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COMPARATIVE STUDY ON CONSUMER BEHAVIOUR IN DOMESTIC PRODUCTS IN WARANGAL DISTRICT OF TELANGANA STATE

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Abstract

India today is well known as a potential emerging automobile market and jobs in the automobile industry are rising. Several foreign investments are pouring into Indian automobile industry. It has become a major three-wheeler market and two-wheeler manufacturer in the world. India is also the second largest manufacturer of tractors. Candidates with bachelor's degree in mechanical, electrical or automobile engineering are eligible to get good job opportunities in automobile companies. The skillful eligible candidates are selected by the companies. The considerable wide scope of Automobile sector, it is not that surprising that more and more candidates are dreaming to develop a career in Automobile Industry. With foreign automobile companies like Volkswagen, Audi, Renault etc coming in and targeting India as a base for manufacturing cars, the scope for a career in Automobile Industry is rising rapidly. The companies should undertake research to study the media habits and buying motives of the rural consumers. This will help to design appropriate messages and to identify appropriate media for rural areas. The advertisement messages must be designed rural specific. The advertisement copies should be prepared in the language and idiom of the rural people. Not only the advertisement price and package must also made rural specific. This research article to be discussed on Comparative Study on Consumer Behaviour in Domestic Products in Warangal District of Telangana State.

Keywords: Potential Marketings, Durable Products, Consumer Behaviour, Foreign Investment, Automobile Industry, Consumer Behaviour, Urbanisation, Advertisement Messages.

Introduction

Statement of the Problem

Our personal consumer choices have ecological, social, and spiritual consequences. It is time to re-examine some of our deeply held notions that underlie our lifestyles.

Prof. David Suzuki

A familiar Canadian environmental and Consumer Ideologue

Automobile industry seems to be ruling the global market at the moment. Conveniently, we can call it one of the biggest drivers of economic growth. Some major steps like removal of quantitative restrictions and abolition of licensing in the past decade led to further boom in the industry. Cut throat competition amongst the two-wheeler companies has further led to drop in the prices. Smart marketing by the auto companies can be held responsible for hiking the automobile demand in the middle-income group. Let's analyze the state of affairs in the leading giants in the two-wheeler industry in India. Hero Honda, world's largest manufacturer of two-wheeler vehicles, is on the path of profit as it recorded sale of 1,96,00,000 two-wheelers in 2018-2019, thus leading to a growth of 38.6%. It recorded a whopping 30.1% increase in total turnover which corresponds to Rs 172,099 crores. As Honda Motor Co. long partnership with Hero group nearly approaches an end, it plans to hike motorcycle production and triple sales to 5 million units in India in the next five years. In order to cater to the increased production, it plans to open a factory in Rajasthan in the second half of 2018. The second largest two-wheeler producer, Bajaj Auto, makes it big with a 40% hike in the third quarter profit. It expects a rise in vehicle sales in the next year. Rajiv Bajaj, Vice chairman and managing director of Bajaj, told CNBC-TV18 channel that the company expects unit sales to reach 8 million vehicles by 2018. The recent price hike might help them to maintain the profit margins. In case we are wondering the reason for the sudden boom in the auto sales in the third quarter, we can conveniently credit it to the Hindu festive season in October and November. Hindus consider it auspicious to buy vehicles during the festive season and hence leading to prospective boom in the auto industry.

Potential Automobile market system

India today is well known as a potential emerging automobile market and jobs in the automobile industry are rising. Several foreign investments are pouring into Indian automobile industry. It has become a major three-wheeler market and two-wheeler manufacturer in the world. India is also the second largest manufacturer of tractors. Candidates with bachelor's degree in mechanical,



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electrical or automobile engineering are eligible to get good job opportunities in automobile companies. For the candidates with diploma courses and ITI courses there are many opportunities in this industry. Automobile companies even require IT specializations. While technical education is offered by plenty of engineering and polytechnic colleges in India, the eligible candidates are selected by the companies. The considerable wide scope of Automobile sector, it is not that surprising that more and more candidates are dreaming to develop a career in Automobile Industry. With foreign automobile companies like Volkswagen, Audi, Renault etc coming in and targeting India as a base for manufacturing cars, the scope for a career in Automobile Industry is rising rapidly.

The main objective of the present research study is to understand and analyse urban and rural consumer behavior with respect to durable and non – durable products in Warangal district of Telangana State.

- 1) To study and identify the factors influencing the consumer in the selection and use of particular product.
- 2) To examine consumer’s attitudes, behavior and preferences and their effects
- 3) To investigate the role of family and friends in consumer’s buying behavior.

Used Tools and Techniques in the Research

A sample comprising of 200 households of consumer behavior on consumer goods in urban and rural areas of Warangal district, who were selected by the random sampling method. A suitable schedule was designed and canvassed among those 200 selected households due to collect the primary data which is relevant to the study. Warangal district consists of both urban and rural areas, the sample is to be selected randomly from both urban and rural areas. The size is kept is 200 i.e., 100 each from urban and rural area of Warangal district of Telangana. The information was collected by questionnaire method by interviewing the individuals i.e., head of the household, intensively and considering him as the representatives of the whole family, in order to get proper response, the purpose of the study as well as the objectives of the study were explained to the respondents. The individuals who agreed to give required information were asked for their replies to different questions listed in the schedule. The information regarding the socio-economic background such as Sex, age, education, occupation, income, family size and other required data was collected and no personal identity the respondents was recorded.

Research Analysis and interpretation of the information collected from the respondents was made and data has been tabulating, presenting in percentages and applying various statistical tools i.e., Range, Mean Deviation and Correlation methods wherever needed.

4 Analysis of Research Study

The scope of consumer behavior is very wider. It includes not only the actual buyer and his act of buying but also various roles played by different individuals and the influence they exert the final purchase decision. Similar to every research study, the following are the limitations of the study. This study has been conducted only in the urban and rural areas of Warangal district among 200 households who possessed Tea – powder and Two – Wheeler, However, the conclusions are indicate of the behavior of Tea Powder and Two-wheeler users because the study is based on primary data. The approximate figures are taken in computation of statistical techniques such as percentages. Biased may exist in the data on the respond may not respond in demand many.

This research study particularly cannot be generalized, is confined to only Warangal district of semi-Urban and rural background important consumers civil society of new emerged Telangana State.

Comparative Study of Consumer Behaviour

The consumer durable product is worth studying due to concurrent complex factors involved in it. The decision-making process for durables is quite different from that non-durable. Consumer may have to sort for risk reduction strategies, since the purchase of consumer durable levels high risk with huge investment. Two-wheeler is a product in which everyone is interested and tea powder is also a consumer article of mass use and general interest. Though the category of these two products is different, no consumers does make a hard purchase of these products. The consumers take various factors into consideration in evaluating and choosing a brand of two-wheeler as well as Tea powder from various brands available in the market. So, every marketer keenly interested in identifying the factors that influence in making purchase decisions. Hence, this study is conducted to know the preferences of the consumers of Two wheelers as well as tea powder and influence of these factors on the behavior of consumers. Based on the results of the analysis made in the study the following conclusions have been drawn. The analysis made between different brands of two wheelers possessed by the respondents in different age groups in both urban and rural areas preferred to purchase those brands which have low price, high mileage and all latest features like Bajaj and Hero Honda. In the analysis made on why a respondent preferred to buy a particular brand of Two-wheeler revealed that brands with more mileage, low price and low maintenance and preferred. As the price of fuel for two wheelers which give more mileage. This is found to be same with both rural and urban consumers. In urban areas consumers



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purchasing two wheelers most of them are using loan facilities vehicle in rural areas most of them are purchasing two wheelers by paying cash. The reason for this may be the lack of awareness among rural consumers about how to utilize loan facilities provided by various banks.

Consumer Products & Urban and Rural Analysis

In urban areas consumers using Hero Honda two wheelers perceived that the cost of their two-wheeler is reasonable while in rural areas consumers felt that cost is high. Consumers using TVS two wheelers in both urban and rural areas felt the cost of the two-wheeler is reasonable. Consumers using Bajaj Two wheelers in urban areas felt that the cost of their two-wheeler is reasonable. While in rural areas they felt that the cost is high. In general, most of the consumers in both urban and rural areas felt that the cost of the two-wheeler is reasonable. The analysis made on brand rating reveals that most of the consumers in urban areas rated their two-wheeler as good followed by excellent and fair. In rural areas consumers rated their two wheelers as good followed fair and excellent. It shows that respondents using two wheelers with all latest facilities satisfied with their two wheelers while consumers owning ole model two wheelers are not. In the analysis made in urban areas most of the respondents bought their two wheelers from the nearest dealer followed by reputed dealer and dealers in other cities. This may be because all the models and facilities provided by the reputed dealer and the nearest dealer are the same. In rural areas most of the consumers bought their two wheelers from both the nearest dealer and the reputed dealer. Comparatively a very few respondents purchased two wheelers from dealers in other cities. It can be conducted from the analysis made on factors that influence consumer reveals that mileage and price are the major factors for buying two wheelers of all brands. This is same in both urban and rural areas. Factors like driving safety, style, maintenance and resale value are also given importance.

From an analysis made on information search on, it can be concluded that majority of the respondents from both urban and rural areas collected information regarding various brands of motor cycles and the features of motor cycles, most of them collected information from their friends, relatives and from local shops/dealers. The information collected by the respondents consisted of features like price, mileage, maintenance, driving safety, cost of spares the information regarding price and mileage occupied first place and the information regarding maintenance, driving safety and cost of spares occupied the second place. The life of the two wheelers and resale value are also given ample importance. It can be concluded that majority of the respondents have considered two brands in their search efforts for their most desired brand before making final purchase. These are considerable No. of respondents who made their decision by considering three brands. A very low percentage of them have considered only one brand and more than three brands.

In making purchase decision of two wheelers in urban areas friends are a dominating influence, the spouse and parents also make an influence but it is limited only to an extent, Children and dealer's role is negligible. In rural areas spouse makes a dominating influence in making decision. Friends and parents also influence the decision which is only to limited extent. Children's role is very limited. It can be concluded that in urban and rural areas the most of the respondents have seen advertisement of the two-wheeler they are using. Majority of respondents have seen the advertisement on Television. Some of them have seen it in newspapers and magazines. Only a negligible number of respondents in rural areas heard the add on the radio. These days media is influencing majority of the decisions about purchasing a product.

Research Findings and Conclusions

In the researcher analysis made in urban areas majority of the respondents have bought the tea powder from the nearest shop and nearest market. Only a very few of them bought the tea powder from super bazaar and whole sale shop. In rural areas majority of the respondents bought the tea powder from the nearest shop and wholesale shop. Only a few of them bought from the super bazaar and reputed shops.

It is concluded that a respondent purchases a particular brand of tea powder with good taste, low price and availability factors like package and company's name are given little importance. This is same in both urban and rural areas. It can be concluded that most of the respondents have seen the advertisement of the tea powder they are using. Majority of them have seen the advertisement on television. Some of them have seen it in newspapers, magazines. This is same in urban and rural areas.

It can be concluded that some of the respondents in urban areas have bought tea powders because of attractive and appealing advertisement. Those who are influenced by the advertisement bought tea powders like Tata Gold, Gemini and Society's tea powder. In rural areas most of the respondents have bought tea powders due to attractive and appealing advertisement. They bought tea powders like Gemini, Tata ea Gold and Society tea powders. This goes to show that purchase decisions can be well influenced by well shot advertisement. It can be concluded that some of the respondents in urban and rural areas have bought tea powders on



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experimental basis. Those who bought tea powders on experimental basis bought tea powders like Tata Gold, Society and Taj Mahal Tea powders. It can be concluded from the study most of the respondents who used Tea powder on experimental basis switched back to their old tea powder. All the items shown in description and further form is crossed check with statistical tool and found satisfied. No standard error is calculated because that much deviation is not found. The company should take measures towards customers who are loyal to the brand and make sure that they do not shift to other brands. It should try to produce different models of the product at reasonable price to attract different consumers. The advertisement should be simple, and easy so that it catches the attention of the viewer since awareness of the products is mainly through advertisement.

The quality of the products should be improved as some of the consumers are feeling that the other brand product quality is good compared to its competitor's products. The companies should undertake research to study the media habits and buying motives of the rural consumers. This will help to design appropriate messages and to identify appropriate media for rural areas. The advertisement messages must be designed rural specific. The advertisement copies should be prepared in the language and idiom of the rural people. Not only the advertisement price and package must also made rural specific.

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