

Personality differences of Rural and Urban consumers

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ABSTRACT

The world is changing rapidly, thus consumers rural and urban both are changing in a fast manner. In Indian context rural population is dominating over urban, therefore companies are taking their product strategy in different level. This paper tried to find out how personality differences of rural and urban effects consumer's purchase behaviour of FMCG products in Bareilly division(U.P).

Key Word- rapidly, dominating, influence

INTRODUCTION

The world, in the 20th century is a celebration in diversity. Its people differ not only in the usual ways by age and gender, by race and nationality, by education and occupation, by marital status and living arrangements but also in their activities and interests, their preferences and opinions. They differ in the music they like, the television shows they watch, the political beliefs they hold, the clothing they wear. Men's clothing may vary from traditional business suits to sport jackets, from baseball jackets to unstructured jackets, from t-shirts to spot shirts and even to dress shirts. Department stores feature tattered clothing; fashion editors write about the "grunge" look; alligator logos are out, patched clothing is in. And every body is in style. Today's time, we are all free to express our tastes and our personalities in any way we wish, and the wonderful news is that we all fit in. One of the few common denominators among all of us, despite our differences, is that above all, we are consumers. That is, we use or consume on a regular basis, food, clothing, shelter, transportation, education, brooms, dishes, vacations, necessities, luxuries, services, even ideas. And as consumers, we play a vital role in the health of the economy-local, national and international. The decisions we make concerning our consumption behaviour effect the demand for basic raw materials, for transportation for production, for banking, they affect the employment of workers and the deployment of resources, the success of some industries and the failure of others. Thus, consumer behaviour is an integral factor in the ebb and flow of all business in a consumer oriented society such as our own.

We may prefer to use Colgate toothpaste, Cinthol toilet soap and Hallo shampoo while our spouse may prefer Neem toothpaste, Lux soap and Shikakai shampoo. Similarly, we may have a certain set of preferences in food, clothing, books, magazines, recreational activities, forms of savings and the stores from where you prefer to shop, which may be different not only from those of our spouse but also our friends, neighbours and colleagues. Each consumer is unique and this uniqueness is reflected in the consumption behaviour and pattern and process of purchases.

'What' products and services do we buy, 'why' do we buy, 'how often' do we buy, from 'where' do we buy, 'how' do we buy, etc. are the issues which are dealt with in the discipline of consumer behaviour. Consumer behaviour refers to the behaviour that consumer display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. The research of consumer behaviour is the research to how individual make decision to spend their available resources (time, money, effort) on consumption related items. Consumer behaviour can be defined as those acts of consumers directly involved in obtaining, using and disposing of economic goods and services, including the decision processes that precede and determine these acts.

Consumer behaviour is helpful in understanding the purchase behaviour and preferences of different consumers. As consumers, we differ in terms of our sex, age, education, occupation, income, family set-up, religion, nationality and social status. Because of these different background factors we have different needs and we only buy those products and services which we think will satisfy our needs. In marketing terminology, specific types or group of consumers, buying different products (or variation of the same basic product) represent market segments.

To successfully market to different market segments, the marketing manager needs appropriate marketing strategies which he can design only when he understands the factors which account for these differences in consumer behaviour and tastes.

In today's world of rapidly changing technology, consumer taste are also characterized by fast changes. To survive in the market, a firm has to be constantly innovating and understand the latest consumer trends and tastes. Consumer behaviour provides invaluable clues and guidelines to marketers on new technological frontiers which they should explore.

Consumer behaviour is a process, and purchase forms one part of this process. There are various endogenous psychological and exogenous environmental factors which influence this process. All these factors and type of influence which they exert on an individual's consumption behaviour can be understood and analysed. Moreover, some of these factors can be further influenced by specific elements of the marketing strategy, so that the consumer behaviour process results in definite purchase decision. To the extent that the marketer can understand and manipulate the influencing factors, he can predict the behaviour of consumers. Though prediction can never be absolutely accurate, it certainly reduces the risk associated with different marketing strategies. Thus, the

importance of consumer behaviour lies in the fact that behaviour can be understood and influenced to ensure a positive purchase decision. The marketing manager's interest lies exactly here to ensure that his marketing strategy results in purchase of the product.

Objective- The person who makes a product purchase is not always the user, or the only user, of the product in question. Nor is the purchaser necessarily the person who makes the product decision.

Marketers must decide at whom to direct their promotional efforts: the buyer or the user. For some products, they must identify the person who is likely to influence the decision. Some marketers believe that the buyer of the product is the best prospect, other believe it is the user of the product. While still others play it safe by directing their promotional efforts to both just as consumers and marketers are diverse, the reasons why people study consumer behaviour are also diverse. The field of consumer behaviour holds great interest for us as consumers as marketers, and so scholars of human behaviour. As consumer, we benefit from insights in to our own consumption-related decision: what we buy, why we buy, how we buy, and the promotional influences that persuade us to buy. The research of consumer behaviour enables us to become better that is, wiser-consumer.

As marketers and future marketer, it is important for us to recognize why and how individual make their consumption decision, so that we can make better strategic marketing decisions. If marketers understand consumer behaviour, they are able to predict how consumer are likely to react to various informational and environmental clues, and were able to shape their marketing strategies accordingly. Without doubt, the marketers who understand consumer behaviour have great competitive advantage in the market place. The main objective is to **study the personality differences of rural and urban consumers.**

Research Methodology- In indicates how sample units are selected. In the present study non-probability method of sampling was applied, to be more specific judgmental method of sampling was adopted. It was taken up because sampling frame in case of villagers could not be defined. Therefore units/ elements in the population were purposely selected. It was desirable because the researcher has to select a sample of respective consumer of rural and urban background. It is needless to mention that when a small sample of few units is to be selected a judgment sample is more suitable as the errors of judgment are likely to be less than the random errors of probability or any other sampling method. For this study besides Bareilly city with a population of 21,04,535 in terms of household and 5 no. of villages namely Rajpura, Abdulapurmafi, Pharganj, Bithari, Dohra with the respective household population of 70,151 was chosen.

A sample of 250 combined of Bareilly city and a sample of 250 comprising of 50 respondents from each respective village was taken to make a total of 500 respondents. As mentioned above each respondent was selected on judgmental basis both in city and village based on the criteria of reasonable standard of living of the respondents.

Analysis-

Comparative Study of Personalities:

Data on the personalities of 250 urban and 250 rural inhabitants was collected to study the significance of the difference between them. The responses have been collected on the "Tripathi Personal Preference Schedule. This schedule is a multitrait scale of 15 normal personality variables. Means of the responses from rural and urban samples are tabulated below:

Means of the 15 Personality Variables of the Samples

Table – 4.1

| Traits/variables | Urban means | Rural means |
|------------------|-------------|-------------|
| Achievement | 10.41 | 07.93 |
| Deference | 14.75 | 10.55 |
| Older | 12.68 | 10.83 |
| Exhibition | 13.41 | 11.13 |
| Autonomy | 12.75 | 09.28 |
| Affiliation | 15.09 | 10.15 |
| Interception | 13.39 | 12.23 |
| Succorance | 14.50 | 11.10 |
| Dominance | 12.64 | 10.43 |
| Abasement | 13.16 | 11.15 |
| Nurturance | 15.43 | 11.13 |
| Change | 15.73 | 11.63 |
| Endurance | 15.55 | 09.98 |
| Heterosexuality | 15.91 | 11.43 |

| | | |
|---------------|-------|-------|
| Aggression | 11.59 | 07.13 |
| Consistency | 13.20 | 10.15 |
| N | 250 | 250 |
| COMBINED MEAN | 13.65 | 10.55 |

The challenge for the marketers lies in the fact that how well they are able to study the difference, if any, between the personalities of the rural and urban consumers. In case the groups are found identical, then the same marketing mix may be applied to each group. Thus, this may also serve as the major source of cost saving.

A review of the above table clearly indicates that the urban population has a lead over the rural counterparts in respect of all the 15 personality variables selected for the study. The score of consistency in the urban area is greater from that of the rural one.

The result of the test of significance between the selected variables is given below:

4.1.1 Findings:

The application of independent t Test using the combined mean of fifteen variables fetched following results:

SIGNIFICANCE TEST OF DIFFERENCE BETWEEN PERSONALITIES OF RURAL AND URBAN CONSUMERS

Table- 4.2

| | RURAL | URBAN | t VALUE |
|---|-------|-------|---------|
| | 10.55 | 13.85 | |
| | 1.33 | 1.52 | 24.62 |
| N | 250 | 250 | |

The computed t value (24.62) exceeds the critical 't' value from the table (2.390) at .01 level of significance; therefore, the null hypothesis is rejected and the alternative hypothesis is accepted that there is significant difference between the personalities of the rural and the urban consumers. In other words results are significant in terms of their statistical confidence requirements.

Conclusion:

Therefore, it can be submitted that a marketer must pay due attention to this significant difference before selection of appropriate proportion of investment in each P in the marketing

This result, however, does not tell the appropriate course of action to be taken. The ultimate decision should be made after finding the impact of personalities on the decision making process various experimental test designs. Thus, the statistical elusion is not necessarily the management conclusion; it will simply one factor that must be considered in the context of the problem.

