

Purchasing Motives of Rural and Urban Consumers in Buying Personal Hygiene Products

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Abstract

The present study attempts to propose more insights into the Purchasing motives of rural and urban consumers in buying personal hygiene products. It examines domicile-wise Respondents' by their extent of agreement for motives of purchasing behaviour. The sample of 823 urban consumers and 277 rural consumers constitute the total respondents for this study. The sources of data for this study are –Primary and Secondary. The concluding part of the study presents that it depicts the findings of the study in light of the objectives of the study.

Keywords: Purchase motives, Rural consumers, Urban consumers, Hygiene products.

INTRODUCTION

The human economic behaviour of consumption can be related to varying ancient periods to that of a present-day complex economy. Traditionally, the consumption behaviour of an individual was based on satisfying the family needs parse. Normally three factors are considered as demand drivers, namely basic needs, conventional necessities, and luxuries. Depending on

the standard of living and the affordability of the individuals the forces of supply began to operate in any given economy.

In the field of consumer behaviour, the past was governed by the traditional requirements such as basic needs (food, clothing, shelter,), conventional necessities (habit induce needs like smoking, use of beetle leaves permissible in toxins like alcohol, etc) and luxuries (jewelry, high-end FMCG products), etc.

The paradigm shift in Consumerism

Changing the lifestyle of Indians has resulted in rapid growth in the personal care market during recent years. The preference of Indian consumers is changing from 'merely functional' products to more 'advanced and specialized' cosmetic items. Consumers have been undergoing a major transformation from passive buyers to active enhancers or creators of new consumption experiences, proactively taking part in the process of collaborative marketing.

Consumer behaviour has always been an area of great interest to marketing professionals. The knowledge of consumer behaviour helps the marketer to understand how consumers think, feel and select from alternatives in terms of products, brands and alike and how the consumers influenced by their environment, the reference groups, family, peer groups, salespersons and so on. Consumer buying behaviour is influenced by cultural, social, personal and psychological factors.

Purchasing Motives

The researcher has considered the significance of the eleven factors as variables influencing the extent of satisfaction, which determines the purchasing format of a consumer. The following depicts the significances of these factors/variables.

- **Reliability**

The reliability factor falls in the psychological perspective of perception which can influence the choice of the consumer in respect of both particular brand preference and a particular purchase format or source of buying the perceiving satisfaction relating to the reliability of a product. These factors/variables have been measured on a five-point Likert types scale – Highly Satisfied, Satisfied, No Opinion, and Dissatisfied and Highly Dissatisfied. In addition, respondents, ranking for these factors/variables has also been considered.

- **Choice of Options**

The modern-day provides a variety of choices for a consumer to decide on a particular brand and particular purchase format or sources of buying

- **Cordial Service**

The aspect of cordial service provides a personal touch by the seller to a buyer.

- **Free Home Delivery**

Free home delivery, a strategy adopted by the seller has emerged as a great boon to the consumers.

- **Self Service**

The introduction of self-service counters (*Choose & Pick*) has significantly reduced the time spent on purchase by a consumer. Several sales outlets especially the departmental stores provide these services as a major attraction to the consumers.

- **Preset Purchase**

Preset purchase refers to the mindset of a consumer with respect to the choice of the particular purchase decision. This factor determines as to why the consumer prefers a particular product.

- **Competitive Price**

Competitive price determines the calculated behaviour of a consumer towards selecting a particular brand as well as a particular source of buying.

- **Credit Facility**

The credit facility can be considered as an age-old custom with modern variance like a credit card facility.

- **“All Under One Roof”**

The “*all under one roof*” concept provides easy accessibility to a consumer on a variety of products. This also relieves the consumer from visiting more than one source of buying to meet his needs.

- **Choice of Variety**

The choice of variety provides a wide range of choices of brands especially related to Personal Hygiene Care Products covered in this research study.

- **Visual Merchandising**

Visual Merchandising in sales outlets comes in a variety of forms and designs, which lure the consumers by the attractive and eye-catching physical layout of products and services gadgets like showcasing, LED displays, Shot Audio, illuminations, etc., Visual displays using celebrity brand ambassadors and scrolls in a slow and readable format.

LITERATURE REVIEW

Donthu and Gilliland (2002) prescribe two factors – “Risk aversion and innovativeness” as those that mainly influence consumers for decision making. Risk awareness is a measure of how much consumers need to be certain and sure of what they are purchasing. In terms of risk, those who are high-risk takers need to very certain what they are buying or intended to buy. The less risk-averse consumers tolerate some amount of risk and uncertainty in their purchases. The second variable innovativeness is a global measure that takes into account the degree to which consumers are willing to take chances and experiment with new ways of buying.

Jeff Bray(2008) The Behaviorist approach is a family of philosophies that state that behaviour is explained by external events and that all things that organisms do, including actions, thoughts, and feelings can be regarded as behaviours. The cause of behaviour is attributed to factors external to the individual. The most influential proponents of the behavioural approach were Ivan Pavlov who is accredited for development of the concept of Classical Conditioning, J.B. Watson who developed the concept of “classical behaviorism”. B.F.Skinner founded “Radical Behaviorisms” which acknowledges the existence of feelings, states of mind and introspection, states of mind and introspection.

Ajzen, I. and Fishbein, (1980) in their paper “Understanding attitudes and predicting social behavior” have stated that personal considerations tend to overshadow the influence of subjective norms.

STATEMENT OF THE PROBLEM

Consumer behaviour is a highly complex and varied activity of human beings. There are several factors such as social, economic, cultural and psychological that determines the buying behaviour of individual consumers. The range of products in terms of quantity is varied among the various types of products sought by a customer. Personal hygiene products occupy an indelible place in daily or periodic consumption. In the analysis, buying behaviour of consumers at various purchase formats is fundamental to the success of any organization, without satisfied customers, no business or agency can survive for long, therefore, to the study purchasing motives of Rural and Urban consumers in Buying Personal Hygiene Products at Particular Purchase Format.

OBJECTIVE OF THE STUDY

- To study the factors influence the Purchase motives of rural and urban consumers buying behaviour in a particular purchase format.

RESEARCH METHODOLOGY

This research was undertaken to make an in-depth analysis of the buying behaviour of personal hygiene products. The primary data required for the study, personal interview method of data collection and the Focused Group Discussions (FGD) make the process of data collection are imperative. The sample of this study comprised of 1100 respondents. The researcher applied the formula specified by C.R. Kothari in the book ‘Research Methodology – Methods and Techniques’ for determining samples for an undefined universe. In India, areas are defined by geographical boundaries. Villages, towns, cities, all have their boundaries as defined by established guidelines and published in the gazette.

ANALYSIS & DISCUSSION

Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors.

The following factor analysis table shows the reasons attributed by the respondents for choosing the particulate motives of the eleven factors/variables, data reduction method using the principal components analysis method extracted three factors as accounting for 54.65 percent of total variables.

Table 1: Factor Analysis for purchasing motives

Motives	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Reliability	2.871	26.103	26.103	2.871	26.103	26.103	2.484	22.595	22.595
Choice of options	1.913	17.394	43.497	1.913	17.394	43.497	2.016	18.327	40.922
Cordial Service	1.227	11.158	54.656	1.227	11.158	54.656	1.511	13.734	54.656
Free Home Delivery	.991	9.012	63.668						
Self Service	.888	8.069	71.736						
Pre set Purchase	.812	7.382	79.118						
Competitive Price	.570	5.186	84.305						
Credit Facility	.542	4.926	89.231						
All under one roof	.456	4.150	93.381						

Choice of variety	.388	3.528	96.909						
Visual Merchandising	.340	3.091	100.000						

The eleven variables that together relate the purchase format were further subjected to varimax analysis to find out the pattern that exists in the data. The set of initial values indicated in the factor analysis tables explains the total variance extracted by the principle compound analysis. A new set of values was determined by varimax rotations to find the factors that maximize the variables.

Component	1	2	3	4
Reliability	.571	.482	.573	.337
Choice of options	-.544	.720	.170	-.397
Cordial service	.580	.333	-.595	-.446
Free Home Delivery	.205	-.373	.538	-.728

Table 2: Analysis for Purchase Format in purchases Motives

The above table represents the Rotated Factor Loadings from SPSS output for purchase format. These are the set of values for the variables and the values that are high in magnitude are highlighted in bold letters. The above table presents the details of the amount of variance explained by the original analysis and Rotated factors for the purchase format.

Factor 1 is primarily a measure of cordial service

Factor 2 is primarily a measure of choice of options

Factor 3 is primarily a measure of reliability

The following table presents the details of the amount of variance explained by the original analysis and Rotated factors for purchase format.

Table 3: Amount of Variance Explained by the Original Analysis and Rotated Factors for Purchase Format in Purchasing Motives

Factor	Analysis	
	Original Analysis	Rotated Factors
1	2.871	2.484
2	1.913	2.016
3	1.227	1.511
Total	6.011	6.011

The total amount of variation explained in the 3 factors remains the same. The total amount of the variations explained by both models is identical. However, the first factor got rotated the amount of variance get reduced from 26.103 percent to that of 22.595 and got distributed to the other two factors.

Hypothesis

The researcher formulated the following hypotheses for the reasons for choosing a particular format:

H₁: There is a significant difference in the mean scores for reasons for choosing a particular purchase format in purchasing motives between the urban and the rural respondents.

H₀: There is no significant difference in the mean scores for reasons for choosing a particular purchase format in purchasing motives between the urban and the rural respondents.

The above null hypothesis was tested for acceptance/rejection by computing the Z test at 5 percent level of significance.

The calculated value of Z test 0.66 was less than the critical value of Z 1.28, α 0.05. Since the calculated value of Z was less than the Critical value, the null hypothesis was accepted. From the results of the Z test, it is concluded that there is no difference in the mean scores between the urban and the rural respondents with respect to the reasons for choosing a particular purchase format.

**Table 4: Analysis of Variance for the Reasons for Choosing a Particular Purchase Format
ANOVA for Reasons for Choosing a Particular Purchase Format**

Variables		Sum of Squares	df	Mean Square	F	Sig.
Reliability	Between Groups	3.982	5	.796	1.213	.301
	Within Groups	718.210	1094	.656		
	Total	722.192	1099			
Choice of option	Between Groups	3.198	5	.640	3.174	.008
	Within Groups	220.438	1094	.201		
	Total	223.636	1099			
Cordial service	Between Groups	1.459	5	.292	.563	.729
	Within Groups	567.337	1094	.519		
	Total	568.795	1099			
Free home delivery	Between Groups	8.420	5	1.684	2.627	.023
	Within Groups	701.226	1094	.641		
	Total	709.646	1099			
Self service	Between Groups	10.149	5	2.030	4.300	.001
	Within Groups	516.443	1094	.472		
	Total	526.592	1099			
Preset purchase	Between Groups	2.541	5	.508	.735	.597
	Within Groups	756.281	1094	.691		
	Total	758.822	1099			
Competitive price	Between Groups	6.582	5	1.316	2.791	.016
	Within Groups	516.014	1094	.472		
	Total	522.596	1099			
Credit facility	Between Groups	8.461	5	1.692	2.165	.056
	Within Groups	855.215	1094	.782		
	Total	863.676	1099			
Choice of variety	Between Groups	5.000	5	1.000	1.792	.112
	Within Groups	610.476	1094	.558		
	Total	615.476	1099			

Visual merchandising	Between Groups	1.785	5	.357	.616	.687
	Within Groups	633.891	1094	.579		
	Total	635.676	1099			

Eleven factors relating to reasons for selecting a particular purchase format were subjected to ANOVA. Of these factors, the factors 'Free home delivery', 'Self-service', 'Competitive price' and 'Credit facility' was significant for F values at 5 percent level of significance. The results are shown in the above table.

There is a thin line of difference between rural and urban consumers. From the Eleven factors, out of all the dimensions of motivating factors, reliability is possibly the most abstract. The degree to which motivates the urban and rural consumers in purchasing a product at a particular purchase format. Rural and Urban consumers like to have more choice of options, and they have given their preferences The preference for both consumers are for Free Home Delivery

RECOMMENDATIONS

- ✓ The marketing and advertising agencies, as well as the sellers of personal hygiene care products, should take into account rural consumer is a great influencing factor
- ✓ The sales outlet should focus on visual merchandising to attract more consumers in rural
- ✓ Marketing and sales personnel can be proactive by contacting 'WhatsApp' and other social media
- ✓ Continuous follow up will support the sales
- ✓ New product launchers should carefully consider the non-risk taking behaviour of consumers towards new products and motivating factors

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