

COMPARISON OF FACTORS AFFECTING BRAND PREFERENCE OF TELEVISION BETWEEN SEMI-URBAN AND RURAL CONSUMERS

¹Honey Gupta, ²Jawahar Kumar

Research Scholars
Department of Commerce,
Christ (Deemed to be University),
Bengaluru, Karnataka, India.

Abstract: India is one of the fastest growing economies in the world. 70% of the total population of India lives in semi-urban and rural areas. Indian Durable sector which was focussing on the urban markets is now focussing on the semi-urban and the rural areas. There has been an increase in the income levels, better literacy level and infrastructure facilities in rural and semi-urban areas which in turn has led to a change in the consumer' behaviour. This study aims to compare the factors that affect brand preferences of television between semi-urban and rural consumers. Variables like product, price and reference group have been analysed using Spearman rank correlation. A sample of 400 respondents was taken from semi-urban and rural areas of Baddi, Himachal Pradesh. The research findings indicate that price, reference group, popularity and colour variety have been the major factors that affect brand preference for television in semi-urban areas whereas factors such as colour variety, durability, and reliability affect brand preference in rural areas.

Index Terms—Brand Preferences, Semi-Urban consumers, Rural consumers.

I. INTRODUCTION

According to the National Council of Applied Economic Research (NCAER), 83.3 crore people lives in semi-urban and rural areas which is almost 70% of the total population of India. These areas have witnessed a continuous growth in the past few years as compared to the urban counterparts. These area have a great potential to grow even further in future. "GO RURAL" is can be the right strategy for the marketer to get a major share of rural consumer. Urban markets have reached its saturation level for various consumer goods, hence, these markets are like green pastures for the marketers as there are a lot of opportunities that these markets can offer. There has been an increase in the disposable income, better infrastructure facilities, better literacy levels, marketers are trying to discover strength of the large rural and semi urban markets, hence the concept rural marketing enhanced.

According to a Tata Strategic Management Group report, it has been observed that 33% of consumer durables are sold in rural segments. Televisions & electronic goods are likely to grow in near future in rural and semi urban areas.

Televisions can be used to present the consumer durable markets. Televisions have earned an essential durable commodity status in the world. Television market has got a great potential to grow. There are various reputed brands available in the durable market. When it comes to televisions, the consumers have got numerous brand alternatives to choose from.

The emergence of rural and semi urban markets are highly untapped potential and this emphasizes the need to explore them. The marketer over the past few decades, with innovative approach have attempted to understand and tap these markets. Rural and semi urban consumers are keen on branded goods nowadays, so the market for products and services seems to have begun to grow rapidly. The consumer durables sector in India is one that will be passing through some very interesting times.

Marketers have not differentiated between semi urban and rural areas. They have focussed on urban and rural areas only. Since, semi urban and rural areas are demographically different in terms of income, literacy, infrastructure therefore the consumer behaviour of consumers of semi urban and rural areas are also different. Semi urban areas are areas which have population between 10,000-1, 00,000, have better connectivity with the markets, more disposable income, better infrastructure than rural areas and Rural areas are areas which have population of less than 10,000 and more than 3/4th of the population is dependent on agriculture as defined by RBI.

Consumers brand preferences helps in understanding consumer behaviour. A deeper understanding of such preference can help marketers' design better marketing program and build a long term relationship with consumers

In Himachal Pradesh, the urban markets are becoming saturated. Therefore, the rural and semi urban markets has got a bright future. 90% of the population of Himachal Pradesh lives in rural areas and the semi urban population is also rising in Himachal Pradesh according to census 2011.

II. REVIEW OF LITERATURE

(Pandey & Pandey, 2013) analysed the lifestyle changes with demography and the behaviour of consumer changes with the influence of media. They have emphasised in their study that the lifestyle of a consumer influence their buying behaviour to a great extent. Therefore, while determining the brand preference of a consumer we must take their lifestyle into consideration.

(Lahoti, Y. L., & Jacob, A. S., 2013) aimed to identify and ascertain the extent of problems of consumer behaviour have an impact on the marketing of consumer durables. In a rural family for material comfort products; husband and his parents are dominating and influential.

(Kumar, N. A., & Joseph, J., 2014) intended to identify the level of influence of various factors on the purchase of FMCG products-soaps & detergents among the rural/ semi urban consumers. From the study it was evident that quality of personal care brands were given more emphasis and the difference in educational level of respondents is significant in case of certain factors namely quality, pricing and the retailer. Income had a significant difference across Marital Status and Gender of respondents in influencing their purchase decision.

(Bisht, M., Saklani, K., & Anand, S., 2010) examined the brand preference of the durable products in rural areas of Dehradun District. In the study it was stated that brand and price play an important role in their choice.

(Luis Méndez, J., Oubina, J., & Rubio, N., 2011) aimed to analyse the relative importance of brand-packaging, price and taste in the formation of brand preference for manufacturer and store brands in food product categories. It was found that the consumer are aware of taste of a product according to its brand.

(Çelik, A. K., Eygü, H., & Oktay, E., 2015) the main objective of this paper was to determine factors that may possibly contribute to young consumers' smartphone brand preference. Results reveal that monthly household income, price of current smartphone, product design, product weight, and after purchase services have both increasing and decreasing influence regarding a specific brand preference.

(E. Schultz, D., & P. Block, M., 2014) have aimed to investigate whether or not ongoing sales promotion contributed to the declines in "no brand preference" (NBP). Four leading sales promotional tools, based on consumer influence, were coupons, home samples, in-store samples and retail shopper cards. Shopper cards had most influence on purchase of secondary, not primary brands in categories. Shopper cards are a clearly underused promotional tool in building brand preference and sales.

(Pandey, M. K., 2012) emphasized to find out the factors which influence the buying behaviour of customer keeping in mind the brand of the products. It was found that customers prefer to buy product which is of good quality. The taste and preference of the customer changes with change in income.

(Roopa, J., 2014) aimed to analyse the important factors and sources of information in purchase of consumer durables. Majority of consumers agree to the fact that advertisement plays a very important role in purchase. Most of consumers purchase of consumer durables is based only on advertisements. In addition to advertisements customers give equal priority for the facilities given by the service provider, quality of the product, brand when it comes to selection of product. Television & outdoor advertising contribute the major share in creating awareness.

(Hasan, A., 2014) studied which consumer durable brand is the most preferred by the consumers and why particular consumer durable brand was preferred. The paper has found that quality, technological innovations, and multitude of brands across price points for price sensitive consumers are the three dominant factors which influence the consumer preference for consumer durable brands.

III. OBJECTIVES OF THE STUDY

- To compare the factors affecting brand preference of television between the semi-urban and rural consumers

IV. RESEARCH METHODOLOGY

In this study, Rural & semi urban areas of Baddi with a sample size of 400 respondents were selected. The data was collected through questionnaire distributed to consumers of rural and semi urban areas of Baddi, Himachal Pradesh. The sampling technique was probabilistic. The survey was conducted with the help of questionnaires.

Baddi is recognized as an industrial town & Nagar panchayat. It is situated in South-western Solan district of Himachal Pradesh. This area was chosen for the study as it is a mix of both semi urban and rural areas which is important for the study.

Factors affecting consumer brand preference for television like Product (Quality, Brand name, Reliability, Popularity, Colour Variety, and Durability), Price and Reference group were taken for the study apart from variables like age, gender, income. Spearman Rank correlation was used for analysis.

V. RESULTS AND DISCUSSIONS

Table 5.1: Demographic Profile of Semi-Urban and Rural consumers

Demography	Categories	SEMI-URBAN		RURAL	
		Frequency	Percentage	Frequency	Percentage
Gender	Male	111	55.5	112	56.0
	Female	89	44.5	88	44.0
	Total	200	100.0	200	100.0
Age	Upto 20	6	3.0	19	9.5
	21-25	34	17.0	37	18.5
	26-30	22	11.0	33	16.5
	31-35	41	20.5	33	16.5
	36-40	38	19.0	30	15.0
	41-45	30	15.0	26	13.0
	46-50	13	6.5	10	5.0
	51 and above	16	8.0	12	6.0
	Total	200	100.0	200	100.0
Level of education	Illiterate	3	1.5	24	12.0
	Upto 5	2	1.0	24	12.0
	Upto 10	23	11.5	67	33.5
	Upto 12	51	25.5	48	24.0
	Graduate and above	121	60.5	37	18.5
	Total	200	100.0	200	100.0
Occupation	Agriculture	6	3.0	60	30.0
	Business	61	30.5	60	30.0
	Salaried	99	49.5	49	24.5
	Others	34	17.0	31	15.5
	Total	200	100.0	200	100.0
Family income	Upto 9,999	9	4.5	36	18.0
	10,000-19,999	15	7.5	44	22.0
	20,000-29,999	24	12.0	49	24.5
	30,000-39,999	30	15.0	29	14.5
	40,000-49,999	32	16.0	13	6.5
	50,000-59,999	42	21.0	13	6.5
	60,000-69,999	18	9.0	7	3.5
	70,000-79,999	15	7.5	3	1.5
	80,000-89,999	2	1.0	1	.5
	90,000 & above	13	6.5	5	2.5
	Total	200	100.0	200	100.0

(Source: Primary Data)

Table 5.1 shows the demographic profile of respondents from both the areas. 200 samples were collected from semi urban areas and 200 from rural areas. The samples comprises of respondents from different age group, educational background, occupation and family income.

5.1 Discussion on Objective 1

Classification of respondents according to the brands preferred of television

Table 5.2: Classification of respondents according to the brands preferred of television (in Nos.)

Location	Sony	LG	Samsung	Philips	Hitachi	Toshiba	Onida	Videocon	Others	Total
Semi-urban	74	34	63	11	2	0	10	3	3	200
Rural	62	46	53	12	7	2	13	3	2	200

Interpretation: In semi-urban areas, 74 respondents preferred Sony, 34 preferred LG, 63 preferred Samsung, 11 preferred Philips, 2 preferred Hitachi, 10 preferred Onida, 3 preferred Videocon and 3 respondents preferred other brands. Nobody preferred Toshiba.

In rural areas, 62 respondents preferred Sony, 46 preferred LG, 53 preferred Samsung, 12 preferred Philips, 7 preferred Hitachi, 2 preferred Toshiba, 13 preferred Onida, 3 preferred Videocon and 2 respondents preferred other brands.

Factors Affecting Preference for Different Brands of Television

The extent of relationship of various factors among rural and semi-urban consumers' brand preference was studied with respect to consumer durable television. Brands that were taken in the study are Sony, LG, Samsung, Philips, Hitachi, Toshiba, Onida, and Videocon.

Table 5.3: Factors Affecting Preference for Sony

Brand preference (General)	Factors affecting brand preference (Specific to brand)	Correlation Coefficient ('r') (Semi-urban)	Correlation Coefficient ('r') (Rural)
Quality	Quality affecting brand preference of Television	.338**	.224
Brand-name	Brand-name affecting brand preference of Television	.217	.035
Reliability	Reliability affecting brand preference of Television	.235*	.308*
Durability	Durability affecting brand preference of Television	.283*	.292*
Colour variety	Colour variety affecting brand preference of Television	.385**	.471**
Popularity	Popularity affecting brand preference of Television	.341**	.220
Price	Price affecting brand preference of Television	.480**	.260*
Reference group	Reference group affecting brand preference of Television	.561**	.190

*.Correlation significant at 0.05 (2 tailed) **.Correlation significant at 0.01 (2 tailed)
N(Semi-urban)=74 N(rural)=62
•.00-.19 "very weak" • .20-.39 "weak" • .40-.59 "moderate" • .60-.79 "strong" • .80-1.0 "very strong"

Interpretation: We find from the table above that the factors Quality, Reliability, Durability, Colour variety, Popularity, Price, Reference group were statistically significant at $p \leq 0.05$ with 'r' values .338, .235, .283, .385, .341, .480, .561 respectively in semi-urban areas. In rural areas, the factors Reliability, Durability, Colour variety, Price are statistically significant at $p \leq 0.05$ with 'r' values .308, .292, .471, .260 respectively.

It is observed that the factors which have the highest effect on preference for Sony in semi-urban areas are popularity, price and reference group as these factors have a weak to moderate correlation which is evident from the 'r' values that lie between 0.20-0.59, whereas, in rural areas the major factors that affect preference for Sony are colour variety, reliability and durability as

these factors have a weak to moderate correlation which is evident from the 'r' values that lie between 0.20-0.59. . Even with weak and moderate correlations, these are the factors with the highest correlations in the respective areas.

Table 5.4: Factors Affecting Preference for LG

Brand preference (General)	Factors affecting brand preference (Specific to brand)	Correlation Coefficient ('r') (Semi-urban)	Correlation Coefficient ('r') (Rural)
Quality	Quality affecting brand preference of Television	-.294	.127
Brand-name	Brand-name affecting brand preference of Television	.478**	.251
Reliability	Reliability affecting brand preference of Television	.020	.168
Durability	Durability affecting brand preference of Television	.466**	-.108
Colour variety	Colour variety affecting brand preference of Television	.453**	.229
Popularity	Popularity affecting brand preference of Television	.324	.237
Price	Price affecting brand preference of Television	.198	-.067
Reference group	Reference group affecting brand preference of Television	.610**	-.054

*.Correlation significant at 0.05 (2 tailed) **.Correlation significant at 0.01 (2 tailed)
N(Semi-urban)=34 N(rural)=46
•.00-.19 "very weak" • .20-.39 "weak" • .40-.59 "moderate" • .60-.79 "strong" • .80-1.0 "very strong"

Interpretation: We find from the table above that the factors Brand-name, Durability, Colour variety, Reference group are statistically significant at $p \leq 0.05$ with 'r' values .478, .466, .453, .610 respectively in semi-urban areas. In rural areas, the data is insignificant.

It is observed that the factors which have the highest effect on preference for LG in semi-urban areas are durability, Brand-name and reference group as these factors have a moderate to strong correlation which is evident from the 'r' values that lie between 0.40-0.79, whereas, in rural areas the data is insignificant.

Table 5.5: Factors Affecting Preference for Samsung

Brand preference (General)	Factors affecting brand preference (Specific to brand)	Correlation Coefficient ('r') (Semi-urban)	Correlation Coefficient ('r') (Rural)
Quality	Quality affecting brand preference of Television	.173	.078
Brand-name	Brand-name affecting brand preference of Television	.504**	.207
Reliability	Reliability affecting brand preference of Television	.458**	-.132
Durability	Durability affecting brand preference of Television	.238	.063
Colour variety	Colour variety affecting brand preference of Television	.309*	.390**
Popularity	Popularity affecting brand preference of Television	.595**	.137
Price	Price affecting brand preference of Television	.695**	.049
Reference group	Reference group affecting brand preference of Television	.549**	.071

*.Correlation significant at 0.05 (2 tailed) **.Correlation significant at 0.01 (2 tailed)
N(Semi-urban)=63 N(rural)=53
•.00-.19 "very weak" • .20-.39 "weak" • .40-.59 "moderate" • .60-.79 "strong" • .80-1.0 "very strong"

Interpretation: We find from the table above that the factors Brand-name, Reliability, Colour variety, Popularity, Price, Reference group are statistically significant at $p \leq .05$ with 'r' values .504, .458, .309, .595, .695, .549 respectively in semi-urban areas. In rural areas, the factor Colour variety is statistically significant at $p \leq .05$ with 'r' values .390 respectively.

It is observed that the factors which have the highest effect on preference for Samsung in semi-urban areas are popularity, price and reference group as these factors have a moderate to strong correlation which is evident from the 'r' values that lie between 0.40-0.79, whereas, in rural areas the only factor that affects preference for Samsung is colour variety where the correlation is weak lying between 0.20-0.39. Even with weak correlation, this is the factor with the highest correlation in the rural areas.

Sample size for brands, Philips, Hitachi, Toshiba, Onida, Videocon are very small as $N < 20$. Hence, no conclusions are drawn.

VI. FINDINGS AND CONCLUSIONS

This study shows that semi urban and rural areas are different when it comes to consumer behaviour.

In case of television, the research findings indicate that price, reference group, popularity and colour variety have been the major factors that affect brand preference for television in semi-urban areas whereas factors such as colour variety, durability, and reliability affect brand preference in rural areas. It is observed that the factor colour variety is common in both the areas. From the above analysis it is seen that factors that affect brand preferences in both regions are different.

VII. RESEARCH IMPLICATION

Consumer brand preferences help in understanding consumer behaviour. It is important for the marketers to understand their preferences so that they can design marketing program in a better way and build a strong and long term relationship with consumers. Rural and semi urban population comprises of 70% of total population. Companies that recognize this enormous opportunity can garner their share of growth. This study will help companies to position their products in these areas.

VIII. LIMITATION OF THE STUDY AND SCOPE OF FURTHER RESEARCH

The respondents were from the town Baddi only which is situated in Himachal Pradesh, and the results may not be applicable in the other areas of Himachal Pradesh. The sample size taken for this study is 400 which is very small and results of the study cannot be generalized for the entire population. There can be different results if different sample size and sample population is taken. Also, this study is done on one consumer durable i.e. television. Studies can also be conducted on other consumer durables.

REFERENCES

- Anand, V. V., Renganathan, R., Srinivasakumar, V., Balachandran, S., Vaishaly, V. A., Sindhuja, S., & Radhika, R. (2016). A study on consumer brand preference with reference to DTH in rural area. *Indian Journal of Science and Technology*, 9(27). doi:10.17485/ijst/2016/v9i27/97621
- Anandh, K., & Shyama Sundar, K. (2014, May). Factors Affecting Consumer's Brand Preference of Small Cars. *IOSR Journal of Business and Management*, 16(5), 43-47.
- Badugu, D., & Chauhan, M. S. (2011). Understanding the Indian rural market potential. *International Journal of Multidisciplinary Research*, 1(6), 68-82.
- Balakrishnan, M. D. (1978). Rural marketing: Myth and reality. *Economic and Political weekly*, 13(34), M75-M80.
- Bisht, M. S. (2010). A study on consumption pattern of durable products in rural areas of Dehradun district. *International Journal of Commerce and Business Management*, 3(1), 70-73.
- Casidy Mulyanegara, R., & Tsarenko, Y. (2009). Predicting brand preferences: An examination of the predictive power of consumer personality and values in the Australian fashion market. *Journal of Fashion Marketing and Management: An International Journal*, 13(3), 358-371.
- Çelik, A. K., Eygü, H., & Oktay, E. (2015). A study on factors influencing young consumers' smartphone brand preference in Erzurum, Turkey. *European Journal of Business and Economics*, 10(2), 24-31.
- Chahal, A. (2013). Conational Drivers, Mainly Advertisement Influencing Brand Preference of Consumer Durable Goods: An Experimental Analysis in North India. *International Journal of scientific research and management*, 1(4), 241-250.
- Chakraborty, S. (2015, June). Brand Preference Of Consumers Towards Selected Consumer Durables: A Case Study Of Tinsukia Town. *Indian Journal of Research*, 4(7).
- Chattopadhyay, T., Shivani, S., & Krishnan, M. (2009). Determinants of brand equity-A blue print for building strong brand: A study of automobile segment in India. *African Journal of Marketing Management*, 1(4), 109-121.

- Chevalier, J., & Goolsbee, A. (2005). Are durable goods consumers forward looking? . *National Bureau of Economic Research*.
- Chi, H. K., Yeh, H. R., & Yang, Y. T. (2009). The impact of brand awareness on consumer purchase intention: The mediating effect of perceived quality and brand loyalty. *The Journal of International Management Studies*, 4(1), 135-144.
- E. Schultz, D., & P. Block, M. (2014). Sales promotion influencing consumer brand preferences/purchases. . *Journal of Consumer Marketing*, 31(3), 212-217.
- Eswari, C., & Subramanian, C. (2017, January). A Study On Purchase Behavior Of Consumer Durable Goods With Special Reference To Pudukkottai District. *Intercontinental Journal of Marketing Research Review*, 5(1).
- Fernandes, M. D. (2015). Customer Preferences and Brand Awareness for FMCG Products in Rural Market: An Empirical Study on the Rural Market of the Rajkot Region. *"ASM's International E-Journal*.
- Franklin, D., & Rajakumari, A. (2014). A Study on Customer Brand Awareness on Duroflex Mattress in Hosur City. *Asia Pacific Journal of Research*.
- Gupta, R., & Jain, V. K. (2014). A Study of Consumer Behaviour Towards Branded Food Products in Urban and Rural Areas in India. *International Journal of Management & Business Studies*, 4(2), 42-47.
- Gupta, S. K., & Saxena, M. (2013). Rural Consumer Behaviour: A Challenge For Urban Marketers. *International Journal of Management Research and Reviews*, 3(2), 2479-2484.
- Hasan, A. (2014). Consumer Brand Preference for Consumer Durable Goods With Reference to Lucknow District. *International Journal of Economics & Management Sciences*, 4(1), 2.
- Jha, M. (1988). Rural marketing: Some conceptual issues. *Economic and political weekly*, 23(9), M8-M16.
- Jha, M. (2013). Brand Awareness And Consumer Preference With Reference To FMCG Sector In Rural Bihar. *International Journal of Advanced Research in Management and Social Sciences*, 2(11), 75-85.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. . *The Journal of Marketing*, 1-22.
- Krishnakumar, K., & Kala, S. (2014). Evaluation of Brand Attributes and Brand Awareness of Personal Care Products in Chennai. *Journal of Business and Management*, 16(12).
- Kumar, N. A., & Joseph, J. (2014). A Study on Consumer Behavior towards Fmcg Products among the Rural-Suburban Hhs of Ernakulam. *Journal of Global Economics*, 2(4).
- Kumar, R. (2014). Impact of Demographic Factors on Consumer Behaviour-A Consumer Behaviour Survey in Himachal Pradesh. *Global Journal of Enterprise Information System*, 6(2), 35-47. doi:10.15595/gjeis/2014/v6i2/51844
- Laddha, S. (2015). Rural Consumer Buying Behaviour And Brand Awareness Of Durable Products. *NCRD's Business Review*, 1(1), 71.
- Lahoti, Y. L. (2013). A Study of Indian Rural Buying Behaviour for Selected Consumer Durables.
- Luis Méndez, J., Oubina, J., & Rubio, N. (2011). The relative importance of brand-packaging, price and taste in affecting brand preferences. *British Food Journal*, 113(10), 1229-1251.
- Pandey, A. C., & Pandey, M. K. (2013). Impact of lifestyle on Brand Preference of Buyer Behaviour. A case study of Uttarakhand. *International Monthly Refereed Journal of Research in Management and Technology*, 2, 151-165.
- Pandey, M. K. (2012). Impact of lifestyle on brand preference of buyer behaviour-A case study of durable products. . *The Business & Management Review*, 2(1), 174.
- Roopa, J. (2014). A Study on Impact of Advertising on Consumer Behaviour with Specific Reference To Consumer Durables. . *Asia Pacific Journal of Management & Entrepreneurship Research*, 3(1), 220.