

CHAPTER V

CONCLUSIONS

1. Observations
2. Directions for further research

CHAPTER V

1. OBSERVATIONS:

The preceding two chapters explain the organisation of rural marketing and buying practices of customers in Bambavade market.

The observations based on the discussion in these Chapters are summarised below:-

- (1) All Radio Shops are
Owned,
financed and
managed by individuals. There is separate
identity of the shops. The individuals running the shops
are from outside the Bambavade village.
- (2) As regards organisation of shop operations no help from
outsiders is taken. All activities are managed with the
help of family members only.
- (3) No other promotional activities or advertising are found
in this rural market.
- (4) A long chain of middlemen and high cost of transport
results in higher prices compared to urban market.
- (5) Customers in rural market mostly depend on agriculture for
their income.
- (6) As a result of developmental activities 'Service class
customers' is a newly emerging type in rural market.
Their buying habits are different than those who depend
on agriculture.

- (7) In the rural market there is non availability of more types of goods i.e. Radio, Tape recorder, T.V. etc.
- (8) Customers in rural market under study have shown a tendency to buy their goods in urban market.
- (9) A unique feature of retail marketing in rural area is customer retailer / seller relationship.
- (10) Though branded goods are sold in rural markets, there is very little brand awareness. It is not the brand that pushes the product in rural market but it is the seller who pushes the product in that market.

In other words it was observed that people do not purchase brand or believe in a brand, but they believe in the words of sellers i.e. Philips Radio etc.
- (11) As a result of developmental activities rural market is growing in size and in quality also, however compare to urban market the rate of development is very low.
- (12) Rural markets are developing, some characteristics of urban markets are seen in developing rural markets.
- (13) The bitter truth is found that the average customers encounters an appalling lack of information concerning the goods (Radio, Tape recorder, T.V. and Video) he purchases.
- (14) Lack of capital also prevents the consumer for purchasing the goods in rural market. Rural peoples are poor peoples because mainly they depends upon agriculture income for purchasing these speciality goods.

- (15) A unique feature of Bambavade market is that consumer dislike) foreign goods.
- (16) All customers buy goods for the purpose of addition to the fund of knowledge and entertainment.
- (17) Yet in rural market there is no scope for sales promoting scheme based on puzzles as well as chain system or instalment and Hire purchase system is not popular.
- (18) Rural consumer save money for purchasing durable goods it is found so cash purchases made out.
- (19) Rural consumer needs salesman's guidance before purchasing or for purchasing so they can purchase alone.They belive that salesman is a good guide.
- (20) Demand for Tape-recorder and T.V. is increasing day-by-day in rural markets.
- (21) Average size of the family comes to 5 to 6 members in rural market size of the family affects buying pattern of individual buyers and there is only one earning member in most of the families in rural market.
- (22) Non availability of T.V.sets in rural market.
- (23) Demand of consumer durable goods is increasing day-by-day in rural market.

- (24) Shop owners don't pay attention on Internal layout, and display.
 - (25) Marketing system of consumer durable goods is changing now-a-days.
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2. DIRECTIONS FOR FURTHER RESEARCH.

The study leads to the following tentative conclusions which may be considered as hypothesis for further research.

- (1) Rural markets offer better potential for speciality goods.
- (2) In the rural market there is high degree of 'Shop loyalty'.
- (3) There is little brand awareness and brand loyalty in rural markets.
- (4) Rural customers have a tendency to buy speciality goods in urban markets.
- (5) Rural sellers have considerable influence on buying decisions of their customers.