no municipality or board. Any marketing activity in which the one dominant participant is from the rural area is Rural Marketing. The definition of rural marketing has widened its range going beyond the narrower sense of marketing of agricultural products. Now it incorporates – Both consumable and durable agricultural inputs, fast moving consumer goods ,consumer durables. How this has happened , we need to recapitulate**.**

Rural Marketing has often been defined in a narrower sense to include only the marketing of agricultural products. Marketing of agricultural products have received adequate attention of researchers, policy makers and Central and State Governments. Almost all the states have enacted Agricultural Produce Markets Acts to cover the functioning of the regulated markets. Today there are about 5,000 agricultural commodity markets, which have been regulated under the various State Acts.

The use of manufactured inputs like fertilizers, pesticides, high yielding varieties of seeds, etc. started with the advent of commercial and market-oriented farming with the help of modern agricultural technology. Mechanisation of farming operations also required manufactured inputs like tractors, harvesters, winnowers and threshers. Henceforth many organized industries, manufacturing and marketing these inputs have entered the rural market in a big way. Thus the definition of rural marketing has widened slightly. The marketing of agricultural production and the agricultural inputs required for production are a part of it..

Many researchers studied the marketing of products like fine grains, cash crops, fertilizers, pesticides, seeds and farm machinery. Still this seemed to be a narrow definition of rural marketing. Other researchers included the cottage and village industry products in addition to the above..

The advent of market-oriented farming on commercial lines, with the help of improved and advanced technology and mechanisation, resulted in appreciable increase in rural incomes. The high yielding varieties programme which was launched in 1964-65 alone was supposed to have increased the rural incomes by about Rs. 1,000 to 2,000 crore per annum. This has given adequate disposable incomes in the hands of rural people. Seeing the opportunity, many organized industries producing consumable and durable goods and providing services viewed the rural population as potential consumers as well. These products and services affected the very life style of the rural people. At last the rural people were being recognized as potential consumers for manufactured consumable and durable goods, and services in addition to agricultural inputs. Now they were not just producers and sellers of agricultural and allied production. Many Companies started penetrating the rural market offering consumer goods, durables and services. This way a very logical move, since the rural people with their increased disposable incomes, could be exposed to convenience goods, so that the drudgery of rural life be significantly reduced and they take to better life styles. Many developmental activities introduced by the Central and State Government like Public Distribution System, Family Welfare Programmes, Television Network etc. also indirectly supported this move. At this stage several researchers and marketing professionals took a more broad view of rural marketing and included marketing of consumables, consumer durables and services, in addition to the earlier somewhat narrower definition of rural marketing,

From time to time, the definition of rural marketing has been undergoing change to broaden the scope. Hence, it has become necessary to redefine the domain of rural marketing precisely.

It is very common to find cigarettes, tea packets, and washing soaps in any remote village. Now there are villages where sophisticated products like colour T.V., refrigerators, washing machines, apart from transistor radios, mopeds, bicycles, table fans can also be seen and of course the today's most revolutionary product 'Mobile phone' has very well entered the rural household in a big way. Manufacturers and marketers of these products have now recognized potential offered by the rural areas and have entered the rural market in a big way. The Central and State Government development programmes have also opened the rural market for the manufactured products, for example the demand of electrical goods like bulbs, radios, irons, cable and ceiling fans has increased appreciably in the recent times in villages where rural electrification has taken place. Mostly, it has been observed that these goods and services have penetrated the rural market as spill over from urban areas, without much conscious efforts by the marketing men. But today most manufacturers see an opportunity in serving the rural market and people, especially with the near saturation and cut throat competition prevailing in urban areas. Not only have they come to the stage of recognizing the rural areas as offering great potential but also as fast growing market. Some crude estimates say that the rural market is growing at the rate of 8-10 per cent per annum and is anticipated to add new consumption of US$ 90 billon-100 billion over 2012-2017 to the current base of US$ 240 billion-250 billion.

Moreover, the growth of rural India is largely attributed by increasing awareness about need of education. According to the ASER (2012) report, a rapid rise in private school enrolment in rural India has been seen which has increased by 5.5 per cent points over past six years. The literacy rate has also taken a rise by 68.91 per cent in rural India.

Rural marketing is thus a two way marketing process. The content now encompasses not only marketing of products which flow to rural areas, be it for production or consumption purposes, but also products which flow to urban areas from rural areas.

The transactions from urban to rural incorprates the goods and services of all agricultural inputs like fertilizers, pesticides, seeds, tractors, consumable items like toilet and washing soaps, detergents, cosmetics, cigarettes, beverages and consumer durables like washing machines colour T.V., refrigerators, , mobile phones, bicycles, mopeds, radios, clocks, electrical goods etc.

The rural to rural transaction limit production and consumption within the rural areas itself as it is mainly the artisans like blacksmiths, carpenters, cobblers who cater to the professionals, household and everyday need of the rural people.

The rural to urban transaction deals with a wide gamut of products which flow from the rural to urban sector. The agricultural products like foodgrains, oilseeds, cotton, sugarcane and others are consumed by urbanites after due processing. Many of these products are basic raw materials for industry-cotton for textiles, tobacco for cigarettes and beedies, oilseeds for edible oil, sugarcane for sugar sans so on. It is estimated that about 40 to 45 per cent of the raw materials required by such industries flow from rural areas. These apart, there are finished products produced by rural industry, craftsmen and artisans which find a market in urban areas. Examples of such items would be lacquer quoted wooden toys, brassware, handloom textiles, cottage industry products like safety matches, toilet soaps, washing soaps, etc. In fact, organizations like Cooptex, Handicrafts, Emporiums, Khadi and Village Industries Commissions, Khadi and Village Industries Boards of various states and other are encouraging rural artisans and craftsmen. Thus there is considerable amount of goods flow from rural to urban sector.

Thus broadly rural marketing is concerned with the flow of goods and services from urban to rural and vice versa. In addition, the flow of goods and services within the rural areas also forms part of the rural marketing. Thus, this thesis will broadly concentrate on 'marketing' of one category of goods i.e .consumer durables in rural areas.

<u>CHAPTER-2</u>

CONCEPTUAL FRAMEWORK

2.1 The Rural India Growth Story

Rural economy has registered an impressive growth in recently years driven by eight good monsoons, 100 per cent increase in minimum support price by government to farmers for primary crops over the last decade and a booming non-farm sector. Not many of us may know there are more enterprises in rural India than in urban today contributing significantly to the non-farm output and this sector now constitutes 60 per cent of rural income. So rural is no longer a predominantly agrarian economy. This is good news for marketers as they no longer have to wait till harvest to sell high ticket durables to farmers. Most households have multiple sources of income, both farm and non-farm.

Literacy levels have been rising rapidly from 59 per cent in 2001 to 69 per cent in 2011. There are now more graduates in rural than in urban. These educated youth are employed in nearby towns in banks, government offices, schools and in the private sector. They earn urban salaries but because they continue to live in self-owned homes in the village they have high purchasing power and an important say in purchase decisions of the family as such .

Rising rural incomes

The rural income pyramid is fast morphing into a diamond with the BoP segment shrinking from 400 million to 250 million people over the decade whilst the middle and high income numbers will grow significantly over the same period. Thus, rural India is moving from poverty to prosperity. The 150 million poor who will move into the middle segment over this decade will be first time users of national brands and therefore offer a huge opportunity to large companies provided they are able to create sufficient awareness about their brands and make them available at affordable prices. Since the rural rich have significant purchasing power and their aspirations now mirror their urban counterpart, companies can offer existing urban products without any modifications. On the other hand, the BoP segment not only has no purchasing power at the individual level, it is also shrinking in numbers. So it does not offer a worthwhile market opportunity.

Rural consumption and penetration levels for most FMCGs are significantly lesser than urban. But with rapidly rising incomes and a growing middle class, demand for most categories is expected to explode. A recent McKinsey report estimates that per capital consumption of FMCGs in rural will equal current urban levels by 2017. With a population three times larger than urban, marketers can look forward to a bonanza from rural markets in the coming decade. The trend is already visible. With the rural and urban market share being nearly equal for both FMCGs and durables last year, we saw rural register twice the urban growth in FMCGs and three times in durables!

Rural India now accounts for 56 per cent of the country's income. It is a 'one trillion dollar' economy, equal to the total economy of Canada or South Korea. Already 54 per cent of all FMCGs, 59 per cent durables, 100 per cent of agri inputs and between 10 to 50 per cent of 4-wheelers and 2-wheelers are sold in rural India. The situation is similar in insurance, banking, telecom and other services. The rural market is now bigger than the urban market for most categories.

So the major trends we have witnessed in the rural markets in 2012-

I. **Rural boom :** With all 500+ population villages now connected by an all weather road, marketers can access 90 per cent of rural wealth. Every panchayat village will have internet connectivity soon. Over 70 per cent rural homes have electricity and these also account for 90 per cent rural wealth. Similarly, almost every rural home now possesses a mobile phone. With the impressive improvement in rural infrastructure along with agriculture reforms already in a swing we can see rural markets to have reached an inflexion point in 2012. Thus leading to a steep increase in demand the way it happened in the urban markets in the mid 90s as a result of easy consumer finance, a boom in the IT sector and steep increase in corporate salaries. At present companies are not foreseeing such a boom but many will be taken by surprise when it actually happens.

II. **Multiple brands :** In the FMCG category use of multiple brands in the same household has seen a rise in 2012 reflecting the growing rural prosperity. Similarly more premier brands are entering many new households in the growing rich income segment.

III. **Small towns :** Towns with population below one million were not considered important by marketers in the past. But in the last few years they have become the engines of growth and their contribution to the urban GDP today equals the metros and mini-metros. The next phase of the Indian growth story will be played out in these small towns in the retail, education, health and other service sectors.

IV. **Forward innovation :** Globalisation is a gift to the urban buyers of India by the MNCs but for rural buyers forward innovation is required as they are very much different from the urban consumers. In this the approach is exactly opposite to globalisation. Here the low income community is made a sort of business partner and in turn both are benefitted.

V. **New price-performance paradigm :** What the rural market-requires of products is, delivery of decent performance at very low cost – mantra is 75 per cent performance at 25 per cent cost. The recent example is of Ghadi detergent outbeating Wheel brand in rural market share. The former has been able to give better performance in cleaning at low cost as compare to latter. Any whitener or softener is not valued in this market.

VI. **Innovative rural distribution :** The biggest struggle is to accept and achieve the challenge of reaching 6 lakh villages as compare to 5000 cities and towns in urban. Procurement models innovated by ITC e-choupal and HUL Project Shakti have been able to do so to an extent. But much more efforts are required in this area. One option can be the use of the social infrastructure created by government such as 15 million women's micro-finance groups which exist today can help the companies to link to self help groups which in turn can actually help in reaching the rural households.

VII. **Dedicated rural teams :** A separate sales force specific to rural market has been set up by the companies as the regular force avoids covering the more difficult and small off-take rural markets. A lot of MBAs from B-grade small town institutes are getting hired by companies because they are not only available at much lower salaries but stick around as they belong to these local areas and prove to be very effective.

VIII. **Inclusive marketing :** This is new concept which looks at the poor not only as consumers but also as producers/suppliers of goods and services. Here economic value is added to goods and services contributed by the poor thus uplifting the financial condition of the poor. A perfect example of inclusive marketing is ITC's e-choupal . Once incomes are increased the model uses the same channel that was developed for procuring produce to push relevant goods and services needed by the farmers as consumers.

Factors contributing to the growth of rural markets

Post liberalisation especially after rapid expansion in IT, telecom, infrastructure, retail and BFSI segments, both urban and rural areas have witnessed a rapid transformation in terms of changing needs and aspirations of consumers. Though, rural buyers have relatively lesser disposable income as compared to their urban counterparts yet their demand for urban like products is growing because of ;

- **Rise in income due to :**
    - Crop diversification and increase in commodity prices
    - Contract farming
    - Remittances from abroad or migrant urban kin
    - Government employment generating schemes such as MNREGA
    - Microfinance and rural credit
    - Waiver of loans to the farmers
    - Encouragement to cottage and micro industries
    - Subsidies on agro inputs such as seeds and fertilisers
    - Marketing assistance through organised retail, contract farming,rural cooperatives
    - Sale of land for infrastructure projects

- **Growing aspirations because of :**
    - Media, literacy, migration and so on
    - Affordability in some products and services
    - Urbanisation and expansion of cities bringing them closer to villages

- **Improvement in infrastructure and rural connectivity :**

  Several schemes have been launched in last couple of years related to rural housing, roads, communication, education, drinking water, rural electrification etc. All these have considerably improved the living conditions and have led to increase in the demand and consumption.

- **MGNREGA of Government of India :**

  Mahatma Gandhi National Rural Employment Guarantee Act is the worlds largest welfare programme by Govt. of India for Rural India. It is a job guarantee scheme which provides a legal guarantee for at least 100 days of paid employment in every financial year to adult members of any household willing to do unskilled manual work related to public work at the statutory minimum wage of Rs.120/- per day. This has been introduced with the aim of increasing the purchasing power of rural people and also achieve the twin objective of rural development and employment.

Constraints and challenges in the growth of rural markets

Though rural market is nearly three times bigger than the urban, the rural per capita income is almost one-third of the urban income. Marketers thus not only have to devise new strategies but also have to overcome the following challenges in order to survive in this vast rural market :

- Cultural diversity, language and social norms
- Large number of low population density villages
- Inadequate storage space

- Lack of availability of after sales service network, authorised spare parts, trained mechanics
- Fake and look alike products
- Remote and difficult terrains especially in hilly, tribal and desert areas
- Inhibition to try new products
- Lack of proper knowledge or awareness about certain products and services
- Highly technical products, making them difficult to operate or comprehend

SWOT analysis of rural market

Firms operating in rural markets have to perceive and weigh the opportunities as well as threats that exist in this highly heterogeneous and unpredictable market. SWOT analysis explores the various strengths and weaknesses of this market.

The consumption in rural market is expected to grow in the coming years as nearly all companies from diverse industries are adopting a 'go rural – for survival' mission. Organisations especially those in FMCG, automobile, telecommunication, consumer durable, retail, BFSI and pharmaceuticals, which have high stakes in rural markets should involve in rural development as a part of their CSR and brand building activity. Industry associations must initiate rural income generation projects in partnership with the government. HUL has sponsored Project Shakti and i-Shakti while ITC has initiated e-Choupal and Choupal Sagar in this direction.

The three major determinants in rural marketing are social-cultural influences, economic factors and topographical constraints. the companies must adopt the most suitable 'rural marketing mix' (4xMIRC) in order to succeed in this largely untapped market.

2.2 Rural Reconstruction and Development

For sustainable development in rural areas in consonance with rural people's wishes and aspirations, huge investment are being made by the Ministry of Rural Development through different programmes. A pro-poor policy in terms of which the rural poor are treated as a net resource replete with their own ideas and experience well in tune with the local conditions forms an integral part of development strategy. In the process, the most disadvantaged sections of the society receive high priority. A number of new initiatives have been introduced in the course of last decades.

The allocation for rural development have been increased substantially. In the year 2012-2013 the budgetary outlay for the programmes of the Ministry is Rs.12265 crore as against Rs. 9760 crore last year. This increase in part of government's commitment to set apart the major share of funding for rural development sector. Coupled with the state share as well as the bank credit (in respect of self-employment programmes, housing etc.) the total outlay of the programmes of the Ministry would be about Rs, 18,000 crore.

Programmes of rural development Ministry are all implemented by the state governments and mainly through the Panchayati Raj Institutions. In order that the formulation and execution of the rural development programmes reflect the felt needs and aspiration of the rural areas, the Panchayati Raj Institutions must constitute the bedrock of all development programmes. Therefore, a predominant role has been envisaged for Panchayati Raj Institution in the implementation of different programmes.

Government is also actively pursuing with state governments, devolution of requisite powers and funds to PRIs and holding of regular elections.. The institution of Gram Sabha is vital for efficient functioning of Panchayati Raj Institution. All Sarpanchs have been requested to hold Gram Sabha regularly and to utilize the Gram Sabha as an effective forum for increasing awareness as well as to monitor and review the progress of the different schemes.

In December, 2000 Union Government launched a major initiative, Pradhan Mantri Gram Sadak Yojana, with the objective of providing connectivity to all unconnected habitation with a population of more than 1000 persons by the year 2003 and similarly habitations with a population of 500 by the year 2007. The programme resulted in significant improvement in GDP as well as in reducing poverty in the rural areas. An investment of Rs 60,000 crores is envisaged for providing rural connectivity. A sum of Rs. 7000 crores has been approved so far, and work has commenced in most state. As a result, all unconnected habitations with a population of over 1000 are now being fully covered in twenty eight states.

The government has, for the first time, set up a separate Department for Drinking Water Supply to make potable drinking water available to all villages in five years. Through Accelerated Rural Water Supply Programme, the Ministry is endeavouring to accelerate the pace of coverage of drinking water supply in rural areas. Consequently, 14.04 lakh of the 14.23 lakh rural habitation in the country have now access to safe drinking water. The programme has been revamped to usher in reforms by institutionalizing community participation in rural water supply sector with a view to gradually replace the government oriented, centralized, supply driven and non people participating rural water supply programme by people oriented, decentralized, demand driven and community based rural water supply programme.

Shelter is a basic human requirement. To meet this requirement on priority, a comprehensive Action Plan for Rural Housing has been envisaging construction of 25 lakh houses annually in rural areas as also upgradation of unserviceable Kuccha houses by 2007. The Action Plan is being implemented through various programmes such as Indira Awas Yojana (IAY), Credit cum Subsidy Scheme for Rural Housing, Innovative Scheme for Rural Housing and Habitat Development, Rural Building Centres, Equity Contribution by Ministry of rural Development, Rural Building Centres, Equity Contribution by Ministry of Rural Development to HUDCO, Samagra Awas Yojana and National Mission for rural Housing and Habitat Development. Since inception, about 76 lakh houses have been constructed. In the year 2001-01, a sum of Rs, 1850 crore was released to the States / UTs under different progarmmes including Indira Awas Yojana and Pradhan Mantri Gramodaya Yojana. During the current year the allocation for rural housing is of the order of Rs. 2000 crore.

Rural sanitation is another area in which initiative has been taken, The Central Rural Sanitation Programme encompasses personal hygiene, home sanitation, safe water, garbage and waste water disposal. The component of the programme include construction of individual sanitary toilets for households below the poverty line, construction of village sanitary complexes for women; setting up of sanitary marts, intensive campaign for creation of awareness and health education etc. Total sanitation campaigns are being implemented in 200 disticts of the country. There are definite indications of attitudinal changes and increasing demand.

Gainful employment, food security and strengthening of infrastructure in rural areas is a must for nation renewal for a resurgent India. The Sampoorna Grameen Rozgar Yojana has been launched to attain these objectives. The scheme envisages an annual expenditure of Rs. 10,000 crores. Under the scheme, 50 lakh tonnes of foodgrains (worth Rs. 5000 crores) are to be provided every year to the states/UTs free.The balance of Rs. 5000 crores is to be utilized to meet the wage and material costs. The programme is self targeting in nature and would be available to all the rural poor who are in need of wage employment and are willing to take up manual / unskilled work. Five kg of foodgrains are to be distributed as part of wages per man day. All the wages employment schemes of the government would be a part of the composite SGRY. Accordingly, Jawahar Gram Samridihi Yojana and Employment Assurance scheme of the Ministry would stand full integrated with SGRY from the next financial year.

The plethora of self- employment programmes for the rural poor have been merged into a single holistic programme called Swarnajayanti Gram Swarozgar Yojana. It is conceived as a holistic programme of micro enterprises covering all aspects of self-employment viz. organization of the rural poor into self help groups and their capacity building, planning of activity clusters, infrastructure build up, technology, credit and marketing. The approach is to identify a few activities in each block based on the resources, occupational skills and availability of markets, organize rural poor into self help groups and provide the required back up support. So far 6.23 lakh SHGs have been organized. It has been decided to raise the number of self help groups to 14 lakh by the year 2004 so as to have one viable SHG in each habitation in the country.

Land is a critically important nation resource among the natural resources, the efficient management of which is vital for economic growth and development of rural areas, especially while addressing the concerns of poverty and backwardness. To meet the need, a separate Department of Land Resources (DoLR) came into being in April 1999 under the Ministry of Rural Development. All the land based programmes/ schemes, which were earlier on with different department of the Ministry, have now been located in Department of Land Resources.

All its area development programmes are being implemented through the watershed development approach in accordance with the recommendations of the Hanumantha Rao Committee since April 1995. With a view to achieving comprehensive area development, instructions have also been issued for convergence of all rural development programmes in the areas where watershed development is taken up.

The Ministry is also focussing on the four pronged strategy of-

- Enhancing the level of awareness about the schemes.
- Promoting transparency in the implementation of the programmes.
- Encouraging people's partnership and
- Ensuring accountability/ social audit.

All the four elements of the above strategy are complementary to each other. For enhancing the level of awareness, an intensive IEC campaign through most of the available modes of communication is being undertaken by the Ministry. The Prasar Bharti has been entrusted with the task of production and telecast / broadcast of audiovisual / audio software of the programmes of the Ministry. It is stressed that there would be total transparency in the implementation of the programmes right from the selection of beneficiaries. It is the specific direction of the Ministry that all the beneficiaries under different programmes would be selected by the Gram Sabha. The details of estimates regarding civil works should also be available to the public. In order to impart greater transparency, Chief Ministers have been addressed advising arrangement of display boards at the district, block and Gram Panchayat levels, indicating therein the funds available to the respective areas under different programmes of the Ministry and the work being taken up.

People's partnership particularly of target groups of various rural development programmes is sought to be promoted not only through institution of Gram Sabha but also through execution of works by people themselves under different programmes of the Ministry. The participation of all the segments of society is a must for national resurgence.

2.3 Rural Market : A Profile

India ranks as the 16th biggest economy in the world. In a scattered market. It is vital to ensure availability and visibility to get a strong competitive edge. The distribution of products to shops and their regular servicing is very crucial. Media reach in village is only around 35 percent. India comprised of a land mass of 3.287.590 sq. km. of which 60 per cent is agricultural. The country consists of 5161cities and towns and about 6,40,867 villages. Only 31percent of the population live in urban areas, while 69 per cent of the people live in villages. About 300 towns have a population of over 1,00,000. They account for about 40 to 50 per cent of the sales of all consumer products.[1] As per NSS estimates, there are shops in over 90 per cent of the villages and of these almost 66 per cent have a small provision store selling consumer products.[2]

Table 2.1 : Population of India

<u>Population (in Crore)</u>

	2001	2011	Difference
India	102.9	121.0	18.1
Rural	74.3	83.3	9.0
Urban	28.6	37.7	9.1

[1] http://censusindia.gov.in/

[2] http://censusindia.gov.in/

Source : Census of India -2011

Going by the vast size of rural market and its spread, it becomes necessary to segment rural markets on a meaningful basis. Segmentation of rural markets is the process of identifying distinct clusters of rural consumers on the basis of some common characteristics of traits. The objective is to focus on specific groups of rural consumers based on certain similarities in variables like demographics income, geography, age etc. The process of segmenting rural markets is absolutely critical of marketers to derive maximum returns from their inputs in the villages. Segmentation helps a manufacturer to concentrate resources in those rural markets which yield maximum volumes, revenues and profits. It helps the manufacturer to determine the optimum price of the product so as to maximise volumes and revenues. Segmentation helps the rural advertiser to develop appropriate appeals to allure specific groups of rural consumers towards the product. It also contributes in determining the media to be used for advertising the product

GEOGRAPHICAL ANALYSIS

In terms of size, India ranks seventh in the world. It has an area of 29,86,000 sq. km. Lying entirely in the northern hemisphere, the mainland extends between latitudes $8^0$4' and $37^0$6' north and longitudes $68^0$7 and $97^0$25' east. It measures about 3214 km from north to south between the extreme latitudes and about 2933 km from east to west between the extreme longitudes. It has a land frontier of 15,200 km and a coast line of about 6100 km. The mainland comprises four well-defined regions, namely, the great mountain zone, the Indo-Gangetic plain, the desert region and the southern peninsula.

Politically, the country has been divided into 28 States and seven Union Territories. Among these states, the State of Rajasthan` is the largest and the State of Sikkim the smallest in terms of size, covering an area of nearly 443 thousand sq. km. and 7 thousand sq. km. respectively.

Geographical spread of the population gives an idea of how the market is spread, This information is highly useful for planning the distribution strategies. The geographical spread also shows the character of the market. The details are presented in Table. The **table 2.2** present population of India as per census 2011 with Urban and Rural populations of all States and Union Territories. . It gives an idea of the spread of Indian rural market. The decadal growth is an indicator of the growing rural market.

Table 2.2 : Population of India as per census 2011 with Urban and Rural populations of all States and Union Territories

Census of India 2011
Provisional Population Totals
Population and decadal growth rate by residence – India and States/UT

State and UT Code	Name of the State/Union Territories	Population			Percentage Decadal Growth Personal 2001-2011		
		Total	Rural	Urban	Total	Rural	Urban
1	2	3	4	5	6	7	8
	India	**1,210,193,422**	**833,087,662**	**377,105,760**	**17.64**	**12.18**	**31.80**
01	Jammu & Kashmir	12,548,926	9,134,820	3,414,106	23.71	19.77	35.66
02	Himachal Pradesh	6,856,509	6,167,805	688,704	12.81	12.50	15.54
03	Punjab	27,704,236	17,316,800	10,387,436	13.73	7.58	25.72
04	Chandigarh	1,054,686	29,004	1,025,682	17.10	-68.51	26.86
05	Uttrakhand	10,116,752	7,025,583	3,091,169,	19.17	11.34	41.86
06	Haryana	25,353,081	16,531,493	8,821,588	19.90	10.00	44.25
07	NCT of Delhi	16,753,236	419,319	16,333,916	20.96	-55.61	26.56
08	Rajasthan	68,621,012	51,540,236	17,080,776	21.44	19.05	29.26
09	Uttar Pradesh	199,581,477	155,111,022	44,470,455	20.09	17.81	28.75
10	Bihar	103,804,637	92,075,028	11,729,609	25.07	23.90	35.11
11	Sikkim	607,688	455,962	151,726	12.36	-5.20	153.43
12	Arunachal Pradesh	1,382,611	1,069,165	313,446	25.92	22.88	37.55
13	Nagaland	1,980,602	1,406,861	573,741	-0.47	-14.59	67.38
14	Manipur	2,721,766	1,899,624	822,132	18.65	10.58	42.74
15	Mizoram	1,091,014	529,037	561,977	22.78	18.20	27.43
16	Tripura	3,671,032	2,710,051	960,981	14.75	2.13	76.08
17	Meghalaya	2,964,007	2,368,971	595,036	27.82	27.04	31.03
18	Assam	31,169,272	26,780,516	4,388,766	16.93	15.35	27.51
19	West Bengal	91,343,736	62,213,676	29,134,060	13.93	7.73	29.90
20	Jharkhand	32,966,238	25,036,946	7,929,292	22.34	19.50	32.29
21	Orissa	41,943,358	34,951,234	6,996,124	13.97	11.71	26.80
22	Chhattisgarh	25,540,196	19,603,658	5,936,538	22.59	17.75	41.83
23	Madhya Pradesh	72,597,565	52,537,899	20,069,666	20.30	18.38	25.63
24	Gujarat	60,383,628	34,670,817	25,712,811	19.17	9.23	35.83
25	Daman & Diu	242,911	60,331	182,580	53.54	-40.18	218.37
26	Dadra & Nagar Haveli	342,853	183,024	159,829	55.50	7.64	216.73
27	Maharashtra	112,372,972	61,545,441	50,827,531	15.99	10.34	23.67
28	Andhra Pradesh	84,666,533	56,311,788	28,353,745	11.10	1.64	36.26
29	Karnataka	61,130,704	37,552,529	23,578,175	15.67	7.63	31.27
30	Goa	1,457,723	551,414	906,309	8.17	-18.56	35.15
31	Lakshadweep	64,429	14,121	50,308	6.23	-58.03	86.55
32	Kerala	33,387,677	17,455,506	15,932,171	4.86	-25.96	92.72
33	Tamil Nadu	72,138,958	37,189,229	34,949,729	15.60	6.49	27.16
34	Puducherry	1,244,464	394,341	850,123	27.72	21.07	31.07
35	Andaman & Nicobar Islands	379,944	244,411	135,533	6.68	1.86	16.64

Source: Census of India -2011

In terms of the total number of villages, expectedly the most populous state Uttar Pradesh stands first with 155million rural population distantly followed by Bihar and West Bengal with 92.07million and 62.21million respectively. The bottom three states being Goa(0.55million), Mizoram(0.52million) and Sikkim(0.45million).

While the total number of villages has increased to 6,40,867 villages by 2011as against 6,30,000 in 1991.

DEMOGRAPHY

Demography refers to the vital and measurable statistics of a population[2.4] Consumer wants preferences and usage rates are often highly associated with demographic variables.

It is well-known that population constitute the market. Therefore in order to broadly gauge the size or potential of the market it is necessary to study and analyse the demographic environment. Demographic variables are often used in market segmentation for three reasons: (I) they are easy to identify and measure, (ii) They are associated with the sale of many products and services, and (iii) they are typically referred to describing the audiences of advertising media so that media buyers and others can easily pinpoint the desired market target[2.5]

POPULATION

The table reveals that India witnessed a steep increase of more than 50 per cent in the population during a two decade period i.e. from 1991 to 2011. The total population was 844 million in 1991which rose to 1210 million in 2011, resulting in an increase in the population density also. Broadly, increase in the population implies expansion of the markets for many product categories.

This data brings out a point that Indian market has been on an increasing trend. The other demographic details are also of importance. The size of an Indian family has not been reduced rather. It is stabilized around 5 to 6 persons per house. Another important dimension of Indian demography is a substantial increase in the number of towns indicating movement towards urbanization. The percentage of rural population was 74.3 in 1991 and by 2011 it got reduced to 68.84,. a clear rural to urban shift of population.

Urbanisation has socio-economic ramifications to the marketers. The higher incidence of urbanisation may be considered an opportunity to the marketers. The aspirations of the population would increase and results in better access to the marketers. There is also a possibility of urbanisation bringing in higher incomes to the people which in turn might lead to a spurt in the demand for some specific products. Urbanisation is also considered as one of the parameters of development.

The data is indicative of the fact that there has been a gradual decline in the birth rate from 41.2 to 32.5, while death rate coming down from 19 to 11.4. The literacy has increased from 44.7 per cent to 58.7 per cent. For the purpose of marketing age-wise distribution of population is also required. According to Bennett and Kassajiar, as the family grows older roles become specialised. The pattern of consumption and purchases also change .

RURAL AND URBAN POPULATION

One of the important aspects of demography is to analyse the composition of population in rural and urban areas. From State-wise rural and urban population,it can be seen that on the whole there is 29.9 per cent increase in urban population while the increase in rural population from 2001-11 is only 18.7 per cent. In terms of size (number of consumers) rural markets are not likely to increase because of the preference for urbanisation. As mentioned earlier,

Table 2.3 : Growth Rate of Population (in %)

	1991-2001	2001-2011	Difference
EAG	25.0	20.9	-4.1
Rural	23.5	18.7	-4.8
Urban	31.6	29.9	-1.7
Non EAG	18.9	15.0	-3.9
Rural	13.2	5.7	-7.5
Urban	31.5	32.7	+1.2

Source : Census of India -2011

2.4 CONSUMER DURABLE INDUSTRY

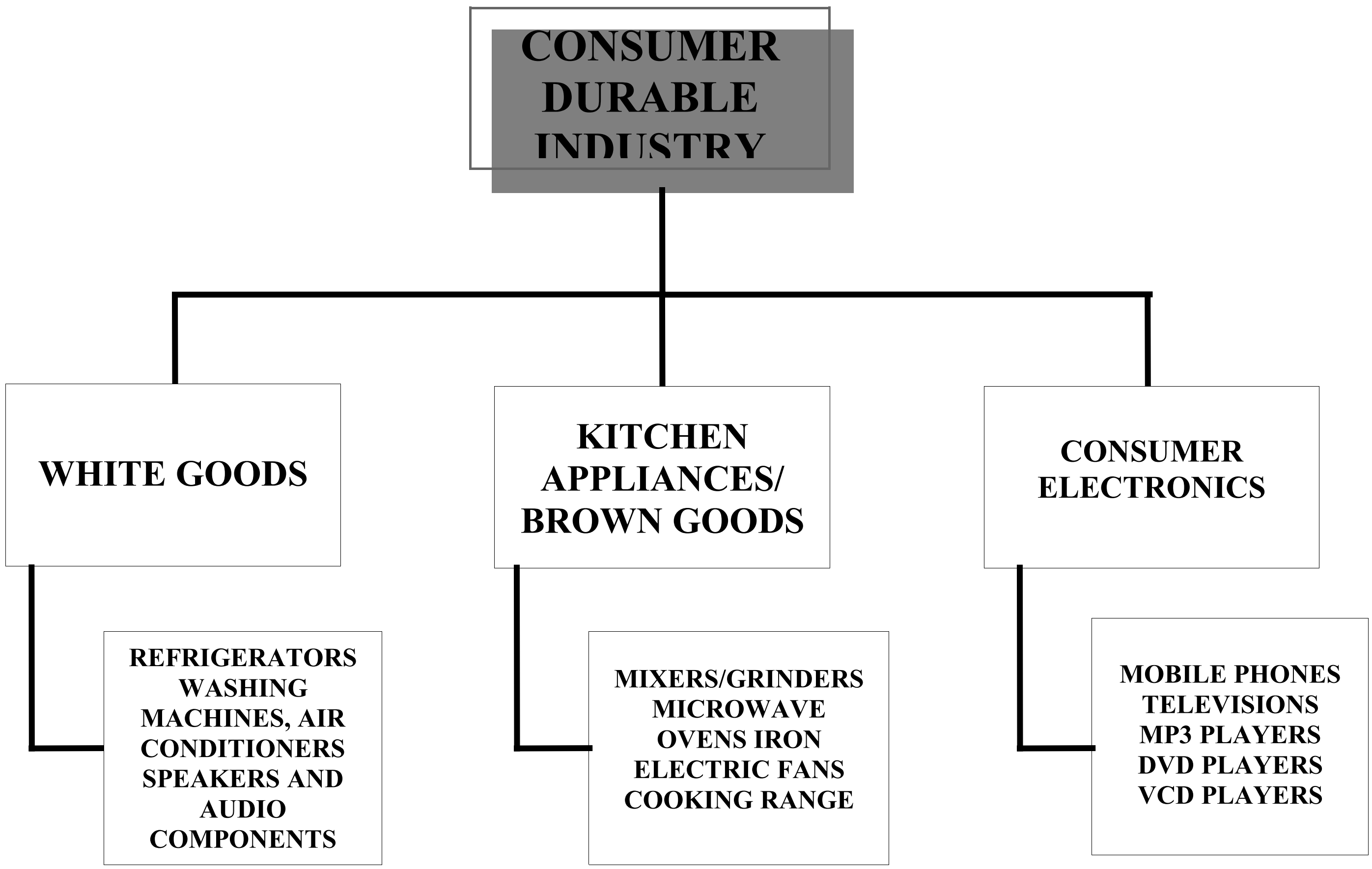


Fig. 2.1 : Consumer Durable Industry.

In economics, a durable good or a hard good is a good that does not quickly wear out, or more specifically, one that yields utility over time rather than being completely consumed in one use. . Highly durable goods such as refrigerators, cars, or mobile phones usually continue to be useful for three or more years of use, so durable goods are typically characterized by long periods between successive purchases.More specifically the category of these goods which are used by common masses come under the Category of Consumer Durables. The consumer durables are further categorised into three types broadly :

1. White Goods
2. Brown goods/Appliances
3. Consumer Electronics

Wherever a market exists both Consumer types of consumer goods i.e. F.M.C.G. and Durables exist hand in hand.The market for packaged consumer products is about a little more than 2,000 crore while, the market for non-food items stands very high at Rs. 20,000 crore. An ORG study clearly establishes that the rural market is now almost as big as urban, if not bigger. For instance in packaged consumer products, the rural market almost trippled in 5 years touching Rs. 2083 crores in 1991. In the nineties it is expected to touch Rs. 5,000 crores. That is the macro picture. The fine print reveals more. The rural market has already outstepped the urban one in some product categories. For soaps, detergent cakes and bars the rural market is as high as 60.9 per cent of the total market size, drycells it is 55.9 per cent, toilet soaps it is 53 per cent, for an analgesic it is 54.3 per cent, razor blades 50 per cent, Glucose power 42 per cent, packaged tea 40 per cent, and condoms 33 per cent and it is growing rapidly.

Over the last 5 years, demands for consumer products in rural India grew at a faster rate than in urban centres, where growth rate flattened out. The demand for toilet soaps, for example, is growing at 14.7 per cent in rural markets, while in urban sector, it is actually declining. Tempo had picked up till recently. Till 1987, rural demand for consumer products was growing at 17 per cent and by 1990 it had leaped to 41 per cent. 'Go Rural' is the written on the wall, loud and clear. And it is no wonder that marketers are taking a look at the message. Already the battle for rural market has begun.

Consumer Durable Consumption - Rural Share

In the study it is now proposed to present the share of rural consumption for different consumer durables. The details are presented in Table 2.5 A product-wise analysis shows that rural India accounts for more than 70 per cent of total market for bicycles, radios and mechanical wrist watches. The products such as quartz watches, table fans, cassette recorders, black and white TVs dominat in rural segment with more than 50 per cent share of the total market. Barring certain luxury items such as VCRs/VCPs, Geysers, all the rest have a significant share in rural market. As already stated, marketers need to focus attention in evolving appropriate marketing strategies to capture this substantial rural market segment.

A product category-wise analysis reveals that washing machines, VCP/VCR, mixer/grinders, refrigerators, have had a very low share in the rural market. Pressure cookers, sewing machines and fans have a moderate market share in the rural market. It is interesting to find that radios and bicycles are relatively high in their rural market share. However, compared to the past, it can be said that rural market for consumer durables has been slowly but gradually expanding, showing that rural market offers vast scope for the marketers in India.

Table 2.4 : RURAL DEMAND FOR CONSUMER DURABLES (% of all India)

CONSUMER DURABLE	1995-96	2001-02	2009-10
SCOOTERS	33.1	39.4	39.9
MOTORCYCLES	47.3	39.8	48.3
ELECTRIC IRONS	52.7	58.2	57.7
CARS/ JEEP	2.1	8.0	10.9
AUTOMOBILES	37.9	36	37.9
T.V.	54	54.5	44.2
WHITE GOODS	23.8	23.9	23.7
FANS	50.0	56.9	56.7
LOW COST ITEMS	58.1	60.1	61.3

Source : NCAER'S –Marketing Information Survey of Households

2.5 Rajasthan and its Demography

For present study, we have considered Rajasthan hence, an attempt has been made here to present a brief profile of the region.

Location Site and Situation

The State of Rajasthan, as an abode of Rajput rulers, the princes and the heroic warriors, is located in the north western part of India. It's geographical location is between $23^0 3'$ to $30^0 12'$ North latitude and $60^0 30'$ to $78^0 17'$ East longitude with the tropic of cancer passing through the southern most tip of the state. The state is situated in the north-western part of the Indian union covering the complete arid great Indian desert and parts of semi-arid climatic zone. It is surrounded by Punjab in north, Gujarat in south, Pakistan in west and Uttar Pradesh in the east. From the geographical point of view, Rajasthan was formerly enveloped by the plains of rivers Ganga and Yamuna in the east, plateau of Malwa in south and the plains of Sutlaj-Vyas rivers in north and north east. It's location in the western fringe of the Indian landmass has placed the state enroute to the western winds during summers and Mediterranean cyclones during the winters.

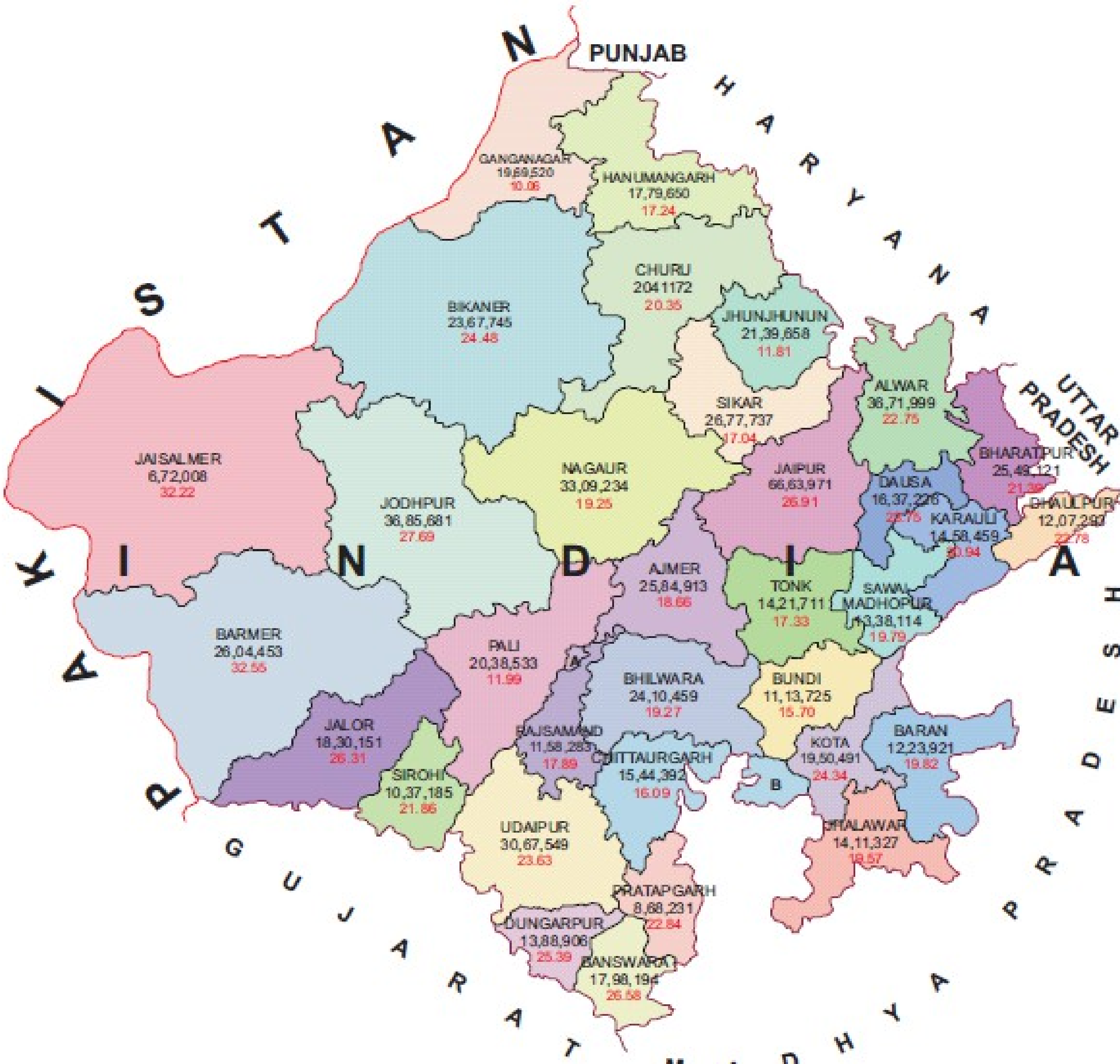
It has 7 divisions and 33 districts in all. Politically, its situation has given wide dimensions, upheavals and change from times immemorial. Since the dawn of civilisation upto present day the political system of the area has witnessed the democratic rituals, kingship and kinship as well as socialistic pattern of government administration. The shrinking co-operation of the rulers in framing Rajasthan and their traditional attitude has deprived much amounting to a slow progress of the state.

The landmass is blocked, the direct sea trade transport facility is negated. The economic, social and cultural exchange has been consistently retarded. The industrial and technical progress too is slow owing to lack of free marine access. The arid and semi-arid climates, firing western frontiers, paucity of potable water, lack of energy resources gave a fragile growth to Rajasthan.

Shape, Area and Size

Rajasthan an irregularly rhomboid state with east-west north-south diagonals jointed by the outer boundary lines of the districts of Ganganagar-Binkaner-Jailsamer, Banswara and Dholpur. The rhombid shape has proved a boon as it allows the state to be geographically, politically, historically, culturally and ethically a homogenous easily accessible unit of Indian Union. The length of Rajasthan State is 826 Km. from North of South. The land boundary of Rajasthan is about 5920 Km. long.

It is the largest state of India from the view point of area. It's total area is 3,42,239 sq.kms. which is equivalent to about 10.45% area of India. Rajasthan being the largest state, is followed by Maharashtra, Madhya Pradesh, Andhra Pradesh and Uttar Pradesh etc. When compared with the countries of the world from the view point of area, Rajasthan is five times bigger than Sri Lanka, three times than Chezkoslovakia, seventeen times more than Israel and more than double of England. Rajasthan is a bit smaller in size than Japan. Thus the extent of Rajasthan State can be visualized.



PAKISTAN
PUNJAB
HARYANA
UTTAR PRADESH
INDIA
GUJARAT
MADHYA PRADESH
GANGANAGAR
19,69,520
10.06
HANUMANGARH
17,79,650
17.24
CHURU
2041172
20.35
BIKANER
23,67,745
24.48
JHUNJHUNUN
21,39,658
11.81
SIKAR
26,77,737
17.04
ALWAR
36,71,999
22.78
BHARATPUR
25,49,121
JAISALMER
6,72,008
32.22
JODHPUR
36,85,681
27.69
NAGAUR
33,09,234
19.25
JAIPUR
66,63,971
26.91
DAUSA
16,37,226
KARAULI
14,58,459
DHAULPUR
12,07,293
AJMER
25,84,913
18.66
TONK
14,21,711
17.33
SAWAI MADHOPUR
13,38,114
19.79
BARMER
26,04,453
32.55
PALI
20,38,533
11.99
BHILWARA
24,10,459
19.27
BUNDI
11,13,725
15.70
JALOR
18,30,151
26.31
RAJSAMAND
11,58,283
17.89
CHITTAURGARH
15,44,392
16.09
KOTA
19,50,491
24.34
BARAN
12,23,921
19.82
B
SIROHI
10,37,185
21.86
UDAIPUR
30,67,549
23.63
JHALAWAR
14,11,327
PRATAPGARH
8,68,231
22.84
DUNGARPUR
13,88,906
25.39
BANSWARA
17,98,194
26.58

Fig. 2.2 : Rajasthan : District wise

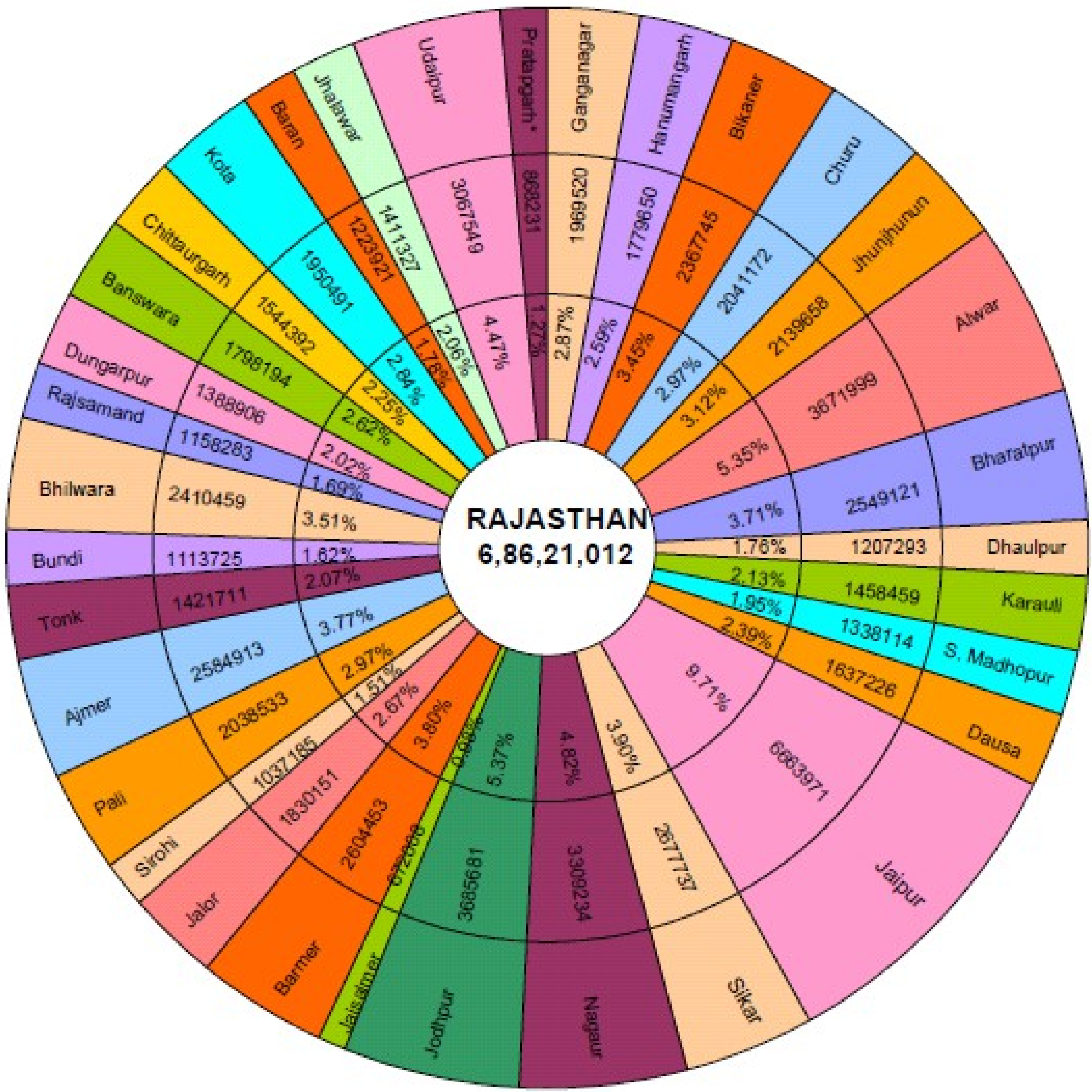


Chart 2.3 : Rajasthan : Population (Districtwise)

Agriculture

Total cultivatable area in the State is 165 lakh hectares . The estimated foodgrain production is 89.35 lakh tonnes. Principal crops cultivated in the State are rice, barley, jowar, millet, maize, gram, wheat, oilseeds, pulses, cotton and tobacco. Cultivation of vegetable and citrus fruits such as orange and malta has also picked up over the last few years. Other crops are red chillies, mustard, cuminseeds, methi and hing.

Industry and Minerals

Endowed with a rich culture, Rajasthan is also rich in minerals and is fast emerging on the industrial scenario of the country. Some of the important Central undertakings are Zinc Smelter Plant at Devari (Udaipur), Copper Plant at Khetri Nagar (Jhunjhunu) and Precision Instrument Factor at Kota . Major industries are textiles and woolens, sugar, cement, glass, sodium plants, oxygen, vegetable dyes, pesticides, zinc fertilizers, railway wagons, ball bearings, water and electricity meters sulphuric acid, television sets, synthetic yarn and insulating bricks. Besides precious and semi-precious stones, caustic soda, calcium carbide, nylon and tyres etc., are other important industrial units.

Rajasthan has rich deposits of zinc concentrates, emerald, garnet gypsum, silver ore, asbestos, felspar and mica. The State also abounds salt rock phosphate, marble and red stone deposits. The first Export Promotion Industrial Park of the country has been established and made operational at Sitapura (Jaipur).

The main objective of this chapter was to sketch the profile of rural market of India as a whole and Rajasthan as a state to facilitate the understanding of marketing practices and strategies.

The rural market of India is fascinating and challenging at the same time. It offers large scope on account of its sheer size. And, it is growing steadily. Even a modest growth pushed up the sales of a product substantially. In view of the huge base,it is attractive from yet another angle. Whereas the urban market is high competitive, the rural market is relatively quiet. In fact, for certain products, it is a totally virgin market. The market pioneers can certainly reap rich rewards from the market. Simultaneously, the market also possess several problems and hurdles. The firms have to encounter them squarely and put in great deal of effort, if they have to get a sizeable share of the market.

It is often said that markets are made, not found. This is especially true of the rural market of India, It is a market for the truly creative marketer. This fact has well been justified in this chapter as it gives the growth story of the rural Indian market. The income trends that have led to the increasing purchasing power of the rural consumer. The factors contributing to this resurgence. The chapter also deals with the various efforts made by the government in bringing development in the previously neglected lent most important segment of Indian Market. The chapter gives the profile of the rural India as such, the consumer durable industry. It also mentions the profile of State of Rajasthan and potential it holds for the consumer goods.

CHAPTER-3

METHODOLOGY

This chapter will deal with the various aspects of Research Methodology specific to this research work. It incorporates following sub chapters :-

- Research Problem
- Review of Literature
- Research Gap
- Objectives of Research
- Hypothesis
- Scope of Study
- Sample Design
- Source of Data
- Tools used for Data Analysis
- Tools used for Hypotheses

3.1 Research Problem

The rural market has a reasonable access to FMCG goods, but the market has dearth of many consumer durable products in terms of product type, product line and brand availability. The research problem includes :

Studying the Eastern Rajasthan rural market taking four aspects: Market potential , Brand Awareness , Promotion, Distribution. for the chosen consumer durable products: Coloured T.V , Washing Machines , Refrigerators, Mobile Phones , Radio , Motor Cycles , Ceiling fan.

The study was a social research, exploratory in nature and had an applied basis.

Information Requirement

When satisfied with the statement of research problem, the researcher prepared a list of the information statements needed to attain the objectives which are derived from the research problem.

1. To enlist the brands of the different products (as selected in the study) the rural customers normally buy .
2. To explore the source of their purchases.
3. To find the potential demand which is there for good quality new brands.
4. To find the brands which people mostly prefer.
5. To know the brand awareness level for different low priced and high priced brands of different products
6. To state the influence that different purchase decision factors have on the customers .
7. To study the perception as held by the customers of good quality and right price.
8. To highlight the image that established national brands have in rural areas .
9. To explore the sources of information that are used in the rural areas.

10. To come out with the brands that are highly advertised in rural areas
11. To analyse the most heavily used advertising media.
12. To study the attitude that rural buyers have towards discounts and free gifts.
13. To probe the issue of non-availability and irregular supply problem .
14. To study in detail the relation of the above factors with different demographic factors of the market like geographical region, age, income and education.

3.2 Review of Literature

Despite the importance of rural marketing in the economy, on one hand, and several weakness and inadequacies with which it has been functioning, on the other, no serious attempt has been made to study its different aspects either by the Government or by the academicians in India. Due to this omission, the data and information on rural markets and also on rural consumers are scanty in our country. It was only in the last few decades in India, a few studies were undertaken by NSS, Census of India, RBI, and a few academicians at the behest of the Planning Commission. Most of them are pilot studies pertaining to developed urban marketing. Whatever data that are available in India are not only disconnected and uncoordinated, but also inadequate for any comprehensive and integrated analysis. Important reason for the neglect of academic enquiry into rural market in India lies in the fact that in Five Year Plans, consumer goods were given low priority while the top priority was given to utilisation of resources for the production of capital goods. Consequently, they were sold without difficulty. The interest of the consumer was never a compelling consideration. But, this led to ever growing inflation in the Indian economy. Other reason for the neglect of studies on rural market may be attributed to the technical and physical difficulty of undertaking research in this field. These problems include, the very large number of villages, their small size, Transportation hassles, linguistic, difficulties, and the absence of a census of distribution.

Hence, this part of the chapter is devoted to reviewing the literature studied on rural marketing. This is done in term of the published literature available in the form of articles, studies, reports and books which the researcher went through prior to the main research.

Pradeep Kashyap (2012)[3] The most important contribution of this book which is considered bible of Rural Marketing is that it gives various data tables giving statistical information on Rural Market in general , Market dynamics and Media which are rare to obtain.The authors enlighten us with the major challenges that a rural marketer needs to overcome.-Challenge of reach, Challenge of awareness and accessibility of your product, Challenge of influence .Across product categories ,rural penetration and awareness remain low. Often, marketers need to build not just their brands but also entire category.And the need is not just to reach or communicate but to actually influence consumption and buying behaviour.The author further sites the examples of the innovative projects which have attempted to address these challenges, one of them being-HUL,s project-Shakti,.The book highlights the emerging trends in rural marketing and points to a steep learning curve for companies eyeing rural markets in India. Many myths about rural marketing are enumerated which need to be debunked. The book gives a detailed economic scenario of rural India. It gives and explains well the Rural Economic Structure giving insight into economies of both farm and non-farm sectors, their compositions, enterprises, their incomes and consumptions.

Dilip Bobb (2010)[4] in INDIA TODAY-February'10 cover story on "RURAL RESURGENCE". incorporates the facts about changing face of Rural.

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[3] Pradeep Kashyap and Siddarth Raut (2012),*The Rural Marketing Book*, Biztantra.New Delhi

[4] Dilip Bobb (2010) "Rural Resurgence",*India Today*, February2010

India and the confluence of factors that has brought a new affluence and Urban trappings, from cars to computers. He enumerates various avenues of income in rural setup other than agriculture, they are- horticulture, poultry, fisheries and other activities which are less rain dependent. The author has cited various interesting real life examples of rural people who have flourished over the years following the new sources of attaining revenue.

Balram Dogra (2008)[5] gives a detailed information about Rural Marketing Mix. The author covers rural market segmentation ,market environment and analysis, comparison of rural and urban markets, marketing research, consumer behaviour, channel management and rural retailing.The book has a strategic focus and illustrates various strategies that are being pursued by organizations to enter the rural markets or for staying competitive in such markets. It has an applied orientation and includes case-base studies on organizations in FMCG, consumer durables, financial, IT and agriculture sectors. These form blue print for action for future marketers. The book has chapters on e-Rural marketing. Organised rural retailing, Rural market mapping and Corporate social responsibility which throw light on the recent corporate practices especially pertaining to rural segment.

Singh, Jagaman[6] (2008),While rural markets present a great opportunity to companies, they also impose major challenges. Though Green Revolution and rising incomes created demand for products in rural markets, companies continued their focus only on urban markets for the obvious reasons, high cost of distribution in rural areas

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[5] Balram Dogra and Karminder Ghuman(2008),*Rural Marketing Concepts and Practices*, Tata McGraw Hill,NewDelhi
[66]Singh, Jagaman , 'Business Challenges in Rural Areas"(2008), *Marketing Mastermind, IUP*,**VOL II** pp.23-26.(2008)

Krishnamacharyulu and Lalitha Ramakrishnan(2006)[7] This book deals with Rural marketing in the framework of general marketing to identify clearly the peculiarities of rural markets vis-à-vis urban ones and strategise especially for rural markets . It outlines the basic concepts of marketing, elaborates the guiding philosophies of markets and discusses the key elements in strategic marketing. It highlights the developments efforts in rural India , evaluates the approaches with reference to outcomes which include growing rural- urban disparities , identifies the measures suggested by the critics and outlines the recent steps taken by Indian Government to put Economy on the right track. It describes the ongoing digital revolution in Rural hinterland . The authors have explained the model of consumer behavior keeping the rural consumer in mind. The buying behavior patterns and evaluation procedures have been explained which provide further insights to marketers.

Awdhesh Kumar Singh (2005)[8] enumerates the impact of liberalised economy on the Rural Market.It gives a detailed consumer profile of Rural Market and explains the present scenario of marketing of consumer goods specifically. The book gives latest updated and highly structured marketing perspective,issues and trend analysis. Comprehensive coverage of agricultural marketing of non-farm products, marketing of industrial products-FMCG,durables,marketing of services,social developments has been done.It has detailed chapters on Rural communication. Rural Distribution channels and Rural retailing giving a comprehensive idea about these aspects of rural marketing. Author puts forward problems and challenges faced in Rural Marketing and also suggests Rural Marketing Strategies.

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[7] C.S.G.Krishnamacharyulu and Lalitha Ramakrishnan(2002), *Rural Marketing-Text and Cases*, Dorling Kindersley-Pearson , New Delhi

[8] Awdhesh Kumar Singh and Satya Prakash Pandey(2005) , *Rural Marketing Indian Perspective* , New Age International Publishers ,New Delhi

Kaur, Pavleen. & Singh, R. (2005)[9] in their research on Conflict Resolution in Urban and Rural Families, mentioned that different family members in a rural family use different FMCG brands.

Badi and Badi (2004)[10] The book gives almost every interpretation one can look forward to regarding rural marketing. It gives very detailed tabular presentation of various facts related to rural India. Explains the rural demand , rural markets in India and support system for agriculture which has been included as an integral part of rural marketing. The book gives an insight to the various problems faced by rural marketers. It give real life examples comprehensively stating the problems faced. The book helped in defining market , its structures and also explains the difference between consumer goods and F.M.C.G. , their distribution channels etc. The book further gives rural market segmentation. Explains TRMI (Thomas Rural Market Index). It explains the product, pricing, distribution strategy pertaining to rural market. The book gives recent cases related to farming, agriculture, rural market in detail.

Ramanacharyulu(2004)[11] has conducted risk analysis in rural marketing with reference to purchase decisions taken by the rural people. According to him, the rural consumer would minimize four kinds of risks through his actions. They are financial loss, time loss, physical loss or damage and psychological loss.

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[9][9]Kaur, Pavleen and Singh, Ranbeer (2005)"Conflict Resolution in Urban and Rural Families : A Factor Analytical Approach, Vision*", The Journal of Business Perspective,* **Vol. 9(1)**, pp.59-67. (2005),

10 [10] R.V.Badi and N.V. Badi (2004), *Rural Marketing* , Himalaya Publishing House, New Delhi.

[11][11]Ramanacharyulu, A.V.(2004) "Value Chain Analysis and Market Segmentation in Rural Marketing in India", *Marketing Mastermind*, *IUP, Hyderabad,* **Vol II** pp.63-72.(2004)

Halan, Deepak(2003)[12] found lower incidence of premium product purchases by the rural consumers. But despite this trend, the rural consumers across all income segments exhibit a marked propensity to spend on premium high quality products. The lower income group categories in rural India were also found demanding high status consumption goods, especially in the more visible categories of cosmetics and toiletries.

According to **Mehra, Preeti(2002)**[13] tackling with the problem of spurious products in rural markets is a greater challenge. The gullible people of villages at times in awe with new product range end up buying spurious product which on use give a bad experience to the user.

Harshit Agarwal[14] looks at the potential of rural consumers by answering the what, why, how and who of rural markets and the existing challenges. The paper clearly explains the constitution

Of rural market, gives tips in short to marketers to be successful in rural market. It also enumerates the various attempts made by corporates with their innovative initiatives –ITC e-chaupal, HUL-project Shakti, ICICI Banks-Kamdhenu Loan Campaign etc.

According to **Sayulu & Ramana Reddy** [15] **(1996)**, characteristics that post challenge to rural marketers include, low literacy, ignorance of their rights as consumers, low purchasing power and indifference to quality or standards. According to them tackling with the problem of spurious products in rural markets is a greater challenge.

The summarised presentation of major challenges given by various authors :

[12][12]Halan, D.(2003) "Rural Marketing is a Different Ball Game", *Indian Management,* **November**, pp. 60-68.

[13][13] Mehra ,Preeti(2004),'HPCL 's Rasoi Ghar Project –Weaning Rural areas away from firewood' *Business Line*, October 4

14 [14] Harshit Agarwal(2010), Rural Marketing-Backbone of New Indian Economy, *Marketing Mastermind,* **September,** pp 23-27

[15][15] Sayulu, K. and Ramana Reddy, V.V(1996). ,"Socio-economic influences on rural consumer behaviour – An empirical study", *Management Researches,* **Vol. 3**, pp. 41-51.

Table 3.1 Major Challenges in Rural Marketing

No.	Challenges	Source(s)
1	Low literacy, ignorance of their rights as a consumers, low purchasing power, indifference to quality or standards	Sayulu & Ramana Reddy (1996)
2	High cost of distribution	Singh, Jagaman (2008)
3	Problem of spurious products	Mehra, Preeti (2002)
4	The markets are scattered	Mukund, A. (2003) Jha, Mithileshwar (1988) Surender, P. (2004)
5.	To offer world class quality at low price	Bhale Rao, et. al. (1981) Prahalad, C.K. (2005)

After undergoing the above literature, the researcher could infer that Rural India accounts for 70 per cent of India's population, 56 per cent of national income, 64 per cent of total expenditure and a third of total savings. Rural India has about 6,38,365 villages spread over 32 lakh sq. km . Rural India has a population of 790 million and nearly 100 million have been pulled out of poverty in the last 10 years. According to IRS data, over half of the 145 million rural homes in India earn between Rs 1,000-Rs 5,000 per month. Estimates put the rural market in India at Rs 80,000 crore. By 2017, Rural consumption levels will equal current urban levels. Rural India will be a market worth USD 500-600 billion by 2020, according to McKinsey report.

HUL gets 50% of its sales turnover of Rs. 11,700 crores from rural India, LIC sells 50% of its policies in rural India, FMCGs have a market worth Rs 64,800 crore in the rural India, Carbonated soft drinks worth Rs.1,800 crore sell in rural India, Punjab has 501 super-rich rural households, rural Haryana 482 and Maharashtra 295 ,Branded goods comprise 65% of sales in villages today, Of the 20 million Rediffmail sign up, 60% are from small towns ,42 million rural household are availing banking services in comparison to 27 million Households in urban India , which is 50% of its sales.

3.3 Research Gap

The review of literature on rural marketing throws open the fact that there are gaps in the studies on this subject. Most of the studies covered some aspects of the rural market .After going through the comprehensive literature on rural marketing, researcher found that not much work has been done in this field specifically in the Eastern Rajasthan. Eastern Rajasthan is an area with immense potential and a study of the market of this area for consumer durables can provide useful information to the prospective marketer in taking strategical and tactical decisions in marketing of consumer durables..

3.4 Objectives of Study

Broad Objectives :

(A) To explore the market potential for the mentioned category of consumer durables, especially of the standardized brands to provide an assurance to the professionally managed organization for the possible success of their products in rural areas Eastern Rajasthan.

(B) To study the Brand awareness, Promotion and Distribution strategies being followed by marketers in Eastern Rajasthan.

(C) To find out appropriate strategies to accomplish marketing objectives in rural markets of Eastern Rajasthan**.**

Major Objectives :

Objectives have further been categorized into four major aspects :

d. Market Potential

5. To measure the market share of leading brands in each of the product category selected.
6. To identify the market share differences in different geographical segments of the market.
7. To identify the sources from where the rural buyers purchase these products.

2. Brand Awareness

- To assess the brand awareness for a few popular names in each product category in different geographical segments of the market.
- To compare the brand awareness in various product categories. To determine the influence of various purchase decision factors on rural buyers.
- To measure the attitude of rural buyers towards new brands.

3. Promotion

1. To identify the sources of information of the rural customer about brands in various categories.
2. To substantiate the differences in knowledge sources in different geographical regions and in different education levels.
3. To assess the advertising media mix used for various product categories.
4. To measure the impact of price discount offers on different segments of market and on customers of different education and age.
5. To suggest a strategy for promotional tools suitable for the rural markets.

4. Distribution

- To substantiate the sufficiency of local availability in different segments of market for different product categories .
- To assess the proportion of purchases made from the city traders for different products by the different segments of the market.
- To suggest the most suitable distribution strategy for various product categories and segments of market.

3.5 Hypotheses of Study

The hypotheses have been developed in a descriptive manner due to the exploratory nature of the study. A number of hypotheses(null) have been developed to be tested for various aspects of the study. They have been classified into four groups :

1. Market Potential
2. Brand awareness
3. Promotion
4. Distribution

HYPOTHESES

1. Market Potential

H_{01} The market potential varies from product to product and from segment to segment of market.

H_{02} The proportion of purchases that rural people make from the cities is substantial.

H_{03} There is a relation between satisfaction level of products and segments.

2. Brand Awareness

H_{04} The established national brands are well identified in Eastern Rajasthan rural market.

H_{05} The most important reason of brand choice varies with segment of market and income of buyer.

H_{06} The perception of quality and price is not the same in all the customers.

H_{07} The attitude of a significant proportion of market towards trying a new brand is positive.

3. Promotion

H_{08} The advertising media mix used as reported by the audience in rural areas is segment-wise different in the market

Ho_9 The source of knowledge about the brands is closely related with the education of customer.

H_{10} The proportion of rural population recalling the advertisement of popular brands is segment wise different in the market.

Ho_{11} The advertisements and publicity reached to rural population is different for different products .

Ho_{12} The attitude of rural customers towards price discounts is favourable and is related with the education and age of customers

Ho_{13} The gift with the product can motivate customers for purchase and is influenced by the income and education of customers.

4. Distribution

Ho_{14} The proportion of city purchases and local purchases by rural buyers varies from product to product.

Ho_{15} The proportion of city purchases by rural buyers is substantial.

H_{016} The non-availability of the desired brand is a more common feature in case of some products than the others.

H_{017} Irregular supply problem is felt by rural customers.

3.6 Scope of the Study

Covering the whole population of rural India was beyond the time and cost resources , therefore the scope of study was kept limited and confined to Eastern Rajasthan that too five districts of Rajasthan – Alwar, Dausa, Bharatpur, Tonk and Jaipur . These districts were selected on the basis of Thomson Rural Index which proved to be very useful in evaluating the potential of the rural markets. Alwar , Bharatpur and Jaipur depict high potential. Dausa has high density of population and Tonk because of proximity to Jaipur have been chosen for a comparative study of the different rural markets.

3.7 Sample Design

In an ideal world, a field research exploratory in nature will involve the personal interviewing of all the individuals who can give relevant information or whose opinions are important. However, a trade-off between ideals and economic reality may be inevitable. A number of reasons have been given below :

1. Too many people to be interviewed either in absolute terms or within any reasonable financial budget.
2. It may be impossible to get round all the people who are distantly located.

3. Some people may be unwilling to be interviewed but still might be ready to supply limited information sought in another way than by interview.

Another dimension is that of accuracy requirement. Relatively accuracy within two or three percent may be an unnecessary refinement, for the individual company's performance is not likely to be affected by rather marginal considerations. What the company needs to know is roughly what share of the market it has and over time whether it is holding its own or decreasing its share. If acceptable results can be achieved by quick methods, there is no real justification for going expensively for a far higher level of accuracy than is really required or indeed practical.

The compromise has mainly been done by way of limiting the scope of the study to only Eastern Rajasthan and a sample has been drawn of a limited number of districts from the state. The questionnaire has also been designed to cover only the more relevant questions needed for the study to keep it within manageable limits. The details of the design variable in the following pages will clearly, show the nature of this compromise.

Pilot Survey

While trying to prepare a design of the survey it was thought necessary to conduct a test or pilot survey to ensure the workability of the design before giving it a final shape. The pilot survey was mainly conducted for three purposes :

1. To determine the sample size.
2. To test the questionnaire and
3. To improve the field work organisation.

The most common method of sample size determination requires three kinds of specifications namely allowable error, confidence coefficient and the estimate of the standard deviation of the population. The first two of these specifications are matters of judgement involving the use of data but the third specification, the estimate of the standard deviation of the population, is the responsibility of the researcher. Sometimes these estimates are available from the previous studies. But no previous study on these marketing aspects could be known that had been conducted for the industry under consideration.

In the absence of such sources one has to go for a pilot survey to estimate the population standard deviation and use it for sample size determination.

Another reason for conduction of the pilot survey was to ensure that the questionnaire that has been designed and looks simple and unambiguous to the designer will appear equally so to the respondent. There is, therefore, a strong case for trying out the questionnaire in a pilot survey before the main launch. It can be a humbling experience for the designer to find what can go wrong.

A small sample of 50 respondents was drawn from rural areas of Jaipur on convenience basis. The researcher visited a number of villages to administer the first draft of the questionnaire. The reactions of respondents to different questions was recorded. The experience lead to the modification in the initial design in the following dimensions :

1. Changing the nature and wording of some of the questions.
2. Changing the sequence of the questions looking to the level of difficulty.
3. Cutting short the size of the questionnaire (by omitting some of the less important questions).
4. Preparing different instructions set for the investigators.
5. Modifying the field-work plan in respect of time and effort requirement.

The analysis of the pilot survey was also done, so as to be used in the sample size determination. This facilitated in deciding on the most immediate design variable, i.e. sample size determination.

Sample size calculation: steps

1. Confidence level was set as 95%.
2. Confidence interval was set as 5%.
3. Sample size was calculated using sample size calculator of survey software which is specialized software for survey research. It was found as 384 ± 25.

Table 3.2 : Sample Market

District	Alwar	Bharatpur	Dausa	Jaipur	Tonk
Sample Market	• **Ismailpur** • **Ghansoli** • **Khanpur Mewan** • **Bambora** • **Kishangarh** • **Mator** • **Jeendoli** • **Behror**	1. **Bachmandi** 2. **Malah** 3. **Sewar Kalan** 4. **Helak** 5. **Rundh Helak** 6. **Peepla** 7. **Satrook** 8. **Rarah** 9. **takha**	• **Sainthal** • **Lalsot** • **Mahuwa** • **Bandikui** • **Lawaan** • **Durjanawas**	1. **Harota** 2. **Loharwara** 3. **Khawa Ranijee** 4. **Govindgarh** 5. **Sandarsar** 6. **Kaladera** 7. **Bagawas** 8. **Harsoli**	1. **Newai** 2. **Gunsi** 3. **Mandiya** 4. **Parana** 5. **Vanasthali** 6. **Manoharpura**

	• **Hameerpur** • **Hajipur** • **Chandoli** • **Tatarpur** • **Harsora** • **Mahanpur** • **Shahpur**	**10. Gunsara** **11. Talpura** **12. Jagheena** **13. Ubar** **14. Sagar** **15. Abhori**		**9. Doongri Kalan** **10. Udaipura** **11. Itawa** **12. Dhobolai** **13. Khejroli** **14. Dhodhrar** **15. Morija** **16. Cheethwari** **17. Kushalpura** **18. Samod** **19. Anantpura**	

In total 61 villages were covered .Following table gives an idea of the sample population**:**

Table: 3.3 District wise Distribution

	DISTRICTS				
	ALWAR	**BHARATPUR**	**DAUSA**	**JAIPUR**	**TONK**
No.of villages	15	15	6	19	6

3.8 Source of Data

Types of data

Primary - A well structured questionnaire with 19 questions was executed. Most of the questions were close ended and only two were open ended .The respondents are villagers so the questionnaire was executed in Hindi so that the respondents are comfortable and have complete comprehension . The questionnaire was restructured after the Pilot survey.

Secondary – Secondary source of data used:

- Books

- Journals and magazines
- Websites
- Newspaper

Processing of Data:

The data was compiled on excel sheet manually and then analysed by using a software .The required tables, charts and bar graphs were prepared for interpreting the data .

3.9 Tools Used for Data Analysis :

Data was analyzed using SPSS PASW 18, TRIAL VERSION, IBM INC. All results have been reported by P value of relevant test. The relevant tables and charts have been prepared taking these values**.**

3.10 Tools used for Hypotheses Testing :

Hypotheses were tested using following tests -

- Binomial Z test for one sample proportion.
- Chi-square test for association of attributes or factors.

Binomial Z test for one sample proportion

A Z-test is any statistical test for which the distribution of the test statistic under the null hypothesis can be approximated by a normal distribution. Due to the central limit theorem, many test statistics are approximately normally distributed for large samples. For each significance level, the Z-test has a single critical value (for example, 1.96 for 5% two tailed) which makes it more convenient than the Student's t-test which has separate critical values for each sample size. Therefore, many statistical tests can be conveniently performed as approximate Z-tests if the sample size is large or the population variance known. If the population variance is unknown (and therefore has to be estimated from the sample itself) and the sample size is not large ($n < 30$), the Student t-test may be more appropriate but in our case Z-test is the most appropriate and has been used comprehensively.

Chi-square test for association of attributes or factors

Chi-square is a statistical test commonly used to compare observed data with data we would expect to obtain according to a specific hypothesis. Such as, according to Mendel's laws, if you expected 10 of 20 offspring from a cross to be male and the actual observed number was 8 males, then you might want to know about the "goodness to fit" between the observed and expected. Were the deviations (differences between observed and expected) the result of chance, or were they due to other factors. How much deviation can occur before you, the researcher, must conclude that something other than chance is at work, causing the observed to differ from the expected. The chi-square test always tests what scientists call the null hypothesis, which states that there is no significant difference between the expected and observed result.

The formula for calculating chi-square (^{2}) is:

$$^{2} = \quad (o-e)^{2}/e$$

That is, chi-square is the sum of the squared difference between observed (*o*) and the expected (*e*) data (or the deviation, *d*), divided by the expected data in all possible categories. In our case Chi square test has been used to analyse the data through out.

This chapter which forms the back bone of the thesis gives the various aspects of research undertaken by the researcher. It explains the research problem in detail. The detail of the literature that the researcher went through gives an idea of the gaps that lie in research work done so far in this field. Thus justifying the actual reason for this work. The chapter also deals with the research methodology giving the details about objectives of the study enumerates the various hypotheses, universe of study, sample design, sources of data, instruments used and the tools used in analysing and interpreting the data.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

- **ANALYSIS**

The data was collected by primary source using the instrument -questionnaire in Hindi. The data so collected was compiled and was analysed using SPSS PAW18, TRIAL VERSION, IBM INC. The analysis was done taking into consideration the hypotheses formulated on four aspects. The analyst proceeded question wise while analysing the data. Each hypothesis to be tested was considered and under that hypothesis the data covered by relevant questions from the questionnaire were well analysed using Binomial Z test and Chi square test.

4.2 TESTING OF HYPOTHESES

PART-A: MARKET POTENTIAL

H_{01} The market potential varies from product to product and from segment to segment of market.

TABLE -4.1 Market position of various brands of Colour TV

COLOUR TV		DISTRICT					Total
		ALWAR	BHARATPUR	DAUSA	JAIPUR	TONK	
ONIDA	No.	31	29	31	181	36	308
	%	96.9%	74.4%	77.5%	86.6%	100.0%	86.5%
SAMSUNG	No.	1	2	0	4	0	7
	%	3.1%	5.1%	.0%	1.9%	.0%	2.0%
LG	No.	0	5	7	9	0	21
	%	.0%	12.8%	17.5%	4.3%	.0%	5.9%
OTHERS	No.	0	3	2	15	0	20
	%	.0%	7.7%	5.0%	7.2%	.0%	5.6%
Total	No.	32	39	40	209	36	356
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Test			
	Value	df	P VALUE
Pearson Chi-Square	28.148	12	.005

Interpretation

- The Chi-Square value for the association between Colour TV brands and districts was obtained as 28.14 with 12 degrees of freedom and a Significance Probability (P VALUE .005) less than .05, which is a highly significant result.
- There is a clear association between Colour TV brands and districts in the population from which this sample was drawn and it is clear that the market potential varies from product to product and from segment to segment of market.

Inference

The null hypothesis is thus accepted.

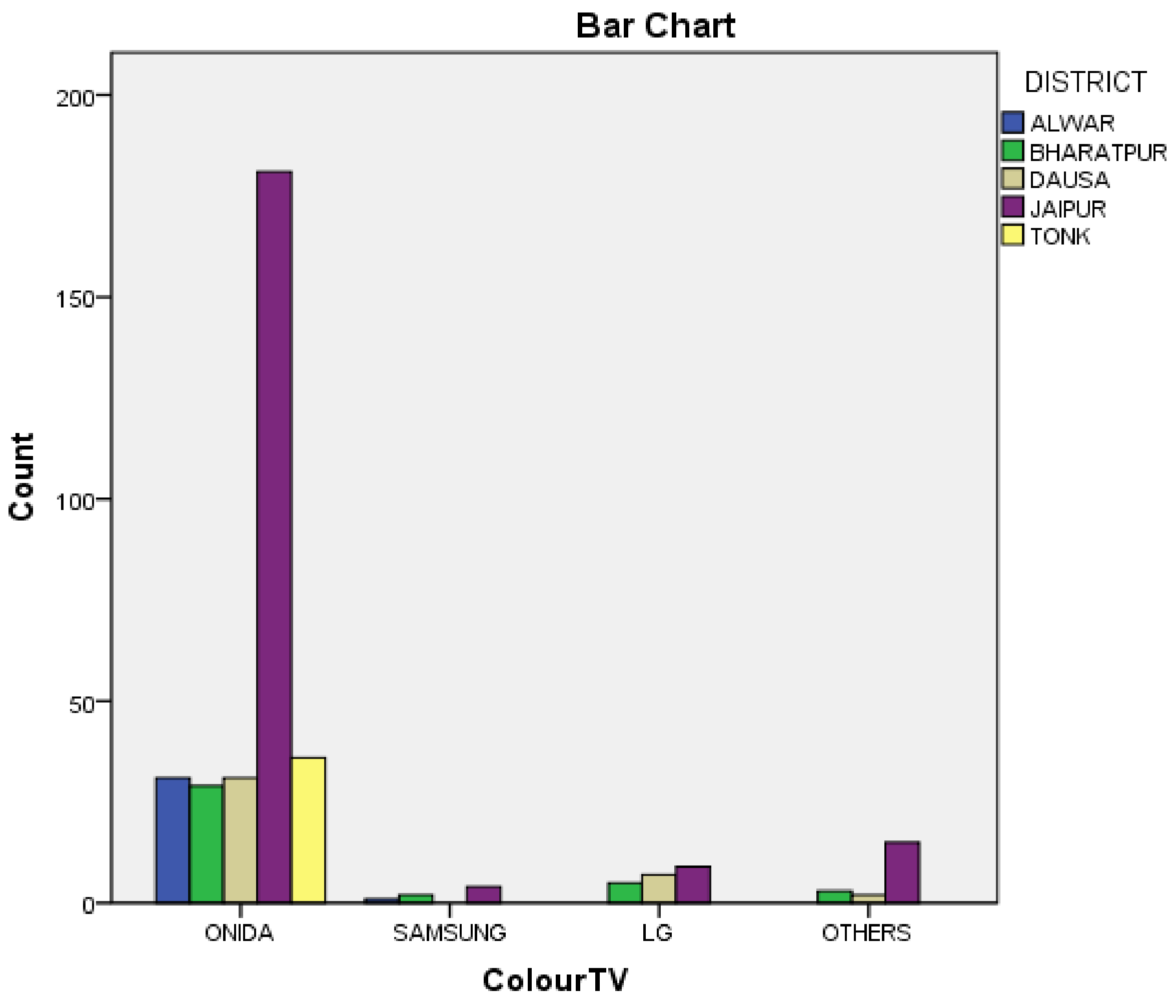

Chart 4.1 : Market position of various brands of Colour TV

TABLE 4.2 Market positions of various brands of Ceiling fan

CEILING FAN		DISTRICT					Total
		ALWAR	BHARATPUR	DAUSA	JAIPUR	TONK	
USHA	No.	31	29	30	178	25	293
	%	88.6%	70.7%	73.2%	86.0%	69.4%	81.4%
BAJAJ	No.	4	2	2	5	11	24
	%	11.4%	4.9%	4.9%	2.4%	30.6%	6.7%
HAVELLS	No.	0	6	7	12	0	25
	%	.0%	14.6%	17.1%	5.8%	.0%	6.9%
OTHERS	No.	0	4	2	12	0	18
	%	.0%	9.8%	4.9%	5.8%	.0%	5.0%
Total	No.	35	41	41	207	36	360
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Test			
	Value	df	P VALUE
Pearson Chi-Square	60.856	12	.000

Interpretation

- The Chi-Square value for the association between ceiling fan brands and districts was obtained as 60.856 with 12 degrees of freedom and Significance Probability (.000) is less than .05, which is a highly significant result.
- There is a clear association between ceiling fan brands and districts in the population from which this sample was drawn and it is clear that the market potential varies from product to product and from segment to segment of market.

Inference

The null hypothesis is thus accepted.

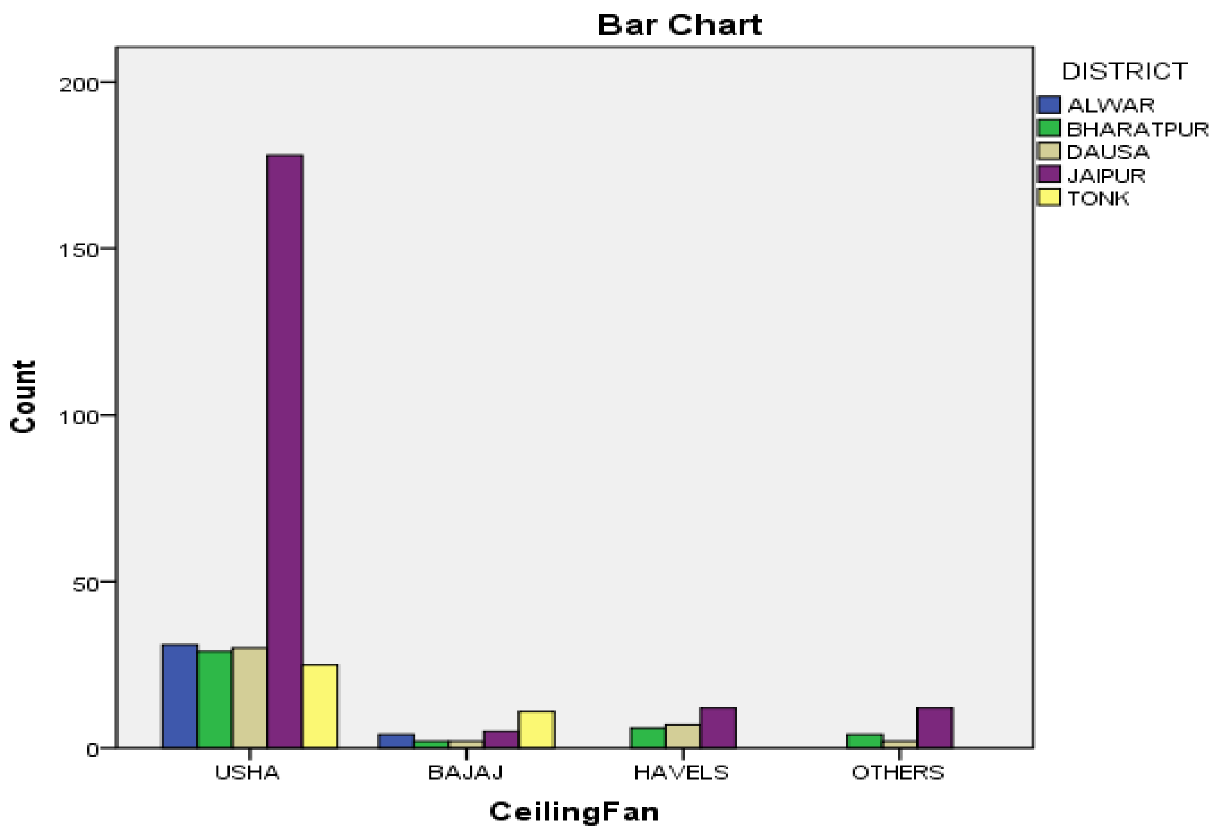

Chart 4.2 : Market positions of various brands of Ceiling fan

TABLE 4.3 - Market position of various brands of Refrigerator

REFRIGERATOR		DISTRICT					Total
		ALWAR	BHARATPUR	DAUSA	JAIPUR	TONK	
GODREJ	NO.	28	19	22	124	29	222
	%	100.0%	82.6%	81.5%	92.5%	100.0%	92.1%
LG	NO.	0	1	0	3	0	4
	%	.0%	4.3%	.0%	2.2%	.0%	1.7%
WHIRLPOOL	NO.	0	3	5	7	0	15
	%	.0%	13.0%	18.5%	5.2%	.0%	6.2%
Total	NO.	28	23	27	134	29	241
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Test			
	Value	df	P VALUE
Pearson Chi-Square	15.649	8	.048

Interpretation

1. The Chi-Square value for the association between refrigerator brands and districts was obtained 15.649 with 8 degrees of freedom and a Significance Probability (.048) less than .05, which is a significant result.
2. There is a clear association between refrigerators brands and districts in the population from which this sample was drawn and it is clear that the market potential varies from product to product and from segment to segment of market.

Inference

The null hypothesis is thus accepted.

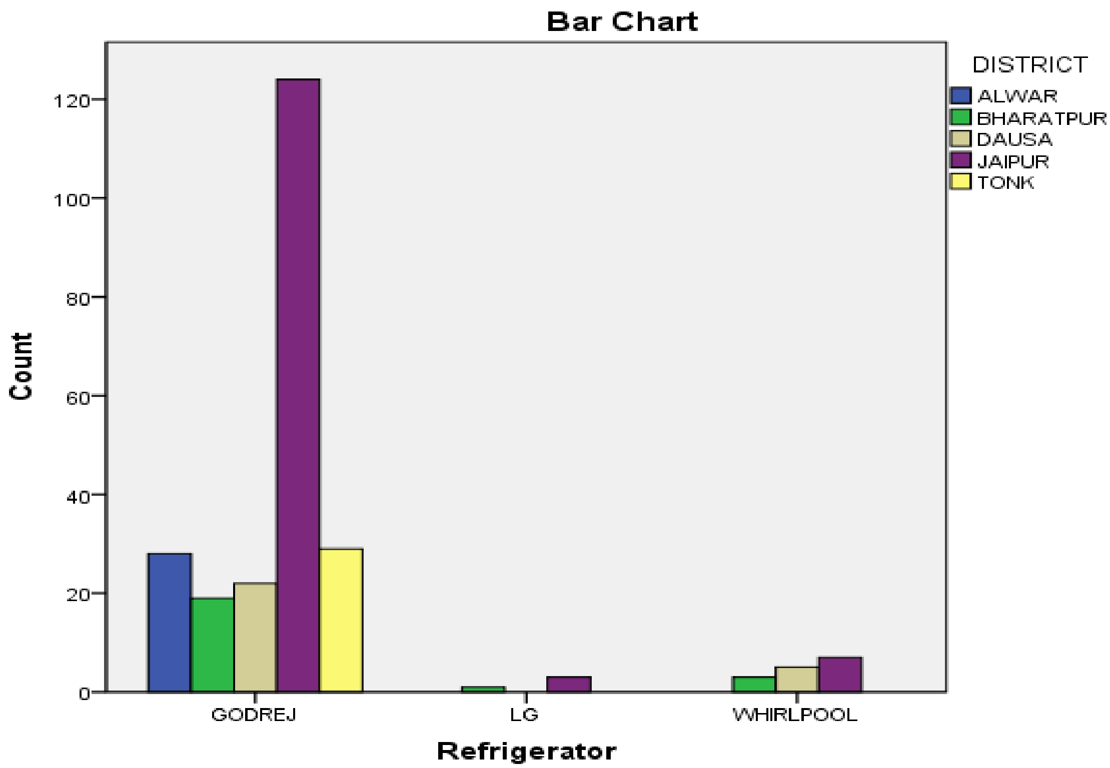

Chart 4.3 : Market position of various brands of Refrigerator

TABLE 4.4- Market position of various brands of Mobile Phone

MOBILE PHONE	DISTRICT					Total
	ALWAR	BHARATPUR	DAUSA	JAIPUR	TONK	

NOKIA	NO.	32	24	24	149	16	245
	%	91.4%	63.2%	61.5%	73.4%	44.4%	69.8%
LG	NO.	3	1	0	1	11	16
	%	8.6%	2.6%	.0%	.5%	30.6%	4.6%
MOTOROLA	NO.	0	6	7	10	0	23
	%	.0%	15.8%	17.9%	4.9%	.0%	6.6%
OTHERS	NO.	0	7	8	43	9	67
	%	.0%	18.4%	20.5%	21.2%	25.0%	19.1%
Total	NO.	35	38	39	203	36	351
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Test			
	Value	df	P VALUE
Pearson Chi-Square	96.726	12	.000

Interpretation

- The Chi-Square value for the association between mobile phone brands and districts was obtained as 96.725 with 12 degrees of freedom and a Significance Probability (.000) is less than .05, which is a highly significant result.
- There is a clear association between mobile phone brands and districts in the population from which this sample was drawn and it is clear that the market potential varies from product to product and from segment to segment of market.

Inference

The null hypothesis is thus accepted

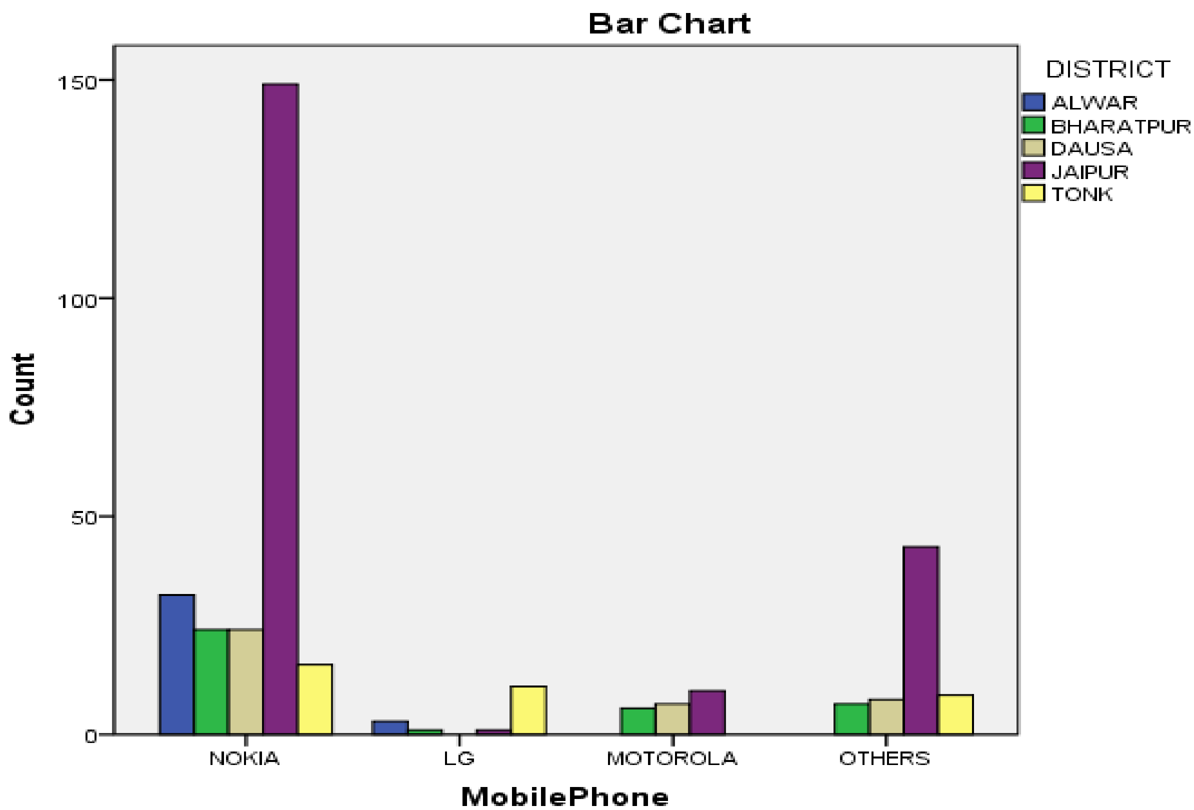

Chart 4.4 :Market position of various brands of Mobile Phone

TABLE 4.5- Market position of various brands of Radio

RADIO		DISTRICT					Total
		ALWAR	BHARATPUR	DAUSA	JAIPUR	TONK	
SONY	NO.	18	10	10	67	9	114
	%	81.8%	90.9%	100.0%	91.8%	45.0%	83.8%

BUSH	NO.	2	0	0	1	0	3
	%	9.1%	.0%	.0%	1.4%	.0%	2.2%
PHILLIPS	NO.	2	1	0	3	11	17
	%	9.1%	9.1%	.0%	4.1%	55.0%	12.5%
OTHERS	NO.	0	0	0	2	0	2
	%	.0%	.0%	.0%	2.7%	.0%	1.5%
Total	NO.	22	11	10	73	20	136
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	P VALUE
Pearson Chi-Square	46.694	12	.000

Interpretation

- The Chi-Square value for the association between Radio brands and districts was obtained as 46.694 with 12 degrees of freedom and a Significance Probability (.000) is less than .05, which is a highly significant result.
- There is a clear association between Radio brands and districts in the population from which this sample was drawn and it is clear that the market potential varies from product to product and from segment to segment of market.

Inference

The null hypothesis is thus accepted

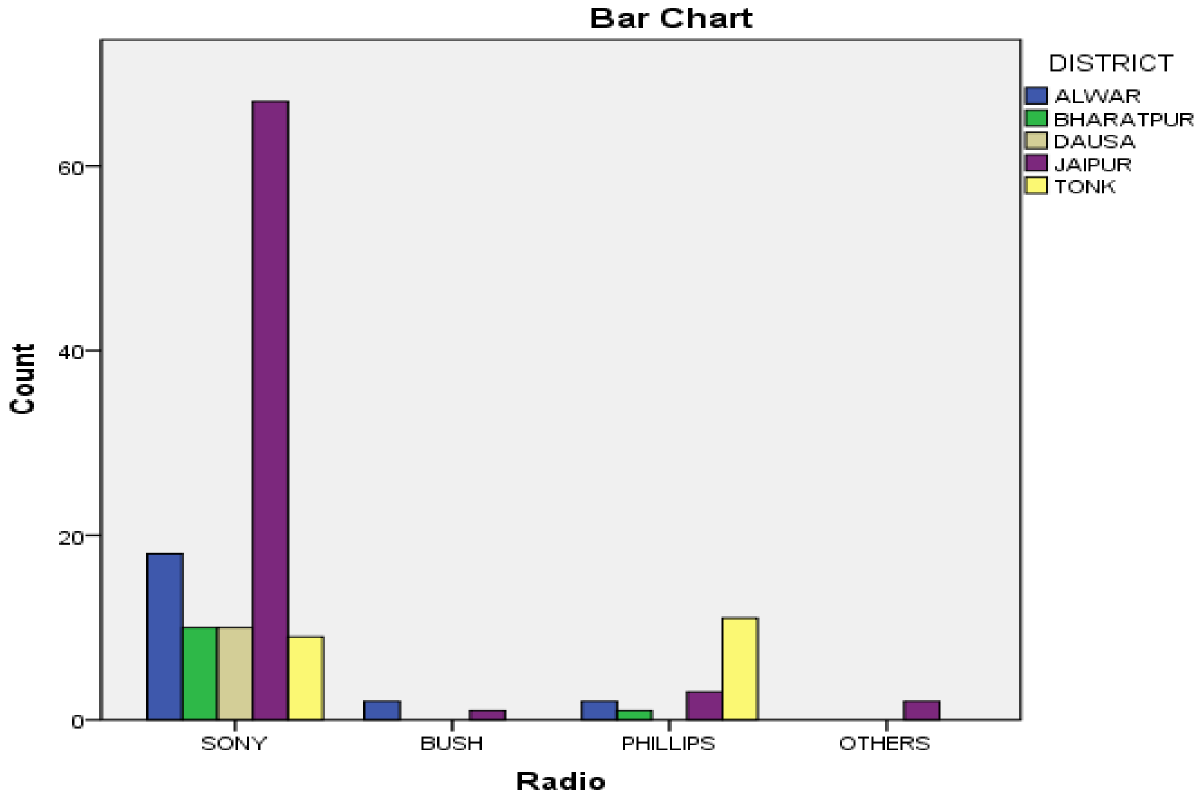

Chart 4.5 : Market position of various brands of Radio

TABLE 4.6 -Market position of various brands of Washing Machines

WASHING MACHINE		DISTRICT					Total
		ALWAR	BHARATPUR	DAUSA	JAIPUR	TONK	
VIDEOCON	No.	10	19	15	93	29	166
	%	83.3%	100.0%	100.0%	94.9%	100.0%	96.0%
LG	No.	1	0	0	2	0	3
	%	8.3%	.0%	.0%	2.0%	.0%	1.7%
GODREJ	No.	1	0	0	2	0	3
	%	8.3%	.0%	.0%	2.0%	.0%	1.7%
OTHERS	No.	0	0	0	1	0	1
	%	.0%	.0%	.0%	1.0%	.0%	.6%
Total	No.	12	19	15	98	29	173
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Test			
	Value	df	P VALUE
Pearson Chi-Square	9.402	12	.668

Interpretation

6 The Chi-Square value for the association between Washing Machine brands and districts was obtained as 9.402 with 12 degrees of freedom and a Significance Probability (0.668) is greater than .05 which is a non significant result

7 There is no association between Washing Machine brands and districts in the population from which this sample was drawn and that the market potential does not vary from segment to segment of market.

Inference

The null hypothesis is thus rejected

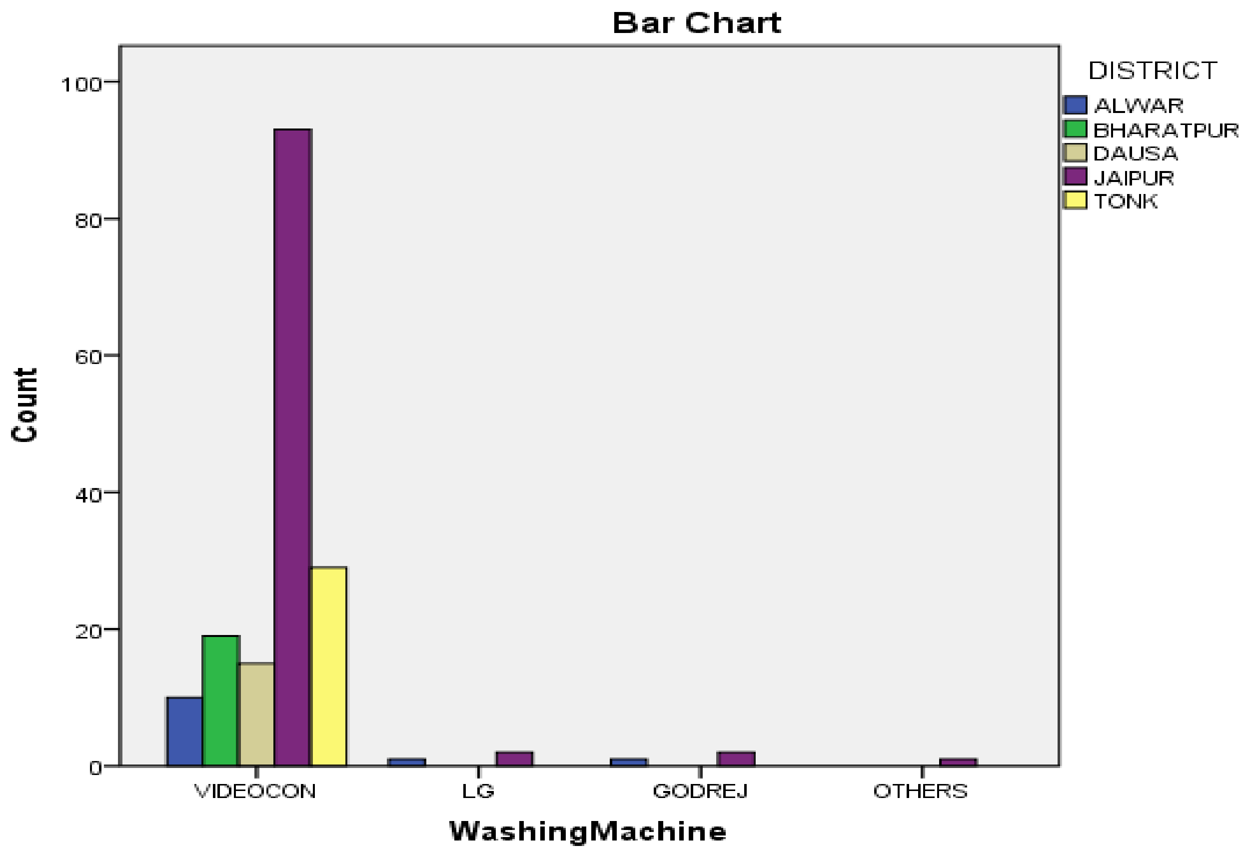

Chart 4.6:-Market position of various brands of Washing Machines

TABLE 4.7- Market position of various brands of Motorcycle

MOTORCYCLE		DISTRICT					Total
		ALWAR	BHARATPUR	DAUSA	JAIPUR	TONK	
HERO HONDA	No.	28	34	32	187	29	310
	%	90.3%	94.4%	84.2%	94.9%	100.0%	93.7%

SUZUKI	No.	0	0	0	1	0	1
	%	.0%	.0%	.0%	.5%	.0%	.3%
YAMAHA	No.	1	2	6	7	0	16
	%	3.2%	5.6%	15.8%	3.6%	.0%	4.8%
OTHERS	No.	2	0	0	2	0	4
	%	6.5%	.0%	.0%	1.0%	.0%	1.2%
Total	No.	31	36	38	197	29	331
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Test			
	Value	df	P VALUE
Pearson Chi-Square	21.308	12	.046

Interpretation

- The Chi-Square value for the association between motorcycle brands and districts was obtained as 21.308 with 12 degrees of freedom and a Significance Probability (0.046) is less than .05, which is a highly significant result.
- There is a clear association between motorcycle brands and districts in the population from which this sample was drawn and it is clear that the market potential varies from product to product and from segment to segment of market.

Inference

The null hypothesis is thus accepted

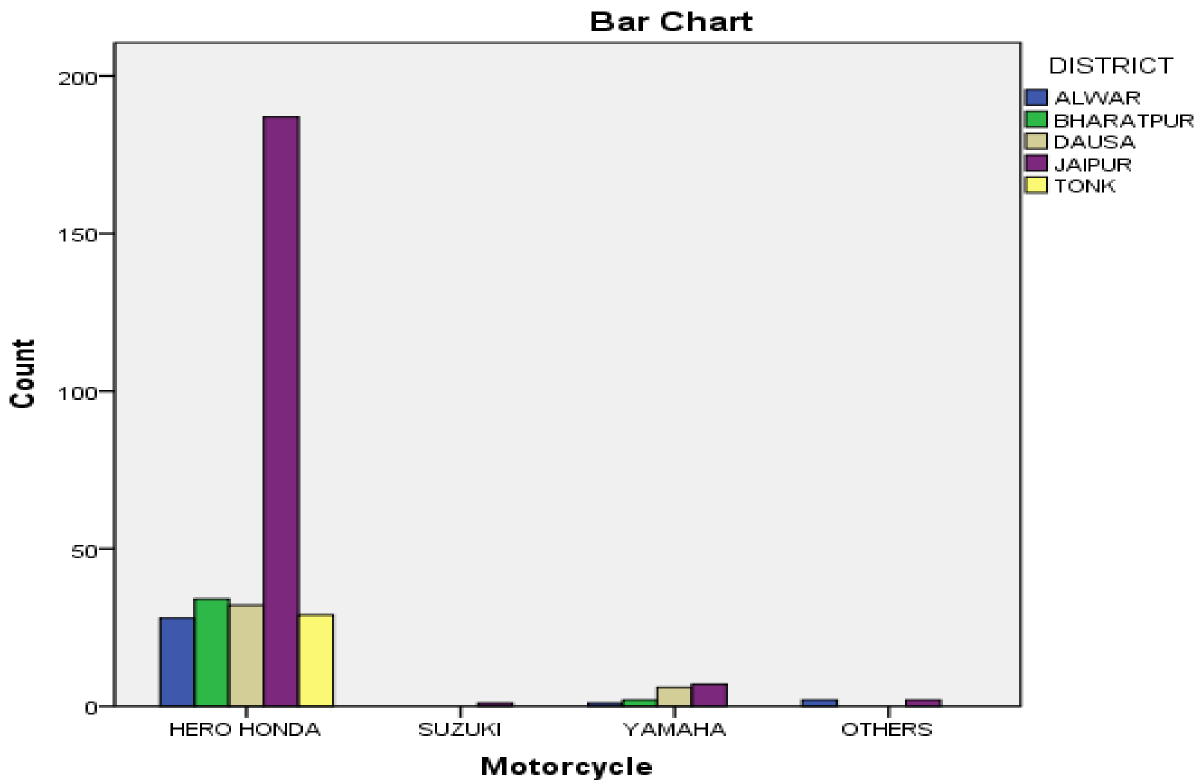

Chart 4.7 : Market position of various brands of Motorcycle

H_{02} The proportion of purchases that rural people make from the cities is substantial.

TABLE 4.8- Source of purchase of buyers – Productwise

SOURCE	ColourTV	Ceiling Fan	Refrigerator	MobilePhone	Radio	Washing Machine	Motorcycle

CITY	NO.	351	355	238	346	133	170	327
	%	98.6%	98.6%	98.8%	98.6%	97.8%	98.3%	98.8%
VILLAGE	NO.	5	5	3	5	3	3	4
	%	1.4%	1.4%	1.2%	1.4%	2.2%	1.7%	1.2%
Total	NO.	356	360	241	351	136	173	331
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Test			
	Value	df	P VALUE
Pearson Chi-Square	0.006	6	1.000

Interpretation

(A) The Chi-Square value for the association between sources of purchase and products_was obtained as .006 with 6 degrees of freedom and a Significance Probability (1.00) which is greater than .05 which is a highly non significant result. On the evidence of this data there is no association between sources of purchase and products in the population from which this sample was drawn.

(B) The percentage of people making purchases from the cities for all products is substantial as compare to villages.

Inference

(C) The null hypothesis is thus accepted

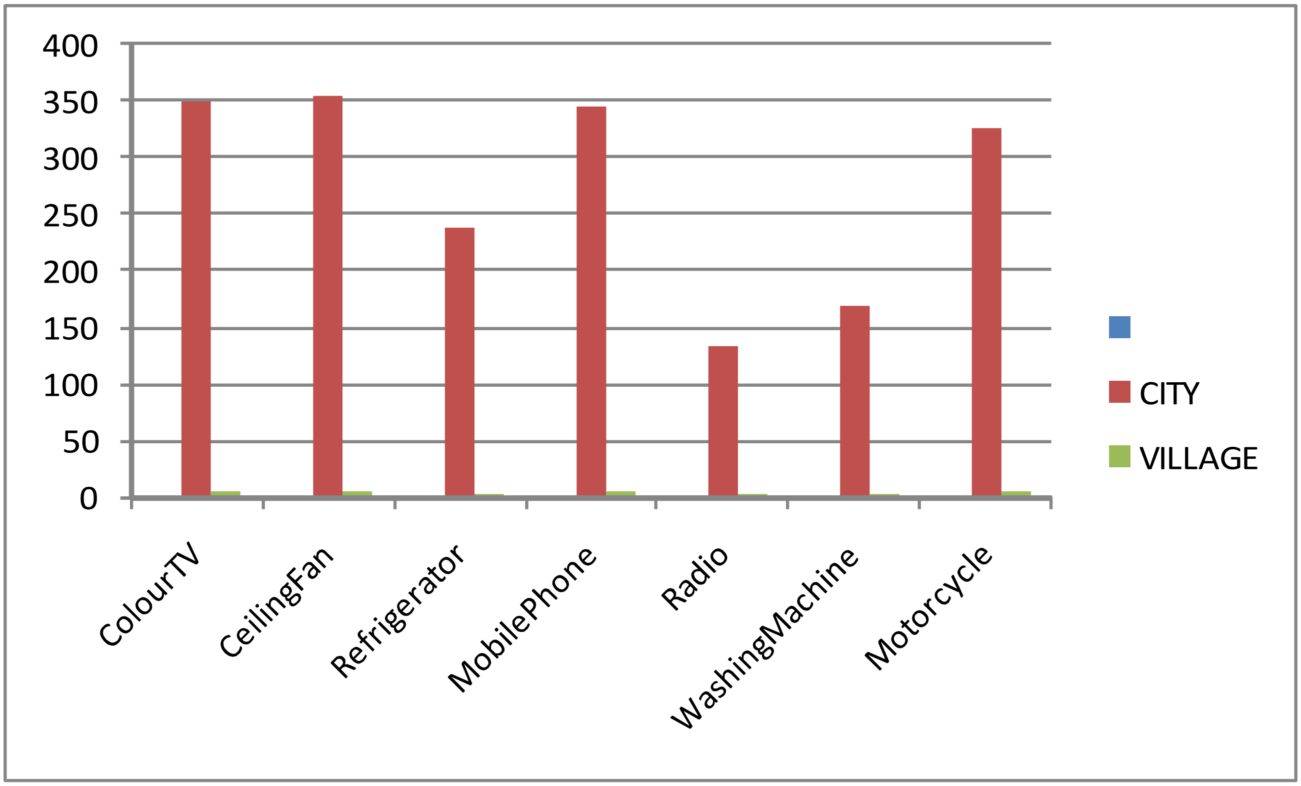

Chart 4.8 : Source of purchase of buyers – Productwise

TABLE 4.9- Source of purchase of buyers – Districtwise

SOURCE		DISTRICT					Total
		ALWAR	BHARATPUR	DAUSA	JAIPUR	TONK	
CITY	NO.	33	41	41	208	36	359
	%	94.3%	100.0%	100.0%	98.6%	100.0%	98.6%
VILLAGE	NO.	2	0	0	3	0	5
	%	5.7%	.0%	.0%	1.4%	.0%	1.4%
Total	NO.	35	41	41	211	36	364
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Test			
	Value	df	P VALUE
Pearson Chi-Square	6.515	4	.164

Interpretation

(D) The Chi-Square value for the association between sources of purchase and districts_was obtained as 6.515 with 4 degrees of freedom and a Significance Probability(0.164) is greater than .05 which is a non significant result. On the evidence of this data there is no association between sources of purchase and districts_in the population from which this sample was drawn.

(E) The percentage of people making purchases from the cities in all the districts is substantial as compare to villages.

Inference

(F) The null hypothesis is thus accepted

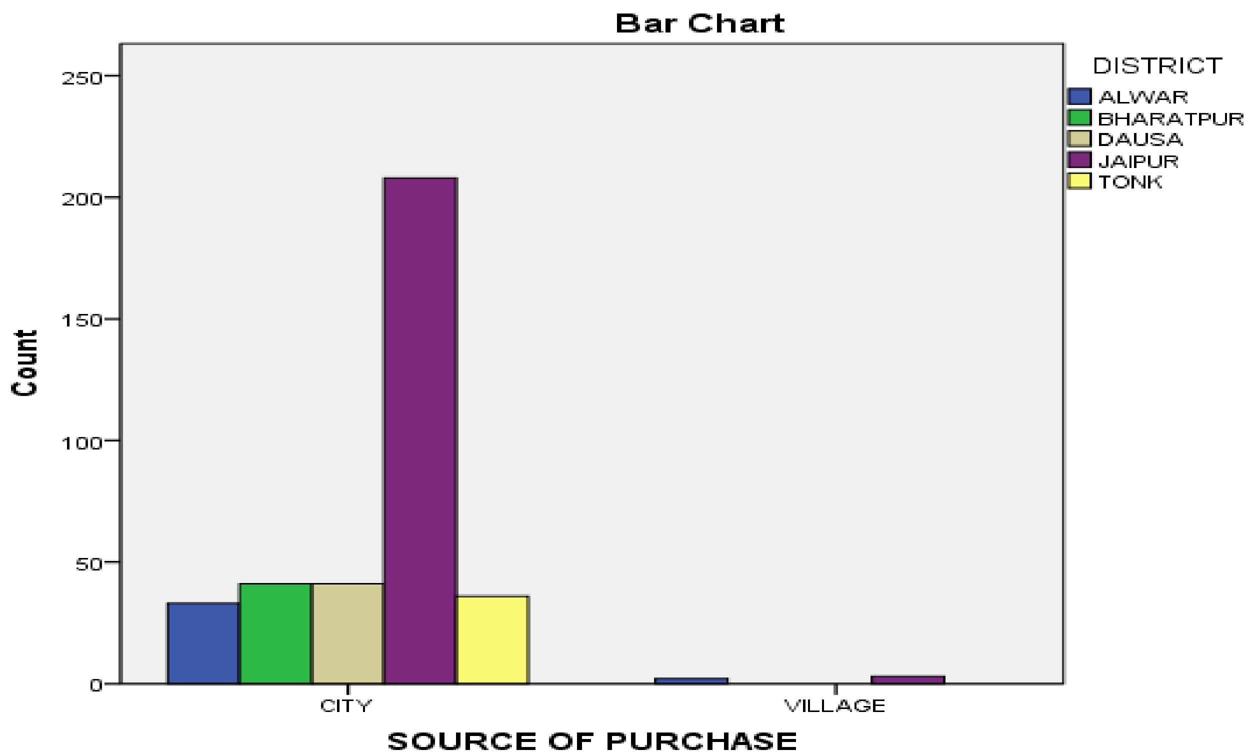

Chart 4.9 : Source of purchase of buyers - Districtwise

H_{03} There is a relation between satisfaction level of products and segments.

TABLE 4.10 - SATISFACTION LEVEL WTH AVAILABLE BRAND CHOICE – PRODUCT WISE IN DISTRICTS

	DISTRICT	Total

SATISFACTION LEVEL OF PRODUCTS			ALWAR	BHARATPUR	DAUSA	JAIPUR	TONK	
COLOUR TV	NOT SATISFIED	No.	19	1	0	0	18	38
		%	54.3%	2.4%	.0%	.0%	50.0%	10.4%
	SATISFIED	No.	16	40	41	211	18	326
		%	45.7%	97.6%	100.0%	100.0%	50.0%	89.6%
	Total	No.	35	41	41	211	36	364
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
CEILING FAN	NOT SATISFIED	No.	19	1	0	4	18	42
		%	54.3%	2.4%	.0%	1.9%	50.0%	11.5%
	SATISFIED	No	16	40	41	207	18	322
		%	45.7%	97.6%	100.0%	98.1%	50.0%	88.5%
	Total	No.	35	41	41	211	36	364
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
REFRIGERATOR	NOT SATISFIED	No.	18	0	0	2	7	27
		%	52.9%	.0%	.0%	.9%	19.4%	7.4%
	SATISFIED	No.	16	41	41	209	29	336
		%	47.1%	100.0%	100.0%	99.1%	80.6%	92.6%
	Total	No.	34	41	41	211	36	363
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
MOBILE PHONE	NOT SATISFIED	No.	18	1	0	3	27	49
		%	51.4%	2.4%	.0%	1.4%	75.0%	13.5%
	SATISFIED	No.	17	40	41	208	9	315
		%	48.6%	97.6%	100.0%	98.6%	25.0%	86.5%
	Total	No.	35	41	41	211	36	364

		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
RADIO	NOT SATISFIED	No.	19	0	0	1	7	27
		%	70.4%	.0%	.0%	.5%	19.4%	7.6%
	SATISFIED	No.	8	41	41	207	29	326
		%	29.6%	100.0%	100.0%	99.5%	80.6%	92.4%
	Total	No.	27	41	41	208	36	353
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
WASHING MACHINE	NOT SATISFIED	No.	20	1	0	1	18	40
		%	76.9%	3.6%	.0%	.6%	50.0%	14.2%
	SATISFIED	No.	6	27	29	161	18	241
		%	23.1%	96.4%	100.0%	99.4%	50.0%	85.8%
	Total	No.	26	28	29	162	36	281
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
MOTORCYCLE	NOT SATISFIED	No.	19	1	0	2	18	40
		%	55.9%	2.4%	.0%	.9%	50.0%	11.0%
	SATISFIED	No.	15	40	41	209	18	323
		%	44.1%	97.6%	100.0%	99.1%	50.0%	89.0%
	Total	No.	34	41	41	211	36	363
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Interpretation

(G) Chi square tests for above all product are found insignificant .Hence there is no association between satisfaction level of products and districts.

Inference

(H) The null hypothesis is thus rejected.

PART-B: BRAND AWARENESS

H_{04} The The established national brands are well identified in Eastern Rajasthan rural market.

TABLE 4.11: BRAND AWARENESS OF SELECTED BRANDS

BRANDS	IDENTIFIED		NOT IDENTIFIED		TOTAL		TEST
	No.	%	No.	%	No.	%	P VALUE
ONIDA	326	89.6	38	10.4	364	100.0	.000
SAMSUNG	361	99.2	3	.8	364	100.0	.000
LG	363	99.7	1	.3	364	100.0	.000
GODREJ	336	92.3	28	7.7	364	100.0	.000
HERO HONDA	363	99.7	1	.3	364	100.0	.000
WHIRLPOOL	343	94.8	19	5.2	362	100.0	.000
NOKIA	362	99.5	2	.5	364	100.0	.000
MOTOROLA	333	92.0	29	8.0	362	100.0	.000
PHILLIPS	337	93.4	24	6.6	361	100.0	.000
BUSH	313	86.5	49	13.5	362	100.0	.000

USHA	341	94.2	21	5.8	362	100.0	.000
BAJAJ	333	92.5	27	7.5	360	100.0	.000
CROMPTON GREAVES	50	13.9	309	86.1	359	100.0	.000
HAVELLS	297	82.5	63	17.5	360	100.0	.000
YAMAHA	331	91.2	32	8.8	363	100.0	.000

Interpretation

- All the P values for the brands are less than 0.05, it is a highly significant result
- It is observed that customers identified the brands significantly.

Inference

The null hypothesis is thus accepted.

TABLE 4.12: BRAND AWARENESS IN DIFFERENT SEGMENTS (ALL BRANDS COMBINED)

DISTRICT	NOT IDENTIFY		IDENTIFY		Total		TEST
	NO.	%	NO.	%	NO.	%	P VALUE
ALWAR	100	19.65	409	80.35	509	100	.000
BHARATPUR	51	8.31	563	91.69	614	100	.000
DAUSA	39	6.36	574	93.64	613	100	.000
JAIPUR	273	8.67	2876	91.33	3149	100	.000
TONK	162	30.62	367	69.38	529	100	.000
Total	625	11.54	4789	88.46	5414	100	.000

Interpretation

- All the P values for the brands are less than 0.05, it is a highly significant result
- It is observed that customers identified the brands in the districts significantly.

Inference

The null hypothesis is thus accepted.

.

H_{05} : The most important reason of brand choice varies with segment of market and income of buyer

TABLE 4.13: THE DOMINANT REASON FOR BRAND CHOICE - PRODUCTWISE

FACTOR	PRODUCTS (In No.s)						
	Colour T.V.	Ceilling Fan	Refrigerato r	Mobile Phone	Radio	Washing machine	Motorcycle
PRICE	31	30	37	44	31	31	30
QUALITY	332	341	338	316	334	337	342
AVAILABILITY	26	30	27	29	28	28	25
COMPANY IMAGE	31	18	30	22	18	21	22
BRAND IMAGE	27	14	22	15	15	14	17
TOTAL	447	433	454	426	426	431	436

Chi-Square Test			
	Value	df	P VALUE
Pearson Chi-Square	20.941	24	.642

Interpretation

The Chi-Square value for the association between factors and products was obtained as 20.941 with 24 degrees of freedom and a Significance Probability (0.642) is greater than .05 which is a non significant result. It is thus concluded that there is no association between factors and products in the population from which this sample was drawn.

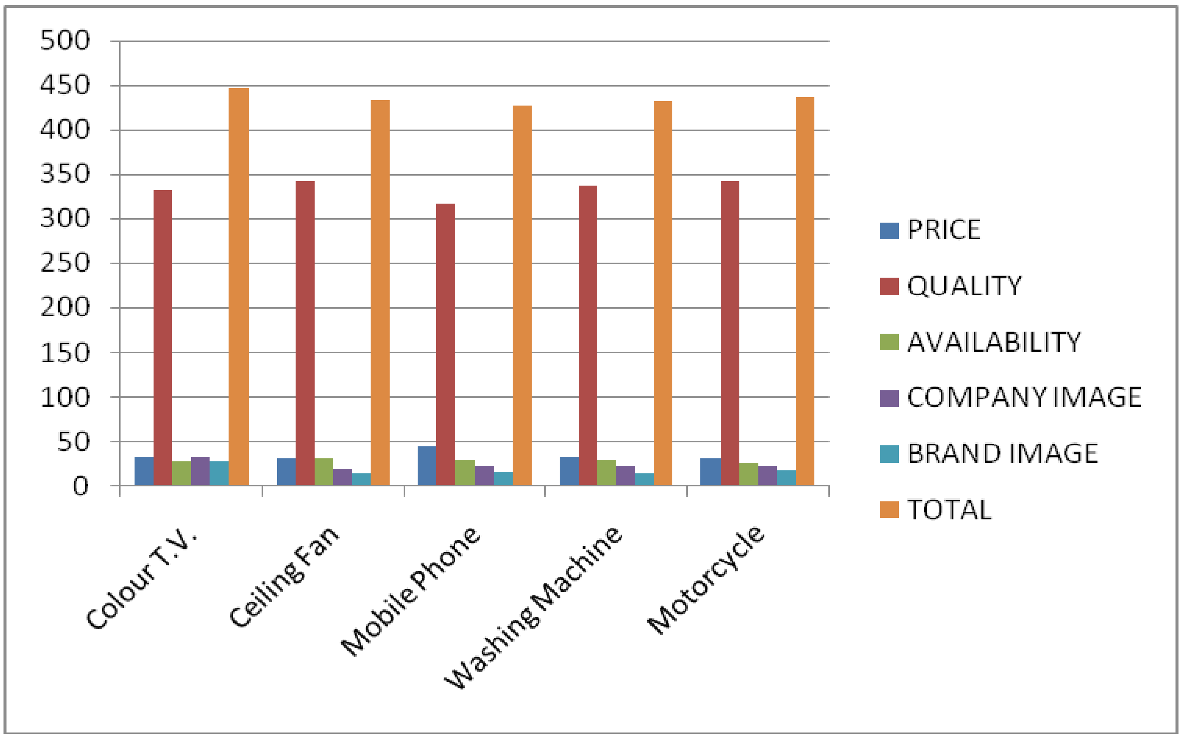

Chart 4.10 : The dominant reason for brand choice -Productwise

TABLE 4.14 : THE DOMINANT REASON FOR BRAND CHOICE – DISTRICTWISE

(In No.s)

FACTOR	DISTRICT					TOTAL
	ALWAR	BHARATPUR	DAUSA	JAIPUR	TONK	
PRICE	24	0	0	129	81	234
QUALITY	181	286	287	1433	153	2340
AVAILABILTY	14	0	0	116	63	193
COMPANY IMAGE	31	0	0	113	18	162
BRAND IMAGE	16	1	0	89	18	124
TOTAL	266	287	287	1880	333	3053

Chi-Square Test			
	Value	df	P VALUE
Pearson Chi-Square	450.13	16	.000

Interpretation

1. The Chi-Square value for the association between factors and districts was obtained as 450.13 with 16 degrees of freedom and a Significance Probability (0.000) is less than .05, which is a highly significant result. On the evidence of this data there is an association between factors and districts in the population from which this sample was drawn.
2. Since Quality has highest frequency in almost all districts, hence the dominant factor is quality in all districts.

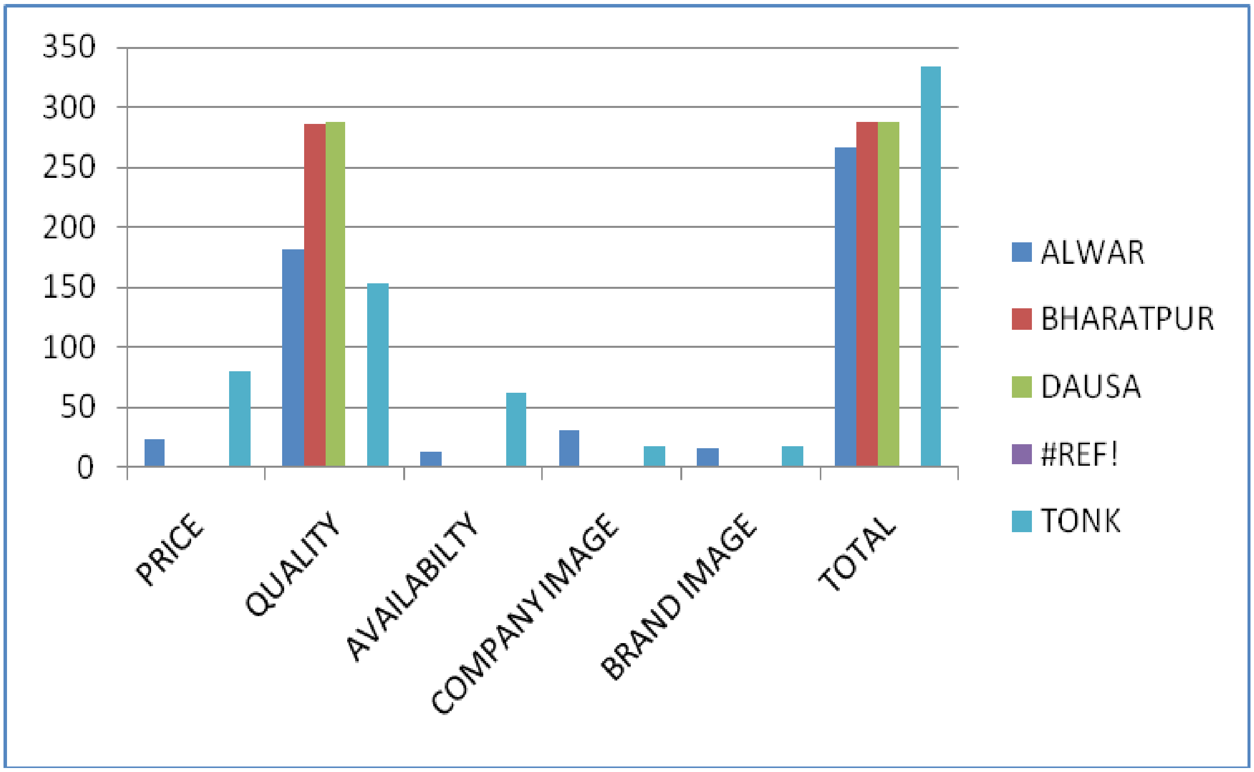

Chart 4.11: The dominant reason for brand choice - Districtwise

TABLE 4.15: THE DOMINANT REASON FOR BRAND CHOICE - INCOMEWISE

(In No.s)

FACTOR	INCOME					TOTAL
	VERY LOW	LOW	MEDIUM	HIGH	VERY HIGH	
PRICE	56	116	41	14	7	234
QUALITY	622	1101	527	62	28	2340
AVAILABILTY	26	93	46	21	7	193
COMPANY IMAGE	34	62	47	12	7	162
BRAND IMAGE	23	45	37	12	7	124
TOTAL	761	1417	698	121	56	3053

Chi-Square Test			
	Value	df	P VALUE
Pearson Chi-Square	106.7	16	.000

Interpretation

- The Chi-Square value for the association between factors and income was obtained as 106.7 with 16 degrees of freedom and a Significance Probability (0.000) is less than .05, which is a highly significant result. On the evidence of this data there is an association between factors and income in the population from which this sample was drawn.
- Since Quality has highest frequency in almost all districts, hence the dominant factor is quality in all districts.

Inference

The null hypothesis is accepted

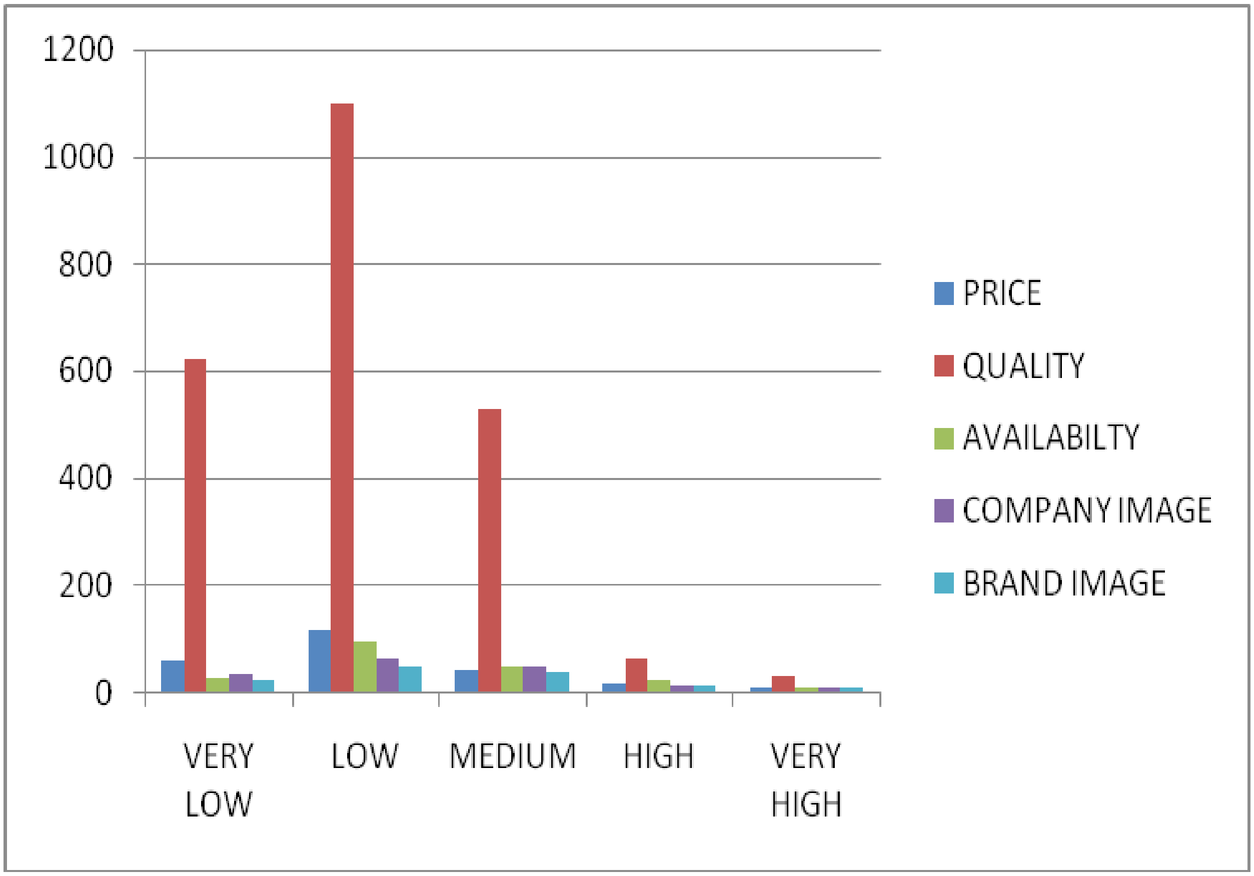

Chart 4.12: The dominant reason for brand choice - Incomewise

H_{06} : The perception of quality and price is not the same in all the customers.

TABLE 4.16 THE PERCEPTION OF GOOD QUALITY AS HELD BY RESPONDENTS

PERCEPTION	NO.	PERCENTAGE
Costly / expensive	11	3.0
Attractive / Good looks	8	2.2
Popularity	112	30.8
Self-Tested	233	64.0
Total	364	100.0

Interpretation

- Above data shows that perception held by customer for good quality varies .
- Self testing becomes the most popular criteria to judge the quality of products.

TABLE 4.17 THE PERCEPTION OF RIGHT PRICE AS HELD BY RESPONDENTS

PERCEPTION	NO.	PERCENTAGE
Least Possible	18	4.9
Comparable with other brands	5	1.4
Affordable	326	89.6
Mentioned on the Product	15	4.1
Total	364	100.0

Interpretation

- Above data shows that perception held by customer for right price varies .
- Affordibility becomes the most popular perception of right price of products.

Inference

The null hypothesis is accepted

TABLE 4.18 THE PERCEPTION OF GOOD QUALITY IN DIFFERENT AGE GROUP

PERCEPTION	AGE GROUP	TOTAL

		BELOW 25	25-35	35-45	ABOVE 45	
Costly / expensive	No.	0	5	5	1	11
	%	0.00	2.89	6.58	4.76	3.03
Attractive / Good looks	No..	1	4	2	1	8
	%	1.08	2.31	2.63	4.76	2.20
Popularity	No.	38	61	10	3	112
	%	40.86	35.26	13.16	14.29	30.85
Self-Tested	No.	54	103	59	16	232
	%	58.06	59.54	77.63	76.19	63.91
TOTAL	No..	93	173	76	21	363
	%	100	100	100	100	100

Chi-Square Test			
	Value	df	P VALUE
Pearson Chi-Square	108.597	12	.000

Interpretation

- The Chi-Square value for the association between perceptions and age group was obtained as 108.597 with 12 degrees of freedom and a Significance Probability(.000) less than .05, which is a highly significant result. On the evidence of this data there is an association between perceptions and age group in the population from which this sample was drawn.
- The perception of good quality though varies with age groups but self testing remains the most preferred choice however product popularity does affect the younger age groups.

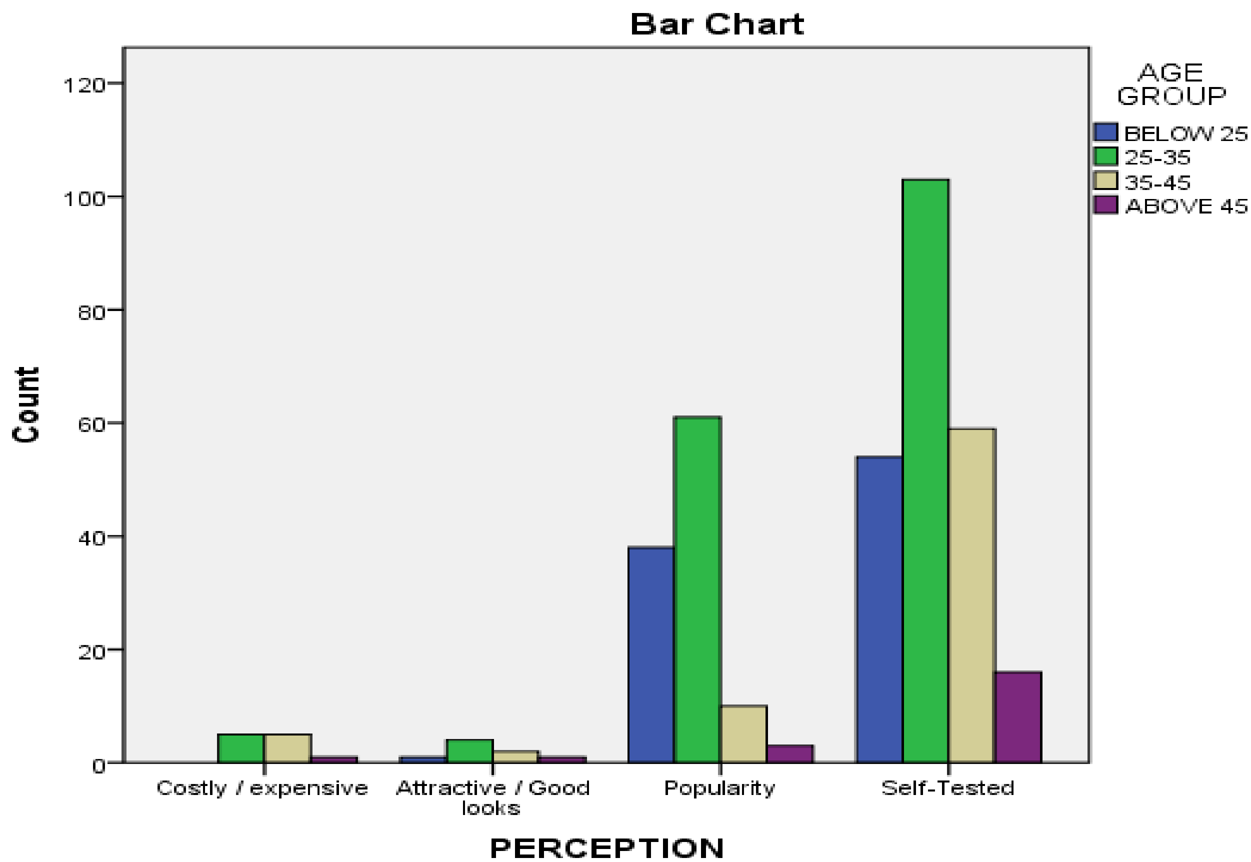

Chart 4.13 : The perception of good quality in different age group

TABLE 4.19 THE PERCEPTION OF RIGHT PRICE IN DIFFERENT AGE GROUP

PERCEPTION		AGE GROUP				TOTAL
		BELOW 25	25-35	35-45	ABOVE 45	
Least Possible	No.	1	9	6	2	18
	%	1.08	5.20	7.89	9.52	4.96
Comparable with other brands	No.	0	4	1	0	5
	%	0.00	2.31	1.32	0.00	1.38
Affordable	No..	91	150	66	18	325
	%	97.85	86.71	86.84	85.71	89.53
Mentioned on the Product	No.	1	10	3	1	15
	%	1.08	5.78	3.95	4.76	4.13
TOTAL	No.	93	173	76	21	363
	%	100	100	100	100	100

Chi-Square Test			
	Value	df	P VALUE
Pearson Chi-Square	128.440	12	.000

Interpretation

- The Chi-Square value for the association between perceptions and age group was obtained as 128.44 with 12 degrees of freedom and a Significance Probability(.000) less than .05, which is a highly significant result. On the evidence of this data there is an association between perceptions and age group in the population from which this sample was drawn.
- The perception of right price though varies with age groups but affordibility remains the most preferred choice..

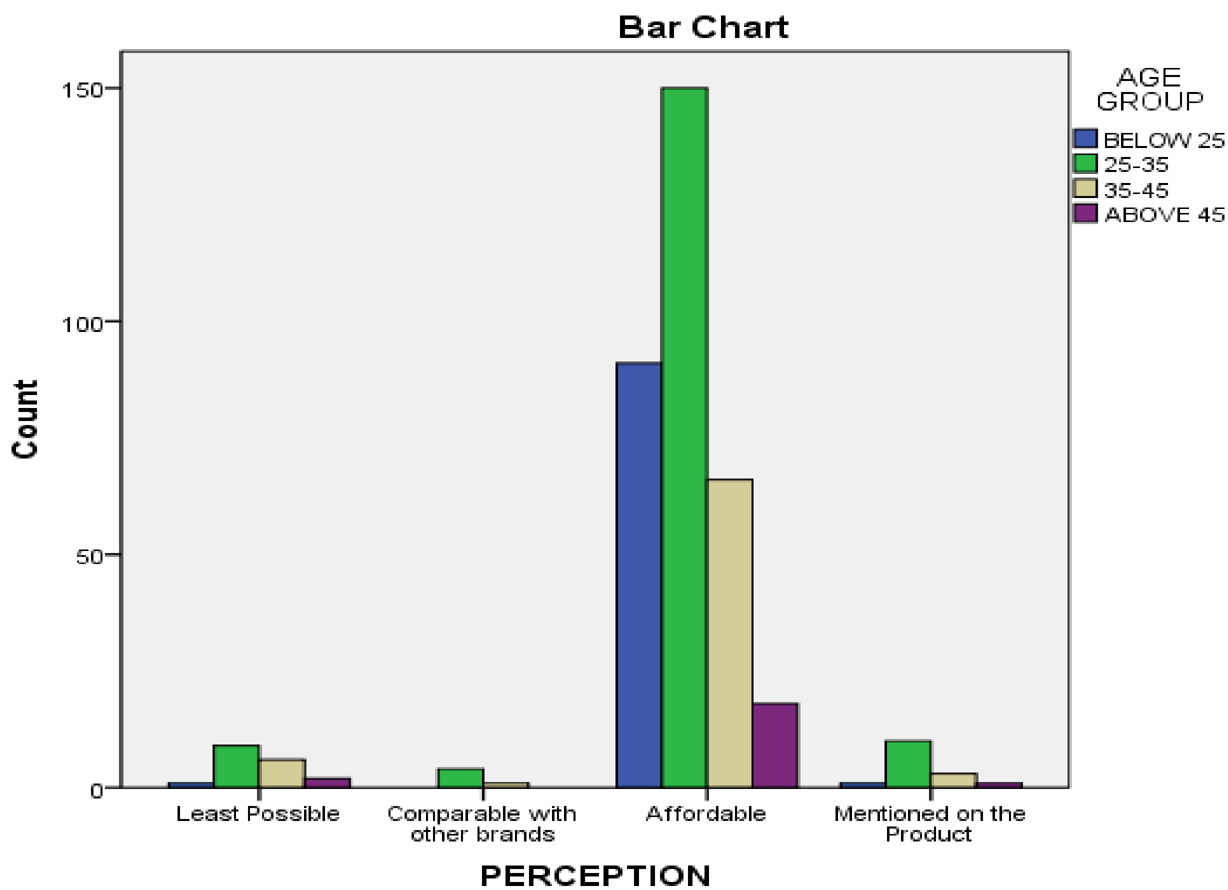

Chart 4.14 : The perception of right price in different age group

.H_{07} : The attitude of significant proportion of market towards trying a new brand is positive.

TABLE 4.20: ATTITUDE TOWARDS NEW BRANDS

ATTITUDE		DISTRICT					Total
		ALWAR	BHARATPUR	DAUSA	JAIPUR	TONK	
NO	No.	2	0	0	16	0	18
	%	5.7	.0	.0	7.6	.0	4.9
YES	No.	33	41	41	195	36	346
	%	94.3	100.0	100.0	92.4	100.0	95.1
Total	No.	35	41	41	211	36	364
	%	100.0	100.0	100.0	100.0	100.0	100.0

Chi-Square Test			
	Value	df	P VALUE
Pearson Chi-Square	9.306	4	.054

Interpretation

- The Chi-Square value for the association between attitude and districts was obtained as 9.306 with 4 degrees of freedom and a Significance Probability (0.054) greater than .05 which is a non significant result. On the evidence of this data we may conclude that there is no association between attitude and districts in the population from which this sample was drawn.
- The attitude towards trying a new brand is positive in all districts,

Inference

The null hypothesis is accepted.

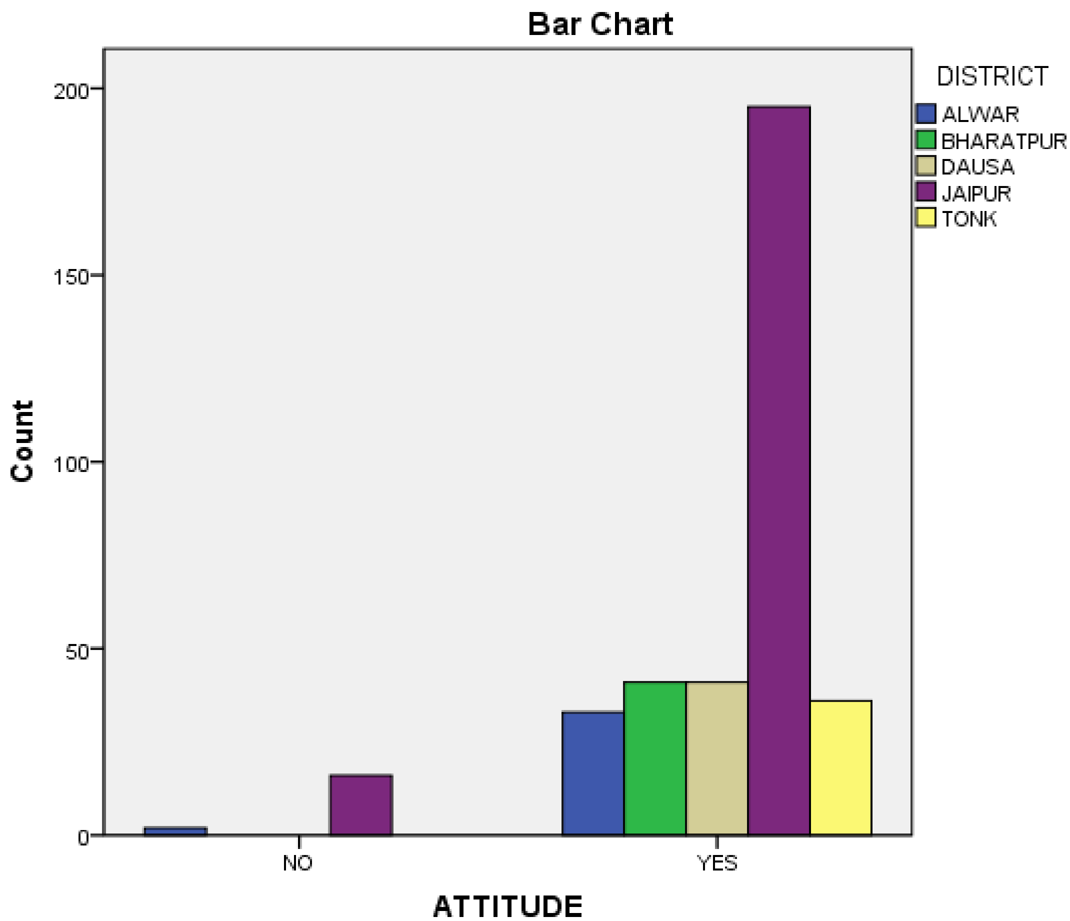

Chart 4.15: Attitude towards new brands

PART C: PROMOTION

H_{08} : The advertising media mix used as reported by the audience in rural areas is segment – wise different in the market.

TABLE 4.21- SOURCE OF KNOWLEDGE OF RURAL CUSTOMERS ABOUT THE

BRANDS

SOURCE OF KNOWLEDGE		DISTRICT					TOTAL
		ALWAR	BHARATPUR	DAUSA	JAIPUR	TONK	
REFERENCE GROUPS	NO.	13	2	7	11	9	42
	%	37.1%	4.9%	17.1%	5.2%	25.0%	11.5%
MASS MEDIA	NO.	16	38	34	191	16	295
	%	45.7%	92.7%	82.9%	90.5%	44.4%	81.0%
POSTER	NO.	4	1	0	1	0	6
	%	11.4%	2.4%	.0%	.5%	.0%	1.6%
RETAILERS	NO.	2	0	0	8	11	21
	%	5.7%	.0%	.0%	3.8%	30.6%	5.8%
TOTAL	NO.	35	41	41	211	36	364
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Test			
	Value	df	P VALUE
Pearson Chi-Square	117.902	12	.000

Interpretation

- The Chi-Square value for the association between source of knowledge and districts was obtained as 117.902 with12 degrees of freedom and a Significance Probability (0.000) less than .05, which is a highly significant result. On the evidence of this data there is an association between source of knowledge and districts in the population from which this sample was drawn.
- Advertising mix varies with segment but mass media is the major source of knowledge about brands in all districts.

Inference

The null hypothesis is accepted.

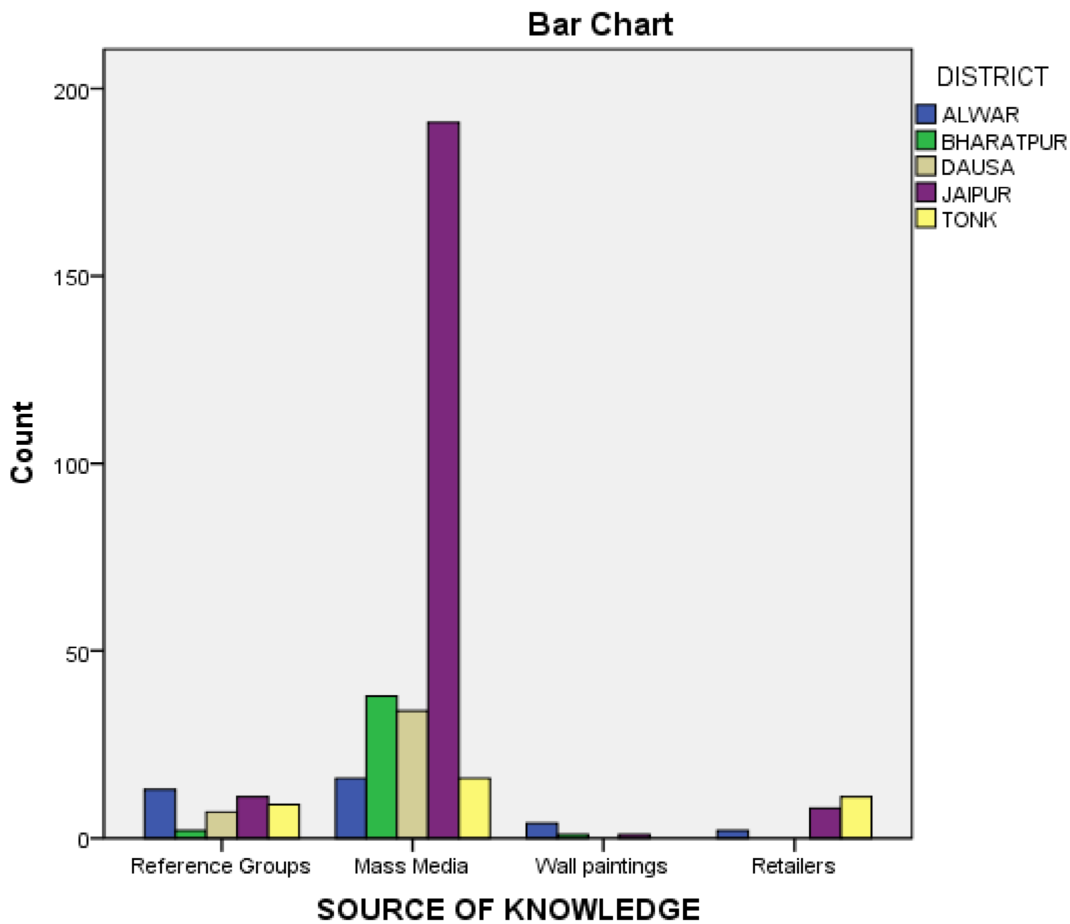

Chart 4.16 : Source of knowledge of rural customers about the brands

TABLE 4.22- SOURCE OF KNOWLEDGE OF RURAL CUSTOMERS ABOUT THE BRANDS – PRODUCTWISE (In No.s)

SOURCE OF KNOWLEDGE	PRODUCTS							
	COLOUR TV	FAN	REFRIGERATOR	PHONE	RADIO	WASHING MACHINE	MOTORCYCLE	TOTAL
REFERENCE GROUPS	45	21	32	66	19	32	26	241
MASS MEDIA	309	293	301	298	293	304	305	2103

POSTER	1	9	2	2	29	3	24	70
RETAILERS	27	38	29	11	15	17	7	144
TOTAL	382	361	364	377	356	356	362	2558

Chi-Square Test			
	Value	df	P VALUE
Pearson Chi-Square	163.3	18	.000

Interpretation

- The Chi-Square value for the association between source of knowledge and products was obtained as 163.30 with 18 degrees of freedom and a Significance Probability (0.000) less than .05, which is a highly significant result. On the evidence of this data there is an association between source of knowledge and products in the population from which this sample was drawn.
- Source of knowledge about products though varies with product but mass media is the major source of knowledge about brands in case of all products, reference groups influence the next.

Inference

The null hypothesis is accepted.

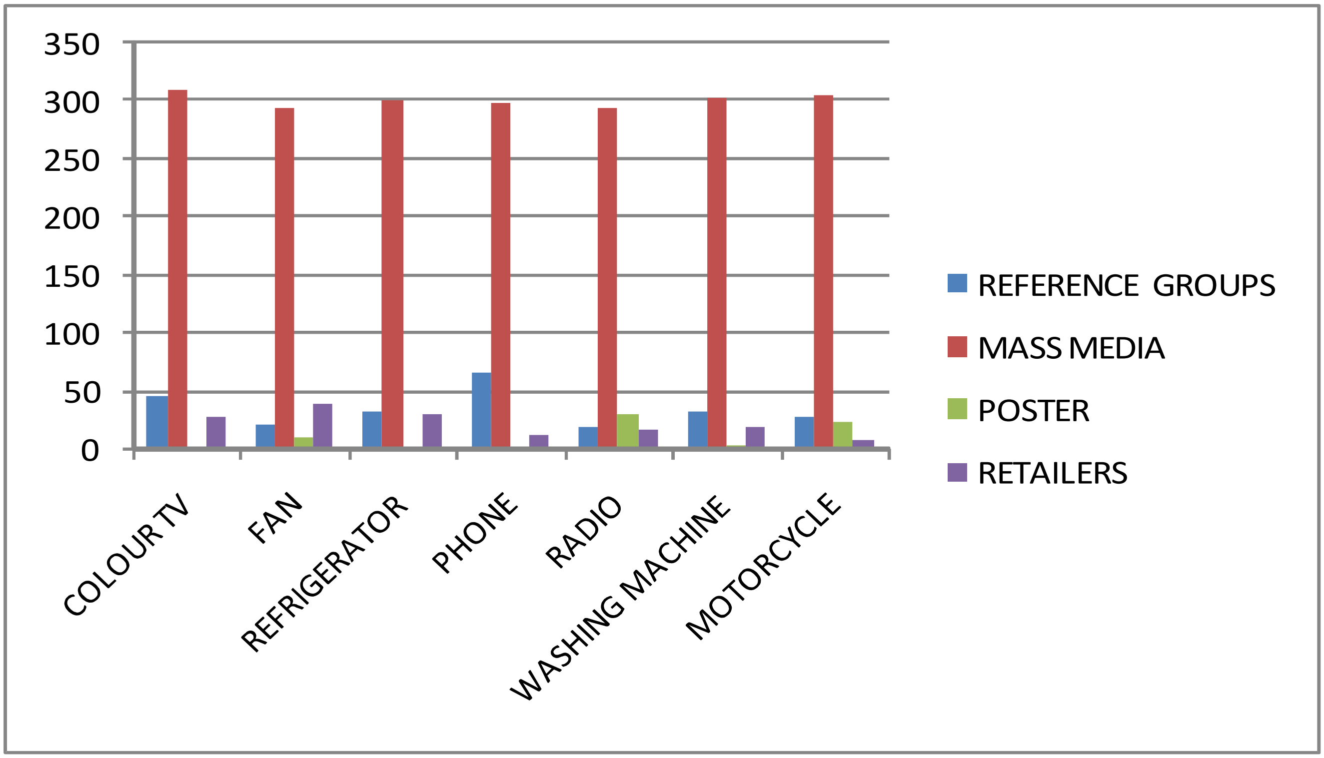

Chart 4.17 : Source of knowledge of rural customers about the brands –Productwise

H_{09} : The source of knowledge about the brands is closely related with the education of customer.

TABLE 4.23- SOURCE OF KNOWLEDGE OF RURAL CUSTOMERS ABOUT THE BRANDS IN DIFFERENT EDUCATION LEVELS

	EDUCATION	TOTAL

SOURCE OF KNOWLEDGE		BELOW 10TH	10TH TO 12TH	GRADUATE	PG	UNEDUCATED	
REFERENCE GROUPS	No.	18	13	7	0	4	42
	%	23.7%	7.3%	10.9%	.0%	9.8%	11.7%
MASS MEDIA	No.	53	158	48	1	31	291
	%	69.7%	89.3%	75.0%	50.0%	75.6%	80.8%
POSTER	No..	4	1	1	0	0	6
	%	5.3%	.6%	1.6%	.0%	.0%	1.7%
RETAILERS	No..	1	5	8	1	6	21
	%	1.3%	2.8%	12.5%	50.0%	14.6%	5.8%
TOTAL	No.	76	177	64	2	41	360
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	P VALUE
Pearson Chi-Square	46.312	12	.000

Interpretation

1. The Chi-Square value for the association between source of knowledge and education was obtained as 46.312 with 12 degrees of freedom and a Significance Probability (0.000) less than .05, which is a highly significant result. This data shows there is an association between source of knowledge and education in the population from which this sample was drawn.

- Source of knowledge about products though varies with education level but mass media is the major source of knowledge about brands in case of all education level groups. However in case of less educated the reference groups influence the next.

Inference

The null hypothesis is accepted.

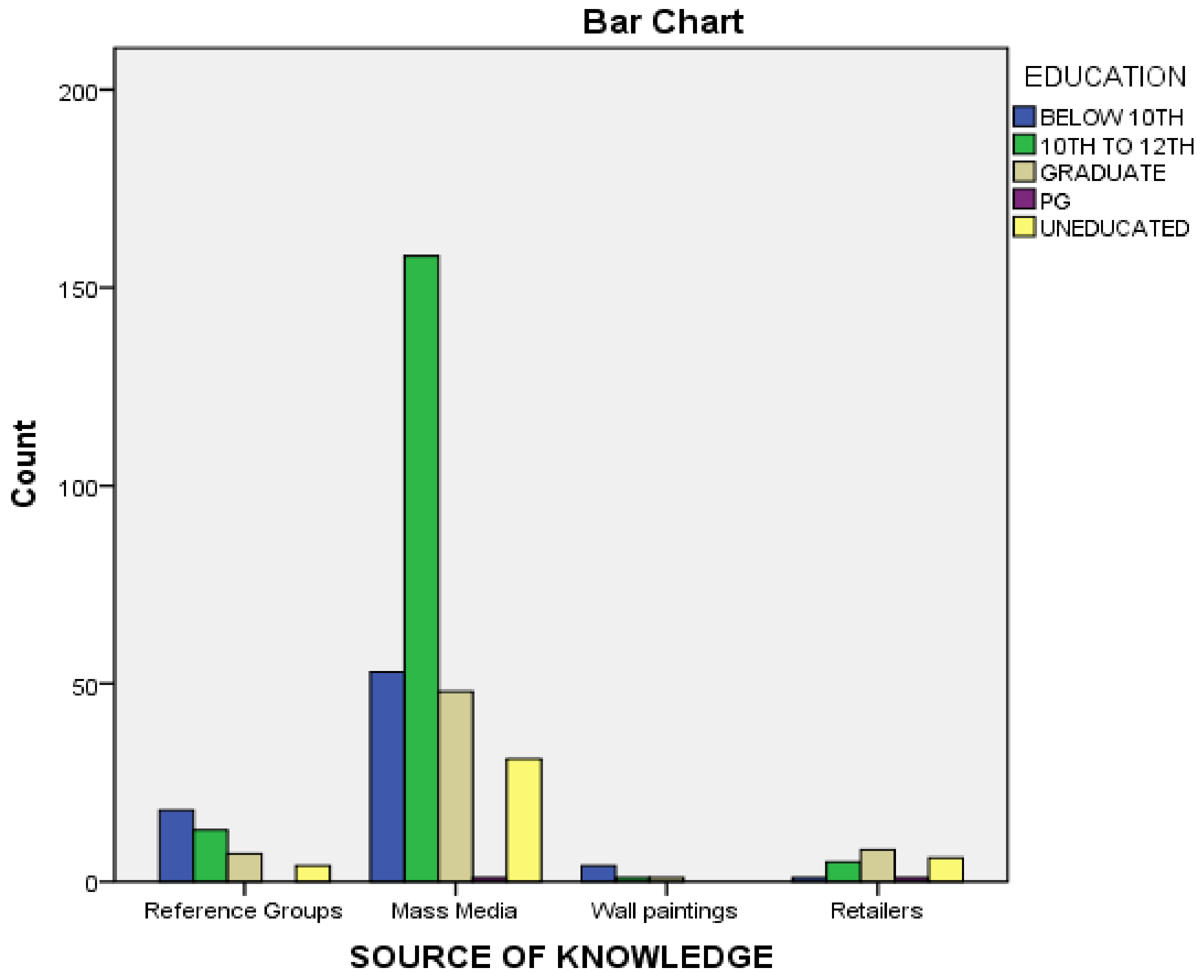

Chart 4.18 : Source of knowledge of rural customers about the brands in different education levels

H_{010} : The proportion of rural population recalling the advertisement of popular brands is segment wise different in the market.

TABLE 4.24- ADVERTISEMENT RECALLED BY RURAL CUSTOMERS - BRAND WISE (In No.s)

PRODUCT	BRANDS	DISTRICT					TOTAL
		ALWAR	BHARATPUR	DAUSA	JAIPUR	TONK	
COLOUR TV	LG	13	0	2	30	9	54
	ONIDA	10	34	18	132	11	205

	PHILLIPS	1	0	0	5	0	6
	SAMSUNG	9	7	15	35	16	82
	SONY	2	0	1	8	0	11
CEILING FAN	BAJAJ	14	25	2	90	0	131
	CROMPTON	2	0	2	0	0	4
	HAVELLS	2	0	1	13	0	16
	PHILLIPS	0	0	0	2	0	2
	USHA	11	16	29	104	36	196
REFRIGERATOR	BAJAJ	0	0	0	2	0	2
	GODREJ	10	33	29	149	27	248
	LG	5	7	6	36	9	63
	VIDEOCON	7	1	0	4	0	12
	WHIRLP	8	0	1	19	0	28
MOBILE PHONE	LG	11	0	5	23	0	39
	MOTOROLA	6	1	0	29	0	36
	NIKON	1	0	0	0	9	10
	NOKIA	7	40	31	158	27	263
	SONY	3	0	0	0	0	3
RADIO	BUSH	20	8	5	47	18	98
	PHILIPS	0	0	2	1	0	3
	PHILLPS	2	0	8	26	18	54
	SONY	5	33	21	136	0	195
WASHING MACHINE	GODREJ	9	0	4	32	7	52
	LG	15	7	8	49	20	99
	VIDEOCON	2	33	18	114	9	176
	WHIRLP	0	0	6	14	0	20
MOTORCYCLE	BAJAJ	1	0	0	4	0	5
	HEROHONDA	16	41	34	147	36	274
	SUZUKI	8	0	2	30	0	40
	YAMAHA	5	0	0	29	0	34
TOTAL		205	286	250	1468	252	2461

Interpretation

The above data shows that proportion of rural population recalling the advertisement of popular brands is segment wise different in the market.

Inference

The null hypothesis is accepted.

H_{011} : The advertisement and publicity reached to rural population is different for different products.

TABLE 4.25- THE USAGE OF ADVERTISING MEDIA – DISTRICTWISE

MEDIA		DISTRICT					TOTAL
		ALWAR	BHARATPUR	DAUSA	JAIPUR	TONK	
NEWSPAPER	No.	2	27	18	145	0	192
	%	5.7%	65.9%	43.9%	68.7%	.0%	52.7%
TV	No.	25	14	23	55	36	153
	%	71.4%	34.1%	56.1%	26.1%	100.0%	42.0%
RADIO	No.	1	0	0	9	0	10
	%	2.9%	.0%	.0%	4.3%	.0%	2.7%
WALL PAINTING	No.	2	0	0	0	0	2
	%	5.7%	.0%	.0%	.0%	.0%	.5%
POSTER	No.	0	0	0	1	0	1
	%	.0%	.0%	.0%	.5%	.0%	.3%
ANNOUNCEMENT	No.	2	0	0	0	0	2
	%	5.7%	.0%	.0%	.0%	.0%	.5%
HOARDING	No.	3	0	0	1	0	4
	%	8.6%	.0%	.0%	.5%	.0%	1.1%
TOTAL	No..	35	41	41	211	36	364
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Test			
	Value	df	P VALUE
Pearson Chi-Square	160.294	24	.000

Interpretation

- The Chi-Square value for the association between media and districts was obtained as 160.294 with 24 degrees of freedom and a Significance Probability (0.000) less than .05, which is a highly significant result. On the evidence of this data there is an association between media and districts in the population from which this sample was drawn.
- The advertisement and publicity reach to rural population is different for different districts

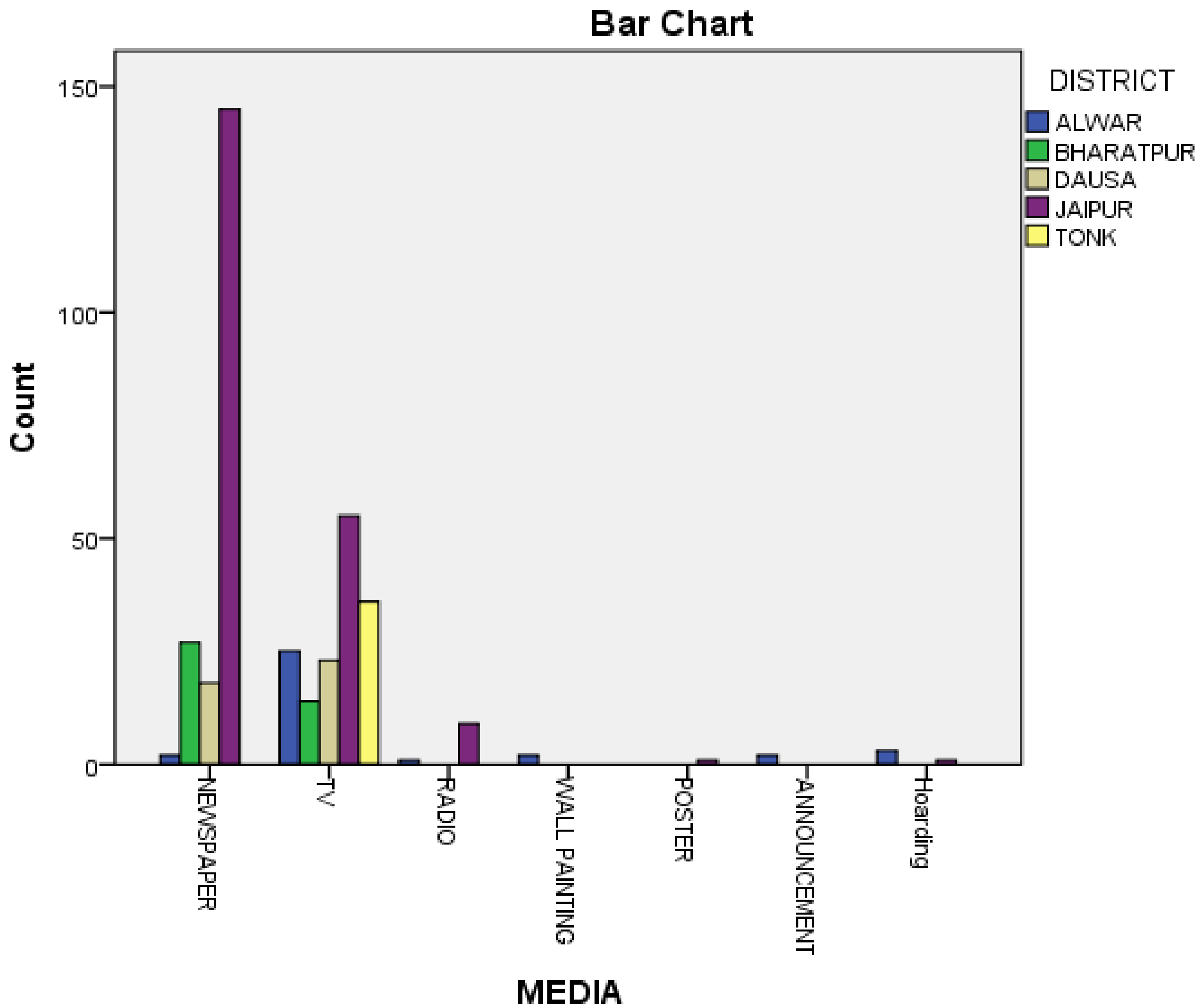

Chart 4.19 : The usage of Advertising media – Districtwise

TABLE 4.26- THE USAGE OF ADVERTISING MEDIA - PRODUCT WISE

MEDIA	PRODUCTS						
	COLOUR TV	CEILING FAN	REFRIGE RATOR	MOBILE PHONE	RADIO	WASHING MACHINE	MOTORC YCLE

	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
NEWSPAPER	194	53.3	179	49.2	176	48.4	192	52.7	195	53.7	187	52.1	187	51.7
TV	167	45.9	162	44.5	183	50.3	148	40.7	130	35.8	147	40.9	150	41.4
RADIO	2	.5	4	1.1	3	.8	2	.5	17	4.7	4	1.1	3	.8
WALL PAINTING	0	.0	2	.5	1	.3	5	1.4	2	.6	1	.3	2	.6
POSTER	1	.3	3	.8	1	.3	4	1.1	4	1.1	4	1.1	1	.3
ANNOUNCEMENT	0	.0	13	3.6	0	.0	13	3.6	15	4.1	1	.3	2	.6
HOARDING	0	.0	1	.3	0	.0	0	.0	0	.0	15	4.2	17	4.7
TOTAL	364	100.0	364	100.0	364	100.0	364	100.0	363	100.0	359	100.0	362	100.0

Interpretation

1. The advertisement and publicity reached to rural population is different for different products but the difference is not much.
2. The mass media especially T.V. followed by newspaper have been identified as the major means of advertising and publicity followed by posters and announcements.

Inference

The null hypothesis is accepted.

H_{012}: The attitude of rural customer towards price discounts is favourable and is related with the education and age of customers.

TABLE 4.27- ATTITUDE OF CUSTOMERS TOWARDS PRICE DISCOUNTS IN DIFFERENT DISTRICTS

ATTITUDE	DISTRICT	TOTAL

		ALWAR	BHARATPUR	DAUSA	JAIPUR	TONK	
NOT FAVOURABLE	NO.	0	0	2	1	0	3
	%	.0%	.0%	4.9%	.5%	.0%	.8%
FAVOURABLE	NO.	35	41	39	210	36	361
	%	100.0%	100.0%	95.1%	99.5%	100.0%	99.2%
TOTAL	NO.	35	41	41	211	36	364
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Test			
	Value	df	P VALUE
Pearson Chi-Square	9.491	4	0.049

Interpretation

1. The Chi-Square value for the association between attitude and districts was obtained as 9.491 with 4 degrees of freedom and a Significance Probability (0.049) less than .05, which is a highly significant result. On the evidence of this data there is an association between attitude and districts in the population from which this sample was drawn.
2. The attitude of rural customer of Eastern Rajasthan towards price discounts is favourable in all districts.

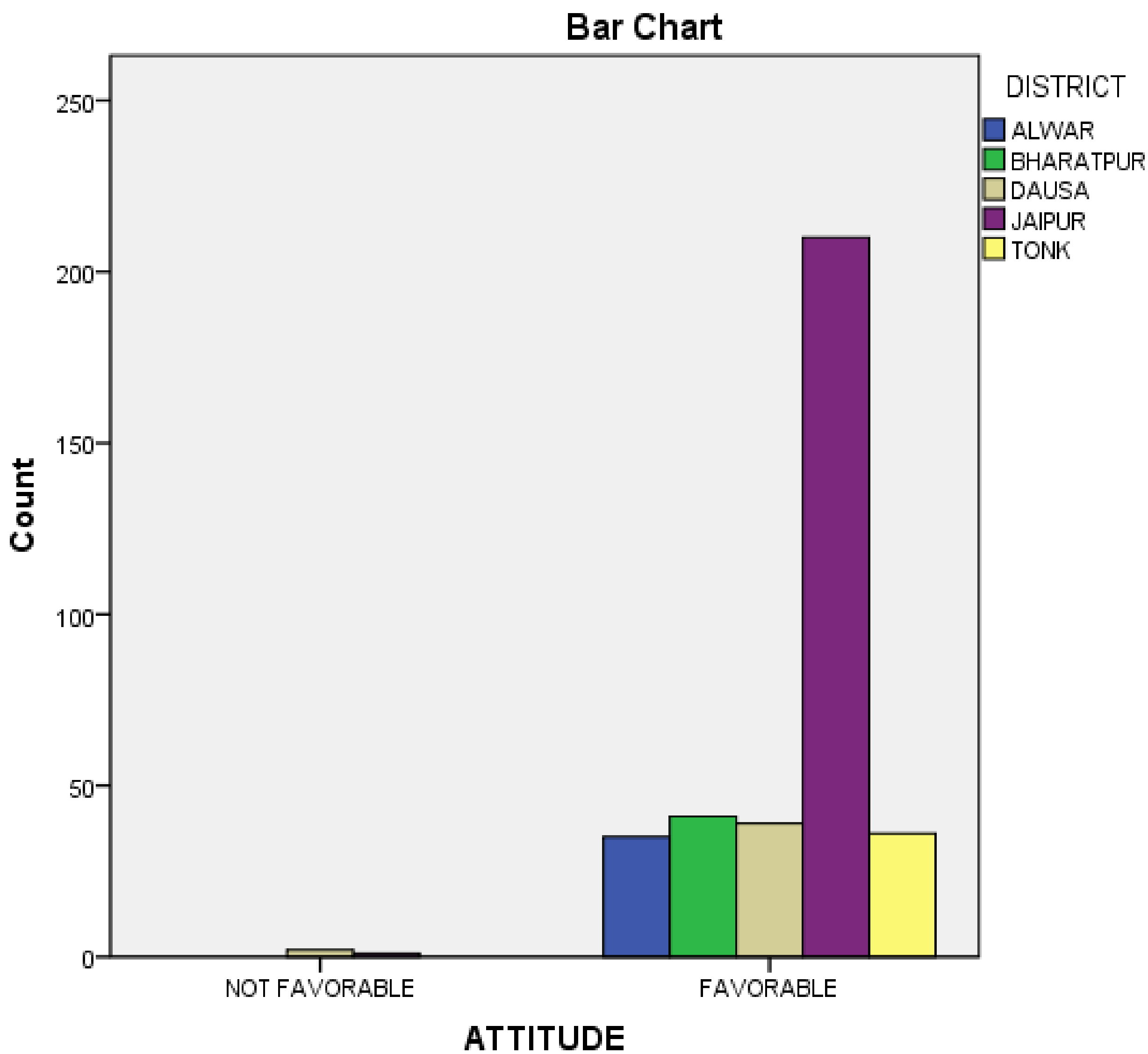

Chart 4.20 : Attitude of customers towards price discounts in different Districts

TABLE 4.28- ATTITUDE OF CUSTOMERS TOWARDS PRICE DISCOUNTS IN

DIFFERENT EDUCATION LEVELS

ATTITUDE		EDUCATION					Total
		BELOW 10TH	10TH TO 12TH	GRADUATE	PG	UNEDUCATED	
NOT FAVORABLE	No.	1	1	1	0	0	3
	%	1.3%	.6%	1.6%	.0%	.0%	.8%
FAVORABLE	No.	75	176	63	2	41	357
	%	98.7%	99.4%	98.4%	100.0%	100.0%	99.2%
TOTAL	No.	76	177	64	2	41	360
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Test			
	Value	df	P VALUE
Pearson Chi-Square	1.141	4	0.88765

Interpretation

1. The Chi-Square value for the association between attitude and education was obtained as 1.141 with 4 degrees of freedom and a Significance Probability (0.887) greater than .05 which is a non significant result. On the evidence of this data we may conclude that there is no association between attitude and education in the population from which this sample was drawn.
2. The attitude of rural customer towards price discounts is favourable irrespective of the level of education**.**

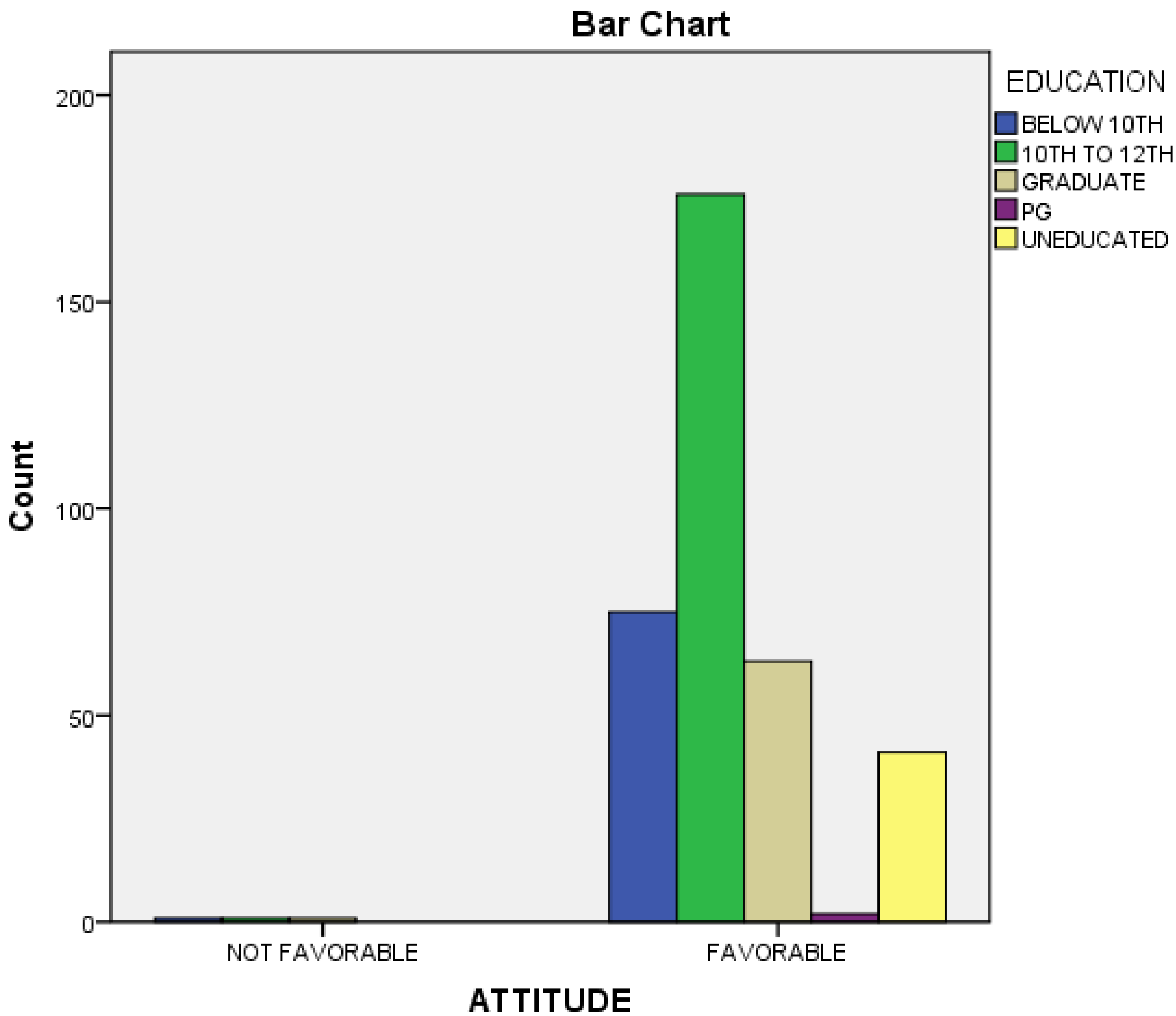

Chart 4.21 : Attitude of customers towards price discounts in different education levels

TABLE 4.29- ATTITUDE OF CUSTOMERS TOWARDS PRICE DISCOUNTS IN DIFFERENT AGE GROUPS

ATTITUDE		AGE				Total
		BELOW 25	25-35	35-45	ABOVE 45	
NOT FAVOURABLE	No.	1	1	1	0	3
	%	1.1%	.6%	1.3%	.0%	.8%
FAVOURABLE	No.	92	172	75	21	360
	%	98.9%	99.4%	98.7%	100.0%	99.2%
TOTAL	No.	93	173	76	21	363
	%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Test			
	Value	df	P VALUE
Pearson Chi-Square	0.598	3	.897

Interpretation

(A) The Chi-Square value for the association between attitude and age was obtained as 0.598 with 3 degrees of freedom and a Significance Probability (0.897) greater than .05 which is a non significant result. On the evidence of this data we may conclude that there is no association between attitude and age in the population from which this sample was drawn.

(B) The attitude of rural customer towards price discounts is favourable irrespective of the age of the customer.

Inference

The null hypothesis is accepted.

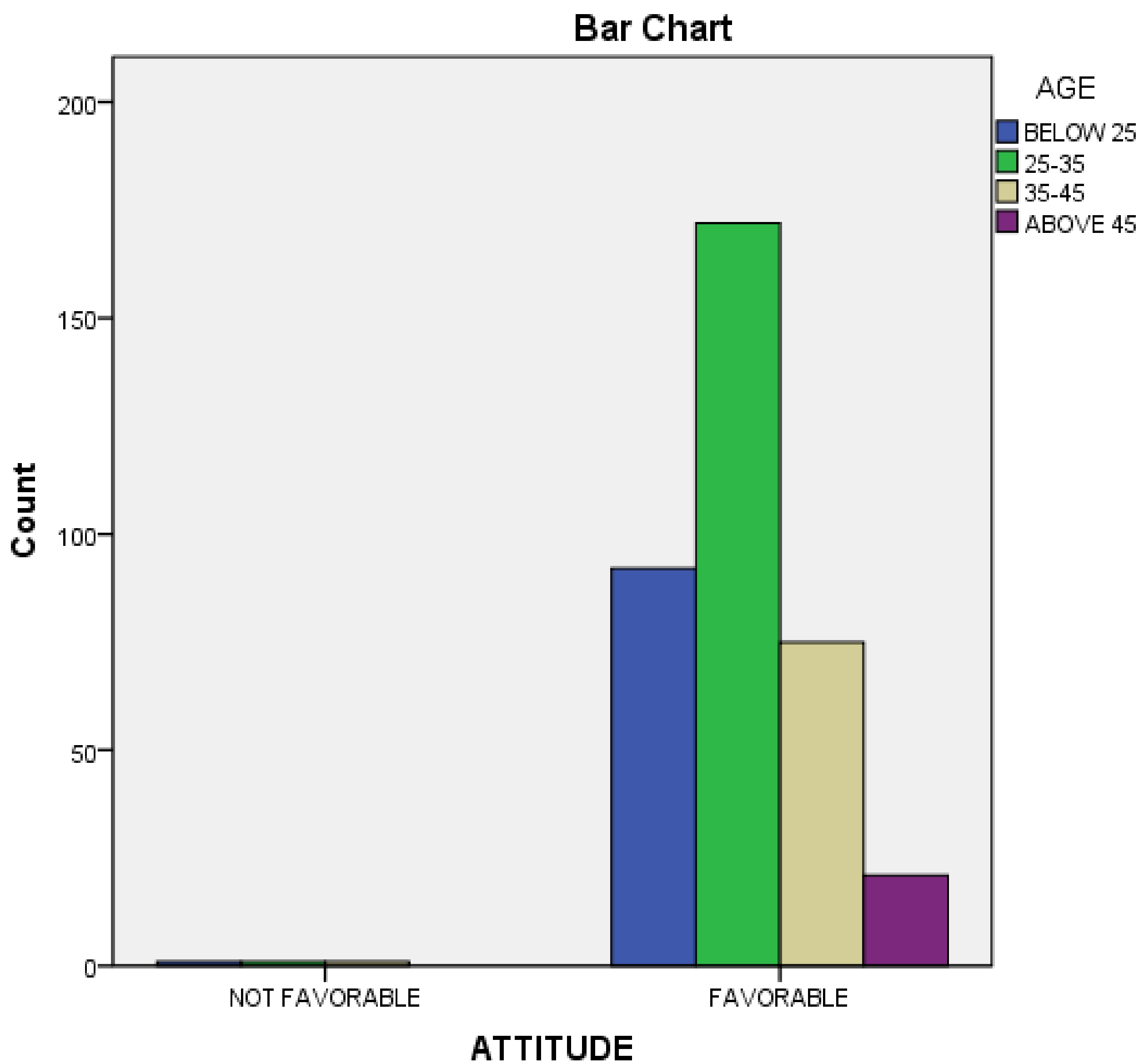

Chart 4.22 : Attitude of customers towards price discounts in different age groups

H_{013} : The gift with the product can motivate customers for purchase and is influenced by the income and education of customers.

TABLE 4.30- ATTITUDE OF CUSTOMERS TOWARDS FREE GIFTS

ATTITUDE		DISTRICT					Total
		ALWAR	BHARATPUR	DAUSA	JAIPUR	TONK	
NOT FAVOURABLE	No.	12	1	14	23	11	61
	%	34.3%	2.4%	34.1%	10.9%	30.6%	16.8%
FAVOURABLE	No.	23	40	27	188	25	303
	%	65.7%	97.6%	65.9%	89.1%	69.4%	83.2%
TOTAL	No.	35	41	41	211	36	364
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Test			
	Value	df	P VALUE
Pearson Chi-Square	32.723	4	.000

Interpretation

1. The Chi-Square value for the association between attitude and districts was obtained as 32.723 with 4 degrees of freedom and a Significance Probability (0.000) less than .05, which is a highly significant result. On the evidence of this data there is an association between attitude towards gifts and districts in the population from which this sample was drawn.
2. The attitude of respondents is highly favourable towards free gifts.

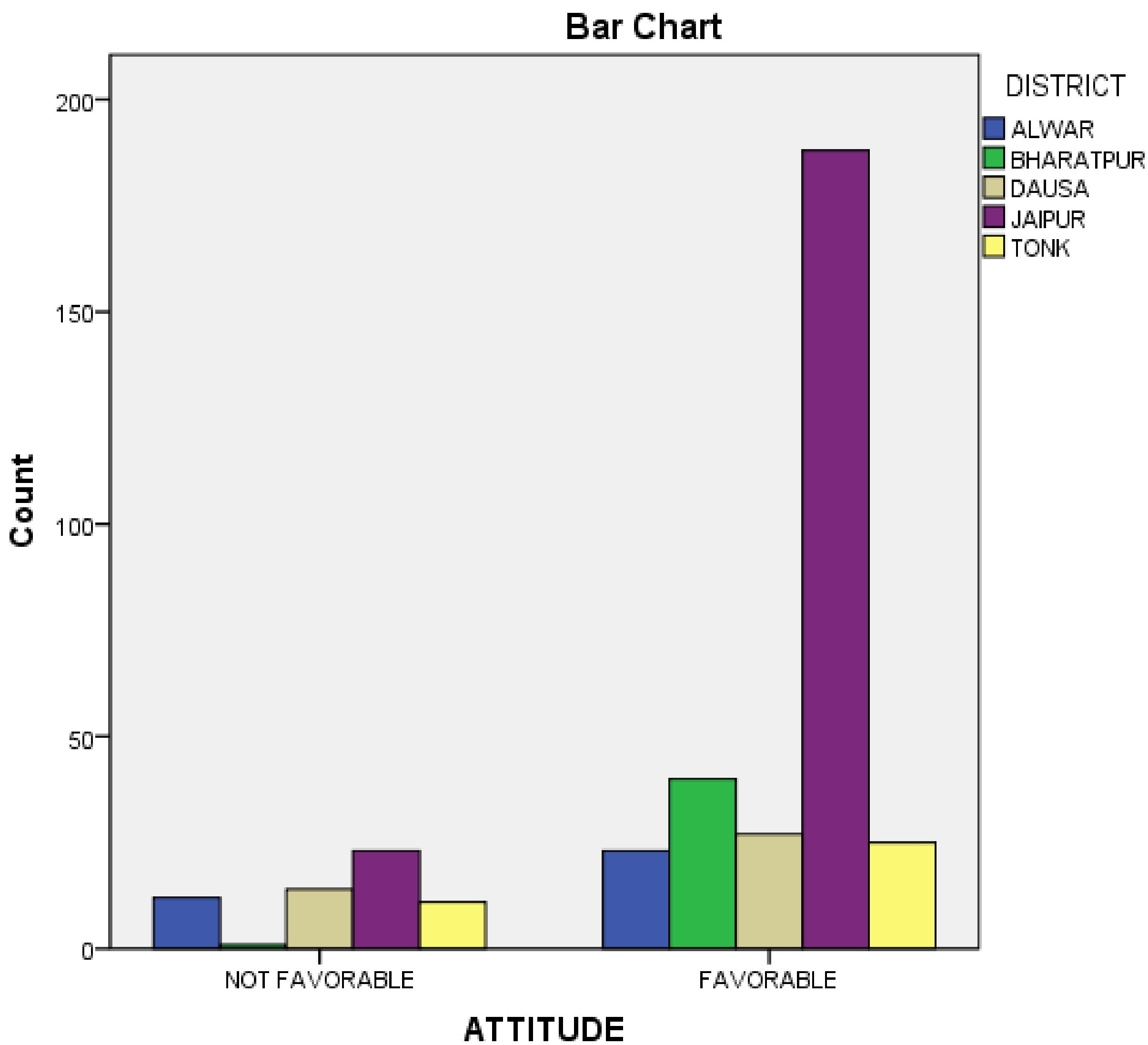

Chart 4.23 : Attitude of customers towards free gifts

TABLE 4.31- ATTITUDE OF CUSTOMERS TOWARDS FREE GIFTS IN DIFFERENT INCOME GROUPS

ATTITUDE	INCOME	Total

		VERY LOW	LOW	MEDIUM	HIGH	VERY HIGH	
NOT FAVORABLE	NO.	20	23	14	3	1	61
	%	19.4%	13.5%	18.2%	30.0%	25.0%	16.8%
FAVORABLE	NO.	83	147	63	7	3	303
	%	80.6%	86.5%	81.8%	70.0%	75.0%	83.2%
TOTAL	NO.	103	170	77	10	4	364
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Test			
	Value	df	P VALUE
Pearson Chi-Square	**3.356**	**4**	**.500**

Interpretation

1. The Chi-Square value for the association between attitude and income was obtained as 3.256 with 4 degrees of freedom and a Significance Probability (0.500) greater than .05 which is a non significant result. On the evidence of this data we may conclude that there is no association between attitude and income in the population from which this sample was drawn.
2. The attitude of respondents is highly favourable towards free gifts irrespective of the income.

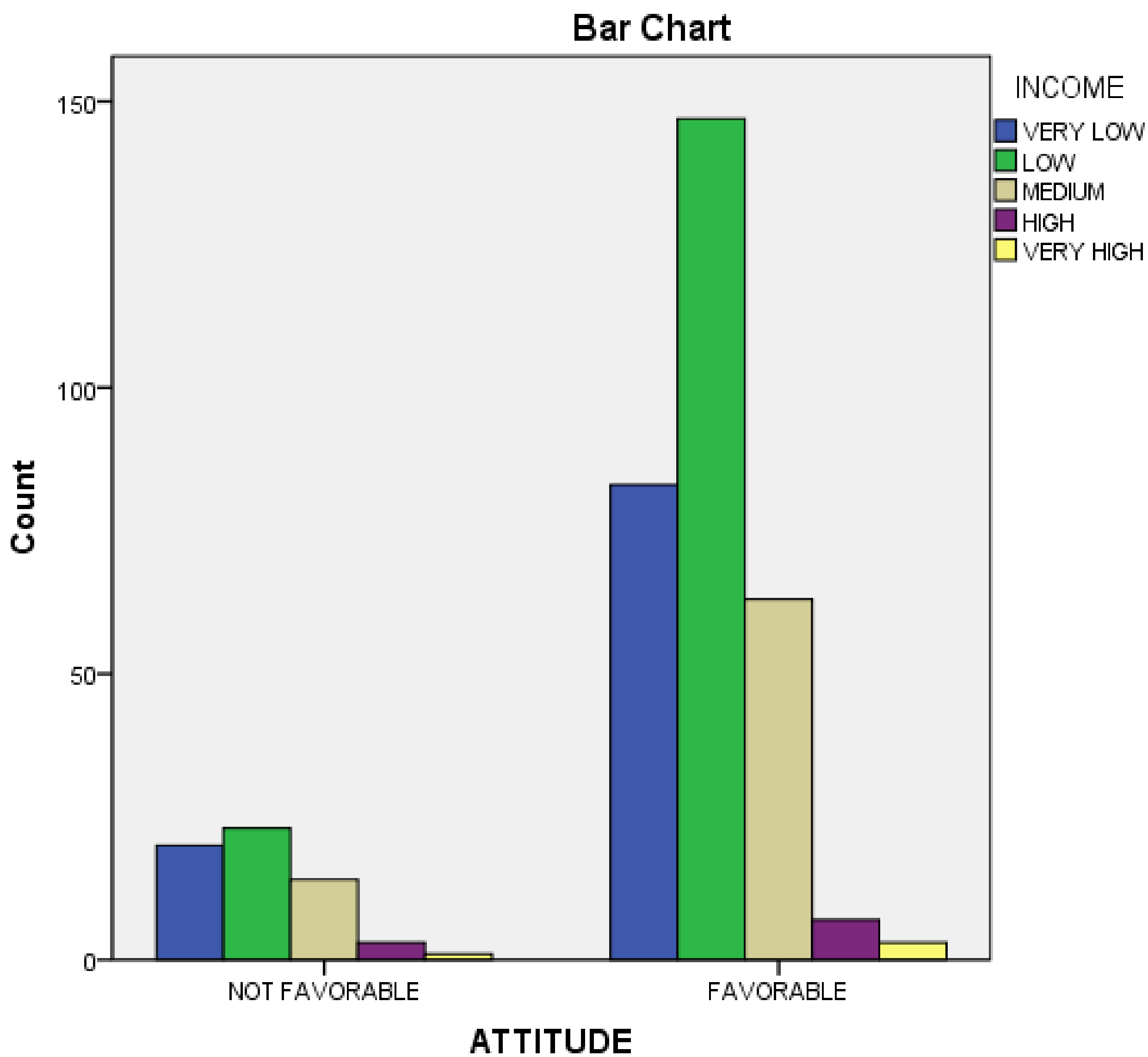

Chart 4.24 : Attitude of customers towards free gifts in different income groups

TABLE 4.32- ATTITUDE OF CUSTOMERS TOWARDS FREE GIFTS IN DIFFERENT EDUCATION LEVELS

ATTITUDE		EDUCATION					Total
		BELOW 10TH	10TH TO 12TH	GRADUATE	PG	UNEDUCATED	
NOT FAVORABLE	No.	11	24	17	2	7	61
	%	14.5%	13.6%	26.6%	100.0%	17.1%	16.9%
FAVORABLE	No.	65	153	47	0	34	299
	%	85.5%	86.4%	73.4%	.0%	82.9%	83.1%
TOTAL	No.	76	177	64	2	41	360
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Test			
	Value	df	P VALUE
Pearson Chi-Square	15.782	4	.003

Interpretation

1. The Chi-Square value for the association between attitude and education was obtained as 15.782 with 4 degrees of freedom and a Significance Probability (0.003) less than .05, which is a highly significant result. On the evidence of this data that there is an association between attitude and education in the population from which this sample was drawn.
2. The attitude of respondents is highly favourable towards free gifts irrespective of the education level.

Inference

The null hypothesis is accepted.

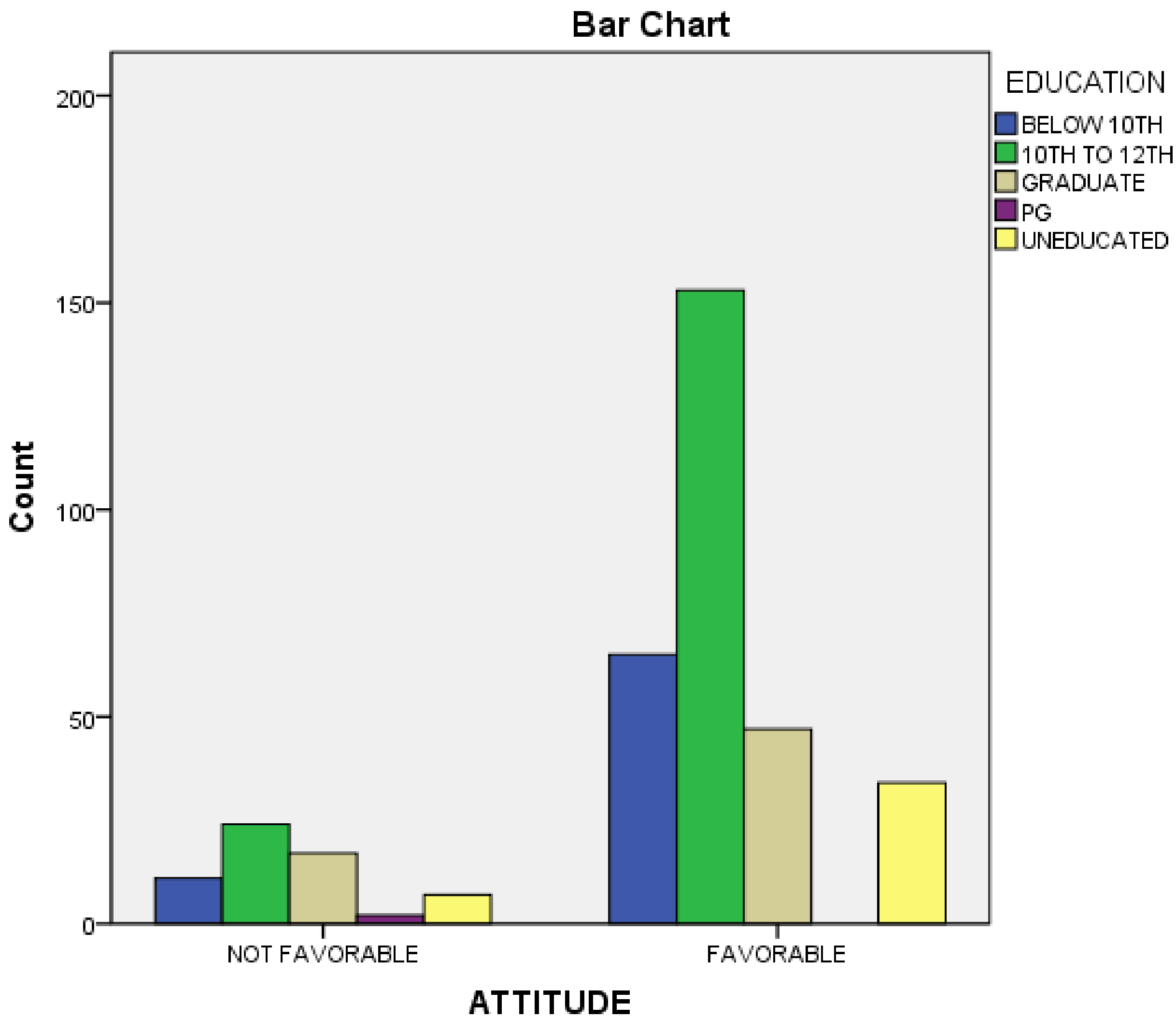

Chart 4.25 : Attitude of customers towards free gifts in different education levels

PART D: DISTRIBUTION

H_{014} : The proportion of city purchases and local purchases by rural buyers varies from

product to product.

TABLE 4.33 - PROPORTION OF PURCHASES FROM VILLAGE SHOPS

RESPONDENTS USING VILLAGE SHOPS							
PRODUCTS		DISTRICT					Total
		ALWAR	BHARATPUR	DAUSA	JAIPUR	TONK	
COLOUR TV	No.	0	2	0	5	0	7
	%	0.00	14.29	0.00	8.93	0.00	3.78
CEILING FAN	No.	11	2	15	9	0	37
	%	28.95	14.29	26.32	16.07	0.00	20.00
REFRIGERATOR	No.	0	2	0	3	0	5
	%	0.00	14.29	0.00	5.36	0.00	2.70
MOBILE PHONE	No.	12	2	13	10	9	46
	%	31.58	14.29	22.81	17.86	45.00	24.86
RADIO	No.	15	2	14	18	11	60
	%	39.47	14.29	24.56	32.14	55.00	32.43
WASHING MACHINE	No.	0	2	13	7	0	22
	%	0.00	14.29	22.81	12.50	0.00	11.89
MOTORCYCLE	No.	0	2	2	4	0	8
	%	0.00	14.29	3.51	7.14	0.00	4.32
TOTAL	No.	38	14	57	56	20	185
	%	100	100	100	100	100	100

Interpretation

From the above table it is clear that the proportion of city purchases and local purchases by rural buyers varies from product to product

Inference

The null hypothesis is accepted.

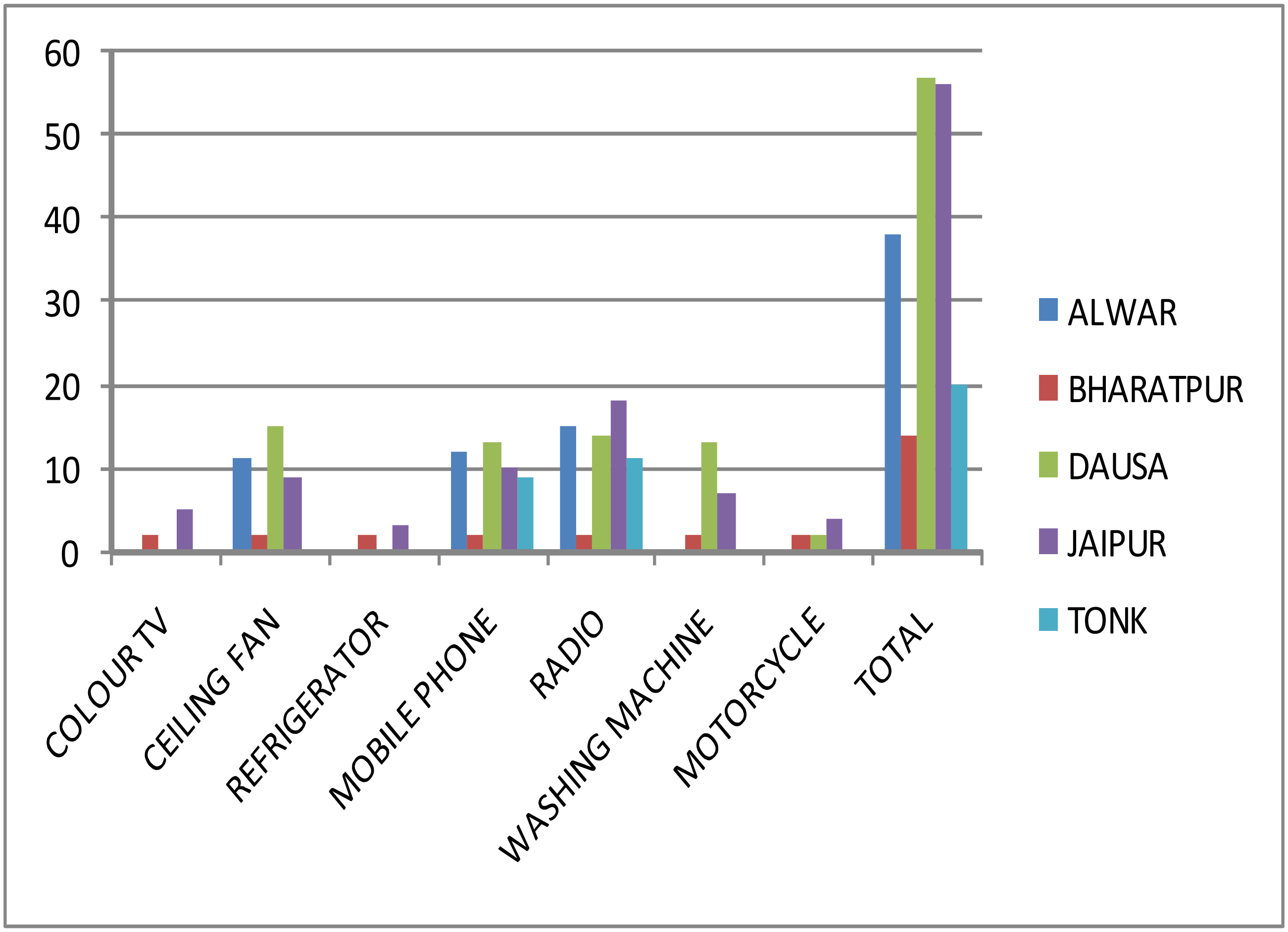

Chart 4.26 : Proportion of purchases from village shops

H_{015} : The proportion of city purchases by rural buyers is substantial.

TABLE 4.34 PROPORTION OF CITY PURCHASES

RESPONDENTS USING CITY SHOPS

PRODUCTS		DISTRICT					Total
		ALWAR	BHARATPUR	DAUSA	JAIPUR	TONK	
COLOUR TV	No.	35	39	41	206	36	357
	%	17.16	14.29	17.83	14.53	15.52	15.15
CEILING FAN	No.	24	39	26	202	36	327
	%	11.76	14.29	11.30	14.25	15.52	13.87
REFRIGERATOR	No.	35	39	41	207	36	358
	%	17.16	14.29	17.83	14.60	15.52	15.19
MOBILE PHONE	No.	23	39	28	201	27	318
	%	11.27	14.29	12.17	14.17	11.64	13.49
RADIO	No.	19	39	27	193	25	303
	%	9.31	14.29	11.74	13.61	10.78	12.86
WASHING MACHINE	No.	34	39	28	203	36	340
	%	16.67	14.29	12.17	14.32	15.52	14.43
MOTORCYCLE	No.	34	39	39	206	36	354
	%	16.67	14.29	16.96	14.53	15.52	15.02
TOTAL	No.	204	273	230	1418	232	2357
	%	100	100	100	100	100	100

Interpretation

From the above table it is clear that the proportion of city purchases by rural buyers is substantial.

Inference

The null hypothesis is accepted.

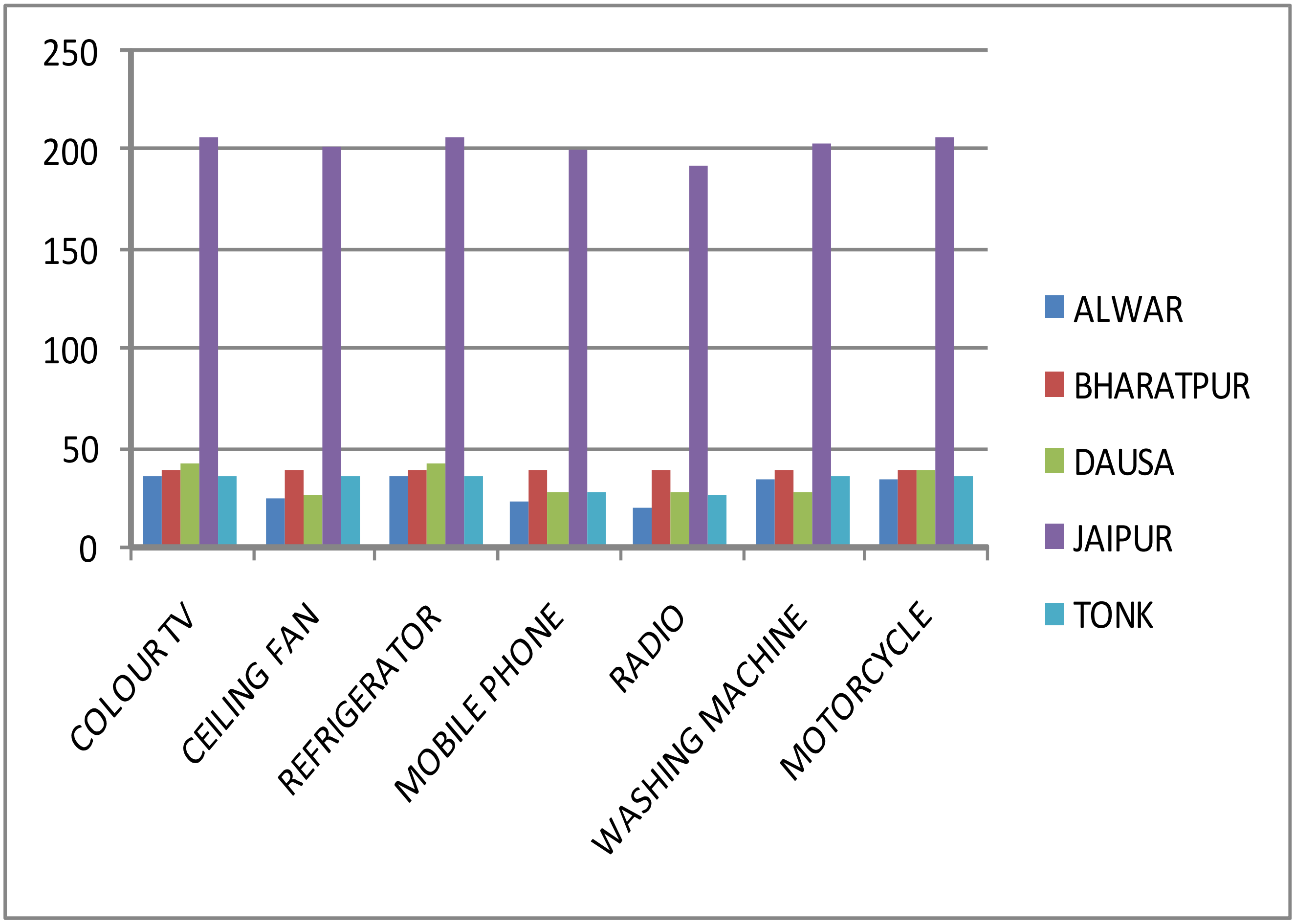

Chart 4.27 :Proportion of city Purchases

H_{016} : The non-availability of the desired brand is a more common feature in case of some products than the others.

TABLE 4.35 : NON AVAILABILTY OF BRANDS

NON AVAILABILTY							
PRODUCTS		DISTRICT					Total
		ALWAR	BHARATPUR	DAUSA	JAIPUR	TONK	
COLOUR TV	No.	11	5	17	25	11	69
	%	18.03	14.29	18.28	14.88	35.48	17.78
CEILING FAN	No.	5	5	6	25	0	41
	%	8.20	14.29	6.45	14.88	0.00	10.57
REFRIGERATOR	No.	9	5	18	24	9	65
	%	14.75	14.29	19.35	14.29	29.03	16.75
MOBILE PHONE	No.	9	5	17	25	0	56
	%	14.75	14.29	18.28	14.88	0.00	14.43
RADIO	No.	9	5	6	21	11	52
	%	14.75	14.29	6.45	12.50	35.48	13.40
WASHING MACHINE	No.	9	5	12	22	0	48
	%	14.75	14.29	12.90	13.10	0.00	12.37
MOTORCYCLE	No.	9	5	17	26	0	57
	%	14.75	14.29	18.28	15.48	0.00	14.69
TOTAL	No.	61	35	93	168	31	388
	%	100	100	100	100	100	100

Interpretation

From the above table it is clear that the non availability of common brands is a common feature in all products.

Inference

The null hypothesis is rejected

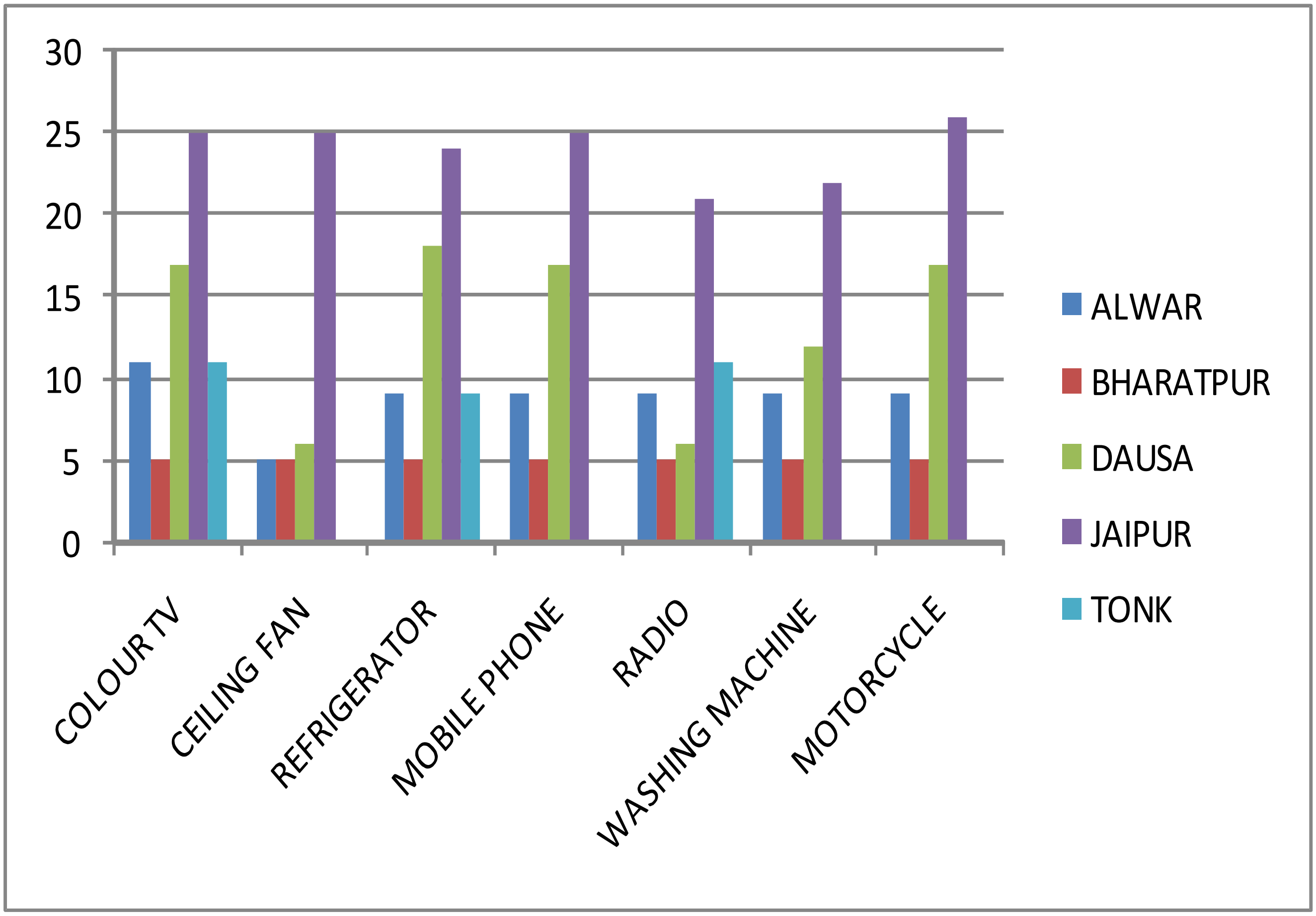

Chart 4.28 : Non availability of brands

H_{017} : Irregular supply problem is felt by rural customers.

TABLE 4.36: IRREGULAR SUPPLY

IRREGULAR SUPPLY							
PRODUCTS		DISTRICT					Total
		ALWAR	BHARATPUR	DAUSA	JAIPUR	TONK	
COLOUR TV	No.	24	36	24	146	25	255
	%	13.26	14.29	13.48	14.23	11.31	13.72
CEILING FAN	No.	30	36	24	144	36	270
	%	16.57	14.29	13.48	14.04	16.29	14.53
REFRIGERATOR	No.	26	36	23	147	27	259
	%	14.36	14.29	12.92	14.33	12.22	13.94
MOBILE PHONE	No.	26	36	24	146	36	268
	%	14.36	14.29	13.48	14.23	16.29	14.42
RADIO	No.	25	36	35	150	25	271
	%	13.81	14.29	19.66	14.62	11.31	14.59
WASHING MACHINE	No.	25	36	24	148	36	269
	%	13.81	14.29	13.48	14.42	16.29	14.48
MOTORCYCLE	No.	25	36	24	145	36	266
	%	13.81	14.29	13.48	14.13	16.29	14.32
TOTAL	No.	181	252	178	1026	221	1858
	%	100	100	100	100	100	100

Interpretation

From the above table it is clear that the irregularity in supply is common feature for all the products in all the districts

Inference

The null hypothesis is accepted.

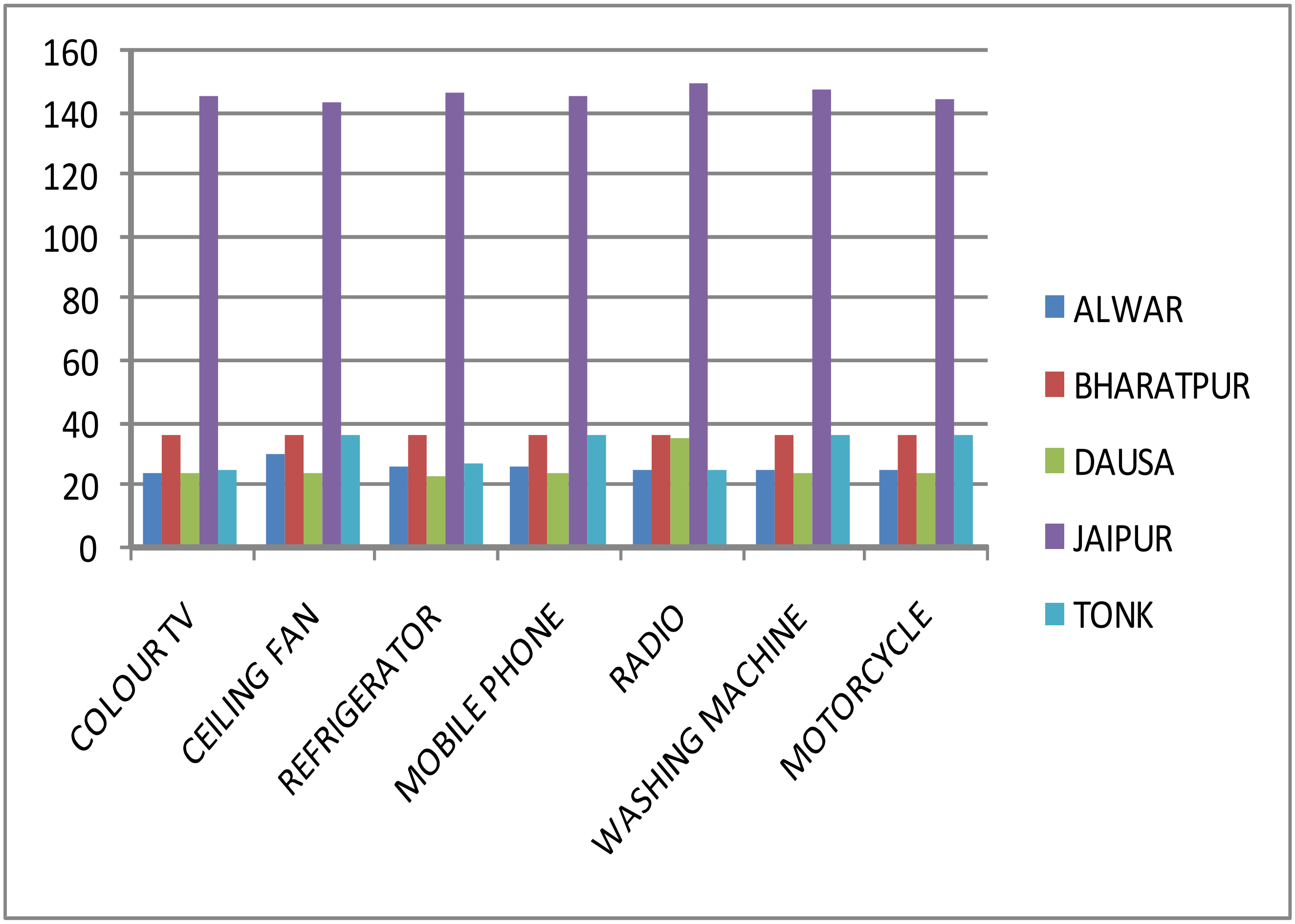

Chart 4.29 : Irregular supply

CHAPTER-5

CONCLUSION

The marketer, irrespective of operation in an urban or a rural area, gives importance to marketing, its concept and objective of satisfying consumers with goods and services for a profit. The four P’$_s$ which make up marketing mix are equally relevant in both the cases. However, the basic difference in these two segments lie in demographic, socio cultural and economic environment.

A sincere attempt has been made in this research to examine rural marketing of consumer durables in terms of its challenges, practices and effective management of marketing mix which comprises of product, price, place and promotion in the rural environment of five districts of Eastern Rajasthan. The findings of the study and suggestions for the present and prospective marketers keeping the concept of four aspects of marketing have been given here. This will help them to device their marketing strategy for the rural market .

5.1 FINDINGS

The rural Indian market has gained significance in the recent times as the overall economic growth of the country has led to an improvement in the living standard of the rural people. Every consumer as an individual is different from others. Across the world the rural consumer buying behaviour is considerably different from the urban consumer. Rural consumers vary not only in their behaviour and practices but also in their conviction and beliefs. Their thought process is simpler as compare to the urban masses. The rural market is quite different in terms of the price-value equation, product usage pattern etc. because the meaning of convenience differs with market segments.

The major findings that have emerged from the study regarding the rural market are presented in this last chapter keeping the concept of four aspects of marketing:

I. MARKET POTENTIAL

1. The brands holding top two positions in different product categories in different segments and their market shares are as follows :-

Table 5.1 : Preferred brands and their market share

Product	BRAND RANKED I	MARKET SHARE (%)	BRAND RANKED II	MARKET SHARE(%)
COLORED T.V.	ONIDA	86.5	L.G.	5.9
CEILING FAN	USHA	81.4	BAJAJ	6.71
REFRIGERATOR	GODREJ	92.1	WHIRLPOOL	6.2
MOBILE PHONE	NOKIA	69.8	LOCAL BRAND	19.1
RADIO	SONY	83.8	PHILIPS	12.5
WASHING MACHINE	VIDEOCON	96	GODREJ LG	1.7 1.7
MOTORCYCLE	HERO HONDA	93	YAMAHA	4.8

It has been observed that most brands on top position have a monopoly .

2. The satisfaction level of customers was found to be varying product wise and segment wise. The segment wise differences may either be because of the lack of interest of the marketer in the promotion of the particular brand. For example the response to the product washing machine was very thin .The women were hardly aware of the various brands of washing machine.

3 Most of the rural purchases are made from the nearby cities or towns. The people have less faith on rural shops of durables. The people have clearly indicated discontentment regarding availability of products. The various popular brands just exist through T.V ads in their minds however their physical visibility in rural market is negligible.

4. An overwhelming majority has given a positive opinion about the selected established national brands indicating a high latent demand of existing brands and a welcome sign for new product line in consumer durables with new brands coming to rural market.

5. A majority of rural population in districts like Bharatpur and Tonk were not satisfied with the brand choice available locally. The intensity of latent demand for the non-existing varieties (brands) was very high. This indicated a very high potential for consumer durables in the rural areas of these districts.

II. Brand Awareness

1. The awareness test has shown that most of the selected brands are well known to the customers. However the proportion of sample aware about brands varies from segment to segment . The age and education level have also been found to be influencing factors of brand awareness.

2. The customer have given most importance to quality while selecting the product Next purchase influencing factor has been price and then the availability. Price got second position after quality as most dominant factor. The low and medium

income were the most price conscious group.. The rural consumer actually looked for quality at affordable price.

3. The pricing and promotional strategy should match the needs of age group and income of the target market. The youth emphasize that costly and popular items have better quality.Middle age people overemphasize the reputation of the brand but overlook the the popularity. Good looks have no place for the old aged people.

4. Most of the rural population is receptive to the idea of trying and accepting a new brand but the condition is that they should be easily available.

The above findings make the rural areas favourable for existing brands as well as for the new brands of these products. The only requirement is to confirm marketing activities with customer preferences.

III. Promotion

1. Mass Media and reference groups have been mentioned as the dominant sources of knowledge by the large number of respondents followed by posters. T.V. and news paper have reached rural households in a big way and are influencing their purchase decisions.

2. The literate people (metric and above) are more influenced by the mass media whereas the illiterates also depend on reference groups.Reference groups can be family or opinion leaders in form of village head, priests, headmaster of the local school etc.

3. The highly advertised Brands were (in the given order**) Colour T.V**. (Onida, Samsung, L.G.) **Ceiling Fans** (Usha and Bajaj have about equal recall) ; **Rrefrigerator**

(Godrej – almost has monopoly, followed by L.G.), **Mobile phones** (Nokia mostly) **Radio** (Sony, Bush), **Washing Machine** (Videocon, followed by Godrej and L.G.), **Motorcycle** (Hero Honda has the monopoly through the rural markets)

4. There is a close correlation in the advertisements position of various brands and their market share indicating an apparent impact of advertising on the market share.

5. T.V. is most important media followed by newspaper for advertising of the products. Television advertisements unconsciously affect the rural consumer behaviour since rural consumer is simple and understands clear messages which T.V. can easily do.

6. Consumer attitude towards the two promotional tools namely price discounts and free gifts has been positive, irrespective of segments, income, education and age group of customers inspite of the differences in the proportion favouring them.

IV. Distribution

- The low proportion of purchases are local. People prefer to buy from cities. Since consumer durables are the kind of products which last long so they don't mind going to the city to buy them. This indicates the lack of confidence in local shop. Because of some weaknesses in the local distribution system (non availability being one of them) the city purchases are substantial.

- Irregularity in supply is observed throughout. People’s choice of products are unavailable mostly so they prefer to purchase from towns and cities.

5.2 SUGGESTIONS

It is possible to evolve effective strategies for rural marketing considering the environment in which rural market operates and its associated problems .The suggestions given here though not universally applicable, as much depend upon the product characteristics, the targeted segment of the rural market, the choice of rural area, its economic condition and the specific environment, but certainly provide a frame work for adopting marketing mix strategies for rural marketing:

I. Present and Potential Market

4 Most preferred brands in each product type have monopoly indicating that other brands can also make dent in the market by appropriate marketing strategies.

5 Segment wise product preference is varying, so the marketer has to understand the taste and choice of the particular segment and tap the potential for his product

6 People have no confidence in local shops selling consumer durables. This provides opportunity to the companies to launch their products with right promotional and distribution strategies.

7 More brand choice should be made available to the people especially in Bharatpur and Tonk.

II. BRAND AWARENESS

1. The marketer should concentrate more on product attributes (qualify) and not on price, image which come only next to quality.

2. The area wise differences also exist while identifying the dominant factors influencing the purchase so it is important consideration when selecting specific areas of marketing activities.

3. The pricing and promotional strategy should match the needs of age group and income of the target market.

III. PROMOTIONAL STRATEGY

1. Mass media specifically T.V. should be used as promotional media.People have access to it and identify a brand most through television

2. Advertising a particular product in a specific area requires studying the area wise and product wise differences. Determining an advertising mix that suits the product and area is expected to give better results.

3. Free gifts and price discounts should be made an integral part of promotional package. A less priced consumer durable (of a new brand) can be given as a free gift with a costlier one.

4. Village opinion leaders can be used for promoting the products.

5. Marketers catering to rural people should use more traditional and less modern communication tools . A judicious mix of two with more stress on traditional medium and clarity of message about product is sought here.

III. DISTRIBUTION

1. Keeping in mind the preferences and choices of Rural Customers companies should device the distribution strategy so as to make the product available all the time in rural outlets.

2. Supplies should be made regular.

3. Special efforts can be made of making latest brands available in rural market specifically in haats etc. where canopy, mobile van etc can be used.

5.3 Limitations of the Study

The research is based mainly on the information and data supplied by the consumers of Eastern Rajasthan only . Due to low levels of literacy and conservative nature of rural folks, the percentage of response was low. The women were not very forthcoming with the responses. Moreover people were hesistant in responding accurately to certain questions . Customers sometimes did not remember the brand name correctly of the product used by them.

Despite these limitations, the findings of this study certainly provide some understanding of rural marketing environment , practices , structure and problems which are of relevance not only to the chosen villages under the study , but also for the rural markets elsewhere in the country. Thus , this would be useful addition to the limited literature available on the subject.

5.4 Scope of Future Research

The research here is confined to the five districts of Eastern Rajasthan . However the future scope lies in covering the representative districts of all states thus deriving an overall picture of total Indian Rural Market. This scenario will definitely help the marketers to design a comprehensive strategy plan . Further the product range here includes seven of the large range of consumer durables available in the market . Further research can be conducted taking a range of other products and observing and interpreting the rural markets response regarding them. The same kind of research can be extended to FMCG products and services.

The field is vast and almost unlimited as almost villages exist in India with different needs, preferences , choices , priorities . So the market has immense potential to tap which can be supported by more of detailed study in the rural set up.

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