Chapter VIII

Summary of Findings and suggestions
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8.1 INTRODUCTION

Consumer behaviour as a discipline is quickly gaining ground over the years. Consumer behaviour is influenced by a variety of variables and it is important to understand the nature of these variables, and draw inferences from these. Marketers use this knowledge to come out with new products and services that satisfy the consumers’ needs and wants. The vast untapped potential, increasing income, and purchasing power, improved accessibility and the increasing competition in urban markets make rural markets an attractive destination for marketers of products and services. However, the marketer has a limited understanding of the rural consumers. The consumers in rural areas are different from consumers in urban areas. The rural market itself is diverse with vastly different behaviour across different geographical locations. Their purchases reflect their incomes, physical environment, their cultural and social practices, perceptions, and attitudes. The rationale behind the study is to highlight the findings of consumer behaviour consumers’ satisfaction and dissatisfaction on selected category of consumer goods carried out in rural places of Coimbatore district, Tamil Nadu.

The objectives with which the study has been carried out are (i) To study the socio-economic profile of rural consumers. (ii) To study the information seeking and purchase behaviour of branded Health Food Drinks (HFD) by rural consumers. (iii) To study the post purchase behaviour and satisfaction level of rural consumers and (iv) To study the awareness of rural consumers on branded Health Food Drinks (HFD). The data required for the study were collected over interview schedule through questionnaires. A total of 514 consumers residing in Coimbatore District form the sample of the study.

8.2 SUMMARY OF FINDINGS

8.2.1 RURAL CONSUMERS PROFILE

(i) Gender

Of the 514 rural consumers, 264(51.4%) are female and 250(48.6%) are male, which shows the predominance of female.
(ii) Age

Of the 514 rural consumers, 154 (30%) belong to the age group of 26-35 years, followed by 142 (27.6%) are of 36-45 years of age group and 136 (26.5%) belong to 46-55 years of age group and below 25 years of age as least 44 (8%).

It is observed that, more than half of the rural consumers 256 (57.6%) are in the age group of 26-45 which shows mixed proportion young and middle age consumers.

(iii) Marital Status

Majority of the rural consumers 448 (87.2%) are married and the rest 66 (12.8%) are unmarried.

(iv) Educational Status Among The Rural Consumers

Of 514 rural consumers, most of the members 342 (66.5%) are studied up to school level, followed by 78 (15.2%) graduates, 18 (3.5%) professional and the least two (0.3%) are completed technical education.

(v) Occupation of The Rural Consumers

Of 514 rural consumers, 184 (35.8%) rural consumers are farmers, followed by 166 (32.3%) are agricultural labours, and 100 (19.5%) are employees and least 64 (12.5%) are businesspersons.

(vi) Family Income

Of the 514 rural consumers, 194 (37.7%) earn monthly income ranges below Rs.5,000, followed Rs. 5,001 to Rs.10,000, followed by 152 (29.6%) and 168 (32.7) earn more than Rs.10,000.

(v) Type of Family

Majority of the rural consumers 348 (67.7%) belong to nuclear family system and the rest of 176 (34.2%) belong to extended family.

(vi) Family Size among the Rural Consumers

Of the 514 rural consumers, 218 (42.4%) have four members in the family, followed by three members 146 (28.45), five members in 134 (26.1%) families and only 16 (3.1%) families of rural consumers have only two members.
(vii) Monthly Expenditure among Rural Consumers

On average, rural consumer monthly spending is Rs.15,513. Of this, food, savings and investments and miscellaneous expenses share almost Rs 8071 (52.02%) per cent. Secondly, the expenses on house rent, clothing, transportation, entertainment, medical, and education account for Rs. 6,879 (44.34%).

Finally, the expense on Health Food Drinks that is the focus of this research work has the least share Rs. 563 (3.63%).

8.2.2 INFORMATION SEEKING AND PURCHASE BEHAVIOUR

(i) Brand Wise Usage of Health Food Drinks by Respondents

Slightly higher than half of the consumers 268 (52.1%) use Horlicks brand, followed by Boost 112 (21.8%), Bournvita 60 (11.7%), Complan 52 (10.2%). Only a very limited consumers use Pediasure brand 22 (4.2%).

In conclusion, Horlicks and Boost market share alone dominate nearly 75 per cent 380 (73.9%) of the HFDs.

(ii) Period of Using the HFD Brand

Of the 514 rural consumers, 196 (38.1 %) of rural consumers have used the brand for 4 years, followed by 170 (33.1 %) for2-3 years, 80 (15.6 %) for 3-4 years and the rest 68 (13.2 %) have used for a year.

(iii) Source of Media for Health Food Drinks

Most of the consumers 432 (84%) have the product information through TV. Newspapers 26 (5.1%) are in second place. However, penetration of Internet is significantly low as four (0.8%), which shows the marketers have distinctive advantage in this untapped area.

(iv) Sources of Information

Among the consumers, 260 (50.6%) of them are aware of the product through Word of mouth, followed by 90 (17.5%) through family members, 62 (12.1%) through relatives, 26 (5.1%) through neighbours, 36 (7%) through shopkeepers, 22 (4.3%) through advertisement and the rest 18 (3.5%) aware of the product through doctors.
In summary, word of mouth and the family members are the two primary sources in getting awareness of the HFD.

(v) Factors Influence in Purchasing the Health Food Drinks – Mean Score

Availability of the HFDs is ranked as the highest with the mean score 69.17, followed by price of the HFDs (mean score 69.17), followed by taste (66.11), discount offers (65.75), colour (65.14).

Secondly, Personal liking, Habitual, Family liking, Children liking, and Brand name are ranked as sixth to tenth variables, which influence the purchase respectively.

Thirdly, Advertisement, Quantity, Package, Quality, and Smell are ranked as eleventh to fifteenth factors, which influence the purchase of HFD.

In conclusion, the highly influencing factors in purchasing the HFDs are availability, price, taste, discount offers, and colour. As against the common notion, brand name and advertisement have only secured the tenth and eleventh rank.

(vi) Reasons for Purchasing the Branded Health Food Drinks

While purchasing branded HFDs ‘health secure’ is ranked the first factor as the mean score 70.45, followed by Doctors advice (55.17), brand image (54.46), social status (49.47) and the fifth factor is quality of the HFD.

Secondly, Previous experience (31.41), Personal reasons (28.87), Price (23.23), Availability (20.68) have been ranked sixth to ninth factors which influence the purchase of branded HFDs.

In conclusion, health secure, Doctors’ advice, and Brand image are the first three highly factors in purchasing branded HFDs.

(vii) Influence of Sales Promotion in Purchasing the Health Food Drinks

Among the reasons ‘Gifts’ has secured higher mean score (72.42), followed by ‘Gift Coupon’ has secured the highest mean (45.09), ‘Extra quantity’ (41.68) in third and ‘Discount offer’ has secured the least mean score (41.20).

It can be concluded that among the four factors, ‘Gifts’, ‘Discount Offer’, and ‘Extra Quantity’ are the major sales promoting factors which influence the rural consumers on purchase of HFDs.
(viii) Media Information Sources Effectiveness Score

Of the total rural consumers 514, 464 (90%) have responded that Television is the highly effective media in sourcing the information for HFDs. Nearly 250 (49%) have identified radio as highly effective. Just over 268 (52%) consumers identify newspapers as effective. Magazine, Posters and banners, Notice and Pamphlet and Internet have been identified as less effective by the rural consumers 222 (43%), 240 (46%), 234 (46%) 231 (45%) respectively. Finally, 142 (28%) of the consumers identify internet is highly effective.

According to the total score, Television score the highest at 486, followed by, ‘Radio’ as the score 1198 and thirdly, ‘News papers’ as 1086.

In conclusion, Television, Radio, and Newspapers are the major effective source of information for the rural consumers.

(ix) Rank on Information Sources

Of the given seven variables, the mean score ranges from 2.202 to 3.891. Information source ‘Television’ has secured the highest mean score as 3.891, followed by ‘radio’ 3.272 in second, ‘Newspaper’ 2.868 in third, and finally ‘internet’ 2.202 has secured the least mean score.

In summary, among the seven variables, Television, Radio, and Newspaper are the first three high ranked variables by the rural consumers.

(x) Initiator for the HFDS

Doctors 64 (23.95) are the chief initiators for the product Horlicks, followed by other family members 59 (22%) and friends 49 (18.3%). For ‘Boost’, the initiators are children, shopkeepers, husband and wife 22 (8.2%), 27 (10%), 22 (19.6%) respectively. For Bournvita ‘children’, other family members, shopkeepers are the initiators 15 (25%), 14 (23.3%), 10 (16.7%) respectively. For the product Complan children are the highest contributing initiators 22 (42.3%), followed by doctors 10 (19.2%). Finally, for the product Pediasure, Husband wife are the primary initiators 10 (45.5%).
(xi) Information Seeker for the HFDS

For all the HFDs, irrespective of the product husband and wife are the chief information seekers as Horlicks 156 (58.3%) , Boost 60 (53.6%), Bournvita 32 (53.3%) , Complan 28 (53.8 %) and finally , 16 (72.7%) for the HFD Pediasure.

(xii) Influencer for the HFDS

For the HFD Horlicks, other family members are the chief influencers, husband and wife 57 (50.9%) for Boost, children 32 (53.3%) for Bournvita. Complan also shares the children as the chief influencers as 35 (67.3%) and finally for the HFD Pediasure husband and wife are the influencers.

(xiii) Decision-Maker for the HFDS

For all HFDs, invariably, Husband and wife are the chief decision-makers except Complan. For the HFD Horlicks, husband and wife share the contribution of 139 (51.9%), for Boost, 55 (49.1%) for Bournvita 35 (58.3%). For Complan children have more contribution as 28 (53.8%). Finally, for the product Pediasure, Husband and wife as 18 (81.8%)

(xiv) Place of Purchase of Health Food Drinks

To summarise, the study reveals that as high as 236 (45.9%) consumers have bought the HFDs at local shops. Secondly, departmental stores and general stores both combined have demonstrated higher contribution 261 (50.7%) than local shops.

(xv) Reason for Buying Other than Local Shops

In summary, cost benefit (35%) and choice of products (32%) are the two influenced the customers to buy the HFDs other than local shops.

(xvi) Mean Score on Reasons for Choosing the Particular Shop

On credit facility, forty-two per cent of the consumers strongly agree. The reasons (variables) known retailer, variety of choices, fresh products, display, prompt service, delivery at door, favourite shop are given ‘Agree’ 209 (41%) , 272 (53%), 254 (49%), 251 (49%), 234 (46%), 195 (38%) , 234 (46%) respectively.
In conclusion, the rural consumers are against to the common notion; prefer variety of choice is the highest, followed by fresh products and known retailer. Credit facility is not one among the leading variables in selecting the shop by the rural consumer.

(xvii) Rank on Reason for Choosing a Particular Shop

‘Credit facility’ has secured the highest mean score as 3.893, followed by ‘variety of choices’ (3.198) in second, ‘Fresh products (3.163) in third, ‘Reliable retailer’ (2.988) in fourth, ‘Prompt service’(2.984) in fifth, ‘Favourite shop’( 2.860) in sixth, ‘Display’ in seventh (2.844) and the least ‘Delivery at door’ (2.614).

It can be concluded that among the eight variables, ‘Credit facility’, ‘variety of choices’ and ‘Fresh products’ are the major reasons for choosing particular shop for section HFDs by the rural consumers.

(xviii) Problems Faced In Buying the Health Food Drinks – Mean Score

Almost half of the consumers 278 (54%) disagree to the statement poor response to complaints. On visually no appeals, higher than half of the consumers agree to the statement. Finally, 266 (52%) of the consumers disagree that the products are overpriced.

(xix) Problems Faced In Buying the Health Food Drinks – Rank

Among the eight reasons, ‘Limited product availability’ has secured the highest rank. Secondly, ‘Price factor’ comes to second, followed by non-availability of the preferred product’, visually no appeal (4th) , Overpriced products (5th) , Poor response on complaints (6th), Inconsistent in supply (7th) and lack of promotional offer (8th) is the least.

To sum up, limited product availability, Price factor, and non-availability of the preferred product are the three factors identified as high problem factors by the rural consumer.

(xx) Brand Identification by the Rural Consumers

Of the 514 rural consumers, 440 (85.6 %) identify the brand by the brand name, followed by 42 (8.2 %) packaging, and 32 (6.2 %) by logo of the HFDs.

In summary, vast majority of the rural consumers 440 (85.6%) identify the brand by the Brand name, logo and packaging in identifying the brand contribute only 14.4 per cent.
(xxi) Package Content of HFDs Preferred

To sum up, precisely, half of the rural consumers 258 (50.2%) prefer 500gms package, Only 16 (3.1%) consumer buying more than 1000 grams of HFDs.

(xxii) Frequency of HFDS purchase

316 (61.5 %) are of the habit of purchasing the HFD once a month, followed by 98 (19.1 %) once in two months, 20 (3.9 %) once in three months and the rest of 80 (15.6 %) purchase the HFDs as and when needed.

To sum up, majority of the consumers 316 (61.5%) purchase the HFDs once a month.

(xxiii) Mode of Purchase

Of the 512 consumers, 302 (58.8 %) have purchased the HFDs on cash mode, followed by 42 (8.2 %) on credit purchase and the rest 170 (33 %) on both (Cash and credit).

In summary, most of the customers 302(58.8 %) have purchased the HFDs on cash mode. A minimum percentage of consumers 42 (8.2%) follow credit mode only.

(xxiv) Repayment of Credit Purchase

The majority of the consumers 146 (69%) having the habit of repaying the credit next purchase and 44(21%) of the customers repaying the credit monthly. Only few consumers repay on weekly basis.

(xxv) Factors Influenced to Purchase the Health Food Drinks

Using all the eight (8) reasons for choose a particular shop namely X1, X2, X3, …… ad X8 namely Credit facility, Reliable retailer, variety of choices, Fresh products, Display, Prompt service, Delivery at door and Favourite shop.

a) ROTATED FACTOR LOADINGS

Five factors are identified as maximum percentage variance accounted for.

The first extracted factor identify the reasons for purchasing HFDs with high loading factors attributes such as colour, advertisement, smell and discount offer which account for 20.907 per cent of variance.
The second extracted factor gives personal liking, children liking and family liking that account for 13.670 per cent of variance. The third extracted factor gives ‘taste’ and ‘habitual’ that account for 10.98 per cent of variance. The fourth extracted factor ‘quality’, ‘quantity’, and ‘availability’ that account of 9.753 per cent of variance.

Finally, the fifth extracted factor gives ‘price’, ‘brand name and ‘package’ which account of 9.730 per cent of variance.

(xxvi) Non-Availability of Preferred HFDs

Two hundred and twenty six (68.1 %) consumers buy alternate brand due to non-availability, followed by 164 (31.9 %) wait for the product which they prefer.

It conclusion, a high number customers 226 (68.1%) willing to change to another brand if their choice of brand is not available.

(xxvii) Reasons for Switching Health Food Drinks

Among the nine reasons ‘Non availability of service’ has secured the highest mean score. ‘Shop keepers’ advice’ has secured the next higher mean score and stands second, ‘Doctors advise’ has secured next higher mean score and stands third.

More strikingly, Advertisements, Taste, brand image, health, and price are ranked 4 to 8 respectively. ‘Quality’ has secured least mean score.

It can be concluded that among the nine variables, ‘Non availability service’, shopkeeper advice, and doctor advice are the major reasons for switching the brand of HFDs.

8.2.3 POST PURCHASE BEHAVIOUR

(i) Monitoring Health after Consumption Of Health Food Drinks

Of the 514 rural consumers, 296(57.6 %) do not have the habit of monitoring their health after consuming health drink. On the other, 218(42.4 %) do monitor.

To sum up, a high of number of rural consumers 296 (57.6), more than half, do not monitor the health implications after consuming HFDs.

(ii) Recommendation of the Brand to Others

More than 472 (91.8%) rural consumers recommend their HFDs product to others, which reveals consumer satisfaction positively attributes. However, 42 (8.17%) of consumers not in favour of recommending the HFDs.
(iii) Satisfaction Level of Complaints Attention

More strikingly, 358 (69.64%) have reported negatively to the given statement and almost one third of the rural consumers, 156 (30.4%) have reported that the complaints are attended satisfactorily.

It conclusion, most of the consumers 358 (69.6%) report that the complaint is not attended satisfactorily.

(iv) Response to Dissatisfaction with Health Food Drinks

Among the consumers, 148 (28.8%) did nothing when they dissatisfied with the product they purchase, followed by 138 (26.8%) quit the present brand, 224 (43.6%) quit the store/supplier and the rest of four (0.8%) response in other way.

It concludes that most of the customers 224 (43.6%) quit the store/supplier.

(v) Gender and Overall Satisfaction Level on Health Food Drinks

Of the 514 consumers, 250 (48.63%) consumers are male and the rest 264 (51.36%) are female. Of the 250 male consumers, 96 (39%) have high satisfaction with HFDs, followed by, 72 (29%) have moderate level of satisfaction, remaining 82 (33%) have low satisfaction on HFDs.

Of the 264 female consumers, 80 (30%) have high-level satisfaction with HFDs, 104 (40%) have moderate level satisfaction and the rest 80 (30%) have low-level satisfaction on HFDs.

In summary, most of the female consumers 104 (40%) have moderate level of satisfaction on HFDs. Nearly 39 per cent of male consumers have high-level of satisfaction on HFDs.

(vi) Age and Overall Mean Satisfaction Score on Health Food Drinks

Among the 514 consumers, upto 45 years age group consumers (n176) have the highest overall mean satisfaction score 58.6. Secondly, 46-55 age group consumers (n176) have the score of 59.07. Finally, above 56 age group consumers (n176) overall mean satisfaction score is 57.25, which is the least.
(vii) Age and Satisfaction Level on Health Food Drinks

In 25-45 years of age group, a high proportion 62 (35.2%) of rural consumers are found to be ‘moderate’ level of satisfaction. In 46-55 years of age group, a high proportion 72 (42.3%) of rural consumers are found to be ‘high’ level of satisfaction. Finally, the consumers, in the age group of above 56, a high proportion 64 (38.1%) are found to be ‘moderate’ level of satisfaction.

(viii) Marital Status and Overall Mean Satisfaction Score on Health Food Drinks

Of the 448 married consumers, the overall mean satisfaction score is 58.26 for married consumers and the score is 58.63 for unmarried consumers, which points out that there is no noticeable difference between married and unmarried consumers.

In conclusion, there is no relationship between marital status and overall mean satisfaction score on Health Food Drinks.

(ix) Marital Status and Level of Satisfaction on Health Food Drinks

Of the 448 married consumers, 160 (36%) consumers have high level of satisfaction on HFDs, followed by 144 (32%) have moderate level of satisfaction, and the rest 144 (32%) have low level of satisfaction on HFDs.

Of the 66 unmarried consumers, 16 (25%) consumer have highly satisfied with HFDs, 32 (44%) have medium satisfaction of using HFDs and the rest 18 (27%) have low satisfaction of using HFDs.

In conclusion, a high proportion of married consumers, 160 (36%) are found to be ‘high’ on the level of satisfaction. In unmarried consumers, 32 (48%), which is the highest in this group is found to be ‘moderate’ level of satisfaction.

(x) Size of Family and Overall Mean Satisfaction Score on Health Food Drinks

Of the 514 rural consumers, 218 (42.4%) consumers who have 4 members in the family have the highest mean score of 58.56 followed by 146 (28.4%) consumers with 3 members in the family have mean score of 58.47. Consumers 16 (3.1%) have up to
2 members with the score of 57.87. Finally, 134 (26.1%) of consumers those who have 5 members in family have the mean score of 57.77.

Over all, the consumers 364 (70.8%) those who have family size of 3-4 are found to be in the higher mean satisfaction score.

(xi) Size of Family and Level of Satisfaction on Health Food Drinks

Majority of the rural consumers, 364 (70.8%) whose family size consist of 3-4 members. Of these, 128 (35.9%) have high level of satisfaction, followed by 136 (37.4%) with moderate level and 100 (27.4%) with low level of satisfaction on HFDs.

(xii) Type of Family and Overall Mean Satisfaction Score on Health Food Drinks

Of the 514 rural consumers, Extended family system consumers 167 (32.5%) have the mean score of 58.52 and 347 (67.5%) are living in nuclear family system and the overall meal satisfaction score is 58.21, which identifies there is no noticeable difference among type of family and overall satisfaction about HFD.

(xiii) Type of Family and Overall Satisfaction Score on Health Food Drinks

Of the 514 consumers, 347 (67.5%) consumers are in nuclear system of family and the rest 167 (32.5%) are in extended family system.

Of the 347 consumers, 124 (36%) consumers have high level of satisfaction on HFDs, followed by 112(32%) have moderate level of satisfaction, and the rest 111(32%) have low level of satisfaction of using HFDs. Of the 166 extended family system of consumers, 52 (31%) consumer have high level of satisfaction with HFDs, 64 (44%) have moderate level satisfaction on HFDs and the rest 51 (27%) have low-level of satisfaction on HFDs.

Overall, both nuclear and extended family system of rural consumers’ level of satisfaction have found to be similar.

(xiv) Educational Level and Overall Satisfaction Score on Health Food Drinks

Overall, consumers those who have completed technical education have the highest mean satisfaction score (64.00). Consumers of no formal education have the lowest score as 56.56.
(xv) Educational Level and Level of Satisfaction on Health Food Drinks

Out of 514 consumers, 74 (14.4%) consumers have ‘no formal education’. Of which, 30 (40.5%) have high level of satisfaction on HFDs, followed by 28 (37.8%) consumers have moderate level of satisfaction and the rest 16 (21.6%) have low level of satisfaction on HFDs.

Three hundred and forty two (66.5%) consumers have completed School level. Of which, 112 (21.9%) have high level of satisfaction on HFDs, followed by 114 (22.2%) have moderate level of satisfaction and the rest 116 (22.5%) have low level of satisfaction. Seventy-eight (15.2%) consumers have completed ‘graduation’. Of which, 14 (17.9%) have high satisfaction of HFDs, followed by 31 (39.74%) have moderate level of satisfaction and the rest 33 (42.3%) have low level of satisfaction using HFDs. Eighteen (3.5%) consumers have professional degree. Of which, six (33.3%) have high level of satisfaction on HFDs, followed by 4 (22.2%) have moderate level of satisfaction and the rest 8 (44.4%) have low level of satisfaction.

Even though the consumers of ‘Technical education’ have the highest level of satisfaction, the research work takes ‘no formal education’ as the highest because of tiny share in the ‘Technical education’. The consumers who have completed no formal education have the highest level of satisfaction on HFDs.

(xvi) Occupational Status and Overall Mean Satisfaction Score on Health Food Drinks

Of the 514 Consumers, 100 (19.5 %) are employees that have the highest mean satisfaction score of 58.82, followed by farmers 184 (35.8%) that have the mean score of 58.72, businesspersons 64 (12.5%) have the mean score of 58.12, the least mean satisfaction score goes with agricultural labourers 166 (32.3%) as 57.62.

(xvii) Occupational Status and Level of Satisfaction on Health Food Drinks

Out of 514 consumers, 184 (36.0%) are farmers. Of which 72(39%) have high level of satisfaction on HFDs, followed by 52(28%) consumers have moderate level of satisfaction and the rest 60(33%) have low level of satisfaction.

Out of 514 consumers, 166 (32.29%) are agricultural labourers. Of which, 52 (31.0%) have high level of satisfaction, followed by 54 (33%) have moderate level of
satisfaction and the rest 60 (36%) have low level of satisfaction of on HFDs. Sixty-four (12.5%) consumers are businesspersons. Of which, 22 (34%) have high satisfaction on HFDs, followed by 22 (34%) have moderate level of satisfaction and the rest 20 (32%) have low level of satisfaction. One hundred (19.55%) consumers are employees. Of which, 30 (30%) have high level of satisfaction using HFDs, followed by 48 (48%) have medium level of satisfaction using HFDs and the rest 22 (22%) have low level of satisfaction using HFDs.

The consumers those who are farmers have the highest level of satisfaction on HFDs. However, consumers who run businesses have the lowest level of satisfaction.

(xviii) Monthly Income and Overall Mean Satisfaction on Health Food Drinks – Mean Score

Among the 514 total Consumers, 194 (37.7 %) are of the lowest income consumers (below Rs. 5,000) that have the highest overall mean satisfaction score of 58.72, followed by 168 (32.7%) consumers of the highest income i.e above Rs. 10,000 consumers have the overall mean satisfaction score of 58.12. The consumers 152 (29.6%) who earn Rs. 5001-10,000 have the lowest mean score as 57.62.

(xix) Monthly Income and Overall Satisfaction on Health Food Drinks –

Out of 514 consumers, 194 (37.79%) consumers earn below Rs. 5000 a month. Of these, 58 (30%) have high level of satisfaction on HFDs, followed by 50 (26%) consumers have moderate level of satisfaction and the rest 86 (44%) have low level of satisfaction.

One hundred and fifty two (29.57%) consumers earn Rs. 5001-10000 a month. Of these, 64 (38%) have high level of satisfaction on HFDs, followed by 66 (43%) have moderate of satisfaction and the rest 44 (26%) have low level of satisfaction.

Sixty-four (32.68%) consumers earn more than Rs.10,000 a month. Of these, 64 (38%) consumers have high satisfaction on HFDs, followed by 60 (36 %) have moderate level of and the rest 44 (26%) have low level of satisfaction using HFDs.

(xx) Frequency of Purchase and Overall Satisfaction Score on Health Food Drinks

Among the 514 total Consumers, 316 (61.5 %) of consumers, those who purchase HFDs ‘once a month’ have the highest mean score of 58.64, followed by consumers
20 (3.9%) who purchase the HFDs ‘once in three months’ have the score of 58.2, Consumers who purchase the HFDs ‘as and when intended have the score of 57.85 and the consumers with the lowest mean 57.65 are who purchase the HFD ‘once in two months’.

**(xxi) Frequency of Purchase and Overall Satisfaction on Health Drink**

Majority of the consumers purchase the HFDs once in a month. 118 (37%) per cent of consumers of this group respond ‘moderate’ satisfaction on HFDs. 106 (34%) consumers are responded ‘high’ level of satisfaction in on HFDs. Finally, 92 (29%) of consumers respond ‘low’ level of satisfaction.

**(xxii) Factors Determining Overall Satisfaction Score on Health Food Drinks**

To identify the overall satisfaction score on HFDs, fifteen factors namely: Price, Taste, Quality, Quantity, Colour, Smell, Package, Advertisement, Availability, Personal liking, Family liking, Discount offers, Healthiness, Gifts and Extra quantity.

**(xxiii) Overall Satisfaction Score on Health Food Drinks**

On the factor price, majority of the rural consumers 278 (54%) are ‘satisfied’ and 188 (37%) consumers are ‘highly satisfied’. Overall, 466 (90.7%) consumers out of 514 are satisfied on the HFDs.

On the factor taste, majority of the rural consumers 276 (54%) are ‘highly satisfied’ and 190 (37%) consumers are ‘satisfied’. Overall, 466 (90.7%) are satisfied on the HFDs.

On the factor quality, majority of the rural consumers 278 (54%) are ‘highly satisfied’ and 194 (37%) consumers are ‘satisfied’. Overall, 466 (90.7%) are satisfied on the HFDs.

On the factor quantity, majority of the rural consumers 220 (42.8%) are ‘highly satisfied’ and 220 (42.8%) consumers are ‘satisfied’. Overall, 440 (85.6%) consumers are satisfied on the HFDs.

On the factor colour, majority of the rural consumers 288 (56.0%) are ‘highly satisfied’ and 128 (24.9%) consumers are ‘satisfied’. Overall, 416 (80.9%) consumers are satisfied on the HFDs.

On the factor smell, majority of the rural consumers 274 (53.3%) are ‘satisfied’ and 122 (23.70%) consumers are ‘highly satisfied’. Overall, 396 (77.0%) consumers are satisfied on the HFDs.

On the factor package, majority of the rural consumers 288 (56.0%) are ‘highly satisfied’ and 128 (24.9%) consumers are ‘satisfied’. Overall, 416 (80.9%) consumers are satisfied on the HFDs.
consumers 286 (55.6%) are ‘satisfied’ and 90 (17.5%) consumers are ‘highly satisfied’. Overall, 376 (73.2%) consumers are satisfied on the HFDs.

On the factor advertisement, majority of the rural consumers 238 (46.0%) are ‘satisfied’ and 170 (33.0%) consumers are ‘highly satisfied’. Overall, 408 (79.3%) consumers are satisfied on the HFDs. On the factor advertisement, majority of the rural consumers 238 (46.0%) are ‘satisfied’ and 170 (33.0%) consumers are ‘highly satisfied’. Overall, 408 (79.3%) consumers are satisfied on the HFDs. On the factor availability, majority of the rural consumers 246 (47.8%) are ‘satisfied’ and 142 (27.6%) consumers are ‘highly satisfied’. Overall, 388 (75.4%) consumers are satisfied on the HFDs.

On the factor personal liking, majority of the rural consumers 276 (53.0%) are ‘satisfied’ and 142 (27.6%) consumers are ‘highly satisfied’. Overall, 416 (80.9%) consumers are satisfied on the HFDs. On the factor family liking, majority of the rural consumers 266 (51.7%) are ‘satisfied’ and 152 (29.5%) consumers are ‘highly satisfied’. Overall, 480 (81.3%) consumers are satisfied on the HFDs. On the factor discount offers, majority of the rural consumers 192 (37.3%) are ‘satisfied’ and 82 (15.9%) consumers are ‘highly satisfied’. However, 74 (14.3) rural consumers are neither satisfied of dissatisfied, 152 (29.6) consumers are dissatisfied on the HFDs followed by 14 (2.7%) consumers are highly dissatisfied. Overall, only little over the half of the consumers 274 (53.3%) are satisfied on the HFDs and 166 (32.3%) are dissatisfied on the HFDs.

On the factor Healthiness, majority of the rural consumers 240 (46.6%) are ‘satisfied’ and 90 (17.5%) consumers are ‘highly satisfied’. Overall, the majority of the consumers 330 (64.2%) are ‘satisfied’ on the HFDs and 102 (19.8%) are dissatisfied.

On the factor gifts, majority of the rural consumers 168 (32.6%) are ‘satisfied’ and 80 (15.5%) consumers are ‘highly satisfied’. However, 90 (17.5%) rural consumers are neither satisfied nor dissatisfied, 154 (29.9%) consumers are dissatisfied, followed by 22 (4.2%) consumers are highly dissatisfied. Overall, as near as half of the consumers 248 (48.2%) are satisfied and 112 (34.2%) are dissatisfied on the HFDs.

On the factor Extra quantity, majority of the rural consumers 164 (31.9%) are ‘satisfied’ and 64 (12.45%) consumers are ‘highly satisfied’. However, 84 (16.3%) rural consumers are neither satisfied nor dissatisfied, 156 (30.3%) consumers are dissatisfied,
followed by 46 (8.9%) consumers are highly dissatisfied. Overall, 228 (44.3%) consumers are satisfied and 202 (39.2%) are dissatisfied on the HFDs.

(xxiv) Level of Satisfaction - Rank

Of the 15 factors, ‘quality’ of the product has secured the highest weighted average score of 4.424 and ranked first, which reveals that the rural consumers give high priority for this factor in identifying their level of satisfaction. ‘Taste’ of the product has secured the second highest weighted average score of 4.405 and ranked second, which reveals that the rural consumers give taste is the second dominating factor in identifying their level of satisfaction. ‘Price’ of the product has secured the third highest weighted average score of 4.245 and ranked third, which reveals that the rural consumers have less inclination towards the price of the HFDs.

‘Quantity’ of the product has secured the fourth highest weighted average score of 4.245 and ranked forth. ‘Advertisement’ of the product has secured the fifth highest weighted average score of 4.023 and ranked fifth, which reveals that the rural consumer pay less attention to advertisements. ‘Family liking’ of the product has secured the sixth highest weighted average score of 4.015 and ranked sixth, which reveals that the family of the consumers has minimal influence on the level of satisfaction.

Colour, personal liking, smell, availability, package, healthiness, discount offers, gifts, and extra quantity are ranked seventh to fifteenth factors with the weighted average score 4.008, 3.969, 3.957, 3.930, 3.829, 3.587, 3.342, 3.253, and 3.086 respectively.

(xxv) Consumers Mean Score – Lower and Higher Satisfaction

The mean score of consumers satisfaction with HFDs is identified as higher in case of ‘age’ and ‘brand awareness’. The variables namely age and incomes have high of 40.802 and 34.012 respectively.

To conclude, two variables ‘age’ and ‘brand awareness’ differentiates the consumers with high and low satisfaction with HFDs more than that of the other variables.
(xxvi) Percentage of Correct Classification by Using Discriminant Function

Among the 162 Consumers, 104 consumers have lower satisfaction with HFDs followed by 58 consumers with higher satisfaction.

Among of 176 Consumers with higher satisfaction, 112 Consumers (63.6%) were correctly classified. Hence the percentage of correct classification is \( \frac{216}{336} \times 100 \% \) or 63.9% of original grouped cases correctly classified.

To conclude, the 63.9 per cent of the consumers are highly satisfied with HFDs and it indicates adequacy of the model is discriminating between the two groups with higher and lower satisfaction.

(xxvii) The Relative Importance of Ratios in Discriminating Between the Groups

Among the ten personal variables ‘Income’ has secured first rank and substantially important variable in discriminating between groups namely consumers with lower satisfaction and higher satisfaction on HFDs, followed by ‘Age’ has secured second, ‘Family Size’ has secured third, ‘Gender’ has secured fourth and finally ‘Type of family has secured least score.

In conclusion, Income, age, family size, and gender have substantially important variables in highly discriminating between two groups of consumers with lower satisfaction and higher satisfaction on HFDs.

(xxviii) Gender and Overall Satisfaction Score on Health Food Drinks

Of total Consumers, 250 (48.6%) of male have overall mean satisfaction score of 58.64, where 264(51.4%) of female have overall mean satisfaction score of 51.4 about the Health Food Drinks.

8.2.4 BRAND AWARENESS

(i) Gender Wise Brand Awareness Score

‘Male’ has secured the highest mean score 33.39 and the ‘Female’ has secured second mean score 32.66.

It summary, male consumers 250 (33.39) have more awareness of HFDs.
(ii) Age and Overall Mean Awareness

Of the 514 total Consumers, 176(34.2 %) those who in the age group of upto 45 years have overall mean awareness score of 38.55, whereas 168(32.7 %) of consumers in the age group of above 56 years have the score of 28.90.

It summary, upto 45 years age group of consumers (38.55) have high level of awareness of HFD. Consumers in the age group of 46-55 years (31.34) have moderately aware of HFDs and consumers of high age group above (28.90) have low-level of awareness of HFD.

(iii) Type of Family and Overall Mean Awareness Score

Among 514 total consumers, 347(67.5 %) of consumers live in nuclear family have overall mean awareness score of 34.42 and 167(32.5 %) of consumers who live in extended family have the score of 30.08.

(iv) Level of Education and Brand Awareness Score

On brand awareness the consumers who have profession degree ‘professional’ has secured the highest mean score 41.63 followed by ‘consumers who have completed graduation have the next highest mean score 38.21 and ‘No formal education’ has secured the least mean score 24.95.

(v) Occupational Status and Brand Awareness Score

The mean effectiveness scores on brand awareness score ranges from 26.40-38.24. Of awareness ‘the consumers who are ‘employees’ has secured the highest mean score consumers on ‘others’ has secured the least mean score.

(vi) Awareness of Brand

Of the branded HFDs products, Horlicks has secured the highest mean score (2.879), followed by Boost has secured the next highest mean score (2.813), Bournvita has secured the third highest mean score (2.575). Finally, Pediasure has secured the lowest mean score (1.389).

It can be concluded that among the five HFD brands ‘Horlicks’, ‘Boost’, Bournvita and ‘Complan’ are the major brands which consumers are highly aware of.
(vii) Awareness of Product Specifications - Weighted Average Score and Rank

That the weighted average scores on the product specifications ranges 3.038 - 3.906 and the product specifications of ‘Date of expiry of the product’ has secured the highest mean score and ranked the first. The price of the product’ has secured next higher mean score and stands at second; ‘The Manufacturer’ has secured next higher mean score and stands at third. More strikingly, ingredients, colour, vitamins, and carbohydrates ranked 4 to 8 respectively. ‘Local taxes of the product’ has secured the least mean score 3.038 and ranked tenth.

It can be concluded that among the ten factors ‘date of expiry of the product’, ‘the price of the product’ and ‘the manufacturer’ are the factors, in which consumers are highly aware of.

(viii) Awareness Score of the Product Specifications

Verification of Maximum Retail Price (MRP)

Of the 514 consumers, 414 (80.5 %) verify the MRP of the HFDs and the rest 100 (19.5 %) do not verify the MRP.

Twenty eight per cent of the rural consumers are highly unaware of ‘manufacturer of the product’. However, 130 (25%) of them are aware and 98 (19%) of the consumers are of highly aware of. On ‘date of expiry ’246 (48%), a high number of consumers are of the highly aware category and 100 (19%) of them are highly aware of ‘flavour of the product’.

On ‘price of product’ 192 (37%) and 180 (35%) consumers are ‘aware’ and ‘highly aware ‘respectively. On ‘Ingredients of the product’ 154 (30%) of the consumers are neither aware nor unaware. On Local taxes of the product, the high number of consumer 136 (26%) are highly aware. On the colour of product, 154 (30%), 125 (24%) are aware and highly aware respectively. On vitamins included 258 (50%) of them are on the aware category. On Carbo-hydrate contents, 174 (34%) of the customers are unaware. However, 94 (18%) of them highly aware. On ‘flavour of the product’, the rural consumers are equally divided on both unaware and aware.

Finally, on price variations of packing of goods 146 (28%) are highly aware of and 238 (46%) of the consumers are of the aware category.
(ix) Price Comparison and Brand Switching

Of the 514 consumers, 372 (72.4 %) do compare the price of the product with other products. However, 142 (27.6 %) do not compare the price of the product.

It conclusion, most of the consumers 372 (72.4%) compare the price with other products.

(x) Crosschecking Of Product Weight

Of the 514 consumer, more striking, 502 (99 %) consumers do not check the weight of the HFD while buying and the rest which is very minimum 12 (1 %) of consumers check the weight.

In conclusion, majority of the rural consumers (99%) do not check the weight of the HFD while they purchase.

(xi) Experienced Defects in Products

Of the 514 rural consumers, 174 (33.9 %) have experienced defects in the product and rest 340 (66.1 %) have not experienced any such in the HFDs.

In conclusion, that majority of the consumers 340 (66.1%) have not experienced defects in the product.

(xii) Defects Forwarding

Of the 174 consumers who have found defects in HFDs, 157 (90 %) have made complaint to shop keeper when they have found defects, and 17 (10.0 %) have made complaint to the main supplier.

In summary, majority of the consumers 157 (90 %) have taken the defects in HFDs to shopkeepers which reveals that consumers trust on shopkeepers.

(xiii) Consumers Favouring Legal Actions

It can be seen from the Table 7.20, 2 (2 %) consumer have taken the issue legal forums and, the rest, almost 99 per cent; 172 consumers not in favour of legal complications.

Thus, the studies reveal that majority of the consumers 172 (98.8%) not in favour of legal actions.
**(xiv) Consumer Rights & Protection Awareness Score**

The mean effectiveness scores on Consumer rights and protection of the consumer ranges 31.23-30.47.

Of awareness ‘Male’ consumers has secured the highest mean score 31.23, and ‘Female’ consumers have secured the second highest mean score 30.47.

**(xv) Level of Education and Consumer Rights and Protection Mean Awareness Score**

The mean effectiveness scores on getting consumer rights and protection awareness score about product from different sources ranges 22.89-38.38.

Awareness of consumer rights and protection among the group those who have complete professional degree ‘professional degree’ has secured the highest mean score 38.38, followed by ‘those who have completed graduation degree have the second highest mean awareness scores 36.09. Finally, those who have ‘no formal education’ has secured the least mean score 22.89.

**(xvi) Occupation Wise Consumer Rights and Protection Awareness Mean Score**

The mean effectiveness scores on Consumer rights and protection awareness about product from different sources ranges 25.80-34.88.

On awareness, ‘Agricultural labourers’ has secured the highest mean score 34.88 and ‘employees’ has secured the least mean score 32, 22.

**(xviii) Awareness of Consumer Rights and Protection - Weighted Average Score and Rank**

Weighted average score on consumer rights and protection of the consumer ranges 1.860 - 3.688.

Of the eleven factors, ‘The right to safety’ has secured the highest weighted average score. ‘The right to be informed’ has secured next higher mean score, ‘The Right to Choose’ has secured next higher mean score whereas the ‘The drugs and cosmetics act 1948’ has secured the least mean score and stood at last. Above all, consumers’ awareness of Consumer protection act, 1986 has secured ninth rank with the mean score of 2.284.
It can be concluded that among the eleven factors ‘the Right to Safety’, ‘the Right to be informed’ and ‘the Right to choose’ are the factors in which rural consumers are highly awareness of.

On ‘Right to safety’ majority of the consumers 376 (73%) are on the aware category. On ‘Right to be informed’ majority of the consumers are on the aware category 302 (59%). On ‘Right to be heard’ 242 (47%) are only awareness side. ‘On right to choose 244 (48%) are aware of. On ‘right to consumer education’ , ‘consumer protection act 1986 , on Indian sales of goods act, 1930 , Standards of weight & measures Act 1976 , Prevention of food adulteration act 1976, Drugs and cosmetics act 1948 : 156 (31%), 112 (22%), 120 (24%), 108 (21%), 96 (21%), 86 (17%) of them are on aware category. Finally, Consumer forum, court, councils, 66 (13%) of them are aware of.

8.3 SUGGESTIONS

8.3.1 To the Government

1. Rural consumers are highly unaware of consumer rights. As a corrective measure, local bodies and NGOs have to pay attention.

2. Government could initiate selling of HFDs in Fair price shops in which the rural consumers can easily accommodate.

3. Transportation facilities must be given high priority, as the rural people would be benefited most.

4. Even though the health food products are highly taken by children, but the young generation lack of consumerism.

8.3.2 To the Marketers

1. Foreign brands are dominating rural market. This untapped market tremendous growth.

2. Consumer prefer smaller sachets in terms of both economical and usage level.

3. Almost all the consumers depend on shopkeepers’ advice that markets could focus more on.
4. Consumers have the only choice of complaining to shopkeepers. In addition, they simply do not know where to forward other than shopkeeper.

5. Customers are ready to switch to another brand in case of non-availability of the preferred brand.

6. Rural consumers are more likely to identify the brand by the name.

7. Word of mouth play a predominant role in rural areas.

8. Increasing income level in rural areas would pave the way for marketers to market untapped area.

9. Limited availability of the brands is really a handicap for the consumers.

8.3.3 To the Consumers

1. Consumers should know the rights and duties.

2. According to the study, a high number of consumers have limited educational qualification that limits them in getting and analysing on many areas.

8.4 SCOPE FOR FUTURE RESEARCH

- Academic community has enormous opportunities in exploring rural market and rural consumer because of increasing income level and standard of living of consumers.

- Research in future can be carried out in comparing the urban and rural consumers on health food drinks purchase behaviour.

- The comparative study on inter and intra district study on rural consumer behaviour will provide new outcomes.

- Extensive research should be done on awareness of consumer, which lacks to a great extent.
8.5 CONCLUSION

The research concludes that the democratic background of the rural consumer plays a vital role in determining the behavioural aspect as well as the royalty of brand. Rural consumers are able to realise the need of the product, limited awareness of the product, and suitable information sources of the product. They are able to collect maximum information of the product through television advertisements. They derive characteristics through their experience of the product and make careful study on the negative effect and quality of product. The consumer behaviour of the rural population logically prefers the product, making the purchasing decision, and expressing the satisfaction level. The consumers have the tendencies brand shift if not satisfied with the utilisation of the product well as availability in the market. In the post-purchase satisfaction in rural consumers of predominant brand image and quality of the product is important. The royalty of rural consumer purpose is very high, so their strength and their expectation are also maximized.