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## Role of rural women in purchasing consumer products

**Geeta Rani**

### Abstract

After liberalization and globalization there has been a vast change in the Indian market scenario. There is a throat cut competition, market's have realized the value of consumers. Consumer orientation is the key word in the present time. There is no much difference in rural and urban markets. The urban markets are now totally saturated. So now multinational companies are shifting towards capturing rural market. As 75% of people lives in rural area then it is obvious that a large amount of purchasing comes from rural market. So companies are focusing on rural markets to grab the unexplored opportunity of their products. In purchasing women play a vital role so most of the companies focusing their marketing strategies on women buying pattern and behavior.

**Keywords:** Rural women, convenience goods, liberalization, globalization, rural market, consumer products

### 1. Introduction

Rural women role in purchasing consumer goods is very concerning subject for multinational companies like HUL, P & G, J & J. These companies while making their marketing strategies want to know how much vital role rural women play in purchasing consumer goods. To know the buying behaviour of particular sex is very important for marketing strategies. So the study of ' Role of rural women in purchasing consumer products' is very important in the present scenario. This study tries to make an assessment of the changing trends emerging in the rural women buying behavior. In India 75% population lives in villages. We have well developed, under developed & moderate villages. These villages are very potential market for any product making or service provider company. Many companies are organizing research programme for new potential market. Now a days purchasing power is increasing very well and consumer enjoy the all pleasures of the society. Rural people are more personally influenced and attached.

### 1.1 Objective

1. To find out rural women buying behavior.
2. To find out how rural women purchase convenience goods.
3. To know the influence of family, children, education on women buying behaviour.
4. To find out whether there is any affect on purchasing behavior of rural women by different factors or not.
5. To determine the extent to which age affects the purchasing of rural women.
6. To suggest to the marketing organization various factors which may be incorporated in the formulation of their overall marketing strategy as revealed in the research.

### 2. Methodology

100 respondents have been selected randomly from two villages. The questionnaire was divided into four parts. The data collected classified on the basis of age, education & family income. The average method used for analyzing the data.

### 2.1 Scope of the study

The study is limited in scope in terms of geographical area to the Jind District (Haryana). The study mainly concentrates on the consumer products, convenience goods.

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## 2.2 Findings of the study

1. It has been found that majority of respondents like to purchase convenience goods on monthly basis and a few of them do shopping for these goods either once a day or many times a day.
2. Majority of respondents do not have any particular day for shopping of convenience goods.
3. Regarding quantity of goods purchased at once. Most of women purchased according to requirement of one month.
4. While selecting a particular brand of convenience goods various factors plays different role and was tried to determine which factors are more important in the selection of a particular brand of convenience goods.
5. It has been found that low price is given more importance as compared to advertisement, suggestions of family members & others for brand loyalty.
6. Majority of respondents are not loyal for a company.
7. Advertisement plays an important role to make the customer to buy the goods.
8. Majority of respondents are not influenced by advertisement while making a purchase decision for convenience goods.
9. Women gave rank first to TV as a media of advertisement because TV is most popular in villages as a media of advertisement.
10. Study reveals that a majority of respondents like to visit retail stores for the purpose and only a few of them visit company showroom in rural areas.
11. It has also been found that as the age increases the responsibility of purchasing convenience goods by wife / self is decreasing.
12. It also shows that the educational level increases the responsibility of purchasing of convenience goods by wife / self.

## 3. Conclusion

This study indicates that in purchasing convenience goods & other household goods women play a vital role and their behavior of purchasing affected by many factors. Tv media is most effective tools of advertisement in rural sector. So marketing companies must focus on rural women purchasing behavior.

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