CHAPTER NO. IV

ANALYSIS OF CONSUMERS' BEHAVIOUR

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4:0 MEANING AND DEFINITION :

The term consumer behaviour or buyer behaviour refers to the process of making a decision at a market place about buying of goods and services. It is a process of interaction between buyer's thinking process and the marketing environment. It consists of mental and physical actions of consumer-buyers. It is affected by individual internal factors like need, motives, perceptions, attitudes as well as by the external factors or influences like family, social groups, sociological, psychological and antrropological forces etc. Webster and Fredric[1] defined consumer behaviour as follows -

> " Consumer behaviour is all psycholcgical, social, physical behaviour of potential consumers as they become aware of , evaluate, purchase,consume and tell other people about product and service."

4:1 THE STUDY OF CONSUMER BEHAVIOUR:

Since 1960, there is a growth of consumerism and consumer legislations. Consumer behaviour affects and is affected by ' Marketing '. Hence in the field of marketing the studies assessing consumer behaviour are becoming more and more important.

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1 "Marketing For Marketing Mangers" Webster, Fredric F.; 1974,page 19.

The success or failure of marketing depends upon individual or group reactions of the buyers in the form of their buying patterns. The studies therefore, are expected to answer the questions like -Who takes the buying decision ? Who influences the buying decisions ? Who makes the actual purchases? When purchases are made ? Where ? How much the buyers buy at a time ? etc.

The present study is based on the consumers' survey conducted in the year 1986-87, in the selected 13 villages, of Malavan taluka, to understand the behaviour and problems faced by the rural consumers.

4:2 SAMPLE DESIGN :

Out of the estimated 1943 rural families in the selected 12 villages, 99 families and out of 1513 estimated families in the selected 11 wards of Malavan (Urban) , 80 families were selected for the study. While selecting these families ' stratified random sampling ' technique was applied. Ultimately, 179 families were selected for the analysis.

For the purpose of analysis, respondents were classified on the basis of their main occupation of the family, and on the basis of the size of family income . Table No.4:2:1 shows that about 45 % respondents from the rural areas were from " Agricultural class" where as 60 % (About) of the respondents from the urban areas were from the 3 main occupations, namely, servicemen,fishermen and labourers.Table No. 4:2:2 show income-wise classification of the respondents. Further, it shows that about 78 % of the rural respondents and about 60 % of the urban respondents were from income group I i.e. having income upto Rs. 6400/- which means this much population comes under poverty line.

TABLE NO. 4:2:1

OCCUPATIONAL CLASSIFICATION OF THE RESPONDENTS

Sr. No.	Occupation	Rural		Urban	
		No.of Resp	Percentage	No.of Resp.	Percentage
1	Agriculture	45	45.45	09	11.25
2	Labourers	20	20.20	16	20.00
3	Fishing	17	17.17	16	20.00
4	Artisans	08	8.08	11	13.75
5	Other	05	5.05	12	15.00
6	Service	04	4.04	16	20.00
	Total	99	100.00	80	100.00

Explanation :

Agriculture : Includes agriculture & horticulture

Labourers : Includes manual workers ,normally paid on daily basis.

Fishing : Includes fish catching, selling processing etc.

Artizens : Includes carpenters, potters, hairdressers,tailers etc.

Other : Includes news reporters,milkmens, cartmen etc.

Service : Includes teachers,clerical services etc.mainly salaried respondents.

TABLE NO. 4:2:2

INCOME WISE CLASSIFICATION OF RURAL AND URBAN RESPONDENTS

Sr.No.	Income Group	Rural		Urban	
		Respondents	percentage	Respondents	Percentage
1	Up to Rs. 6,400/-	77	77.77	48	60.00
2	Rs.6,401/- to Rs. 20,000	20	20.20	19	23.75
3	Rs.20,001 and Above	02	2.02	13	16.25
	Total ..	99	100	80	100

4:3 CONSUMER BEHAVIOUR :

4:3:0 BUYING DECISION :-

It was reported by about 70 % rural families and about 81 % urban families that the decisions to buy 'kirana' were taken by house-wives. Only 5 % rural families reported that the decisions were taken by all family members jointly. It was observed that the process of joint decisions was totally absent in urban respondents. The children's role in the process of buying 'Kirana' goods was found very insignificant. Table No. 4:3:0:3 provides the related data. Further, the relationship between the house-wives' leadership and family occupation can be studied from the table No. 4:3:0:4.

TABLE NO. 4:3:0:3

TABLE SHOWING THE PARTY TAKING THE BUYING DECISION (KIRANA)

Decision Making Party	Rural		Urban	
	No.of Resp.	Percentage	No.of Resp.	Percentage
House-wife	69	69.69	65	81.25
Chief Earner	22	22.22	13	16.25
Jointly	05	05.06	-	-
Children	03	03.03	02	2.50
Total	99	100	80	100

TABLE NO. 4:3:0:4

TABLE SHOWING THE RELATIONSHIP BETWEEN THE HOUSE-WIFE'S LEADERSHIP AND FAMILY OCCUPATION

Sr.No.	Occupation	RURAL			URBAN		
		Total Resp.	Wife's leadership	perc.	Total Resp.	Wife's Leade.	Perc.
1	Agriculture	45	29	64.64	09	08	88.88
2	Labour	20	15	75	16	12	75
3	Fishing	17	15	82.23	16	12	75
4	Artisans	08	05	62.50	11	10	90.90
5	Other	05	03	60.00	12	11	91.65
6	Service	04	02	50.00	16	12	75.00
	Total	99	69	69.69	80	65	81.25

4:5:1 BUYING PLACE :

The study of buying place of the respondents shows that about 53 % respondents from rural areas and about 98 % respondents from urban areas buy their ' Kirana' locally, mainly from private traders. Similarly only about 5 % respondents from rural areas and about 3 % respondents from urban areas reported that they buy their requirements from ' Bazar'. This can be seen from the table No. 4:3:1:5 . Table No. 4:3:1:6 and table No. 4:3:1:7 show further analysis of the respondents by occupation and income who have preferred local buying. Fishing community shows preference for local buying.

TABLE NO. 4:3:1:5

TABLE SHOWING THE BUYING PLACE THAT PREFERRED BY RESPONDENTS

Respondents	Total	------------ Buying from --------		
		Local Traders	Malavan	Bazars
Rural	99 (100%)	52 (52.52%)	43 (43.43%)	04 (4.03%)
Urban	80 (100%)	78 (97.50%)	-	02 (2.50%)

TABLE NO. 4;3;1;6

TABLE SHOWING THE OCCUPATIONAL CLASSIFICATION OF RESPONDENTS WHO BUY LOCALLY

Sr.No.	Occupation	Rural			Urban		
		Total Resp.	Locayal Buyers	Percent.	Total Resp.	Local Buyers	Percentage
1	Agriculture	45	21	46.67	09	09	100
2	Labour	20	10	50.00	16	16	100
3	Fishing	17	11	64.70	16	16	100
4	Artisans	05	03	60.00	11	10	90.90
5	Other	05	03	60.00	12	12	100
6	Service	04	02	50.00	16	15	93.75
	Total	99	52	52.52	80	78	97.50

TABLE NO. 4:3:1:7

TABLE SHOWING INCOME - CLASSIFICATION OF THE THE RESPONDENTS WHO BY LOCALLY

Sr.No.	Income Group	RURA L			URBAN		
		Toral Resp.	Local Buyers	Percentage	Total Resp.	Local Buyers	Percentage
1	Up to Rs.6,400	77	41	53.24	48	47	97.97
2	Rs.6,401 to Rs.20,000	20	11	55.00	19	19	100.00
3	Above Rs.20,001	02	-	-	13	12	92.30
	Total	99	52	52.52	80	78	97.50

4:3:2 SIZE OF PURCHASES :

An attempt was made to know whether the respondents buy their ' Kirana daily ' or otherwise and if so who buy daily. Table No. 4:3:2:8 shows that about 54 % respondents from rural areas and about 30 % respondents from urban areas buy their requirements daily. Further analysis of the respondents who buy their requirements daily (Table No. 4:3:2:8:A) shows that about 43 % of the rural respondents who buy daily were from agriculturists or horticulturists and about 30 % of the respondents were from 'labour' community. Similarly about 39 % of the urban respondents who buy daily were from ' fishing' community and 32 % of the respondents were from labour community. Income wise analysis of the respondents shows that about 92 % of the respondents from rural areas and about 96 % respondents from urban areas were from income group I i.e.below Rs. 6,400/- which is our poverty line . (Refer table No. 4:3:2:8:B). This table shows that the daily buying is not concerned with either occupational character or rural -urban character of the respondents but this is concerned with the size of the family income and nature of the family income.

TABLE NO. 4:3:2:8

TABLE SHOWING VOLUME OF BUYING OF RURAL AND URBAN RESPONDENTS

Sr.No	Buying at a time of ...	Rural		Urban	
		No.Of Resp	Perce.	No. of Resp.	Perce.
1	Daily Req..	53	53.53%	24	30 %
2	Weekly Req.	38	38.38%	36	45 %
3	Monthly Req.	08	8.09 %	19	23.75%
4	Annual Req.	-	-	01	1.25%
	Total	99	100 %	80	100 %

TABLE NO. 4:3:2:8:B

TABLE SHOWING INCOME CLASSIFICATION OF THE RESPONDENTS WHO BUY THEIR REQUIREMENTS DAILY

Sr. No.	Income Group in Rs.	Rural		Urban	
		Total Resp.	Percentage	Total Resp.	Percentage
1	Up to 6,400	49	92.45	23	94.83
2	6,401 to 20,000 ..	04	7.65	01	4.17
3	Above 20,001 ...	-	-	-	-
	Total	53	100	24	100

TABLE NO. 4:3:2:8: A

OCCUPATIONAL CLASSIFICATION OF THE RESPONDENTS WHO BUY THEIR REQUIREMENT DAILY.

Sr.No.	OCcupation	Rural		Urban	
		Total Resp.	Percentage	Total Resp.	Percentage
1	Agriculture	23	43.39	04	16.16
2	Labour	16	30.18	08	32.32
3	Fishing	08	15.09	09	39.40
4	Artisans	05	9.43	01	4.04
5	Service	01	1.91	-	-
6	Other	--	--	02	8.08
	Total	53	100	24	100

4:3:3 SHOP LOYALTY :

While judging the shop loyalty of the rural and urban respondents, it was found that about 51 % of the rural respondents and about 74 % of the urban respondents buy their requirements from a particular retailer only. (Table No. 4:3:3:9). It means that they were loyal to a particular shop . Further analysis of the loyal respondents show that in the rural areas the percentage of loyal respondents was higher (75 %) among the service occupation and the percentage was found lowest (25 %) among the artitisans. In the urban areas, however, the percentage of loyalty was found over 67 % among the all occupation-respondents. (See table NO.4:3:3:10). While income wise analysis of the loyal respondents has been shown in the table No. 4:3:3:11. The table shows that the percentage of loyal respondents was low amongst the respondents from the first income group i.e. below Rs.6,400/- per year . The study of the motive behind the shop loyalty shows that the patronage motive was the dominant factor behind the shop loyalty. (Refer table 4:3:3:12).

TABLE NO. 4;3;3;9

TABLE SHOWING THE SHOP LOYALTY AMONG THE RURAL AND URBAN RESPONDENTS

Class of Resp.	Total Resp.	Loyal Resp.	Non-loyal Resp.
Rural	99 (100%)	55 (50.50 %)	49 (49.50%)
Urban	80 (100%)	59 (73.73%)	21 (26.27%)

Figures in the parenthesis denote the the percentage to the total column.

TABLE NO. 4;3;3;10

OCCUPATIONAL CLASSIFICATION OF LOYAL RESPONDENTS

Sr. No.	Occupation	Rural			Urban		
		Total Resp.	Loyal Resp.	Percentage	Total Resp.	Loyal Resp.	Percentage
1	Agriculture	46	22	48.48	09	06	66.66
2	Labour	20	12	60.00	16	13	81.25
3	Fishing	17	09	52.00	16	11	68.75
4	Artizen	08	02	25.00	11	08	72.72
5	Other	05	02	40.00	12	08	66.66
6	Service	04	03	75.00	16	13	81.25
	Total	99	50	50.50	80	59	73.73

TABLE NO 4;3;3;11

INCOME CLASSIFICATION OF LOYAL RESPONDENTS

Sr.No.	Income Group	Rural			Urban		
		Total Resp.	Loyal Resp.	Percentage	Toral Resp.	Loyal Resp.	Percentage
I	Up to Rs.6,400/-	77	33	42.85	48	31	64.58
II	Rs.6,401 to Rs.20,000	20	15	75.00	19	15	74.94
III	Above Rs.20,001	02	02	100.00	13	13	100.00
	Total	99	50	50.50	80	59	73.75

TABLE NO. 4:3:3:12

TABLE SHOWING THE MOTIVES BEHIND THE SHOP LOYALTY

Class	Loyal Resp.	Patronage	Convenience	Facilities	Economy	Multiple Motives
Rural	50 (100%)	13 (22%)	10 (20%)	11 (22%)	02 (04%)	04 (08%)
Urban	59 (100)	19 (32.20)	15 (25.42%)	05 (8.47%)	12 (20.33%)	08 (13.58%)

4:3:4 QUALITY PREFERENCE :

For the purpose of the study of 'quality preference' the consumer goods were classified into three categories viz. high quality , medium quality and low quality.[1] In this regard about 88 % of respondents from rural areas and about 74% respondents from urban areas have shown their preference for medium quality goods , where-as 6 % respondents from rural areas and about 15 % respondents from urban areas have showed there preference for low priced i.e. substandard or low quality goods . The data in this regard has been culled in the table No. 4:3:4:13. Further, income wise analysis of the respondents prefering low quality goods shows that all these respondents belonged to first income group i.e. below Rs. 6,400/- (Refer table No. 4:3:4:14).

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1 For the purpose of quality preference the consumer goods were classified into three categories on the basis of price range of the goods, available in the particular shop. High priced goods were considered as ' high quality' goods, medium priced goods as medium quality goods and low priced goods as low priced or substandared goods.

TABLE NO. 4;3;4;13

QUALITY PREFERENCE OF THE RESPONDENTS IN THE RURAL AND URBAN MARKETS ..

Sr.No.	Quality Preference	Rural		Urban	
		No.Of Resp.	Percentage	No. Of Resp.	Percentage
1	High Quality ..	06	6.06	12	15.00
2	Medium Quality..	87	87.87	59	73.75
3	Low Quality ..	06	6.06	09	11.25
	Total	99	100	80	100

TABLE NO. 4:3:4:14

INCOME CLASSIFICATION OF THE RESPONDENTS WHO PREFERRED LOW QUALITY GOODS

Sr. No.	Income group	Rural			Urban		
		Total Resp.	Resp.Preferring Low quality	Percentage	Total Resp.	Resp.Pref. Low Quality	Percentage
1	Up to Rs.6,400/-	77	06	7.79	48	09	18.75
2	Rs.6,401 to Rs.20,000	20	-	-	19	-	-
3	Rs-20,001 and Above ..	02	-	-	13	-	-
	Total	99	06	6.06	80	09	11.25

4:3:5 TERMS OF BUYING :

Terms of buying include various aspects of buying agreements like price, quality, quantity, terms of payment etc. The researcher has made an attempt to know whether the respondents prefer to buy goods on cash terms ,credit terms or both. It was found that about 50% of the respondents from villages have made payments in cash where-as the percentage for urban areas was only 31 %. About 66 % of the urban respondents have prefered buying on cash and credit terms. (Table No. 4:3:5:15)It appears from the figures that the trend of buying on ' credit terms' especially in urban areas was found higher due to the nature of occupations in the urban areas.

The respondents buying on the cash terms were further analysed on the basis of their occupations and income groups. Table No. 4:3:5:16 and 4:3:5:17 provide the necessary data. Artizens from villages and 'service class' of respondents from urban areas have prefered buying on cash terms. Income wise analysis shows that respondents from income group III i.e. having income over Rs.20,001 have prefered buying on cash terms.(Table No. 4:3:5:17.)

TABLE NO. 4:3:5:15

TABLE SHOWING THE TERMS OF PAYMENT OF RURAL AND URBAN BUYERS

Sr.No.	Terms	Rural		Urban	
		No.Of Resp.	Percentage	No.of Resp.	Percentage
1	Credit Only	02	2.03	02	2.50
2	Cash only	49	49.49	25	31.25
3	Cash and Credit	48	48.48	53	66.25
	Total	99	100.00	80.	100.00

TABLE NO. 4:3:5:16

OCCUPATIONAL CLASSIFICATION OF THE RESPONDENTS BUYING ON CASH TERMS ONLY.

Sr. No.	Occupation	Rural			Urban		
		Total Resp.	Buying on cash terms	Percentage	Total Resp.	Buying on cash terms	Percentage
1	Agriculture	45	22	48.86	09	02	22.22
2	Labour	20	08	40;00	16	07	43.75
3	Fishing	17	09	52.95	16	03	18.75
4	Artizens	08	06	75.00	11	03	27.27
5	Other	05	02	40.00	12	06	50.00
6	Service	04	02	50.00	16	04	25.00
	Total	99	49	49.49	80	25	31.25

TABLE NO. 4;3;5;17

INCOME WISE CLASSIFICATION OF THE RESPONDENTS IN RURAL AND URBAN MARKETS BUYING ON CASH TERMS

Sr. No.	Income group	Rural			Urban		
		Total Resp.	Resp. Buying for cash	Percentage	Total Resp.	Resp. Buying for cash	Percentage
1	Up to Rs.6,400/-	77	40	51.94	48	12	25.00
2	Rs.6,401 to Rs.20,000 ...	20	07	35.00	19	05	26.31
3	Above Rs.20,001	02	02	100.00	13	08	61.53
	Total	99	49	49.49	80	25	31.25

4:3:6 BARGAINING TENDENCY :

The term bargaining refers to the process of negotiations between a customer and a seller. This tendency is almost common in the human being. It may be due to common belief that the profit motivated traders always try to exploit the buyers or consumers and hence there is always a scope for reduction in the stated price, or availablity of better quality goods at the same price , or improvement in the terms of sale offered by the retailers . The attempt to study the tendency among the rural and urban customers in Malavan taluka showed that about 80 % respondents both from urban and rural markets in Malavan taluka reported about bargaining. (Refer Table No. 4:3:6:18) . All the respondents have reported that the bargaining has resulted in the favourable changes " in the terms of trade" initially offered by the retailers. Further income wise analysis of the respondents shows that the tendency is common among all income groups both in the rural and urban markets.

TABLE NO. 4:3:6:18

INCOME WISE CLASSIFICATION OF THE RESPONDENTS WHO WERE USED TO BARGAINING

Sr.No.	Income Group	Rural			Urban		
		Total Resp.	Respondents Bargaining	Percentage	Total Resp.	Respondents Bargaining	Percentage
1	Up to Rs. 6,400/-	77	67	87.01	48	44	91.66
2	Rs.6,401 to Rs.20,000	20	18	90.00	19	17	89.47
3	Above Rs.20,001	02	02	100.00	13	09	69.23
	Total ..	99	87	87.87	80	70	87.50

4:3:7 PREFERENCE FOR READY MADE GARMENTS ;

The study of knwing the preference for the ready made garments , showed that about 24 % of the rural respondents and about 15 % of urban respondents were buying ready made garments , especially for their children only. Income wise analysis of the respondents (Table No. 4:3:7:19) shows that ready made garments found more favour amongst the respondents from income group II (i.e. having income between Rs.6,401 to Rs.20,000/-). Most of the respondents i.e. about 76 % of rural respondents and about 85 % of urban respondents reported that they prefered ' stitching ' rather than buying ready made garments because of poor quality of stitching, unsuitable sizes, unreliable quality of cloth and some times unreliable prices etc. of ready made garments.

TABLE NO. 4:3:7:19

INCOME WISE CLASSIFICATION OF THE RESPONDENTS HAVING PREFERENCE FOR READY-MADE GARMENTS (PRE.)

Sr.No.	Income Group	Rural			Urban		
		Total Resp.	Pre.for modern goods	Perce.	Total Resp.	Pref.for modern goods	Percentage
1	Up to Rs.6,400/-	77	19	24.67	48	07	15.58
2	Rs.6,401 to Rs. 20,000/-	20	05	25.00	19	04	21.05
3	Above Rs.20,001	02	-	-	13	01	7.69

4:3:8 CHANGING PREFERENCES :

Indian economy is passing through the stage of transformation i.e. from rural agricultural economy to the developing economy. Indian villages are changing economically and socially. The traditional life-styles are giving way to the 'modern life styles'. An attempt was made to know whether the villages in Malavan taluka are changing or not . In this respect about 60 % of rural respondents and about 91 % urban respondents have reported that they were using modern type of goods like oil paints, tooth pastes, plastic goods ,fountain pens,porcelain pottery etc. in preference to the traditional type of goods like holder pens, clay pottery, water colours,dantwan etc. table No. 4:3:8:20 shows the respondents who have shifted towards the modern type of goods.

TABLE NO. 4:3:8:20

INCOME WISE CLASSIFICATION OF RESPONDENTS PREFERING MODERN TYPE OF GOODS

Sr. No.	Income Group	Rural			Urban		
		Total Resp.	Shift in Preference	Perct	Total Resp.	Shift in Pref.	Perc.
1	Up to Rs.6,400/	77	42	54.54	48	43	89.58
2	Rs.6,401 to Rs.20,000/ ...	20	15	75.00	19	18	94.73
3	Above Rs. 20,001 ...	02	02	100.00	13	12	92.30
	Total ...	99	59	59.59	80	73	91.25

P. T. O

4:5:9 BRAND AWARENESS :

'Branding ' is a process of giving attractive trade name to a product. This is done to make it easy for the consumer to remember the product and to identify it easily . In the present age of mass production ,increasing competition and advertising, branding is becoming unavoidable. Brand name helps the consumer in the process of selection of right type of goods according to his requirements .Hence an attempt was made to know whether the respondents in the rural and urban areas of Malavan taluka were aware of the process of branding or not . In this regard about 88 % respondents from rural areas and about 89 % respondents from urban areas stated that they were aware of brand names of certain goods of daily requirements. Table No. 4:3:9:21 shows the income wise classification of the respondents who were aware of brand names. The table shows that the percentage of such respondents was higher among the higher income groups.

TABLE NO. 4:3:9:21

INCOME WISE CLASSIFICATION OF THE RESPONDENTS WHO SHOWED BRAND AWARENESS.

Sr.No.	Income Group	Rural			Urban		
		Total Resp.	Respondents showing Awareness	Percentage	Total Resp.	Respondents showing Awareness	Percentage
1	Up to Rs.6,400/=	77	66	48.00	48	42	87.50
2	Rs.6,401 to Rs. 20,000	20	19	95.00	19	17	85.47
3	Above Rs.20,001	02	02	100.00	13	12	92.30
	Total ...	99	87	87.87	80	71	88.75

4:3:10 ROLE OF RETAILERS IN THE PROCESS OF SELECTION OF GOODS:

Retailers play very vital role not only in the process of ' Effective Distribution' of goods and services but also in the process of selection of goods and services by consumers. As we know retailer is the last link between the producers and consumers. Hence they are expected to advice the buyers as to the availability of goods, quality of goods, prices,new products, suitability of products etc. In fact they are the source of market information to the buyers in the villages. The respondents in the rural and urban areas were asked to comment upon 'this type' of service from the retailers. About 29 % respondents from rural areas and and about 27 % respondents from urban areas reported that they have received the market information from their retailers.

4:3:11 BUYERS' OPINION ABOUT QUALITY , WEIGHT,MEASURES ETC:

The enquiries were made to know whether respondents in the Malavan taluka were satisfied about quality, quantity, price etc of goods they purchased . Table No.4:3:11:22 shows the frequency of dissatisfaction experienced by the rural and urban buyers. About 94 % of urban respondents and about 95 % of rural respondents reported that they felt unsatisfied about quality and price of goods they purchased from their retailers some times or other. While only 5 %respondents from villages and 7 % respondents from urban areas were found satisfied about their purchases.

About weights and measures, mejority of the respondents i.e. about 94 % rural respondents and about 91 % urban respondents reported that they felt unsatisfied about weights and measures some times. where as less than 6 % respondents from rural areas and about 9 % respondents from urban areas reported that they never felt unsatisfied about weights and measures of the goods they purchased. (Refer table Nos. 4:3:11:22 & 4:3:11:23).

TABLE NO. 4:3:11:22

FREQUENCY OF DISSATISFACTION ABOUT QUALITY & PRICES

Sr. No.	Frequency	Rural		Urban	
		No.Of Resp.	Percentage	No.Of Resp.	Percentage
1	Often	03	3.03	01	1.25
2	Occassional	87	87.87	60.	75.00
3	Very rarely	04	4.04	13	16.25
4	Never	05	5.06	06	7.50
	Total	99	100.00	80	100

TABLE NO. 4:3:11:23

TABLE SHOWING THE FREQUENCY OF DISSATISFACTION ABOUT WEIGHTS AND MEASURES

Sr. No.	Frequency	Rural		Urban	
		No. Of Respondents	Percentage	No. of Resp.	Percentage
1	Often ..	03 03	3.03	01	1.25
2	Occassional	84	84.85	59	73.75
3	Very Rarely	06	6.06	07	8.75
	Total	99	100.00	80	100.00

4:4 RURAL AND URBAN BUYERS' BEHAVIOUR: A COMPARISON :

The study of consumers' behaviour in the rural and urban markets in Malavan taluka revealed that there was no significant difference between the rural buyer behaviour and urban buyer behaviour in the taluka. Rural buyers were found aware of changes that are taking place in the urban markets in our country. They were found receiving market information through radios, T.Vs, news papers etc. They were quite aware of branding process and were able to name few brand names such as Sunlight, 501 soap, Hamam, Red Lable Tea, Topaz blades, Philip bulbs etc. They were found trying new types of goods such as porcelain pottery, oil paints, tooth pastes etc.

However the following difference were also observed in the behaviour of rural and urban customers.

1) The quantity of a single purchase was very small of rural buyers than urban buyers.
2) Rural customers were found less cautious about weights, prices, etc than urban buyers.
3) Credit facilities were easily available to urban customers than rural customers. Hence eash-buying was found more in rural areas than in urban areas.
4) Urban customers were more cautious about quality than rural customers.