Chapter I

Introduction and Design of the Study
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INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

The term ‘consumer behaviour’ is defined as “the behaviour that consumers display in searching for purchasing, using, evaluating and disposing of product and services that they expect will satisfy their needs” (Leon, Schieffman and LzareKanuk).

The study of consumer behaviour is the study of how individuals make decisions to spend their available resources (money, time, effort) on consumption of related items. It also includes the study of what, why, how, when, where they buy and how often they buy any particular product or service. Consumer behaviour is the act of individuals in obtaining and using goods and services that is exhibited through their decision process. Consumer purchases are likely to be influenced by physiological and sociological factors. Consumer behaviour research is an effective tool in marketing for all sorts of organization. Gaining a thorough, in-depth consumer understanding helps to ensure that the right products are marketed to the right consumers in the right way (Philip Kotler and Kevin Lane Keller, 2007).

The better the marketers know and understand consumers, the more advantageous it would prove in accomplishing their organizational objectives. Marketers want to know what consumers think, what consumer want, how they work, how they buy the products and what are the process involved in buying. Consumers usually follow the typical buying process that consists of a sequence of events such as problem recognition, information search, and evaluation of alternatives, purchase decision, and post purchase behaviour. Marketers want to develop products and services to help consumers solve problems rather than the nature of information search that consumers undertake in a particular target market. In addition to this, marketers can also understand different types of evaluation criteria used by the consumers such as various dimensions on products, its features, characteristics, and benefits to solve a specific problem. Consequently, marketers have to go beyond the mixture of influences on buyers and develop an understanding of how consumers actually make their buying decisions.
Consumer satisfaction is the ultimate aim of any business. Both survival and growth of the business depend on its customer satisfaction. The main objective of the business is to satisfy the consumer needs and wants satisfaction is a person’s feeling of pleasure or disappointment resulting from comparing a product’s perceived performance in relation to their expectations.

“Satisfaction is the consumer’s fulfilment response. It is a judgement that a product or service itself provides a pleasurable level of consumption – related fulfilment”. To define this, satisfaction is consumer's evaluation of a product or service in terms of whether that product or service has met their needs and expectations. Failure to meet needs and expectations is assumed to result in dissatisfaction with the product or service.

Consumer is the central point on whom all the marketing activities revolve around. Manufacturer produces that which the consumer wants as the consumer’s behaviour differs from person to person. Organizations that achieve high level of customer satisfaction also achieve greater level of profitability. In the present scenario, a potential consumer is offered a wide variety of products to choose in the market. The consumer is the king, who determines the growth, prosperity, and even existence of a business enterprise.

The liberalization of the Indian economy had far-reaching consequences, which led to entry of global brands in the Indian markets. Earlier companies focused their marketing efforts towards the urban markets targeting the educated consumer. However, with the saturation of markets in the urban sector, many companies focused their attention towards the fast growing rural sector. In addition, the rural markets in India are still evolving, and the sector poses a variety of challenges. The consumption patterns, tastes, and needs of the rural consumers are entirely different from that of urban consumers. While it is evident that urban Indian has adapted much faster than the rural consumer due to higher exposure of media and changing life style, the rural consumers are not far behind (Vidyavathi, 2008). Hence, the buying behaviour of rural consumers has become a hot topic for discussion because rural India, in recent days, is enthusiastically consuming everything from shampoo to motor cycles and this “rural predilection” is being considered as one of the significant topics of market analysis (Arpita Khare, 2010).
Rural India constitutes the heart of India, generating more than half of the national income. According to Mckinsey Global Institute’s Report, “the bird of gold: the rise of India’s consumer market” (may 2007), 63 per cent of India’s population will still live in rural areas in 2025, but rural consumption will nonetheless accelerate from a compounded annual rate of 3.9 per cent over the past two decades to 5.1 per cent during the next two. Aggregate rural consumption that had increased from Rs. 4,498 bn in 1985 to Rs. 9,688 bn by 2005 is projected to gallop to a figure of Rs. 26,383 bn by 2025! (Arpita Srivastava, 2008).

1.2 RURAL MARKETING IN INDIA

The rural sector, which encompasses about 70 per cent of the total population, has an important role to play in the overall development of the country. Rural India is now undergoing a sea change resulting from the multi-pronged activities undertaken for overall development of villages. There is an indication of increasing prosperity in rural India. Prosperity in the rural areas has opened up new opportunities. It leads to certain definite increase in the demand for durable and non-durable goods. In addition, significant changes have been noticed in the buying and consumption pattern of the rural consumers, imbibing new ideas, attitude, and way of life. Because of the “green revolution,” there is a socio-economic revolution taking place in Indian villages since the last three decades. Increasing knowledge of fertilizers, water resources, pesticides, better quality seeds, modern farm equipment, and methods of farming have made the villages far better. The per capita income of the farmers is on the increase and the manner in which they spend their disposable income has changed. The rural market is not passive. It is vibrant and growing at a faster pace. It will soon outstrip the urban market if this pace of development continues. The villages have accepted the modern way of agriculture as a business, but have also accepted modern living. The Farmer is choosy in his buying. Apart from food and consumerable items, he/she is interested in buying small radios, televisions, two wheelers, mostly bicycles and motorcycles, wristwatches, cooking gas and furniture. Socio-economic changes in villages have led villagers to think of material wellbeing. This change in the attitude of the Indian farmer is sweeping across the countryside. The expanding rural market is important to the growth of the economic development of India. With the change in scenario, the three marketing focus is also
changing towards villages: go rural is the slogan of marketing gurus. Prosperity in rural areas is very much reflected in the buying and consumption habits of rural folks. Their inclination to spend on the modern gadgets has increased as a result of increase in purchasing power. This necessitates an appraisal of the rural marketing environment that is an outgrowth of various socio-economic and cultural forces. For evolving an appropriate marketing strategy, understanding the rural environment is quite essential. Recently attempts were made to define the distinct differences between the urban and rural markets based on the various socio-economic factors (Rajendran Kumar, 2004).

1.3 RURAL SCENARIO IN INDIA

Seventy per cent of India's population lives in 6,27,000 villages in rural areas and 90 per cent of the rural population we concentrated in villages with a population of less than 2000, with agriculture being the main business. This simply shows the great potentiality rural India has to bring the much-needed volume-driven growth. This brings a boon in disguise for the FMCG Company which has already reached the plateau of their business urban India. As per the National Council for Applied Economic Research (NCAER) study, there are as many 'middle income and above' households in the rural areas as there are in the urban areas. There are almost twice as many 'lower middle income' households in rural areas as in the urban areas. At the highest income level, there are 2.3 million urban households as against 1.6 million households in rural areas.

According to the NCAER projections, the number of middle and high-income households in rural India is expected to grow from 80 million to 111 million by 2007. In urban India, the same is expected to grow from 46 million to 59 million. Thus, the absolute size India is expected to be doubles that of urban India. The liberalization of the Indian economy had far-reaching consequences, which led to entry of global brands in the Indian markets. Earlier companies focused their marketing efforts towards the urban markets targeting the educated consumer. However, with the saturation of markets in the urban sector, many companies focused their attention towards the fast growing rural sector. In addition, the rural markets in India are still evolving, and the sector poses a variety of challenges. The consumption patterns, tastes, and needs of the rural consumers are entirely different from that of urban consumers. While it is evident that urban, Indian
has adapted much faster than the rural consumer due to higher exposure of media and changing life style, the rural consumers’ are not far behind (Vidyavathi, 2008). Hence, the buying behaviour of rural consumers has become a hot topic for discussion because rural India, in recent days, is enthusiastically consuming everything from shampoo to motor cycles and this “rural predilection” is being considered as one of the significant topics of market analysis (Arpita Khare, 2010).

1.4 RURAL CONSUMERS IN INDIA

Rural consumers are fundamentally different from their urban counterparts socially, psychologically, physiologically and literally. There is mass consumption among them regarding a particular product or brand since they are homogeneous at the village or regional level. In rural market, since women have very little contact with the market, men makes the purchase decision. The community decision-making is quite common in a rural market because of strong caste and social structures and low literacy levels. Rural consumers generally feel inhibited and ill equipped to buy confidently, since they have only lesser exposure to the product quality, service support and company credentials. Rural consumers are illiterate as per the census definition, but he is unintelligent. The brand awareness, preference, and loyalty among the rural consumers are comparatively less than their urban counterparts. The degree of brand loyalty varies among the rural consumer according to the nature of products. If the rural consumers are loyal to one brand, it is very difficult to change. Census 2001 reveals that 74 crore people that was about 70 per cent of India’s total population live in villages. However, unlike urban population, rural population is scattered across 6, 38,365 villages and the rural market, which is spread over the highly heterogeneous in respect of purchasing power, literacy, electrification, sanitation, culture and so on (Selvaraj, 2007).

Rationality, personal experience and the level of utility that is derived from the consumption, etc. influence rural consumers. Their buying behaviour is influenced by experience of their own friends, relatives, and family members. Above all, quality of the product and its easy availability are the primary and vital determinants of the consumer buying behaviour. The techniques of bombarding product
Messages have a limited influence. Rural consumers are very much attached to and influenced by touch and feel aspect of any promotional activity (Shivaraj, 2006).

1.5 RURAL CONSUMER BEHAVIOUR

Consumers in India can be divided into three broad groups in terms of geographic and sociological characteristics: urban, rural, and semi-urban. This supports the notion of a continuum from rural to urban, urban being the overlap between the two, with pretensions to being closer to urban in physical features and proximity to large urban centre, but with deep rural sociological moorings.

It may also be considered behaviour in specific interaction contexts of these three markets, namely participants from each market buying from, selling to, or facilitating participants from the same or other markets, for better understanding of specific behaviour patterns. The grouping in terms of geography and sociology and as participants of the three markets together put for exploring and understanding rural consumer behaviour.

1.6 LEGENDS AND POSSIBLE REALITIES REGARDING RURAL CONSUMER BEHAVIOUR

The following is a brief commentary on some popular myths and possible realities regarding rural consumer behaviour.

1.6.1 Huge Geographical scattering Uneconomical to Serve

It is fashionable in seminar circuits to talk about India’s 6, 27,000 villages, and poor connectivity and so on. The reality is that through the 3000 odd town and 5000 wholesale assembly markets and about 25,000 haats/shandies, penetration into rural areas facilitated through the wholesaler, semi-wholesaler and itinerant merchant network is quite efficient and effective in the times of surpluses (of rural produce) and shortages (mainly of urban inputs).

1.6.2 Wealth is in the Metros and Mini Metros, hence the Demand for Urban Goods

Marketers are interested only in the disposable income of the consumers and least bothered about the gross income. The person earning Rs.1000 per month in a village may have almost Rs. 3000 as disposable income whiles his/her urban counterparts may have to manage with just Rs. 500/- This however, does not imply directly influencing preference for specific goods/services for consumption.
1.6.3 Low Aspiration Levels Particularly of the Poor

Many economists and sociologists have blamed the low aspiration levels of the poor for mass poverty. This may no longer be the case. The mushrooming growth of local ‘convents’ residential schools etc., in some of the poorest areas of the country, the growth of ‘pucca’ houses, migration to cities for better access to schooling, growing conflicts and dissatisfaction with existing socio-economic-political norms, all point towards changing aspirations.

1.6.4 Rural Buyers are Non-coherent

Rationality and wisdom are not necessarily highly correlated with education. The experience of several marketers, who tried to push low-premium price products on rural consumers and failed miserably, bears testimony to this. Rural consumers rejected plastic torches, leak-proof batteries, high priced detergents, and high priced packaged, branded tea. ‘Non-rationality’, if at all can be seen in rituals (birth, death and marriage ceremonies, etc.) and status goods (for both traditional and aspiration groups).

1.6.5 Rural Buyers are Price Sensitive

It can be said that rural buyers normally value money more because they do not have a regular flow of cash income. They give due consideration to functionality in many cases, particularly in case of durables. The intermediaries do not want to deal with complex and expensive products in rural areas because of post-sales service complications. The manufacturer-marketer mind set also tries to push expensive products in urban centre.

1.6.6. Role of Opinion Leaders Elders and Women

The traditional roles are changing. The old myths of extension workers, teachers, village heads being opinion leaders need verification among the rural masses. In many areas younger, more educated and aggressive persons from dominant castes have become role models and opinion leaders; retired persons from the armed forces and Government services have taken these roles elsewhere. Courtesy Self-Help Groups and migration of able-bodied males, women have taken the dominant decision making role in many poorer families.
1.6.7. Traditional Vs Modern

It is ironic that marketers in general, target rural markets as the last priority and proceed to classify them as laggards, traditional, risk averse, resistant to change and so on. The experience of Green revolution, modern dairy practices, acceptance of innovations show that rural buyers seek value (mostly functional) but adopt new practices cautiously because for many of them the change could result in life long bondage, starvation or even death. The notion of ‘izzat’ losing face is much more important to rural communities than to their urban counterparts.

1.6.8 Brand Awareness–Low exposure, high Loyalty

Compared to their urban counterparts, rural buyers are on an average low on brand awareness and exposure. However, this is changing with improved communication, more frequent contact with the urban world and improving literacy. Rather than names, the rural world still values logos, colours, and memoirs for brand identification. The low awareness and exposure is also linked with the supply side constraints, namely, poor physical availability of products, premium pricing, low merchandising, and communication efforts on the part of the marketers. Brand loyalty may not be high anymore because of increased choice, poor perceived value of the branded products and poor consumer loyalty on the part of the marketers.

1.6.9 Quality Consciousness

The general notion is that rural consumers are less quality conscious and the most important factor for them is price. However, notions such as rural people not appreciating branded packaged products, and preferring traditional products and practices, even of poor quality, do not hold water. To sum up, rural consumers are relatively more forth night, with low to medium aspiration levels, influenced by social pressures, rituals and norms, with moderate to high risk taking ability and gullible to dream merchants. With the success of the Green, White and Yellow revolution, micro-credit revolution increase in discretionary income, transport, and communication, the rural consumer behaviour has been changing largely. This will require developmental marketing efforts with a constructive mind set and not the currently dominant tinkering and ‘killing the golden goose’ mind set. It needs marketing Mahatma and not ‘generals’ to develop rural markets.
1.7 FAST MOVING CONSUMER GOODS

Products that have a quick turnover and relatively low cost are known as Fast Moving Consumer Goods (FMCG). FMCG products are those that are replaced within a year. FMCG generally includes wide range of frequently purchased consumer products such as toiletries, soap, cosmetics, tooth cleaning products, shaving products and detergents, as well as other non-durables such as glassware, bulbs, batteries, paper products, and plastic goods. FMCG also include pharmaceuticals, consumer electronics, packaged food products, soft drinks, tissue paper, and chocolate bars. Fast moving consumer goods are also known as Consumer Packaged Goods (CPG).

1.8 FMCG SECTOR IN INDIA

The Fast Moving Consumer Goods (FMCG) sector is one of the booming sectors of the Indian economy, which has experienced outstanding growth in the past decade. This sector comprises of five main segments, which include personal care, household care, branded and packaged food, beverages, and tobacco. Personal care comprises of oral care, hair care, toiletries, soaps, and cosmetics; household care comprises of fabric wash and household cleaners; and beverages include health beverages, soft drinks, cereals, dairy products, bakery products, chocolates, and staples. FMCG is an important contributor to India’s Gross Domestic Product (GDP) and is the fourth largest sector in the Indian economy, responsible for providing employment to approximately five per cent of the total factory employment. This sector also creates employment for around three million people in downstream activities, which are generally carried out in smaller towns and rural India. Rural markets account for 56 per cent of the total FMCG demand.

According to the National Council for Applied Economic Research (NCAER), as of the year 2006, India’s rural mass has a consumer spending of around US$ 100 bn, which contributes significantly to India’s GDP. NCAER has also projected that the number of middle and high income households in rural India is expected to rise from 80 million to 111 million by 2007 while in urban India, the number is expected to rise from 46 million to 59 million, which reflects that the overall size of middle and high income households in rural India will almost be double of their urban counterparts (Lopamudra Ghosh, 2007).
National Rural Employment Guarantee Scheme (NREGS) has significant impact on rural spending. As a result, FMCG growth in the rural sector at 20 per cent overtook urban growth of 17-18 per cent over the years. (Anil Rajpal, 2009). FMCG sector is expected to grow over 60 per cent by 2013. That will translate into an annual growth of 10 per cent over a 5-year period. It has been estimated that the FMCG sector will rise from around Rs. 56,500 crores in 2005 to Rs. 92,100 crores in 2015.

1.9 FOOD

The word 'food' refers to the chemical Food substances taken into the body in order to keep the body in a healthy and active condition. The body requires food for growth, repair, and replacement of its worn out tissues. Hence, food has to provide the required raw material, energy and other regulating substances, such as vitamins and, for the smooth functioning of the body, besides meeting the calorific requirements like carbohydrates, proteins, fats, etc.

1.9.1 Health Food Drinks (HFDs)

The Health Food Drinks (HFDs) category consists of white drinks and brown drinks. South and East India are large markets for these drinks, accounting for the largest proportion of all India sales. White drinks account for almost two-thirds of the market. Currently, brown drinks (which are cocoa-based) continue to grow at the expense of white drinks such as Horlicks and Complan.

Health and well-being have become two important parameters of human consumption in the modern, busy world of today. With people getting lesser and lesser time to devote for healthy cooking and eating, there has been an increasing trend to move towards liquid foods that are easy to prepare and consume. Cashing in on this boom, are the health drink companies that manufacture variety of health drinks claiming to ‘boost’ energy make one ‘vivacious and brilliant, give the goodness of ‘malt’... the list of claims is exhaustive. The market belongs awareness-driven, it becomes essential for manufacturers to advertise their products and educate consumers about the existence and goodness of their brands. Consumer preferences are, therefore, governed by the level of
knowledge about the existence of the brand and the perceived benefits that they think the product would give them. The results of a study on the consumer preferences of health drinks in a neither entirely rural area. (Ganapathi and Anbumalar, 2011)

Health drinks have emerged as the most profitable and growing segment of the overall soft drinks industry in the World. Unlike carbonated drinks, whose sales are declining, the sales of health drinks have been growing over the years. When compared to the other food supplements, health drinks stands the top most of any other thing in this world. A recent survey has revelaed that more than food supplements, consumers preferred health drinks. This is because, the food supplements have side effects, and on the other side, there is no such kind in the increase of the health. However, the health drinks are of good taste and on the health constraints, the increase of the health drinks are realized very much after a constant regular use of the health drinks. (Kalakumari and Sekar, 2013)

1.10 RATIONALE BEHIND THE STUDY

Consumer behaviour as a discipline is quickly gaining ground over the years. This has become even more relevant in the present day world, marked by rapid changes and explosion of information technology. It holds great interest to marketers, consumers, and students of human behaviour. 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 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 sophistication in approach to the rural market is clearly a necessity and starts with the recognition of the non-existence of the average rural consumer. This calls upon the marketer to invest time and effort to understand rural consumer. Increased literacy and greater awareness in rural markets create new demands and discriminating buyers.
The rationale behind the study is to highlight of consumer behaviourism and level of consumers’ satisfaction selected Health Food Drinks carried out in rural areas of Coimbatore district, Tamil Nadu. It is expected that this study would contribute and throw more light on this topic.

1.11 NEED FOR THIS STUDY

The main objective of this study is to find out the rural consumer behaviour towards branded Health Food Drinks (HFDs). The consumer behaviour for health food drinks is influenced by various factors. Identifying those factors paved the way for marketing strategies’ and the consumers could get a better understanding on Health Food Drinks.

1.12 STATEMENT OF THE PROBLEM

The consumers’ specific behaviour in the market place is affected by internal factors such as needs, motives, perceptions and attitudes, as well as by external factors: family, social groups, culture, economic and influences. This resulted in changing the buying behaviour of the consumer to a significant level. Now, analysing consumer behaviour should be given prime importance.

Researching on consumer behaviour, especially consumer satisfaction and dissatisfaction is a very vital exercise and people for a variety of purposes could use the results got. 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.

1.13 OBJECTIVES OF THE STUDY

The study attempts to find out solutions to the questions raised in the statement of problem. Accordingly, the following objectives have been framed.

(i) To study the socio-economic profile of rural consumers.
(ii) To study the information seeking and purchase behaviour of branded Health Food Drinks (HFDs) by rural consumers.
(iii) To study the post purchase behaviour and satisfaction level of rural consumers.
(iv) To study the awareness of rural consumers on branded Health Food Drinks (HFDs).
1.14 SIGNIFICANCE OF THE STUDY

The findings of the study will be very useful for the marketers to understand the factors influencing the buying behaviour of rural consumers. In addition, marketing strategies would work better if the marketers properly understand the extent of consumers involvement in purchase decision-making. By studying the consumer buying behaviour extensively, it could throw light on the psychology of the consumers; how they think, reason, and select between different alternatives and how her/his influence the consumer environment. Consequently, the marketers may effectively redesign the marketing mix. Hence, the study reveals consumer behaviour and satisfaction towards branded Health Food Drinks (HFDs) and indicates influencing factors to buy, level of satisfaction, preference towards the brand, and awareness. The scope of the study is restricted to selected category of consumer goods namely branded Health Food Drinks (HFDs).

1.15 METHODOLOGY

The data required for the study were collected over interview schedule through questionnaires. Questions related to the objectives included after reviewing the literature on the consumer buying decisions. In addition, the structure of the questionnaire was redesigned based on the data collected from pilot study comprised of 50 respondents. The questionnaire was divided into five parts: socio-economic profile of rural consumers, information seeking behaviour, buying behaviour, post purchase behaviour, and satisfaction and awareness level.

1.16 DESCRIPTION OF THE STUDY AREA

The second largest city of the State of Tamil Nadu is Coimbatore. Coimbatore district lies in the western part of Tamil Nadu, part of the Kongu Nadu region. The district borders with Palakkad district of Kerala in the West, Nilgiris district in the north, Erode district in the North East, Idukki district of Kerala in the South and Dindigul district in the Southeast. It is an ancient city in Tamil Nadu, which is located approximately 497 Km from Chennai, and 330 Km from Bengaluru. It is the highest revenue yielding district in state, next to Chennai. It is also known as Textile city.
Coimbatore district is one of more affluent and industrially advanced districts of the state of Tamil Nadu in India. It has the highest GDP among the districts of Tamil Nadu even ahead of the state capital Chennai.

(i) District Administration

The district has been divided into taluks, blocks, town panchayats, municipalities, census villages, panchayat villages, and census towns. The number of local bodies for the administrative purpose in the district is presented in Table 1.2.

**TABLE 1.1**

**NUMBER OF LOCAL BODIES**

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Particulars</th>
<th>Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Revenue divisions</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Taluks</td>
<td>8</td>
</tr>
<tr>
<td>3</td>
<td>Blocks</td>
<td>12</td>
</tr>
<tr>
<td>4</td>
<td>Town panchayats</td>
<td>37</td>
</tr>
<tr>
<td>5</td>
<td>Municipalities/Corporation</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>Revenue villages</td>
<td>295</td>
</tr>
<tr>
<td>7</td>
<td>Panchayat villages</td>
<td>227</td>
</tr>
</tbody>
</table>

Source: District at a glance, Collectorate of Coimbatore

(ii) Demographic Profile

The population in the district and its classification based on gender and area are presented in Table 1.2
TABLE 1.2
DEMOGRAPHIC PROFILE IN COIMBATORE DISTRICT

(In lakhs)

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Demographic Particulars</th>
<th>Details</th>
<th>Number of Population</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Rural</td>
</tr>
<tr>
<td>1.</td>
<td>Gender</td>
<td>Male</td>
<td>5.70</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Female</td>
<td>5.59</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total</td>
<td>11.29</td>
</tr>
<tr>
<td>2.</td>
<td>Literacy</td>
<td>Literate</td>
<td>7.70</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Illiterate</td>
<td>3.59</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total</td>
<td>11.29</td>
</tr>
<tr>
<td>3.</td>
<td>Workers</td>
<td>Male</td>
<td>3.89</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Female</td>
<td>1.90</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total</td>
<td>5.79</td>
</tr>
</tbody>
</table>

Source: Census of India, 2011.

(iii) Sampling Design

The Coimbatore district is selected for the study. The rural area comprises 227 Panchayat villages in 12 administrative blocks. One Panchayat village is selected from each administrative block at random. The total sample Panchayat villages are 12. The total sample size for the study is 514 respondents.

TABLE 1.3
ADMINISTRATIVE BLOCKS IN COIMBATORE DISTRICT

<table>
<thead>
<tr>
<th>Block</th>
<th>Panchayat Villages</th>
<th>Block</th>
<th>Panchayat Villages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anamalai</td>
<td>19</td>
<td>Annur</td>
<td>21</td>
</tr>
<tr>
<td>Karamadai</td>
<td>17</td>
<td>Kinathukadavu</td>
<td>34</td>
</tr>
<tr>
<td>Madukkarai</td>
<td>9</td>
<td>Periyanayakanpalayam</td>
<td>9</td>
</tr>
<tr>
<td>Pollachi(North)</td>
<td>39</td>
<td>Pollachi(South)</td>
<td>26</td>
</tr>
<tr>
<td>Sarcarsamakulam</td>
<td>7</td>
<td>Sultanpet</td>
<td>20</td>
</tr>
<tr>
<td>Sulur</td>
<td>16</td>
<td>Thondamuthur</td>
<td>10</td>
</tr>
</tbody>
</table>
### TABLE 1.4
DISTRIBUTION OF SAMPLE IN DIFFERENT STRATA

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Name of the village Panchayat</th>
<th>Number of Population</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>1.</td>
<td>Pethanaickanur</td>
<td>17</td>
<td>16</td>
</tr>
<tr>
<td>2.</td>
<td>Kolarpatti</td>
<td>33</td>
<td>28</td>
</tr>
<tr>
<td>3.</td>
<td>Avalappampatti</td>
<td>16</td>
<td>18</td>
</tr>
<tr>
<td>4.</td>
<td>Kondayampalayam</td>
<td>20</td>
<td>16</td>
</tr>
<tr>
<td>5.</td>
<td>Muthugounden pudur</td>
<td>34</td>
<td>29</td>
</tr>
<tr>
<td>6.</td>
<td>Naranapuram</td>
<td>22</td>
<td>8</td>
</tr>
<tr>
<td>7.</td>
<td>Devanampalayam</td>
<td>15</td>
<td>37</td>
</tr>
<tr>
<td>8.</td>
<td>Somayampalayam</td>
<td>17</td>
<td>25</td>
</tr>
<tr>
<td>9.</td>
<td>Jallipatti</td>
<td>23</td>
<td>28</td>
</tr>
<tr>
<td>10.</td>
<td>Nachipalayam</td>
<td>12</td>
<td>18</td>
</tr>
<tr>
<td>11.</td>
<td>Chikkampalayam</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>12.</td>
<td>Madampatti</td>
<td>27</td>
<td>29</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>250</strong></td>
<td><strong>264</strong></td>
</tr>
</tbody>
</table>

1.17 COLLECTION OF DATA

Since the study is mainly based on primary data, the total study rests on the instrument for collecting the primary data namely the interview schedule. The schedule contained different questions related to the rural consumer’s attitude towards various marketing aspects and purchase of three HFDs mentioned above. The questions were framed in such a manner as to fulfil the objective of the study.

The interview schedules were pre-tested among a sample of 50 respondents in the study area. The pre-testing schedule was helped in modifying some questions and inclusion of a few questions. Some of the respondents were happy to reveal their
experiences and sought necessary changes to be incorporated in the schedule, which was duly done. The final (modified) interview schedule after pre-testing was used for collecting the primary data and the secondary data required for the study have been collected from various publications and Coimbatore District website. Data collections were done during the period of June to August 2011.

1.18 CHOICE OF PRODUCT

The choice of product was decided after a brainstorming session between the researcher and supervisor. It has been noted that certain Health Food Drinks categories lend themselves well to the consumers in their day-to-day life. In this present study interacted with 50 consumers in the study area, with ten different HFDs to know their popularity. The application of ranking analysis clearly revealed the high awareness of consumers on conveniently commuting HFDs. Therefore, it can be concluded the suitability of HFDs based on frequent usage. HFDs were chosen for this study because of the availability of multiple brands in Coimbatore District.

TABLE 1.5
HEALTH FOOD DRINKS

<table>
<thead>
<tr>
<th>S.No</th>
<th>Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Horlicks</td>
</tr>
<tr>
<td>2</td>
<td>Boost</td>
</tr>
<tr>
<td>3</td>
<td>Bournvita</td>
</tr>
<tr>
<td>4</td>
<td>Complan</td>
</tr>
<tr>
<td>5</td>
<td>Pediasure</td>
</tr>
</tbody>
</table>

1.19 FRAME WORK OF ANALYSIS

The collected data have been analysed by making use of various statistical tools.

(i) Simple Percentage Analysis (ii) Weighted Average (iii) One Way Analysis of Variance (ANOVA) (iv) Friedman’s Non Parametric Test (v) Factor Analysis (vi) Discriminant Function Analysis (vii) Chi-Square Test (viii) Kruskal-Wallis Test and (ix) Wilcoxon Matched Pairs Signed Ranks Test And (x) Garret Ranking and (xi) Kendal’s Coefficient.
(i) Chi-square test

Chi-square test has been used to examine there exists any association between two attributes.

(ii) Weighted Average Analysis

Weighted Average Analysis has been administered to estimate and compare the mean satisfaction scores on preference, satisfaction, and awareness on HFDs.

(iii) One-way Analysis of Variance (ANOVA)

The one-way ANOVA has been administered to examine the significant difference among three or more groups when the data are in interval scale. The one-way ANOVA has been applied to exhibit the significant difference among the rural consumers’ information seeking, buying behaviour.

(iv) Factor Analysis

Factor analysis is a multivariate statistical technique used to condense and simplify the set of large number of variables to smaller number of variables called factors. This technique is helpful to identify the underlying factors that determine the relationship between the observed variables and provides an empirical classification scheme of clustering of statements into groups called factors.

(v) The Kruskal-Wallis Test

The Kruskal Wallis is a non-parametric test applied to find out whether there is a relationship among the place of residents and groups of consumers.

(vi) Garret Ranking

This technique is used to find out the source of awareness of the HFDs brands.

(vii) Two Group Discriminant Analysis

Discriminant analysis is a statistical technique that allows to study the differences between two or more groups with respect to several variables simultaneously and provide a means of classifying the individuals into the group with which it is most closely associated and to infer the relative importance of each variable used to discriminate between different groups.
(vii) Friedman’s Test

Friedman’s test is performed in order to compare the overall mean rank among different groups of consumers and the results are presented.

(xi) Kendal’s Coefficient.

This is non-parametric which is used to analyses whether there is an association between two groups of consumers.

1.20 LIMITATIONS OF THE STUDY

1. The study is limited to Coimbatore District only. The findings of the study are entirely dependent on the sample and hence cannot be generalized.

2. The study covers all blocks located in Coimbatore District.

3. The study has been conducted based on the responses of the selected respondents of Coimbatore District. Hence, the inferences, findings of the analysis need not hold good totally for the entire rural areas of the country.

4. The study is limited to the 514 responses of consumers in Coimbatore District.

5. The study covers only the HFDs which were used by the rural consumers of the study. No attempt has been made at the products of similar nature as it involves wider areas of the study.

6. The period of the study is 2010-2013.

7. The study was carried out to understand the behaviour of rural consumers towards HFDs highlighting their information seeking and purchase behaviour, post purchase behaviour, awareness, and satisfaction.

The study is based on only the primary data collected from the rural consumers. The consumers responded to the schedule only out of their memory since they were not keeping any records. Therefore, this study is subject with memory bias. In spite of the above limitations, the study throws some light on the understanding of rural consumer behaviour, their satisfaction, and dissatisfaction in the purchase of HFDs. The relationship between the profile of the respondents and their consumption pattern are analysed. Since the study is descriptive in nature, it is expected that this will pave the way for further research in the area.
1.21 CHAPTER SCHEME

The report of the thesis is presented in eight chapters.

Chapter I

The first chapter introduces on the theme of the study and consumer behaviour, branded Health Food Drinks (HFDs), statement of the problem, objectives of the study, methodology, sampling procedure, and the significance of the study.

Chapter II

This chapter provides the review of literature pertaining to consumer behaviour, post purchase behaviour, satisfaction level, and awareness level of rural consumer.

Chapter III

This chapter presents extended details on rural consumer behaviour and branded Health Drink Brands (HFDs) and rural consumer awareness on health drinks.

Chapter IV

This chapter demonstrates Socio-economic profile of rural consumers.

Chapter V

This chapter analyses the information seeking and purchase behaviour of rural consumer towards Health Food Drinks.

Chapter VI

This chapter analyses the post purchase behaviour and satisfaction level of the rural consumers.

Chapter VII

This chapter analyses the level of awareness of rural consumer towards Health Food Drinks.

Chapter VIII

The final chapter summarises the findings of the study, suggestions, conclusion, and scope for further research.
REFERENCES


