

**CONSUMER PREFERENCE AND BUYING PATTERN IN RURAL
MARKETS – A STUDY WITH REFERENCE TO FAST MOVING
CONSUMER GOODS IN VILLUPURAM DT**

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ABSTRACT:

Rural markets are one of the developing strategies in recent days, now-a-days the rural people also buying rural markets equal to the city market. The fast moving consumer goods (FMCG) concept is very useful for motivating the customer in buying rural markets. The buying consumers in buying taste, styles, economic background are entirely different from a city or metropolitan city customers. The branded and highly sophisticated goods and services are not well-wishing between the rural customers because they are only depends upon the financial background and as well as a rural buying pattern of the customers. The customer's thinking, selectiveness, buying patterns or behavior differs from time to time and place to place and product to the products. Hence, this paper shows the consumer buying behavior through rural market in Villupuram district.

Keywords: Consumer, Consumer Behavior, Buying Pattern, Rural market, FMCG.

INTRODUCTION:

In India 6,40,867 villages are there all villages are not having good road and transport facilities and basic facilities at the same time, 60 percent of the villages to reach the development is currently very struggling in rural background. All are having basic living of good life facilities and other things. The India's per capital income and GDP in rural regions has grown at the compound annual growth rate of 6.2 percent since 2000. The fast moving consumer goods (FMCG) also to help improve the buying pattern among the rural consumer. It is very useful to goods and services easy to reach the rural in the union budget 2017-18 to uplift the rural markets.

The government has introduced various reforms in the union budget 2017-18 Rs.1, 87,223 crore has been allocated towards rural agriculture and allied sectors. Amongst the leading retailers Dabur generates over 40-45 percent of its domestic revenue from rural sales. Rural revenue accounts for 45 percent of its overall sales white other companies earn 30-35 percent of their revenues from rural areas. The consumption pattern in these rural areas is gradually changing to increasingly resemble the consumption pattern of urban areas. The central and

state government has planned various initiatives to provide and improve the infrastructure facilities in rural areas as well as rural markets. In Villupuram district the most of the rural consumers were situated and they have been based upon the rural markets only.

Consumer

Consumer is an individual who pays some amount of money or the thing required to consume goods and services produced. As such consumer play a vital role in the economic system of a nation. A consumer is one of the buys good for consumption and not for the resale and commercial purpose. Without consumer demand, producers would lack one of the key motivations to produce to sell to consumers. The consumer also forms part of the chain of distribution.

Consumer Behaviour

Consumer behaviour is the study of how individual customers, groups or organisations select, buy, use, ad dispose ideas, goods and services to satisfy their needs and wants. It referes to the actions of the consumers in the market place and the underlying motives for those actions. The consumer behaviour assuemes that the consumers are actors in the marketplace. The perspective of role theory assumes that consumes play various roles in the market place. Starting from the information provider from the user to the payer and to the disposer, consumers play these roles in the decision process.

Fast Moving Consumable Goods

Fast moving consumer goods is a powerful tool to logistic products in quick manner in any other place between the consumer. In ancient times the finished products to reach the consumer place to taken in a month, but still the fast moving consumer goods to take initiate consumer goods immediately to sent out the consumer place, it is a welcome able one in that particular manner. The fast moving consumer goods are given the various facilities to the consumers in particular the any products to quickly reach to the consumer at low cost. In particularly the consumer house hold products, non-durable household products, packaged products and foods, beverages, and medicinally products also were to reach under the FMCG goods and services activities. It is very fast manner to produce the products between the all other consumers.

Objective

- To study consumer preference in reference to fast moving consumer goods companies in rural areas
- To study the consumption pattern of the rural consumers regarding FMCG products.
- To know the various factors influencing the purchase behavior of rural consumers regarding FMCG products.
- To find out the brand awareness of rural consumers regarding FMCG products.

Hypothesis

The researcher has formulated many hypotheses according to the needs and relevance of the study.

- There is no association between the demographic of rural consumer and their buying pattern
- There is no association between the marketing strategies adopted and consumer preference on FMCG

Research methodology

The research methodology being adopted to carry out the study is described which includes rationale study, research problem, scope of the study, objectives of the study, research questions, hypotheses of the study, data source, research approach, research methodology, research instrument, selection sample, sample size determination, justification of sample size determination, area profile of the study, pilot study, data processing, analysis and interpretation of the data, statistical techniques and limitation of the study

Sample size determination:-

The consumer preference towards select fast moving consumer goods in the eight districts of villupuram, circular, kallakurichi, sankarapuram, ulundurpet, veneer, ginger, thindivanam, china Salem was observed initially through pilot study with 80 respondents. After conducting a pilot study, the sample size for the main study was determined from the information based on the pilot study. The questionnaire was finalized and sample size was determined through a statistical package called "sample calculator". Consist of eight districts: thirukoilur, kallakurichi, sankarapuram, ulundurpet, veneer, ginger, thindivanam, china Salem, which is treated as quotas, from each quota, using proportional allocation, sub sample size is calculated by using a formula.

Table No .1

Sample size

S.no	Taluks list	Total population	Ratio	Sample size
1	Thirukoilur	4,38,254	15.82	127
2	Kallakurichi	4,65,236	16.79	134
3	Sankarapuram	4,07,970	14.73	119
4	Ulundurpet	3,69,357	13.33	107
5	Vanur	1,96,282	7.08	57
6	Gingee	4,22,880	15.26	122
7	Tindivanam	4,46,003	16.09	129
8	Chinnasalem	25,106	0.90	7

Review Of Literature

Mowen (1988)¹ identified that the consumer purchase behavior from three perspectives specifically the decision making, the experiential and the behavioral influence. Through the study it was identified that the decision-making perspective holds that buying behavior results from consumers' engaging in a problem-solving task in which they move through a series of stages. The experiential perspective argued that in certain instances consumers make purchases in order to create feelings, experiences, and emotions rather than to solve problems. The behavioral influence approach proposes that in other instances consumers act in response to environmental pressures. Each approach can be linked to the predominant effect of one of the three components of the classic hierarchy of effects.

Baiding and Michael (1997)² investigated how the likelihood of consuming such goods and services was affected by economic and demographic factors. The probit model was used in the study to compute the marginal and mean probabilities of consumption of five such goods and services, namely, food away from home, recreation, medical care, transport, and postage. The empirical results showed that the estimated probabilities of consuming the first three goods are more sensitive to changes in the underlying economic and demographic

¹**John C.Mowen (1988)** "Beyond Consumer Decision Making", Journal of Consumer Marketing, Vol. 5 Issue: 1, pp.15-25,

²**Baiding Hu^aMichael McAleer^b (1997)**², " A probit analysis of consumer behaviour in rural China", Mathematics and Computers in Simulation, Vol. 43, Iss. 3–6,pp. 527-534

factors, while the probabilities of consuming the latter two goods are more sensitive to changes in the model structure.

Verma and Munjal (2003)³ identified the major factors in making a brand choice decision to be exact quality, price, availability, packaging and advertisement. The brand loyalty was a function of behavioral and cognitive patterns of a customer. The study concluded that the age and demographical variables affected significantly the behaviour and cognitive patterns of the customers while other demographic characteristics such as gender and marital status are not significantly associated with these behaviour and cognitive patterns of the consumers.

Krishna Mohan (2004)⁴ analyzed the awareness level of rural consumers. The findings of the empirical study were found that the awareness of the rural consumers about the consumer movements were qualitative in character and cannot be measured directly in quantitative terms. There was no fixed value or scale which will help to measure the awareness. But the awareness had been studied with help of their responses to various questionnaires relating to consumer movements, cosmetics, banking service, drugs, food products, tooth pastes and hair oil.

Madhavi and Arulkumar (2006)⁵ pointed out that most of the rural consumers are influenced by quality of the product. Accordingly the FMCG companies they should strictly adhere to the quality standards. Price was the second that influence the purchase of the product in most cases and hence the product should be reasonably priced. They concluded that FMCG companies could significantly increase the market share by extending attention of rural areas. More generic product with different advertisement campaigns surely attracts non-users.

³ Verma D.P.S and Surrender Munjal (2003), "Brand Loyalty Correlates: Study of FMCGs", Abhigyan, Vol.21, Iss.2, pp.25-31.

⁴ Krishna Mohan Naidu (2004), "An Evaluation of Consumer Awareness in rural Markets", Indian Journal of Marketing, Vol.XXXIV, pp.21-23.

⁵ Madhavi C and Arul kumar S (2006), "Rural marketing for FMCG", Indian Journal of Marketing, Vol.XXXVI, No.4, pp.19-23.

Table . No 2
Description of the Respondents

S. No	Demographic Factor	Classification	Frequency	Percentage %
1	Gender	Male	356	44.5
		Female	444	55.5
		Total	800	100.0
2	Age	Below25years	320	40.0
		25 to35 years	307	38.4
		35 to45 years	109	13.6
		Above 45 years	64	8.0
		Total	800	100.0
3	Marital status	Married	455	56.9
		Unmarried	345	43.1
		Total	800	100.0
4	Educational qualification	Illiterate	153	19.1
		School level	199	24.9
		UG	66	8.3
		PG	316	39.5
		Professional	66	8.3
		Total	800	100.0
5	Occupation	Agriculturalist	172	21.5
		Private employee	269	33.6
		Govt. employee	51	6.4
		Professional	133	16.6
		Business	175	21.9
		Total	800	100.0
6	Monthly income	Below 15,000	590	73.8
		15,001 to 25000	165	20.6
		25,001 and above	45	5.6
		Total	800	100.0
7	Types of family	Joint family	256	32.0
		Nuclear family	544	68.0
		Total	800	100.0
8	Family size	up to 2 members	132	16.5
		3-5 members	527	65.9
		above 5 members	141	17.6
		Total	800	100.0

(Source : Primary Data)

4.1 Personal Profile of the Respondents:

In order to ascertain the personal profile of the respondents, the researcher considered the place of residence, gender, age, marital status, educational qualification, occupation, monthly income, types of family and family size which has been considered for frequency distribution to extract the clear shape and arrangement of the sample units. The following frequency

distribution clearly reveals the segmentation of the consumer preference and buying pattern in rural marketing with respective demographic factors of the respondents .

Gender:

The above table 4.1 reveals that 44.5% of the respondents are male and 55.5% of the respondents are female.

Age:

From the above frequency distribution using simple percentage analysis it is found that the sample unit dominated by 40% are rural consumers of the age group below 25 years, 38.4% of respondents belong to the age group of 25 to 35 years, 13.6% represents belong to the age group between 35 to 45 years and the minimum of 8% live in age group above mentioned here

Marital status:

The table also depicts the maximum of 56.9% respondents are married and 43.1% respondents are unmarried people from rural residence.

Educational qualification:

Maximum 39.5% of the respondents have completed their PG degree and minimum 8.3% of respondents have completed their UG degree, while 24.9% of respondents have only completed their schooling and 19.1% are illiterate people and 8.3% of the respondents are professionals.

Occupation:

While 21.5% of the respondents are agriculturalists and 36.6% of the respondents are private employees and 6.4% of the respondents are government employees and 16.6% of the respondents are professionals and 21.9% of the respondents are entrepreneurs.

Monthly income:

It is noticeable that maximum of 73.8% of the respondents comes under the monthly income category of below 15,000 and minimum 5.6% of the respondents belong to the monthly income category of 25001 and above 20.6% of the respondents come under the monthly income group of 15001 to 25000 in rural residence.

Types of family:

Maximum of 68% of the respondents belong to nuclear family and remaining 32% of respondents are under joint family.

Family size:

It is apparent from the above table that maximum 65.9% of the respondents family size is between 3 – 5 members, 17.6% of the respondents are in the family size of 5 members and minimum 16.5% of the respondent's family size is above 5 members

Frequency Distribution Various Consumers Buying The FMCG Products

The following table clearly reveals the various consumers buying the FMCG products used by the customers of villupuram district based on their awareness, trust and interest on the various products.

Tables 4.3

Frequency distribution various consumers using the FMCG products

Brand names	Frequency	Percentage
Brand name		
Dove	49	6.1
Lux	155	19.4
Medimix	12	1.5
Cinthol	89	11.1
Santoor	31	3.9
Life boy	108	13.3
Pears	17	2.0
Mysore sandal	40	4.4
Hamam	299	37.4
Total	800	100.0
Toothpaste		
Colgate	370	46.3
Close up	127	15.9
Dabur meswak	74	9.3
Oral b	72	9.0
Sensodyne	13	1.6
Pepsodent	86	10.8
Himalaya dental	41	4.9
Dant kanti	17	2.1
Total	800	100.0
Shampoo		
Himalaya herbal	16	2.0
Clinic plus	239	29.9
Head shoulder	52	6.5
Sunsilk	155	19.4
Pantene	107	13.4
Dove	231	28.9
Total	800	100.0

Washing soap		
Nirma	51	6.4
Surf excel	334	41.8
Wheel	40	5.0
Ariel	180	22.5
Tide	30	3.8
Rin	147	18.4
Henko	18	1.3
Total	800	100.0
Toilet cleaner		
Harbic	564	70.5
Demox	144	18.0
Lyro	22	2.8
Clear man	40	4.4
Lorence	30	3.8
Total	800	100.0
Floor cleaner		
Lizol	671	83.9
Easy magic	104	13.0
Warexo	25	1.6
Total	800	100.0
Biscuit		
Britannia	475	59.4
Sun feast	113	14.1
Parle g	131	16.4
Unibic	40	5.0
True	41	5.1
Total	800	100.0
Soft drinks		
Pepsi	84	10.5
Coca cola	46	5.8
Sprite	33	4.1
Thumps up	33	4.1
Fanta	43	5.3
Maaza	60	7.5
Mirinda	43	5.4
7 up	131	16.4
Slice	56	7.0
Bovonto	271	33.9
Total	800	100.0
Health drinks		
Horlicks	410	51.2

Boost	200	25.0
Bournvita	83	10.4
Maltova	50	5.3
Complan	27	3.4
Amul	30	3.8
Total	800	100.0

(primary data)

Bathing soap

From the above table 4.2 is clearly shows that 6.1% of the respondents are using dove,19.4% of the respondents prefer lux,1.5% of the respondents choice medimix,11.1% of the respondents prefer cinthol,3.9% of the respondents are using santoor,0.3% of the respondents Prefer Margo and Dettol,13.3 % of the respondents choice is lifeboy ,0.1%of the respondents like liril2000,2.0% of the respondents prefer pears,4.4% of the respondents like mysore sandal,37.4% of the respondents are using hamam,4% of the respondents like Himalaya soap.

Tooth paste

From the above table it is depicted that 46.3% of the respondents choice is colgate,15.9% of the respondents like is close up,9.3% of the respondents prefer meswak,9.0% of the respondents choice is oral b 1.6% of the respondents likes sensodyne 10.8% of the respondents prefer pepsodent.4.9% of the respondents choice id Himalaya dental,0.1% of the respondents preference vicco and dabour bobool, 2.1% of the respondnts dant kanti.

Shampoo

The above table exhibits that 2.0% of the respondents are using Himalaya herbal,29.9% of the respondents prefer clinic plus,6.5% of the respondents choice is head and shoulder,19.4% of the respondents prefer sunsilk,13.4% of the respondents like pantene,28.9% of the respondents prefer the dove shampoo.

Washing soap/washing power

From the above table it is revealed that 6.4% of the respondents are using nirma,41.8% of the respondents choice is surf excel 5.0% of the respondents are using wheel,22.5% of the respondents prefer is ariel,3.8% of the respondents likes tide,18.4% of the respondents choice rin,1.0% the respondents prefer is sunlight.

Toilet cleaner

The above table denotes that 70.5% of the respondents are using harbic,18.0% of the respondents like domax,2.8 of the respondents prefer lyro,0.6% of the respondents are using vaxh,4.4% of the respondents like clearman,3.8% of the respondents choice is lorence.

Floor cleaner

From the above table is revealed that 83.9% of the respondents are using lizol,13.0% of the respondents like easy magic,1.6% of the respondents choice is warexo,0.8% of the respondents prefer lyro and euro.

Biscuits

The above table denotes that 59.4% of the respondents like Britannia,14.1%of the respondents prefer sunfeast,16.4% of the respondents like parleg,5.0% of the respondents prefer unibic,5.1% of the respondents like true biscuits.

Soft drinks

The above table exhibits that 10.5% of the respondents are using pepsi,5.8% of the respondents like coca cola, 4.1% of the respondents prefer spirit and thumps up,0.1% of the respondents are like limca,5.3% of the respondents choice Fanta.

Health drinks

From the table 51.2% of the respondents are using Horlicks,25.0% of the respondents likes boost,10.4% of the respondents prefer bournvita,5.3% of the respondents choice is maltova,1.0% of the respondents likes viva,3.4% of the respondents are using complan,3.8% of the respondents prefer amul.

Frequently Using Product Variables And Product Attribute:

It is one of the important as well as vital things build the consumer preference and buying pattern. The following table presents using the T- test of FMCG used by the customers in villupuram district.

Table. No 4
Using Bathing soap of rural people

Variables	N	Mean	Std. Deviation	T - value	Sig
It stops bad odour	800	4.52	.868	49.458	.000
It kills the germs and keep the body clean and fresh	800	3.83	1.048	22.468	.000
It prevents skin infections and other unhealthy conditions	800	4.30	.844	43.690	.000
It helps to maintain smoothness of the skin	800	3.90	1.092	23.321	.000
It helps to keep the skin moisture	800	4.01	.954	29.929	.000
It helps to keep my freshness always	800	4.10	1.203	25.950	.000

(source: primary data)

From the above table it is found that the mean values for the 6 variables of the bathing soap ranges from the minimum value of 3.87 and the maximum value of 4.30. And also T- value has the range of minimum to maximum respectively. This shows that the rural consumer of Villupuram district strongly agree that bathing soap stops bad odour, prevents skin diseases, maintains the

moisture of skin, and it helps to keep us fresh always. It is further identified that they have moderate agreement on killing germs and in maintaining smoothness of the skin.

Table. No. 5
Tooth paste using rural people

Variables	N	Mean	Std. Deviation	T - value	Sig
It stop the bad breath	800	4.53	.800	54.003	.000
It prevent tooth decay	800	3.87	1.018	24.042	.000
It increase beauty of teeth	800	4.34	.779	48.809	.000
It strengthens the gums	800	3.93	1.047	25.230	.000
It kills germs	800	4.01	.954	29.929	.000
It removes food parties which stick into the teeth	800	4.10	1.203	25.950	.000

(Source : Primary Data)

From the above table it is found that the mean values of the 6 variables on tooth paste has 3.87 as the minimum value and 4.53 as its maximum value and T – value also has the range from minimum to maximum respectively. It is found that the rural consumers of Villupuram district strongly agree that the tooth paste stops the bad breath, maintain the beauty of teeth, it kills germs, and removes food particles which stick into the teeth. It is further identified that they have moderate agreement on the opinion that it prevents tooth decay and strengthens the germs.

Table.No 6
Using the Shampoo of rural people

Variables	N	Mean	Std. Deviation	T - value	Sig
It cleanse the hair and removes the oil contents	800	4.62	.659	69.350	.000
It retains the natural hair pigments	800	4.35	.999	38.180	.000
It treats dandruff and scalp problems by its natural anti - bacterial properties	800	3.93	1.177	22.261	.000
It conditions hair by its rich humectants properties and keeps the hair shiny	800	4.45	.863	47.375	.000
It reduces the split ends of the hair	800	3.99	.990	28.252	.000
It reduces hair falls and keep hair long and soft	800	3.83	1.304	18.083	.000

(Source: Primary Data)

From the above table it is found that the mean value for the 6 Variables of shampoo ranges from the minimum value of 3.83 to the maximum value of 4.62 and the T- value also has the range value from minimum to maximum respectively. It is found that the rural consumers of Villupuram district strongly agree that the shampoo helps in hair growth and removes the oil content, maintains natural hair pigment, keeps the hair shiny. It is further identified they have moderate agree for dandruff, scalp problems and prevents split ends of the hair and reduces hair fall and maintain long hair and soft.

Table.No. 7**Using Washing powder of the respondents**

Variables	N	Mean	Std. Deviation	T - value	Sig
It prevents the cloth from damaging	800	4.50	.868	48.797	.000
It removes the dirt very easily	800	3.86	1.066	22.856	.000
It removes stains	800	4.28	.839	43.272	.000
It protects the colours	800	3.92	1.093	23.864	.000
It provides good fragrance to cloth	800	4.01	.954	29.929	.000
It is long lasting in nature	800	4.10	1.203	25.950	.000

(Source : Primary Data)

From the above table it is found that the mean value for the 6 variable of washing powder/washing soap range from the minimum value of 3.86 to the maximum value of 4.50. Respectively t –value also have range from minimum to maximum. It is found that the rural consumers of Villupuram district strongly agree that it prevents cloth from damages and helps in long lasting nature and remove the stains and locks the fragrance in the clothes. It is further identified that they moderately agree to the point that it removes the dirt very easily and protects the colours.

Table.No.8**Using the floor cleaner of the respondents**

Variables	N	Mean	Std. Deviation	T - value	Sig
It keeps my home floor always fresh and clean	800	4.55	.664	66.177	.000
The aroma of floor cleaner is good	800	4.32	.884	42.066	.000
It provides hygienic environment in home	800	4.20	.792	42.660	.000
It is long lasting in nature	800	4.20	.926	36.728	.000
It keeps the floor tiles safe	800	4.16	.809	40.516	.000
It maintains the colour and designs of the floors	800	4.17	1.063	31.209	.000

perfectly					
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(Source: Primary Data)

From the above table it is found that the mean values for the 6 variables of floor cleaner ranges from the minimum value of 4.16 to the maximum value of 4.55. And it tells the T-value also ranges from the minimum to maximum respectively. It is found that the rural consumers of Villupuram district strongly agree the floor always remains fresh and clean and also the floor cleaner provides good and hygienic environment and it is long lasting in nature. It also protects the floor tiles and maintains colour and designs of the floor perfectly.

Table.No 9**Using the Biscuit of the respondents**

Variables	N	Mean	Std. Deviation	T - value	Sig
It is very healthy	800	4.49	.868	48.515	.000
It is very tasty	800	3.83	1.048	22.468	.000
The flavour is good	800	4.26	.842	42.199	.000
It is very crispy	800	3.90	1.092	23.321	.000
It provides refreshment	800	4.01	.954	29.929	.000
It reduces hunger	800	4.10	1.203	25.950	.000

(Source : Primary Data)

Inference the above table it is found that the mean value for the 6 variables of biscuit ranges from the minimum value of 3.83 to the maximum value of 4.49. Respectively T- value also has the range of minimum to maximum as show here. It is found that the rural consumers of Villupuram district strongly agree to the healthy nature, its flavour, as good refreshment and also it reduces hunger. It is further identified that they moderately agree with its taste and crispiness.

Table.No. 10**Using Soft drinks of the respondents**

Variables	N	Mean	Std. Deviation	T - value	Sig
It is very healthy	800	4.51	.842	50.877	.000
It is very tasty	800	3.85	1.060	22.720	.000
The flavour is good	800	4.31	.840	44.003	.000
It provides a kind of rejoice and pleasure	800	3.89	1.093	22.933	.000
It provides refreshment	800	4.01	.956	29.980	.000
It reduces hunger	800	4.10	1.203	25.950	.000

(Source: Primary Data)

Reference to the above table it is found that mean the value for the 6 variables about soft drinks ranges from the minimum value of 3.85 to the maximum value of 4.51. Respectively

T- value also has the range from minimum to maximum this it shown here. It is found that the rural consumers of Villupuram district strongly agree that the product is very healthy, flavour is good and provide refreshment and reduces hunger. It is further identified that they have moderate agreement on its taste and rejoice pleasure.

Table.No. 11
Using The Health Drinks Of The Respondents

Variables	N	Mean	Std. Deviation	T - value	Sig
It provides instant stamina	800	4.52	.868	49.458	.000
It helps in stable growth of children and energy adults	800	3.83	1.048	22.468	.000
The ingredients are very good for health and keeps the body fit	800	4.30	.844	43.690	.000
It helps in keeping the bones and tooth strong	800	3.90	1.092	23.321	.000
The blood cells are improved by drinking health drinks	800	4.01	.954	29.929	.000
It strengthens the immune system of the human body and also improves the eyesight	800	4.10	1.203	25.950	.000

(Source : Primary Data)

That the above table is found with the mean values for the 6 variables of health drinks ranges from the minimum value of 3.83 to the maximum value of 4.52 respectively. T- Value also has the range from minimum to maximum as it is shown. It is found that the rural consumers of Villupuram district strongly agree that it provides instant stamina and ingredients are very good for health and blood cells improvement by drinking health drinks. It is further identified that they have moderately agreed to the point it provides children and adults with energy and good stamina and keeps the bones and tooth stronger.

Table.No 12
Using the Toilet Cleaner of the Respondents

Variables	N	Mean	Std. Deviation	T - value	Sig
It kills germs and bacteria in toilet	800	4.51	.894	47.798	1.510
It keeps toilet clean and fresh	800	4.22	.805	42.762	1.218

It removes the sticky stain very easily	800	4.47	.925	44.925	1.469
It keeps the toilet with good fragrance	800	4.22	.975	35.514	1.224
It has long lasting nature	800	3.85	.992	24.240	.850
If removes the bad odour in the toilet	800	4.31	.928	40.037	1.314

(source: primary data)

From the above table it is found that the mean values for the 6 variables of toilet cleaner ranges from the minimum value of 3.85 to the maximum value of 4.51 respectively. T-Value also has the range from minimum to maximum as given in the table. It is found that the rural consumers of Villupuram district strongly agree it kills germs and provides clean and fresh toilet. It also removes the sticky stain very easily and provides good fragrance and controls bad odours in the toilet. It is further identified that they have moderately agreed to its long lasting nature.

Suggestion

1. In my research point of view the majority of the respondents buying only a moderate level of satisfaction and other product preference. So, the rural consumers were buying pattern change in future full-fledged.
2. The majority of the consumers were buying only the heritage product they are not interested in modern type of product. Therefore, the rural consumer to change the buying attitude at recent trends.
3. In this research the majority of the consumers are female males not interested in this type of purchasing. Hence, in future stimulate the male consumers to interest to purchasing the product.

Conclusion

Rural market is one of the interesting recent trends of the rural consumers, it is the tool of the merging between manufacturer and consumer. In rural segment majority of the consumers are there each consumer have separate buying pattern such children, male, female, and senior citizen also. The FMCG fast moving consumer goods also to help the rural consumers buying the right product in right time in right place of rural segment. So, it is very useful one and aware about the different products at in rural places. In villupuram district covers the majority of the villages and hill stations like kalvarayan hills, their people to consume different product in the scope of rural markets. It is one of the exposures of rural consumers; they are buying different products in day by day. They had been frequently

purchased purchase in heredity product, but they don't buying in recent day products, particularly the young generation people not like that rural market. So, rural market to covers the all type of consumers and as well as buying habits.

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