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RESEARCH PAPER
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Buying Behaviour of Rural and Urban Women towards Packaged Products

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ABSTRACT

Today, women have a greater empowerment and freedom as compared to earlier days. As they do many roles, they hardly find time to prepare homemade products and they preferred packaged products which are more comfort, easy and ready to use. The main objective of this study is to understand the buying behaviour of the women towards packaged products and also to examine whether rural and urban women differ in their behavior based on demographic factors. A sample of 300 (150 from rural and 150 from urban areas) women respondents have been selected from Kovilpatti Taluka, Tuticorin district using convenience sampling. Data were analyzed through percentage analysis, t-test, ANOVA and post hoc.

Key Words : Buying behaviour, Packaged products, Rural, Urban women, t-test

INTRODUCTION

Women are very powerful in the world as they control most of the household spending than men and they take right decisions at right time. As Women do multi task in their daily life, they do not find time to prepare the homemade/handmade product, and do prefer packaged or ready to use products which save time and are easy to use. Of late, packaged products are not only familiar in urban areas, but also in rural areas.

It is very hard to deceive women consumers as many of them are quite tech-savvy and believe in comparing many features of the product before they buy. Hence, manufacturers have to understand the buying behaviour of women consumers in order to formulate suitable strategies to attract and reach the consumers directly. In this context, this study is undertaken to understand the buying behaviour of rural and urban women consumers towards packaged products and to examine whether they differ in their behaviour as well as based on demographic variables.

Review of literature:

Tamilarasi and Angayarkanni (2016) described that the women are great influencers when it comes to decision making. No doubt that when it comes to individual buying, women are the best while buying. The purpose of this study is to analyze factors affecting on buying behaviour of working women. 90 samples are selected randomly and analyzed through factor analysis. The study concluded that working women buying behaviour depends on brands and several companies.

Raajeswari (2016) highlighted that impulse purchasing generally defined as a consumers unplanned purchase which is an important part of buyer behaviour. It has been suggested that more purchases result from impulse than from planning due to the sales promotions. Both primary and secondary data are used. Primary data was collected from 600 working women and secondary data was collected from journals, articles, magazines, etc.

Saranya and Surya (2017) explained that India's FMCG sector is the fourth largest sector in the economy. It is alternatively known as consumer packaged goods. The objective of this paper is to find awareness about

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the FMCG products and analyze the socio, economic profile of rural consumers and their attitude towards buying products. Data is collected from 100 women consumers with FMCG products in rural areas. The tools used in the study are simple percentage and chi-square. It is concluded from this study that FMCG sector is growing and will continue to grow very fast. The sector, having under gone a structural change, is all set to emerge stronger in future.

METHODOLOGY

This study is purely based on primary data which were collected through interview schedule from both rural and urban women. The sample size is 300 (150 from rural and 150 from urban). Data were analyzed through percentage analysis, independent t test, Analysis of Variance (ANOVA) and post hoc. The area of study is Kovilpatti Taluka, Tuticorin district, Tamil Nadu.

RESULTS AND DISCUSSION

Demographic profile respondents of rural and urban women:

Table 1 explains the demographic profile such as age, education, occupation and income of rural and urban women respondents of the study. With regard to rural respondents, most of the women (38 %) are within the age group of 36-45 years and 48.7 per cent of the respondents do not possess formal education. It is also seen that most (44.7 %) of the respondents are employed. The family monthly income of 42.7 per cent of the respondents is less than Rs. 20,000. With regard to urban respondents, most of the women (46.7 %) are within the age group of 36-45 years. It is also found that most (44.7 %) of the respondents are graduates and 30.7 per cent of the respondents are employed. It is also clear that the family monthly income of 45.3 per cent of the respondents is between Rs. 41,000 to Rs. 60,000.

Table 1: Demographic profile of rural and urban women

Demographic Factors	Rural Percentage	Urban Percentage
Age		
18-25	6.0	21.3
26-35	29.0	29.3
36-45	38.0	46.7
46-55	18.7	2.7
Above 55	8.0	0
Total	100	100
Education		
Upto schooling	38.0	44.7
Graduate/Post Graduate	12.0	33.3
Professionals	1.3	12.0
Any other	48.7	10.0
Total	100	100
Occupation		
Student	4.7	26.0
Employed/ Self employed	44.7	30.7
Any other	20.0	20.0
Housewife	30.7	23.3
Total	100	100
Income		
Below 20000	42.7	2.0
20001-40000	42.0	39.3
40001-60000	12.7	45.3
60001-100000	2.7	13.3
Above 100000	0	0
Total	100	100

Source: Computed data

Buying behaviour- rural vs urban:

In order to find out whether the rural and urban women respondents differ in their buying behaviour towards packaged products, the independent t test was applied and the results are shown in Table 2. It is clear that the t value of .134 is more than 0.05 level of significance indicating that there is no significant difference in buying behavior between rural and urban women. In other words, the buying behaviour of rural and urban women is same towards packaged products.

Table 2 : Difference in buying behviour of rural and urban women

	T	Sig	Mean Difference
BBmean Equal variances not assumed	1.504	.134	.07704

Source: Computed data
Note: BB- Buying Behaviour

Demographic profile vs buying behaviour-rural:

To know whether there is any significant difference in buying behavior of rural women based on the demographic variables, One-way ANOVA was used and the results are shown in Table 3. It is found that except occupation (.000), the rural women respondents do not differ in their buying behavior towards packaged products as the p values of age (.086), education (.293) and income (.577) are more than 0.05 level of the significance. In

Table 3 : Difference in buying behavior based on demographic factors- rural

		Sum of Squares	Df	Mean Square	F	Sig
Age	Between groups	2.208	4	.552		
	Within groups	38.390	145	.265	2.085	.086
	Total	40.598	149			
Education	Between groups	1.019	3	.340		
	Within groups	39.579	146	.271	1.253	.293
	Total	40.598	149			
Occupation	Between groups	4.883	3	1.628		
	Within groups	35.716	146	.245	6.653	.000*
	Total	40.598	149			
Income	Between groups	.544	3	.181		
	Within groups	40.054	146	.274	.661	.577
	Total	40.598	149			

Source: Computed data
Note: * at 5% level of significance

other words, the rural women, based on occupation only, significantly differ in their buying behavior.

Post HOC:

The Turkey HSD post hoc test result in Table 4 confirms that the employed women (with the high mean value of 3.2678) differ more in their buying behavior than other groups under occupation, namely, housewife, self employed and student.

Demographic profile vs buying behaviour- urban:

In order to know whether there is any difference in buying behaviour of urban women based on the demographic variables, the ANOVA results are analyzed.

Table 4 : Post hoc for occupation- rural

Occupation	N	Subset for Alpha=0.05	
		1	2
Student	7	2.5238	
Self employed	30		2.9537
Housewife	46		3.1848
Employed	67		3.2678
Sig.		1.000	.213

Source: Computed data

Table 5 : Differences in buying behavior based on demographic factors-urban

		Sum of Squares	Df	Mean Square	F	Sig
Age	Between groups	3.707	3	1.236		
	Within groups	14.340	146	.098	12.580	.000*
	Total	18.046	149			
Education	Between groups	.382	3	.127		
	Within groups	17.664	146	.121	1.052	.371
	Total	18.046	149			
Occupation	Between groups	2.316	3	.772		
	Within groups	15.730	146	.108	7.165	.000*
	Total	18.046	149			
Income	Between groups	.931	3	.310		
	Within groups	17.115	146	.117	2.648	.051
	Total	18.046	149			

Source: Computed data
Note: * at 5% level of significance

Table 6 : Post hoc for age-urban

Age	N	Subset For Alpha=0.05	
		1	2
26-35	44	3.0316	
36-45	70	3.2532	
20-25	32	3.3351	
46-55	4		3.8611
Sig.		.076	1.000

Source: Computed data

Table 7 : Post hoc for occupation-urban

Occupation	N	Subset for alpha=0.05	
		1	2
Student	39	3.0374	
Self employed	30		3.2821
Housewife	35		3.2926
Employed	46		3.3365
Sig.		1.000	.893

Source: Computed data

Table 5 shows that the urban women respondents significantly differ in their buying behavior towards packaged products based on age (.000) and occupation (.000) as the p values are less than the 0.05 level of significance. In other words, the urban women based on education and incomes do not differ in their buying behavior.

Post HOC:

The Turkey HSD post hoc test result in Table 6 confirms that urban women between 46-55 age groups (with the high mean value of 3.8611) differ more in their buying behaviour than other age groups of women respondents. Table 7 confirms that the employed women (with the high mean value of 3.3365) differ more in their buying behaviour than other groups under occupation.

Conclusion:

Understanding consumer behaviour is not simple as consumers vary by need, desire, preference, color, etc. Today, women are taking the lead role in purchase decision due to the growth in education, employment and increase in real income. However, rural and urban women differ in their motives, perception, attitude, etc. In this study it is proved that though the buying behaviour of rural and urban women towards packaged products does not differ, their buying behaviour based on, demographic profile such as, age and occupation differs. Therefore, the marketers have to plan their sales strategy by keeping in mind the target consumer's age and occupation. Marketers have also to monitor closely the changes in taste, preference, etc. of both rural and urban women.

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