

S Y N O P S I S

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MARKETING OF CONSUMER DURABLE GOODS IN RURAL MARKET

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[WITH SPECIAL REFERENCE TO BAMBVADE MARKET]

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: S Y N O P S I S :

Marketing has been defined in many ways. The American marketing Association defined marketing as ' The performance of business activities that direct the flow of goods and services from producer to consumer or user Marketing means working with markets for the purpose of satisfying human needs and wants. The role of marketing in developing countries is very important for the development because without effective marketing there can be little commercial progress. Marketing helps in accelerating the process of economic development and therefore it is of greater significance to developing countries like India.

Really speaking our Indian market is very typical in nature. In terms of population it represents the second largest market of the world. Its vast geographical coverage a large number of languages spoken and diverse culture present a challenging situation for marketing people.

Badly speaking, In India marketing efforts are concentrated in urban market but two third of the population

of India lives in villages. In India rural area is in large scale and now a days villages are changing a lot. Life style of rural people is changing very fast so the study of rural area or rural market is very important.

In the market there are so many consumer durable goods really found in urban as well as in rural market. These various consumer durable goods satisfy the need of people in day-to-day life. Radio, Tape-recorder, T.V. and Video Sets are one of them. This study is related to or with special reference to Bambavade market or village only. Present study intends to consider buying process of consumer durable goods in above region.

Meaning of consumer durable goods -

Consumer Goods-Goods destined for use by ultimate consumer or house holds and in such form that they can be used without commercial processing and Durable means which lasting a very long time.

These goods have unique features. Unusual shopping behaviour is needed. Special purchasing effort is required. These goods acts as important life style and images. These goods are costly and luxury. These consumer durable goods available in speciality shops so we may say speciality goods. e.g.- Radio, T.V. Sets, Tape-recorder etc. These goods have low turnover in the market compare to convenience goods and shopping goods Sales promotion and advertising is very necessary for to sale them with a effective manner.

OBJECTIVES:

Objectives of present study may be listed as below :

1. To study the buying process of rural buyers in respect of consumer durable goods.
2. To analyse the buying process.
3. To study the marketing system for consumer durable goods.
4. To study the usefulness of consumer durable goods.
5. To provide directions for further research.

METHODOLOGY FOR STUDY :

Selection of village in the light of the objectives listed above the following criteria were developed for this purpose.

Convenience in data collection was a major factor that guided the selection of village.

So the village ' Bambavade ' was selected for the purpose of study.

DATA REQUIREMENT:

For the purpose of present study information will be required for the following aspects, namely.

1. Geographical setting of Bambavade.
2. General information regarding consumer durable goods.
3. Information regarding present marketing system.
4. Information regarding present buying process.
5. Problems of buyers.

The study will be based on primary data collected from the respondents owning these items i.e. - Radio, Taperecorder, T.V. and Video sets. They will be contacted in person with the help of structured questionnaire and information will be collected by asking some relating questing to the consumer or owner and seller. Data will be collected through personal interview.

METHODS OF ANALYSIS:

collected in-formation will be classified and analysed with the help of statistical techniques and will be presented in suitable forms i.e.- Tables, maps and geographical presentation.

ORGANISATION OF REPORT :

Whole report will be arranged into separate Chapters with necessary quantitative details and references.

A STUDY OF CUSTOMERS IN BAMBAVADE MARKET:

A Survey of customers in Bambavade market was conducted with a view to understand their buying process. A group of 150 respondents carefully selected was contacted during the survey and as well as 3 sellers of consumer durable goods i.e. - Radio and Tape recorder.



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By

PRATAPRAO GOVINDRAO MULIK

M. Com., D. H. E.

GUIDE

Dr. V. V. KHANZODE

M. Com., Ph. D.

CHH SHAHU CENTRAL INSTITUTE OF BUSINESS EDUCATION AND RESEARCH.