



“Analytical Study Of Business Sustainability Of Rural Market In Jalgaon District For The Smart Phone Users.

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Abstract : Smart phone manufacturing and marketing is a growing sector in Maharashtra. In the recent years a domestic market for smart phone products has developed as consumers are more and more concerned for adopting new technology. Growing consumer concern for safe and healthy operations by using smart phones . Environmental awareness, especially in larger cities has shifted the demand towards alternative products. Different labeling programs for “smart phone” were established.

Our lifestyle has changed in this fast paced world as compared to few decades ago. Today, more and more people are caught up in an endless cycle of buying and throwing away, seeing consumption as a means of self-fulfillment. Consumption is the reason why anything is produced. Demand towards products is driven by convenience and habit which in returned is hard to change. Truly consumers has little knowledge of the link between their purchasing choices and the environmentally consequences . he Main objective of the study to study the consumers behavioral pattern of rural consumers of smart phone Products to understand the sustainability of rural market.

Index Terms - Rural market ,smart phone.

I. INTRODUCTION

Sustainable urban and rural development is about improving the quality of life in a locality, including ecological, cultural, political, institutional, social and economic components without leaving any burden— e.g., the result of a reduced natural capital and an excessive local debt—on future generations.

The economy is conformed to two major and far reaching changes.A change from domestic to global economy and a change from the global to rural economy. Both these changes are evolutionary. In the current scenario, the national economy and market places are undergoing a rapid and wresting transformation leading to changes in the attitude and way of life of the rural society as whole.

Now a day Marketing has completely transformed the nature and dynamics of the business. Marketing products has precedence over the process of production itself. This can be attributed to the fact that the new age consumer equipped with potential tool of knowledge seeks more information about the products, their features and applicability. Today, rural markets have already overtaken the urban markets in many categories of mass consumption branded goods in terms of volume of growth

Realities About Rural Marketing Opportunities

In spite of all these fascinating large scope based on their big size, demand base, social economic enhancements with reference to rural consumers, the rural markets poses several complex problems and they are:

- Rural workers are daily wage earners.
- They are more influenced by traditions.
- They have moderate inspirational level.
- They are extremely prices sensitive and highly brand loyal and
- They have less accessibility to modern communication gadgets.

With reference to the unique structure and peculiar distributional system, the rural markets has certain special problem such as

- Improper distribution logistics, storage, transport and handling facilities.
- Location and degree of concentration of demands.
- High distribution costs.
- Presence of counterfeit products.
- High initial market development expenditure.
- Dealer's attitude and motivation.
- Consumer's motivation and buying habits.

In order to study the rural consumer behavior and their level of satisfaction of few smart phone products. Smart phone are those consumer goods, which are fast moving in nature. It means the products are frequently purchased by the consumer for their day-to-day life. The sales of these products are very fast as compared to other products..

Objectives Of The Study

The following are the specific objectives of the study:

1. To study the awareness of smart phone product among rural market
2. To identify their level of satisfaction in the purchase of few smart phone products.
3. To find out the brand preference of smart phone consumers.
4. To determine the various factors influencing the behavior of smart phone consumers.

Research methodology

1.Sampling Technique Universe: Consumer respondents in the Jalgaon District.

2.Sampling Unit: Sampling unit is limited to the Jalgaon district of Rajasthan

Sample Size: 100 consumer respondents from the three talukas of Jalgaon district.

Sampling Design: Simple random sampling is adopted on the ground of availability, convenience to access and level of participation. Almost equal no. of respondents have been taken in the age group of 20-30, 30-40, 40-50 and above 50 years across the different income levels and education.

The respondents selected were literate people who are using smart phone products.

DATA COLLECTION

Survey method was used to collect primary data from the respondents. A structured interview schedule was administered to extract response. Pilot study was conducted on a sample of 20 consumers. Based on the response of the pilot study some changes were made in the schedule and then the final interview schedule was drafted. Secondary data was also collected from various journals, books, magazines, newspapers and reports prepared by researchers.

LIMITATIONS OF THE STUDY

1. The geographical area was limited,
2. Time was a limiting factor for the study.
3. The researchers concentrate on only a few SMART PHONE like Samsung,vivo,MI ,OPPO.
4. Respondent's bias is another limitation of the study.

RESULTS AND DISCUSSION

In this study a number of statistical techniques like percentage and simple mean have been used in order to study the objectives.

Socio – economic profile of the respondents is of utmost importance in determining the psychographic and demographic features of the respondents. Age and sex wise distribution, income, occupation and the educational level depicts the role or socio- economic variables in determining their living standards, their awareness level about the products and the impact of all these factors on behavior and preferences of the products.

Factors Influencing the Purchase Of Smart Phone Products

The factors that motivate to buy a product are many. The reasons may be consumer need and satisfactions.

TABLE 1 FACTORS INFLUENCING THE PURCHASE OF SMART PHONE Products

SL.NO	FACTORS	1 RANK	2 RANK	3 RANK	MEAN
1.	Price	24	55	21	2.03
2.	Quality	71	19	10	2.63
3.	Availability	5	26	69	1.35
	TOTAL	100	100	100	

Source: primary data

From the table 1, it is evident that quality ranks among the various factors influencing in purchasing of smart phones since its mean value (2.63) is higher than other factors. Price and availability are followed by quality. Hence quality plays a vital role. Even though the consumers are rural, they are very particular on the quality of the smart phone they use.

TABLE 2 :

Brand Preference Of Smart Phone Products

Sr.No	Brand Name	Number Of Respondents	Percentage
1.	Samsung	18	20.2
2.	OPPO	9	5.8
3.	VIVO	30	31.7
4.	MI	29	25.0
5.	Others	14	17.3
	Total	100	100

Source: Primary data

The table 2 exhibits the brand preference of SMART PHONE Products by the respondents maximum respondents are using vivo and Mi brand.

Factors influencing the purchase of smart phone

The buying behavior of a consumer is determined based on several factors that influence purchase. The following analysis shows the factors influencing the purchase of smart phones

Table 3

Distribution Of Respondents According To The Selection Of Brands In Smart Phone

Sl.no	Brand name	Numberof respondents	Percentage
1.	Samsung	16	8.1
2.	OPPO	45	22.8
3.	VIVO	62	31.5
4.	MI	15	7.6
5.	Others	59	30.0
	Total	200	100

The above table 3 reveals that the brand preference of smart phone alone by the users..

Penetration and reach to the end rural consumer is difficult on account of poor infrastructure facilities and there exists no readymade sophisticated vehicles such as advertising and structured distribution networks for many enterprises. The overall structured distribution networks for many enterprises.

In essence, enquiry of rural marketing with reference to smart phone products leads to certain revealing conclusions. They are

1. Rural audience includes all income groups but tend to be more conservative and consider value as an important parameter.
2. Most of the rural consumers are influenced by quality of the product followed by the price as the next influencing factor. As a whole, rural consumer expect quality orientated functional based product with reasonable price.
3. They pay greater attention to their own experiences than by claims.
4. It discovered that while it is the housewife who decides on the usage of the product category, it is the men who brand selection and purchasing.
5. The rural consumers are willing to try new products and they are on the hunt for the new sophisticated and improved products.
6. They learn about new products mostly from FM radio and television advertisements and friends.

SUGGESTIONS

It is essential for the marketer to understand the attitude of the rural consumer at the price and availability of rural demand. Therefore, the marketing plan should be in tune with these qualitative aspects.

For the businesses to capture the rural market, things have to be done differently. There is a need for confluence of traditional and modern marketing strategies. New innovations are needed in the marketing mix.

1. Increase in population and hence increase in demand. Standard of living is also growing up in rural areas. Increased contact of rural people with their urban counterparts due to development of transport and wide communication network.
2. Increase in literacy and educational level and resultant inclination to sophisticated lives by the rural consumers it motivate to purchase smart phone
3. Change in the land tenure systems causing a structural change in the ownership patterns and consequent changes in the buying ies.
4. There is need to implement new innovative products and strategies in order to make the end product cheaper and of simpler design.
5. The enterprises must strengthen their distribution channel and that can be either direct or relationship oriented, so that rural consumers can get required products at right time, at right place, with affordable price.

6. From the traditional mind set of making profit, there is a need to shift their strategies towards volume maximization.
7. Redesigning the products in consonance to suit the rural community's per capital income, frequency of buying habit etc. Refill packs are one such example.
8. In order to spread and penetrate within the rural areas, the Self Help Groups (SHG) can be involved, which not only enhances the business but also provides employment to the locals, upholding the social initiative and responsibility.
9. The modern way of advertisements is not effectively reaching the rural sector. There is a need to strengthen the hands of information agents to remove the ill effects of post purchase dissonance.
10. In order to create awareness and eliminate the presence of counterfeit products in the rural market, it may be suggested that consumer protection movement should be activated. Consumer awareness must be created by way of imparting consumer education.

CONCLUSION

The number of people below the poverty line is more in rural markets. Thus the market is also underdeveloped and marketing strategies have to be different from those used in urban marketing

Demand may be seasonal due to dependency on agricultural income. Harvest season might see an increase in disposable income and hence more purchasing power

Rural population is highly dispersed and requires a lot of marketing efforts in terms of distribution and communication.

Business Sustainability of smart phone with various brand in rural market is the key for many business enterprises in the modern marketing scene due to saturation level attained in the urban market. The changing mind set due to socio-economic enhancement not only demands new business strategies but also a lot of creativity and insight. Diverse Socioeconomic background: Due to dispersion of geographical areas and uneven land fertility, rural people have disparate socioeconomic background, which ultimately affects the rural market

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