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## SHIFT IN ONLINE BUYING BEHAVIOUR OF RURAL CONSUMERS IN TAMILNADU, INDIA

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### *Abstract*

*Rural consumers purchasing behavior is changing over a decade. They are doing online purchase. This article focuses on Rural consumers shift in buying behavior in Tamil Nadu, India. This descriptive research is mainly based on primary data from 8 Districts of Tamil Nadu. An interview schedule has prepared to collect the primary data from 120 villagers belong to 40 Revenue villages of 8 Districts of Tamil Nadu based on stratified random sampling while the secondary data was collected from books, magazines and the internet. Statistical Package for the Social Sciences (SPSS) version 17.0 was religiously used for the analysis. The results showing that irrespective of the district, there presents a shift in the buying behaviour of rural consumers in the 8 Districts of Tamilnadu. This study helps the marketers to position their products through online by targeting the rural community because they are actively involved themselves in the decision-making process to buy products in online.*

**Keywords:** Rural consumers, Buying Behaviour, Online Buying, Rural market.

### **Introduction**

Rural consumers are different in buying of various kinds of products from urban consumers. Online buying pave way for shift in the buying behaviour of the rural consumers. Online shopping is the growing area of Technology. Rural consumers are started buying the product such as meat, fruits and vegetables, dairy products and baked goods which are highly perishable and the other products such as Car, bike, DTH, alcohol, toiletries, clothes, soft drinks, toys, mobiles, gift items, kitchen utensils, beauty

products and cleaning products have high turnover rates. The Indian rural market sector is the largest sector in the economy with an estimated size of Rs.1, 600 billion. The sector has shown an average annual growth of about 11% per annum over the last decade. Rural India is having 31million internet users.

India's rural market is highly uneven and a substantial part of the market comprises of unorganized players selling unbranded and unpackaged products. There are approximately 12-13 million retail stores in India. Indian rural sectors have its

significant characteristics such as strong MNC presence, well established distribution network, intense competition between the organized and unorganized players and low operational cost. Easy availability of important raw materials, cheaper labor costs and presence across the entire value chain gives India a competitive advantage.

**Review of Literature**

According to “The national Sample Survey Organization (NSSO)” rural markets is defined as, the zones with less than 5,000 inhabitants, a population concentration less than 400 people per square kilometer and at least 75 percent of male working population employed in agriculture. The rural population of Tamilnadu in 2011 census was 37.19 million and which is higher than the urban population of 34.95 million.

Anderson (2005) stated that “Information obtained on consumer behaviour is having a direct impact on marketing strategy”. Pavleen (2006) stated that “role structure is the main element of a buying decision making process”. Verma (1982) found that “Father and Mother plays a role of initiator and influencer and the children plays a pivotal role”. He also stated that, important roles are played by head of the family.

R.Sureshkumar (2007) pointed out in his article that, 75% of the rural internet users are using internet for Entertainment purpose, 56% are using for Communication purpose, 50% are using for educational purpose and 34% are making use of e-commerce portals. Vellidoet (2000) conducted a research and found that nine factors are associated with user’s perception in online buying.

**Objectives of the Study**

- To analyze the rural consumers attitude towards Online purchase behaviour.
- To examine how rural parents, argue with their family members during online buying decision making process.

- To identify the role played by rural Respondents in online buying of products.

**Limitations of the Study**

The study was conducted among 120 respondents only in the 8 Districts of Tamilnadu.

**Research Methodology**

The research design is descriptive type. This study is mainly based on the primary data using Interview schedule, while the secondary data was collected from books, articles and the internet. The sampling involves 120 villagers belong to 8 districts of Tamil Nadu such as Ariyalur, Perambalur, Namakkal, Villuppuram, Kanchipuram, Thiruvallur, Thirunelveli and Thoothukudi. Statistical Package for the Social Sciences (SPSS) version 17.0 was consistently used for the statistical analyses.

**The respondent’s involvement in online purchase among the selected Districts of Tamilnadu**

Respondents Involved			
Districts	Yes	No	Total
Ariyalur	15	0	15
Perambalur	15	0	15
Namakkal	15	0	15
Villuppuram	15	0	15
Kanchipuram	15	0	15
Thiruvallur	15	0	15
Thirunelveli	15	0	15
Thoothukudi	15	0	15
<b>Total</b>	<b>120</b>	<b>0</b>	<b>120</b>

Source: Primary Data

Table 2 shows the respondents District wise information about who are all doing online purchase. The results clearly reveal parents are involving much and they are giving way for their children.

**The respondent’s District wise parent and children –who is doing Online purchase**

District	Parent	Children	Total
Ariyalur	10	5	15
Perambalur	7	8	15
Namakkal	9	6	15
Villuppuram	8	7	15
Kanchipuram	11	4	15
Thiruvallur	10	5	15
Thirunelveli	9	6	15
Thoothukudi	8	7	15
<b>Total</b>	<b>72</b>	<b>48</b>	<b>120</b>

Source: Primary Data

**The respondent's income and involved in online purchase**

Income of the respondents	No. of Respondents
Less Than 5000	3
5001-10000	11
10001-15000	32
15001-20000	34
20001 & Above	40
<b>Total</b>	<b>120</b>

Source: Primary Data

Table 3 shows that income wise involvement of respondents in online buying of products reveals that a greater number of respondents belongs to the income category of 20000 and above.

**The occupation of father & involvement of family in online purchase**

Occupation	Children	Parents	Total
Agriculture	5	0	5
Business	5	9	14
Government	6	30	36
Private salaried	4	13	17
Professional	19	29	48
<b>Total</b>	<b>39</b>	<b>81</b>	<b>120</b>

Source: Primary Data

Table 4 shows that irrespective of the Occupation of the father, Children and their Parent are doing online purchase. Based on their occupation the number of respondents involved is getting varied. Professional managers are doing online

purchase more when compared with the other occupation people. It is inferred that parents are getting the help from their children while doing online purchase.

**The respondent's kinds of products buying online.**

District	Kinds of products				Total
	Food	Faces	Mobile	Ticket	
Ariyalur	3	4	6	2	15
Perambalur	4	2	5	4	15
Namakkal	5	3	2	5	15
Villuppuram	4	5	3	3	15
Kanchipuram	2	5	4	4	15
Thiruvallur	3	5	3	4	15
Thirunelveli	2	3	4	6	15
Thoothukudi	2	3	6	4	15
<b>Total</b>	<b>25</b>	<b>30</b>	<b>33</b>	<b>32</b>	<b>120</b>

Source: Primary Data

Table 5 shows that rural buyer is giving least preference to buy food items through online and giving more preferences to Mobile buying then to Ticket booking for their travels and cinema ticket booking. Their final preference to buy cosmetics and toiletries through online.

Table 6 shows the statement used by respondents while buying product online to their family members district wise. It is found that, respondents dominated in the Statements like "I kept repeating or arguing my point of view", "I pointed out that he or she has no right to disagree with me on this issue, very less respondents are stating their needs and giving choices for their children preferences. Remaining all try to dominate others.

Table 7 shows that the respondents play a role of influencer in 29 Families, As an Initiator in 27 families, as an informer in 28 families, and as a buyer in 36 families which shows that there is a shift in the buying behaviour of rural respondents. To analyse the relation between the District and the role played by respondents while buying the products through online using Correlation analysis.

**Ho:** There is no relation between District and role played by sample while buying online.

**H1:** There is relation between District and role played by sample while buying online.

The correlations of district and the role played by respondents while buying online.

CORRELATIONS			
		District	Role played by respondents
Pearson Correlation	District	1.000	.053
	Role played by respondents in buying online	.053	1.000
Sig. (1-tailed)	District	.	.030
	Role played by respondents in buying online	.030	.
N	District	<b>120</b>	<b>120</b>
	Role played by respondents in buying online	<b>120</b>	<b>120</b>

The variables entered /Removed & R value of District and the Role played by respondents in buying online based on Pearson Correlation.

Variables Entered/ Removed <sup>b</sup>				
Model	Variables Entered	Variables Removed	Method	
1	Role played by respondents in buying online <sup>a</sup>	.	Enter	
a. All requested variables entered.				
b. Dependent Variable: District				
Model Summary				
Model	R	R Square	ADJUSTED R Square	Std. Error of the Estimate
1	.053 <sup>a</sup>	.003	.002	2.327
a. Predictors: (Constant), Role played by respondents in buying online				

The ANOVA value of District and the Role played by respondents in buying online based on Pearson Correlation.

ANOVA <sup>b</sup>						
Model		Sum of Squares	DF	Mean Square	F	Sig.
1	Regression	9.302	1	9.302	3.564	.009 <sup>a</sup>
	Residual	632.574	119	5.416		
	Total	651.876	120			

The BETA value of District and Role played by respondents in buying online based on Pearson Correlation.

Model		Unstandardized coefficients		Standardized coefficients	T	Sig.	95% confidence interval for b	
		B	SE	Beta			Lower	Upper
1	(Constant)	4.246	.170		24.846	.000	3.912	4.582
	The Role played by respondents in buying online	.147	.078	.053	1.887	.009	-.006	.300

Table above table indicates that the Significant value is 0.009 which is lesser than the P value ( $P < 0.05$ ). So, we have to reject the null hypothesis at 5% significance level and conclude that, there is an association between District in which they reside and the role played by rural respondents in buying online products.

### Findings of the Study

The results clearly depict that irrespective of the district, there presents a shift in the buying behaviour of rural consumers in the 8 Districts of Tamil Nadu and there is an association between District in which they reside and the role played by rural respondents in buying online products. Online buying penetrates into all the selected districts of Tamil Nadu. The results reveal that parents are involving much in online buying and they are giving way for their children. That income wise involvement of respondents in online buying of products reveals that a greater number of respondents belongs to the income category of Rs.20000 and above. Irrespective of the Occupation of the father, Children and their Parent are doing online purchase. Based on their occupation the number of respondents involved is getting varied. Professional managers are doing online purchase more when compared with the other occupation people.

It is inferred that parents are getting the help from their children while doing online purchase. Rural buyer is giving least preference to buy food items through online and giving more preferences to Mobile buying then to Ticket booking for their travels and cinema ticket booking. Their final preference to buy cosmetics and toiletries through online. Very less respondents are stating their needs and giving choices for their children preferences. Remaining all try to dominate

others. The respondents play a role of influencer in 29 Families, As an Initiator in 27 families, as an informer in 28 families, and as a buyer in 36 families which shows that there is a shift in the buying behaviour of rural respondents.

### Conclusion

An understanding of the consumer online buying behaviour enables a seller to take marketing decisions which are well-suited with its shopper needs. To ensure that a product finds a place in the minds of customers, the manufacturers should position their products through sales promotional activities such as online advertisement by targeting rural buyers. The Indian market has witnessed, tremendous social changes and trends, with rural areas, to a great extent, being actively involved in the decision-making process. Rural online buyers have emerged as a probable customer for the marketers in this era. This study helps the marketers to position their products through online by targeting the rural community because they are actively involved themselves in the decision-making process to buy products in online.

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