

**A COMPARATIVE STUDY IN VELLORE DISTRICT ON THE PURCHASING  
BEHAVIOUR OF RURAL AND URBAN WOMEN WITH REGARD TO DURABLE  
AND NON-DURABLE PRODUCTS**

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**ABSTRACT**

The study found that marketers of long-lasting items should target people living in rural areas more than those in metropolitan centres. The marketers' job is to make people aware of the product's technical specs, the advantages of digital marketing, and to allay respondents' concerns about using their credit cards or making online payments. Manufacturing high-end products empowered with new features and technology and introducing mobile applications are two ways in which enterprises can attract urban consumers. When it comes to nondurable goods, most customers in urban areas buy and use a variety of brands, whereas those in rural areas tend to stick to a single brand for simple items. Other brands can compete for customers by offering a wider range of products at different pricing, using different brand names, and having higher quality products. They can also use salespeople and promotional events to entice customers.

**Keywords:** Buyers Behaviour, Perception, Brand, Durable etc.

**INTRODUCTION TO THE STUDY:**

Consumer behaviour is a term that is used in the domains of marketing and advertising to refer to the actions that consumers take when searching for, purchasing, using, evaluating, and disposing of products and services to satisfy their needs. It is the act of utilising a product or service in order to satisfy one's needs. It refers to the actions that customers take, beginning with the search for a product and continuing all the way through the disposal of that thing. There are two facets to it. Both the process of making decisions and the ultimate decision to acquire the goods and services are included in this. The process of making any kind of decision is not an easy one. It is necessary to have a greater understanding of the identification, existence, characteristics, and advantages of the numerous products and alternatives that are now accessible on the market in order to carry out this task. It is up to the consumers to make a final decision regarding whether

or not to purchase the goods and services based on the information shown here. As a result, the term "consumer behaviour" refers to the combination of these two characteristics, namely the decision-making process and the ultimate decision. The topic of consumer behaviour is exceptionally broad and intricate. Consumers are the kings of the market, and they are the ones who determine the potential of businesses. Both gaining an understanding of consumer behaviour and being familiar with consumers are not simple tasks. There is no way to accurately predict the behaviour of consumers with a hundred percent level of understanding. A fundamental conviction held by marketers is that the consumer is the focal focus of their attention. It is the responsibility of marketers to devise and put into action all marketing strategies in order to satisfy the requirements and the desires of consumers. It is impossible to have a market without consumers. It is the consumer who constitutes the market. When it comes to the environment of purchasing and selling, marketers are always adapting their methods to accommodate the shifting tastes and preferences of customers. This is done in order to compete with other businesses in the market. The heads of marketing are employing a variety of strategies, including consumer to consumer, product to product, market to market, and occasion to occasion, attracting customers and providing value to the products that are ultimately sold. Therefore, these items will satisfy the requirements, preferences, and tastes of the people who will ultimately utilise them. It is clear from this that the marketing environment is dynamic in nature and that it is a process that is constantly evolving. It is therefore necessary to do research on the behaviour of consumers. Additionally, there is a growing awareness or concern among marketers to study the behaviour of consumers with attentive observation. This is due to the fact that all promotional marketing actions are made with the consumer in mind. It is essential for marketers to have a solid grasp of customer behaviour before they engage in the process of designing a marketing plan. According to the reaction of consumers, the success or failure of the marketing plan is dependent on the outcome. In today's highly competitive world, the continued existence of any organisation is contingent upon the provision of products and services by businesses that provide a higher level of customer value in accordance with the preferences and tastes of consumers than their rivals. Taking this into consideration, it is possible to assert that there is a connection between marketing and the consumer. Consumers can be influenced either directly or indirectly by marketing, and the same is true for marketers. The consumer plays a very significant role in the decision-making process about the product or service they purchase.

An attempt is made to engage in research concerning customer behaviour in order to acquire a comprehensive understanding.

Televisions in India Sony, Samsung, LG, Videocon, Sansui, and Toshiba are some of the manufacturers of televisions that are considered to be notable in India. The televisions in question have developed into an essential product for the Indian community. They are offering the viewers with entertainment and educational services, which is a source of satisfaction for them. The people of India are able to unwind by entertaining themselves with their favourite television shows, films, music, and sports. There are a variety of programmes available on televisions that cater to people from a variety of vocations, including farmers, doctors, businessmen, teachers, lawyers, policemen, and others. Having said that, this product does have a few restrictions. In particular, they are causing bad health, having a negative impact on society, and, last but not least, in many instances, the youth are wasting their time as a result of watching the shows that are broadcast on television.

Make the Top Box:

An electronic device or an information appliance device is referred to as a set-top box (STB). This type of equipment has an input that is a television tuner and an output that is a display of a television set. Satellite television, cable television, and over-the-air television are all examples of television systems that make use of the Set Top Box. The companies Cisco, Huawei, Pace, Technicolour, Arris, Broadcom, Comcast, and EchoStar are the most well-known manufacturers of set-top boxes in India. These set top boxes are utilised by providers of cable television as well as satellite television broadcasting channels.

To begin, it was first shown to the public in the early 1980s. This product's primary purpose is to broadcast the channel on television, which is its primary function. Through the utilisation of a satellite television system, this is a feasible option. Through the use of the remote control, it is possible to tune premium and favourable stations on the television. Among the most notable characteristics of the product are its built-in memory, the ability to record, the ability to regulate the volume, virtual text channels, a sleep timer, parental locks, reminder messages, and displays that are available in many languages. Many advances are currently being used in set-top boxes, which are delivering an increased number of channels with digital and high-definition technology, as well as endless hours of content that can be accessed on demand and internet

gateway.

In India, DTH stands for:

There has been a rapid increase in the demand for set top boxes in India. According to the conditions imposed by the government over the urban and rural areas, as well as the implementation of the Conditional Access System (CAS), this is where we find ourselves. Television service companies such as Dish TV, Tata Sky, Airtel, Videocon, Sun Direct, and Reliance8 are among the most important. A few of the various benefits that it provides are as follows:

1. Direct-to-home (DTH) television is a satellite service that delivers television programming to private residences. It is possible for customers to obtain this service from any location inside India, as there are no geographical restrictions within the country.
2. The Direct-to-Home (DTH) service does not require any wires to a connection, unlike cable TV.
3. With the assistance of DTH service, all individuals are able to get digital signals of superior quality on their televisions.
4. The Direct-to-Home (DTH) service provides us with the highest possible sound and visual clarity, and because of the excellent quality of both those aspects, customers do not experience a significant amount of strain on their eyes and hearing.
5. As well as the ability to modify channel packages, customers have the ability to select the best channel bundles for monthly, quarterly, half-yearly, and annual rents. Customers have the ability to pay or recharge their accounts online through the use of net-banking, credit card, and voucher recharge. Nevertheless, in the event that there is severe rain, the television cannot be viewed since the signals are not received effectively.

Mobile phones: A mobile phone is a small wireless device that connects two devices by using the frequencies that are delivered by cellular towers. This method allows for the transmission of text messages and phone calls between the two devices. There are a few varieties of mobile phones, including wireless phones and cellular phones. A subscription to the service provider is required in order for the devices to function properly. Prepaid or postpaid subscriptions are both available for the service that you are interested in. Consumers who live in rural areas are referred to as rural consumers. Rural consumers are consumers who live in rural areas. Their primary source of

income comes from agriculture and activities related to it. It is necessary for them to make do with a meagre income, which they obtain either through farming or in the form of pay when they are employed as labourers in the agricultural sector. One of the most fundamental characteristics of rural consumers is that they have limited purchasing power and inadequate living facilities.

Consumers who live in urban areas are referred to as urban consumers. Urban consumers are made up of people who live in cities and towns. Many different actions are being carried out by them. Workers, employment, professions, businesses, and educational institutions are all included in the activities. When compared to consumers in rural areas, their dwelling facility is substantially superior. To add insult to injury, their capacity for making purchases is superior to that of the previous category of consumers. There are a number of notable distinctions that may be made between consumers in rural areas and those in metropolitan areas. However, just a handful of the most significant distinctions between them are covered in this chapter. And they are:

1. It has been noticed that customers in urban areas have a higher level of literacy compared to consumers in rural areas. In the case of urban customers, the level of literacy accounts for 84.1 percent, while in the case of rural consumers, it accounts for 67.8 percent. This information comes from the most recent population census, which was conducted in 2011.
2. The purchasing power, level of living, economic standing, and social status of consumers in metropolitan areas are, on average, higher than those of customers in rural areas. Similarly, when it comes to occupation, the two categories of consumers are distinct from one another. Rural consumers are mostly engaged in farming and agriculture, whereas urban consumers are primarily employed in business and professional jobs. Rural consumers are more likely to be employed in rural areas.

Following the acquisition of consumer perceptions regarding rural and urban consumers, it is necessary to discuss the consumer behaviour of these two groups. The significance of the study of consumer behaviour in both rural and urban settings is highlighted by this. This is due to the fact that the study of behaviour is an essential component of the marketing process. Each and every aspect of the organization's marketing strategy is dependent on the actions of the customers. Additionally, the level of perception, as well as their actions and reactions regarding the product, are included in the behaviour. Their behaviour can be influenced by a variety of

variables. As a result, the purpose of this study is to make an effort to understand the meaning of consumer behaviour, rural consumer behaviour, and urban consumer behaviour.

A category of consumer products is known as consumer durables. Consumer durables are a type of consumer product. They are not required to be acquired on a significant basis. These are constructed to last for a considerable amount of time. Products that are designed to last longer generally cost more. The lifespan of the long-lasting products is considerably more than three years.

The Long-Term Consumer Goods Industry in India: The market for consumer durable goods is experiencing a significant explosion in recent years. This rise can be ascribed to the increasing purchasing capability of customers as well as the availability of sufficient goods in the market that are in accordance with the preferences of consumers. Many domestic players as well as players from across the world have contributed to the competitive atmosphere that exists in the market.

There are two stages that can be observed in the market. In other words, there are two phases: pre-liberalization and post-liberalization. Due to the fact that it was a restricted market during the first phase, there are only a limited number of different types of products that are available to consumers in our country. Since the beginning of the second phase, a great number of businesspeople from both domestic and international countries have entered the industry, which has resulted in the market being more competitive. They have focused their emphasis on the development of new products and the promotion of sales in order to maintain their position in the market.

At this moment, our nation holds the fifth position in the retail industry of the entire world in respect to these products. Additionally, the amount of money that is made through the sale of these products is increasing from year to year. In the year 2015, the revenue generated from this sector was estimated to be 9.7 billion US dollars. In the year 2016, this figure climbed even higher to 12.5 billion US dollars that year. We anticipate that the market will increase at a compound annual growth rate of thirteen percent by the time the year 2020 comes to a close. It is estimated that around 66% of the overall revenue is derived from the urban market, while the remaining money is obtained from the rural market. There exists a need in the urban market for things that are not considered essential, such as LED televisions, laptops, split air conditioners, and other products that are comparable. whereas in the rural sector, there is a significant demand

for electronic goods, refrigerators, and any other such products. The reason for this is that people are increasingly purchasing refrigerators in order to prevent their items from becoming perishable as a result of climate change. Due to the fact that the government of India intends to make major investments in the electrification of rural areas, there is a great deal of room for expansion in the rural market in the years to come. The following factors are contributing to the expansion of this market: an increase in perception, an easier access to the items, and a change in the lifestyle of the general population. Furthermore, the liberal government policy is in the context of domestic sellers and global players, both of which have contributed to the increase in sales and, consequently, the increase in revenue of this sector. As a result of the significant strength it possesses, this industry is expanding at a quick rate in our country. Having said that, it does not without various flaws or deficiencies. Opportunities were created for the industry as a result of the strengths, while risks were provided by the shortcomings. As a result, the purpose of the study is to make an effort to investigate the prospects, risks, strengths, and weaknesses of the consumer durable goods industry in our nation. In the realm of consumer goods, there is a category known as consumer nondurables. These items need to be acquired regularly and consumed in a short amount of time. The characteristic of non-durable items is that they are affordable. The non-durable goods have a lifespan that ranges from a few minutes to a little under three years.

Regarding the Indian Consumer Non-Durable Goods Sector and the Current Situation: To put it another way, it is the fourth largest sector in country. The household and personal care items sector has encompassed about half of the whole market because of their widespread availability. The food and beverage business and the hair care industry both provide over one fourth of the total. Other types of non-durable goods include those that contribute to the market's equilibrium. During the past ten years, this industry has been expanding at a rate that is comparable to the yearly average percentage. The primary factors that are driving the market's expansion are the increasing awareness of the industry, the ease of access, and the shifting lifestyles of customers. By the end of the year 2020, it is anticipated that the market will have reached a value of 110.4 billion dollars in the United States, representing an annual growth rate of 14.7%. In addition, there is a significant potential for these products to find a market in rural areas. During the year 2015, the rural market was responsible for the sale of roughly forty percent of the total non-durable products. By the year 2020, it is anticipated that this market will

have a cumulative annual growth rate of 4.4%. This is likely to occur as a result of an increase in the amount of disposable money that is available to rural residents. As a result of the significant strength it possesses, this industry is expanding at a quick rate across the nation. Having said that, it does not without various flaws or deficiencies. Opportunities were created for the industry as a result of the strengths, while risks were provided by the shortcomings. As a result, the purpose of the study is to make an effort to investigate the prospects, risks, strengths, and weaknesses of the consumer nondurable products industry in the country.

#### **STATEMENT OF THE PROBLEM:**

Since the beginning of their work, the researchers have covered a wide range of topics that are associated with consumer behaviour in relation to consumer durable and non-durable products. Nevertheless, the researchers did not account for the following aspects in their investigation.

1. In the context of past studies, the research that pertains to a comparative examination of the consumer behaviour of rural and urban consumers for non-durable products is not included.
2. The behaviour of consumers in rural areas and those in urban areas is fundamentally distinct from one another when it comes to the process of making decisions regarding the acquisition of goods.
3. There is a divide between things that are durable and products that are not durable; nevertheless, no researcher has adequately differentiated between these two types of commodities.
4. There are a variety of elements that influence consumer behaviour, but there has not been a comprehensive study undertaken on these issues.

#### **NEED FOR THE STUDY:**

India, which is the world's second largest consumer market, is drawing an increasing number of multinational corporations. There has been a rather quick shift in the demographic profile. The rising levels of education, money, and occupation present potential for businesses on a worldwide scale as well as those operating within the United States. People are having a good time with technological advancements and items from around the world. Increasingly, consumers are becoming more interested in purchasing high-end things. During this historical period,



essential products are also considered to be luxury things. Through the provision of online marketing, card payments, free home delivery, financing facilities, and installment facilities, the enterprises are effectively attracting the markets that have not yet been established. The behaviour of consumers is situational, meaning that it differs from one point in time to another, from one consumer to another, and from one product to another. Therefore, it is necessary for the marketer to have an understanding of the consumer behaviour behaviour of various regions and to develop distinct methods in order to attract the consumers. When it comes to this topic, a large number of scholars have carried out a substantial number of studies, which are not exhaustive. The current investigation is on a very small scale in nature. In addition to this, it is necessary to establish a distinct programme for each individual subset of the customer population. As a result, the current study is required to investigate and contrast the different ways in which consumers in rural and urban areas behave with regard to products that are durable and those that are not durable. The Warangal district of Telangana state is chosen for this study.

#### **OBJECTIVES OF THE STUDY:**

The "Rural and Urban Consumer Behaviour towards select Durable and Non-durable products-A Comparative study in Warangal district" is the primary purpose of the study that is being conducted.

Among the sub-goals of the study are the following:

1. To be aware of the significance of different customer behaviours.
2. To do research on the responder sample's demographic characteristics.
3. To investigate and discuss the elements that influences the purchasing decisions of consumers in rural and urban areas with regard to long-lasting products.
4. To assess and compare the elements that determines the behaviour of consumers in rural and urban areas with regard to non-durable products 5.
5. To provide recommendations based on the results summary, and then to form the conclusion based on those recommendations.

#### **SCOPE OF THE STUDY:**

The nature of the current study is that it is a micro study. Using the convenience approach, the Vellore district in the state of Tamilnadu has been chosen for the purpose of conducting an in-depth study of the consumer behaviour of both rural and urban consumers.

Within the scope of the research, a comparison is made between the responses of respondents from rural and urban areas with regard to durable and nondurable products.

- There is a wide variety of products, both those that are long-lasting and others that are disposable. As a result, the research has chosen a small number of both long-lasting and short-lasting items.
- The products that have been chosen for their durability are the television, the set-top box, the mobile phone, the refrigerator, and the ceiling fan.
- Products such as tooth paste, toilet soap, washing powder, hair oil, and biscuits are excluded from the category of non-durable items.

## REVIEW OF LITERATURE

The socio-economic background of the respondents was investigated by Dr. Anandarajan and Mr. A. Manikandan (2016), who also conducted an analysis of the elements that influence consumer behaviour. Their findings led them to the conclusion that in order to attract customers, marketers should consider implementing sales promotional strategies. Consumers in rural areas and those in metropolitan areas can each have their own unique plan. An attempt has been made by R. S. Mohans and Vennila (2016) to investigate the purchasing patterns of consumers in rural areas who are interested in purchasing fast-moving consumer items. On the basis of the findings of the study, the researchers came to the conclusion that when purchasing a product, buyers in rural areas take into consideration not only the price of the product but also its quality, performance, and the brand name of the company. In the context of online shopping, Sapna and Sheetal (2016) have focused their attention on determining the ways in which customers perceive the experience. The researchers came to the conclusion that it is the most straightforward approach to marketing. This is due to the fact that customers are able to make payments with the assistance of internet banking, which may be accessed through mobile phones (mobile banking). In addition to this, it enables the customer to obtain the product in a more expedient manner at their doorstep. Over the course of their research, Farida Khan and Shalini Sharma (2015) investigated the elements that are influencing the decision to establish a retail location. They came to the conclusion that there is no connection between the chosen retail store and the demographic parameters that were considered.

In 2015, Dr. R. Srinivasan, Dr. R.K. Srivastava, and Professor Sandeep Bhanot made an effort to investigate the perspectives of female consumers about the acquisition of luxury items. As a result of their findings, females are taking into consideration the income of their families, the size of their families, and the opinions of the heads of their families when making purchases of luxury durable items.

A study conducted by Mr. Swapnil Phadatare and Professor (Dr.) Omprakash Haldar (2015) investigated the purchasing patterns of consumers with regard to detergents from a select group of enterprises. The authors noted that the product of the company was selected by the respondents due to the fact that it was accessible at a reasonable price, had appealing packaging, and was of good quality. Finally, they came to the conclusion that the advertisement message has the potential to attract customers.

Misbah Ehsan and Samreenlodhi (2015) made an effort to learn the thoughts of the respondents concerning the brand packaging that is used for the purchase of fast-moving consumer products. They came to the conclusion that the consumers were drawn to acquire these products because of the beautiful packaging, including the attractive colour, the appropriate shape, and the appropriate size. An investigation of the purchasing patterns and preferences of consumers in relation to the acquisition of home appliances was carried out by Ashish Kumar and Poonam Gupta (2015) according to their findings. Their findings led them to the conclusion that consumers favoured purchasing these products on the basis of the quality of the product, the technology that was utilised, and the pricing of the product on the market. In 2015, Bijay Prasad Kushwaha made an effort to investigate the elements that are responsible for influencing the consumption patterns of consumers when it comes to the acquisition of long-lasting products. It was his opinion that socio-demographic characteristics have the potential to impact the consumer's decision to purchase these products at the point of purchase. The purpose of the research that M. Ravikanth and Professor P. Venkat Rao (2015) conducted was to determine the pattern of sales of consumer electronic purchases. They mentioned that there is a growing trend in the market for electronic items in India, and this trend is seen in both rural and urban countries. This growth can be attributed to a number of factors, including an increase in disposable income, an easy availability of financial resources, and a pricing war between different companies among themselves.

N. Kaliyaperumal and Dr. V.S. Rajakrishnan (2015) conducted an investigation into the influence that television advertisements have on the purchasing behaviour of customers with regard to their level of commitment and satisfaction. Through their research, they discovered that commercials have a significant impact on the purchasing decisions of customers for specific brands.

In the context of long-lasting products, Dr. Seema Laddha (2015) conducted research concerning the purchasing patterns and brand awareness of consumers living in rural areas. According to the findings of the study, the fluctuating economic and social conditions have had a significant influence on the purchasing behaviour of consumers. They are completely knowledgeable about the product and brand, including the characteristics and the cost of the product. It would be beneficial for the company to investigate these tendencies and devise methods for achieving sustained growth. Within the context of passenger automobile owners, P. Kusuma (2015) made an effort to determine the various elements that could potentially influence the purchasing behaviour pattern of consumers. As a result of the limited availability of parking facilities in metropolitan areas, she came to the conclusion that a significant number of customers gave preference to purchasing smaller automobiles. M. Kamaladevi (2015) did a study to investigate the preferences of consumers regarding the brand of smart phones and the ways in which they use them. The findings of the study revealed that respondents have a favourable impression regarding smart phones and that they would choose to buy the product of the company that has a brand image.

## **METHODOLOGY:**

### **SOURCES OF DATA:**

For the purpose of this investigation, the necessary information is gathered by means of both primary and secondary sources of information. Primary data: the necessary information in terms of the profile of respondents, the factors that motivate them, the sources of information, the basis for selecting the product, the specifics of the product, the occasion of the purchase, the source of the purchase, and the mode of payment is gathered through primary surveys. Additionally, the level of satisfaction is discovered through these surveys. In order to accomplish this goal, a systematic questionnaire is designed and then sent out to the customers that make up the sample. In addition, interviews are conducted with distributors, dealers, retailers, and other middlemen in order to acquire the necessary

information.

Data from secondary sources: The secondary data is gathered from reputable publications such as journals, books, and newspapers, as well as official government websites and reports that have been published.

**CHOICE OF IMPLIED WORK:** A total of five hundred respondents from the Vellore urban area in the state of Tamilnadu were chosen on the basis of convenience for the purpose of conducting an in-depth investigation and comparison of the consumer behaviour of rural and urban consumers with regard to durable and non-durable household goods. It was determined that 250 individuals were chosen from each of the rural and urban areas of Vellore. A total of five mandals were gathered from each region, and from each mandal, two villages or divisions were chosen. A sample of twenty-five respondents was collected from each village or division for the duration of the studying period.

<b>Rural and urban consumer motivational factors towards Television Crosstab</b>						
Count						
Motivational factors towards Television			Total			
Self observation		Advice of family member		Advice of friends and relatives		Media
Location of the respondent	Rural	91 (36.4)	128 (51.2)	15 (6)	16 (6.4)	250
Urban	145 (58)	67 (26.8)	18 (7.2)	20 (8)		250
Total	236 (47.2)	195 (39)	33 (6.6)	36 (7.2)		500

### ***Testing of Hypothesis:***

The hypothesis has been formulated to test the hypothesis that is there any significant difference between rural and urban consumer behavior with respect to motivational factors. For which the null hypothesis has been setup and tested at 5 per cent level of significance. It is found that the p

value is less than 0.05. Thus, it can be concluded that there is a significant difference between the rural and urban consumers in the context of motivational factors while purchasing television

Rural and urban consumer motivational factors towards Television Chi-Square Tests				
Value		Df		Significance (P value)
Pearson Chi-Square	32.155a	3		.000
Likelihood Ratio	32.591	3		.000
Linear-by-Linear Association	4.873	1		.027
N of Valid Cases		500		
a. 0 cells (0.0 per cent) have expected count less than 5. The minimum expected count is 16.50.				

#### **Motivational factors towards Set top box:**

It is a closely related product of television. The television cannot function without Set top Box. Similarly Set top Box has no existence in the absence of the TV. Every consumer either rural or urban has to connect TV with the product Set top Box. For the purchase of this product the consumers of rural and urban have to take a careful decision. This decision upon various factors like motivational factors for rural consumers and urban consumers are different. Keeping this in view, it has collected the data and presented in the table.

<b>Rural and urban consumer motivational factors towards Set top box Crosstab</b>						
Count						
Motivational factors towards Set top Box						
Self observation	Advice of family member	Advice of friends and relatives	Media	Total		
Location of the	Rural	51 (20.4)	148 (59.2)	38 (15.2)	13 (5.2)	250

respondent						
Urban	126 (50.4)	62 (24.8)	20 (8)	42 (16.8)	250	
Total	177 (35.4)	210 (42)	58 (11.6)	55 (11)	500	

### ***Testing of Hypothesis:***

The hypothesis has been formulated to test the hypothesis that there is any significant difference between rural and urban consumer behavior with respect to motivational factors. For which the null hypothesis has been setup and tested at 5 per cent level of significance. On the application of chi-square test, it is ascertained that the 'p' value is less than 0.05. Thus, it can be concluded that there is a significant difference between the rural consumers and urban consumers in the context of motivational factors while purchasing of Set top box.

Rural and urban consumer motivational factors towards Set top box Chi-Square Tests				
Value		Df		Significance (P value)
Pearson Chi-Square	90.252a	4		.000
Likelihood Ratio	93.800	4		.000
Linear-by-Linear Association	2.813	1		.094
N of Valid Cases		500		
a. 2 cells (20.0 per cent) have expected count less than 5. The minimum expected count is .50.				

### **Motivational factors towards Mobile phone:**

In modern times, communication becomes an important part of life. One cannot survive without communication. He has to communicate in daily life with so many people. There are no ways for communication. They include personal communication, communication with the help of mobile phone and internet communication and other modes. Among these modes, mobile phones became an important media in the daily life. Every person is purchasing the mobile phone

because it is easy to carry, easy to communicate, cheap mode of communication etc. All types of consumers either from rural or urban are purchasing these phones. They purchase by taking own decision or in some cases the decision taken by the other related people. In the case of this product also, it is found that there is a difference regarding the purchase decision by rural consumers and urban consumers. Such comparison is presented in the table.

Rural and urban consumer motivational factors towards Mobile phone Chi-Square Tests				
Value		Df		Significance (P value)
Pearson Chi-Square	57.486a	4		.000
Likelihood Ratio	59.188	4		.000
Linear-by-Linear Association	34.241	1		.000
N of Valid Cases		500		
2 cells (20.0 per cent) have expected count less than 5. The minimum expected count is .50				

#### **Motivational factors towards Refrigerator:**

In olden days the refrigerator was considered as a luxury product. It was the product of rich people. But, nowadays it is also an essential product in daily life. It is because of increasing in the purchasing capacity of the people, increasing the perception level of the consumers, change in the climate condition and other factors. This product occupies an important place in the minds of the rural and urban respondents. However the motivational factors are different in the context of purchasing. The differences are presented in the following table:

<b>Rural and urban consumer motivational factors towards Refrigerator Crosstab</b>				
Count				
Motivational factors towards Refrigerator				
Self observation	Advice of family member	Advice of friends and	Media	Total



				relatives								
Location of the respondent	Rural		53 (21.2)		126 (50.4)		59 (23.6)		12 (4.8)		250	
Urban		120 (48)		69 (27.6)		36 (14.4)		25 (10)		250		
Total		173 (34.6)		195 (39)		95 (19)		37 (7.4)		500		

### ***Testing of Hypothesis:***

The hypothesis has been formulated to test the hypothesis that there is any significant difference between rural and urban consumer behavior with respect to motivational factors. For which the null hypothesis has been setup and tested at 5 per cent level of significance. On the application of Chi-square test, the 'p' value 0.00 can be considered as nil and it is no way equal to 0.05. It is concluded that there is a significant difference between rural consumers and urban consumers, while being motivated by the various factors to purchase the refrigerators.

Rural and urban consumer motivational factors towards Refrigerator Chi-Square Tests				
Value		Df		Significance (P value)
Pearson Chi-Square	54.119a	4		.000
Likelihood Ratio	56.314	4		.000
Linear-by-Linear Association	8.616	1		.003
N of Valid Cases		500		
a. 2 cells (20.0 per cent) have expected count less than 5. The minimum expected count is 1.50.				

**Motivational factors towards Ceiling fan:**

On account of increasing in the population, due to vehicle traffic the environment pollutes. Every person requires air. Air can be reviewed with the help of Ceiling fan. This fan became an important product in the life, irrespective of location. Both the rural and urban population is using this product. Like other products, it is found differences between the rural respondents and urban respondents in the context of motivational factors. The differences are discussed in the table given below:

As per the data of the table nearly three by fourth of the rural respondents are purchasing the electrical fan on their own or on the advice of family members. But in the case of urban consumer it is likely higher. This difference is visible because in the case of rural respondent, it is 71.6 per cent and in the case of urban respondent it is 75.6 per cent. The difference is 4 per cent. Such difference can be attributed to the higher level of perception of the urban consumers.

**CONCLUSION:**

It is concluded from the study that the marketers of the durable products will have to more concentrate on rural consumers rather than urban consumers. The marketers should create awareness on technical features of the product, benefits of digital marketing and remove fears from minds of the respondents about online payment and card payment. To attract the urban consumers, the companies should manufacture high end products enabled with new features and technology and to introduce mobile applications.

Most of the rural consumers are purchasing and using single brands with basic products whereas the urban consumers are purchasing and using multiple brands with different types of ingredient products in the context of nondurable products. There is a scope for other brands to attract the consumers by employing sales persons, promotional activities and wide variety of products, prices, brand name and quality of the product.

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