

CHAPTER IV

SURVEY OF CUSTOMERS IN BAMBAYADE MARKET

1. Introduction,
2. Buyers / Purchases,
3. Size of Family,
4. Purchase Location,
5. Purchased goods and Method of Purchases
6. Purchase facilities,
7. Reasons for outside purchases,
8. Time of purchasing,
9. Service after Sales and Sales Centre,
10. Purchase and Guidance,
11. Money problem,
12. Purpose,
13. Liking of foreign goods,
14. Seller and Sales,
15. Changes,
16. Buyers considerations at the time of purchases,
17. Customers opinion.

CHAPTER IV

1. INTRODUCTION :

As mentioned in the first Chapter, a Survey of customers in Bambavade market was conducted with a view to understand their buying practices and considerations.

A group of 150 respondents carefully selected from all sectors was contacted during the survey.

The responses obtained and observations based on the analysis of these responses are presented in the Chapter.

2. BUYERS OR PURCHASERS:

Buying is the most important function of marketing. Buying is essential in every industry or trading concern. For consumption buying is also important. Profitability efficient and economical buying is essential. Purchasing is concerned with the decisions of what, where, when, whom, which and how goods are to be purchased. Buying patterns are the action taken by people to acquire the goods and services they want. These are following 5 stages in the buying process (1) Felt need, (2) Purchase activity (3) Purchase decision (4) Use behaviour and (5) Post-purchase feelings. The following chart gives idea of purchase decision.

Decision to purchase Radio.



Should I buy a Radio - No - Stop



What size ?



Desk Portable

What operation ?

Ele. Dry cells Combined

Which Band ?

Single Two More

What outlet ?

Shop I Shop II Shop III

From where ?

Rural Market Urban Market

What payment plan ?

Cash Time/Credit.

Stop.

Buyer take into consideration all questions when purchase a Radio.

3. SIZE OF FAMILY

Table No.13: Size of family.

No.of family members	frequency.
3	27
4	33
5	21
6	32
7	22
and above	15
Total	150

size of the family affects buying pattern of individual buyers. It is therefore necessary to study size of family before making marketing decisions. Table gives data regarding the size of family of the sample population.

The analysis of the table shows that size family of the population under study varies from 3 to 7 persons. However the number of family with 3 to 5 members is very small out of 150 families surveyed only 15 families reported their size more than 7 family members. Thus it is clear that the families with very small size and big size are very few in number. Average size of the family comes to 5 to 6 members. So it may be concluded that 5 to 6 persons represents a family size in the Bambavade village.

a) Earning members of the family.

Earning members are the real purchasers of goods. An important factor affecting the total income of the population is earning population, so a study of earning population is helpful in understanding the income earning capacity. The following table gives data regarding earning members in the families covered by survey.

Table No.14: Earning members of the family.

Earning Members	Frequency
1	83
2	32
3	15
and above	20
Total	150

It is clear from the above table that most of the families have only one earning member. About 55% of the families have only one earning member and 45% have 2 or more earning members in their families. In the light of the fact that number of earning members vary as per the size of the family.

b) Total annual income -

Consumption or expenditure pattern is affected by the sources of income as well as the size of the family. Therefore it would be useful to study the size of income of the families covered by the survey. Table No. 15 gives the income wise distribution of the sample population.

Table No. 15: Income wise distribution of the sample population.

Annual income (Rs.)	Frequency
upto 5,000	55
5000 to 10,000	64
10,000 and above	31
Total	150

The analysis of the table shows that 36% of the families have annual income upto Rs.5,000/- the average monthly income of these families to Rs.400/- This is the minimum income size of the population. 43% of the families have annual income from Rs.5,000 to Rs.10,000/- The average monthly income of these families comes to Rs.850/- and remaining families have annual income is above Rs.10,000/- This is the maximum income size of the population.

4) PURCHASE LOCATION:

By purchase location is meant the place of purchases. There are two alternatives in this regard, They are; local purchases and purchases from outside market or mix of both, Rural market and urban market these are the two purchase places for our study.

The data regarding purchase location is summarised in the following table.

Table No.16: Purchase location.

Respondents occupation	Urban Market	Rural Market
a) Business	22	13
b) Service	50	9
c) Farming	39	17
Total	111	39 = 150

The analysis of the above table that out of the population surveyed 74% purchases from urban market and 26 % persons purchases form rural market. It is found that these is no more market for rural shops for selling these goods. This information leads to a conclusion the buyers have tendency to buy goods form outside market or from urban market.

5) PURCHASED GOODS AND METHOD OF PURCHASES:

For to understand clear idea about the purchasing it is necessary to see purchase quantity out of surveyed population. The following table shows purchased goods by the surveyed population.

Table No.17: Purchasing Pattern.

Nos.	Res.occupation	Radio	Taperecorder	T.V.	Video
35	Business	35	13	4	2
59	Service	59	26	1	0
56	Farming	45	32	0	0
150		139	71	5	2 = 217

△ Number of purchased goods is 217 by Surveyed population (150)

Conclusion:

From the above table it is clear that percentage of Radio purchasing is higher than others i.e. 65%.

Second priority is for Tape-recorder i.e.32 %.

Purchasing of T.V. and Video is less or nomore.

It is clear businessman can purchase all the goods i.e. Radio, Taperecorder ,T.V. and Video farmer cannot buy all the goods due to look of money or financial position.

a) Method of purchase

How people purchase the goods is important thing. The data regarding this is presented in the following table.

Table No.18: Method of purchases.

Commodity	cash	credit	Instalment
Radio	139	0	0
Taperecord Or	71	0	0
T.V.	5	0	0
Video	2	0	0
Total	217	0	0

Conclusion:

It will be seen from the above table No.item is purchased on credit and on instalment method 100% respondents purchase goods on the basis of cash. It is a good thing for efficient marketing.

b) Purchase facilities -

In the rural market purchase facilities are not provided in large scale. In urban market purchase facilities are provided in large scale. i.e. - Discounts, Sales
affersence gifts on large
purchasing.

7) REASONS FOR OUTSIDE PURCHASES:

The reasons for outside purchase must be considered while studying the buying behaviour of rural customers. The responses for outside (Urban) purchases are shown in the following table.

Table No.19: Ranking of reasons for outside purchases.

Sr.No.	Reasons	Frequency
1	Less prices in city than that in village	41
2	For convenience	39
3	Any facility	2
4	Not available in Bambavade Market.	17
5	Not opportunity for selection of goods	21
6	Visit to city for some other reasons.	20
7	Family member/friends serving in city	8
8	Others	2
Total		150

It is clear from the table that -- the major reason for outside purchases:---

- 1) Family member or a friend serving in the city and convenience. Kolhapur city is not far away, get chance to enjoy urban marketing,
- 2) Less prices in the city than that of villages,
- 3) Non availability of goods (Radio, Tape recorder, T.V. etc.) in the Bambavade market, which they want,
- 4) Forthly, Customers think about selection opportunity. As very limited choices are available in local market,
- 5) Family member or a friend serving in the city and lastly the visit to city for some other reasons are some of the reasons for outside purchases. (Urban Market)
- 8) TIME OF PURCHASING:

When people purchase the goods is important thing and must be considered while studying the buying behaviour of rural customers. The following table shows us when did they purchase goods i.e. Radio, Taperecorder etc.

Table No.20: Time of purchasing.

Particulars	Before 1980	And after
Radio	79	29
Taperecorder	22	80
T.V.	-	5
Video Set	-	2
	101	116



Conclusion:

From the above table it is clear that before 1980 there was a good demand for Radio and no demand for T.V. and Video but Tape recorder has also 20% demand and after 1980 there is a good demand for Tape recorder in Bambavade village i.e. 80% Demand of Radio is decreasing now and demand for T.V. and Video is increasing day by day in Rural market. It is clear that in Bambavade village there is a good demand for Tape recorder.

9) SERVICE AFTER SALES AND SALES CENTRE.

For complete satisfaction of purchasing service after sales is very important. If customer will get efficient service after sales they will be fully satisfied the following table shows us frequency of service after sales and necessity of one more sales centre.

Table No.21: Service after sales and sales centre.

Particulars	Sales after service	Sales centre
Business	35	35
Service	59	59
Farming	56	56
Total	150	150

It is clear from the table that ---

- a) All customers gets efficient service after sales,
- b) And at the time of interview it is observed that all respondent think the necessity of one more big and good sales centre at Bambavade for quick service, perfect competition and low price.

10) PURCHASE AND GUIDANCE:

Before purchasing guidance is necessary for to understand the answers of when ? where ? what ? why ? which ? and How ? so it is important to see. The following table shows us How purchase made and how they get guidance for purchasing or before purchasing.

Table No.22: Purchase and Guidance.

Particulars	Alone	with (Friend & Family)	By Salesman	Or not
Business	25	10	28	7
Service	32	27	32	27
Farming	42	14	42	14
Total	A-99	B-51	C-102	D- 48

$$A + B = 150 R.$$

$$C + D = 150 R.$$

From the above table it is clear that --

- a) 66% customers purchased goods alone.
- b) and remaining with friend and family,
- c) 68% customers needs salesmans guidance before purchasing,
- d) and remaing customers get guidance from advertisements and friends etc.

11) MONEY PROBLEM:

Purchasing cannot made without money or cash ,so how did customer raise the money for purchasing is one more important part. The following table shows us about money problem.

Table No.23: How raise the money ?

Particulars	Saving + Earning	Loan and Borrowing
Business	35	00
Service	59	00
Farming	56	00
	150	00

Conclusion:

All customers raise the money for purchasing the consumer durable goods i.e. - Radio, Taperecorder, T.V. Video etc. by Saving and earning.

It is found that no body has purchased goods by taking any financial assistance. Customers don't borrow money from anybody for purchasing. It is good thing found at the time of interview.

12) PURPOSE:

Every purchasing is with purpose, for what purpose customer buy goods is very important thing at the time of interview it is collected for additional information.

Table No.24: For what Purpose ?

Particulars	Business	Service	Farming
Addition to the found of knowledge and entertainment.	31	58	56
Earning, Prestige and Other.	4	1	0
Total	35	59	56

Conclusion:

From the above table it is clear that 99% customers buy goods for the purpose of addition to the fund of knowledge and entertainment

and

remaining for earning and prestige.

13) LIKING OF FOREIGN GOODS:

The following table shows the liking of customers.

Table No.25:

Particulars	likes foreign goods	dislikes foreign goods
Business	05	30
service	07	52
farming	07	49
Total	19	131 = 150

88% customers dislikes the foreign goods and 12 % customers likes the foreign goods due to

High quality,
Perfect Technology,
Low price and for

Prestige.

14) SELLER AND SALES:

It is found that at the time of interview according to customers seller has not done any mat practices with customers in quality and price seller of shop No.3 says at the time of interview customers satisfaction is our profit.

Selected respondents don't like sales promoting scheme based on puzzles. Only 2 respondents purchased goods on this scheme. So it is clear that sales promoting scheme based on puzzles yet not popular in rural market.

15) CHANGES:

What change is brought by these goods is very important of the time of interview it is clear that --

All respondents buy goods addition to the fund of knowledge and entertainment. By purchasing gets satisfaction ? increased. Knowledge .Don't likes us loss of time and money.

Now-a-days these goods Radio, Tape-recorder, T.V. and Video has a unique importance in the society.

16) BUYERS CONSIDERATIONS AT THE TIME OF PURCHASES-

While making purchases what factors are taken into account is very important question from the point of view of marketing. The responses regarding this are shown in the following table:-

Table No. 26. Purchase considerations of respondents.

Sr.No.	Factor	Frequency
1	Price	41
2	Convenience	39
3	Personal relations	8
4	Availability	17
5	Not opportunity for selection	21
6	Any facility	2
7	Likes and dislikes	20
8	Others	22
		150

From the above table it is clear that the following considerations are taken into account. They are ranked on the basis of number of respondent and listed below --

Price, convenience, not opportunity for selection, likes and dislikes, availability, personal relations, any facility and others.

17) CUSTOMERS OPINION ABOUT CONSUMER DURABLE GOODS IN
BAMBAVADE MARKET.

With a view to ascertain the level of awareness regarding changes that have taken place in the Bambavade market. Most of the respondents are aware of the changes in the village

market. Qualitatively and quantitatively Bombavade market has changed, Most of them have made some suggestions for further improvements i.e. Best Radio shop (Must put various varieties for selection) with various branded goods for selection. As regard their expectations, most of the respondents feel that the village needs a Big Radio shop for marketing operations (i.e. less price, Std quality, perfect competition etc.) It means that these goods offer better potential in Bambavade Market.