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Research Article

Consumer Preference and Buying Pattern in Rural Markets (A Study with Reference to Fast Moving Consumable Goods in Villupuram District)

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Abstract: *The rural market is one of the growing concepts in current scenario. It is stimulating buying pattern of village people. Gandhi's saying village is the backbone of our country so, villages are developed all are developed that's why FMCG to acting as a bridge between rural people as well as a rural marketing. The rural people are preferred branded products based upon our economic situations. The banking and microfinance, and self-help groups also helping the rural people in their financial background so, the rural people prefer all types of branded products and their buying pattern also entirely different from literature and illiterate people. This paper explores consumer preference and buying patterns through rural market in Villupuram district.*

Key words: Consumer preference, buying behavior, rural marketing, preferable goods, factors affecting consumer preference, FMCG, etc.

Introduction

The Indian rural market is an area of darkness to Indian corporate. Rural area is vast in size, but amorphous in detail. And yet, the rural market represents the largest potential market in the country. With over 70% of India's population residing in rural areas, capturing this market in becoming one of the most lucrative options for all sectors. In the weal of economic crisis, while the urban market remains subdued due to cash crunch the rural economy has remained largely unaffected. A good harvest has further added to their respite. As a result, marketers focus on small towns and villages with dedicated workforce. At present, rural consumers spend about USSD9 billion per annum of FMCG items and product categories such as instant noodles, deodorant and fabric, with the peace of consumption growing much faster than urban areas. The first moving consumer goods market in rural India is tipped to touch $100 bn (around Rs 45,735 core)by 2025 on the back of "unrelenting" demand driven by rising income levels, according to a statement released by the company. With urban marketing getting saturated for several categories of consumer goods and with raising rural incomes, marketing executives and fanning out and discovering the strengths of the large rural markets as they try to enlarge their markets. A survey by the national council for applied economic research (NCAER), India's premier economic entity, recently confirmed that rise in rural incomes is keeping pace with urban incomes. From 55 to 58 percent of the average urban income in 1994-1995, the average rural income has gone up to 63 to

64 percent by2001-2002 and touched almost 66 per cent in 2004-2005. The rural middle is growing at 12 per cent against the 13 per cent growth of its counterpart. [1]

Market Size for FMCG Sectors in Rural India

The rural market in India is not a separate entity in itself and it is highly influenced by the sociological and behavioral factors operating in the country. The total size of the rural market estimated at about 83.3 crore people or 68.84% of Indian rural people (according to census 2011). The rural markets bring in bigger revenue in the country, as the rural region is comprised of the maximum consumers in this country. The rural markets generate almost more than half of the country's income. Rural India contributes a big chunk to India's GDP by way of agriculture, self-employment, services, construction etc.., the rural population in empowered with raising income , improving education and awareness levels, enhanced contact with outside world, evolving consumption pattern, emerging lifestyles and most importantly, shift in occupation from agriculture to manufacturing ,self-employment and construction

The shift in rural income may yet necessarily be happening due to raising food production, though it has a role to play, but the biggest change in rural areas in the last few years has been reduced dependence on farm income. The contribution of non – farm income to total rural income has increased. Thanks to infrastructure development happening in the villages guaranteed employment program (Mahatma Gandhi National Rural Employment Guarantee Act or MNREGA) people even at the bottom of the pyramid now have money in their hands. The maintain purchasing power, the government had decided to link wages to consumer price inflation. As a result, the village, a symbol of poverty, few years age ago ,is becoming an engine of growth.[2]

Statement of the problems

Even human being possible consumer of goods and services. The need of consumers throughout the world or similar which is a social environment and other forces that very form to place to place lead to differences in buying and consumption pattern. To live well the consumer has to take their purchase decision more independently and make this choice according satisfaction marketer consists a set of rural marketing strategies used the it is more important for changing consumer preference and buying patterns in rural markets in price up new products. The first decision to be made in the product strategy in the rural context is whether in problems rural marketing where the rural markets does offer a vast untapped potential should also recognize that it is not that easy to operate in the rural markets because of several attendant problems.

Objectives of the study

- 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.

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[11] Asian journal of marketing and management research vol.2 Issue 2;febraruary 2013; ISSN 2279-0667

[2]Interscience Management Review (IMR),ISSN:2231-1513,volume -2.Issue -3 ,2012

- To understand the preferences and attitudes of rural consumers for FMCG products.
- To study the level of satisfaction in the purchase of various FMCG products.
- Examine influence of buying motive and attitude on the purchase behavior

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 districtsofvillupuram, 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 was called “sample calculator”. Consists of eight district 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

(Source: Primary Data)

Kim et.al (2006)[3]identified whether changes occurred between 2000 and 2003 in the retail channel use of rural consumers for searching product information and for purchasing food and fiber products and to investigate whether differences existed between channel use groups (i.e. Store only shoppers, store and catalog shoppers, and multi-channel shoppers) concerning perceived time property, satisfaction with local offerings, community attachment, shopping criteria, and financial security. Survey methodology was used and Questionnaires were mailed to participants living in non-metropolitan statistical areas of the USA with populations less than 12,500. In 2000, 2,198 participants returned the questionnaire. Follow-up questionnaires were mailed to the same participants during 2003 and returned by 847 participants. The analysis was based on the responses of the 847 participants. Finally, the researcher concluded that information on apparel, food, or home furnishing products, internet use increased slightly as did use of the internet to purchase apparel and home furnishings. Multi-channel shoppers rated themselves as time-pressed, dissatisfied with local offerings, unattached to their community, and unconcerned with financial security while shopping.
Mowing (1988)[4]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.
Building and Michael (1997)[5]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 factors, while the probabilities of consuming the latter two goods are more sensitive to changes in the model structure.

[3]Kim K.P. Johnson, Jeong-Ju Yoo, Jongeun Rhee, Sharron Lennon, Cynthia Jasper, Mary Lynn Damhorst, (2006) "Multi-channel Shopping: Channel use among Rural Consumers", International Journal of Retail and Distribution Management, Vol. 34 Iss: 6, pp.453-466.
[4]John C.Mowen (1988) "Beyond Consumer Decision Making", Journal of Consumer Marketing, Vol. 5 Issue: 1, pp.15-25,
[5]Baiding Hu[a]Michael McAleer[b] (1997)[5], " A probit analysis of consumer behaviour in rural China", Mathematics and Computers in Simulation, Vol. 43, Iss. 3–6,pp. 527-534

Verma and Munjal (2003)[6]identified the major factors in making a brand choice decision to be exact quality, price, availability, packaging and advertising. The brand loyalty was a function of behavioral and cognitive patterns of a customer. The study concluded that the age and demographic variables affected significantly the behavior and cognitive patterns of the customers while other demographic characteristics such as gender and marital status are not significantly associated with these behaviors and cognitive patterns of the consumers.

Sun (2004)[7] presented the empirical evidences about the impacts of economic development on consumer lifestyles among rural and urban consumers in an emerging market like China. From the analysis, it was found that the Chinese rural and urban consumers were found to be statistically different in terms of their attitudes toward the whole marketing mix such as product price, brand names, promotions and distribution. Possibly as a result of these disparate attitudes, rural and urban consumers were found to use different products to reflect the improvement of their living standards. All of these previous differences might be due to the fact that rural and urban Chinese consumers have different needs, as indicated by the words they chose to describe their ideal image. These lifestyle differences reveal huge marketing potentials for MNCs and other foreign investors, who will ultimately move into China's relatively untapped rural regions for marketing.

Demographic details of the Respondents

In this study the most important demographic details such as the place of the residence, age, gender, and educational qualification are collected from the respondents. Other demographic details like occupation, monthly income and family size are also considered as an indispensable tool to identify the consumer preference and buying patterns. The demographic variables are important to distinguishing customer groups, because customer feelings, thoughts, desire, and perception are fully based on the demographic variables.

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**

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

[7]Tao Sun, Guohua Wu, (2004),"Consumption Patterns of Chinese Urban and Rural Consumers", Journal of Consumer Marketing, Vol. 21 Iss: 4, pp.245-253

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)

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 is married and 43.1% respondents are unmarried people from rural residential.

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 a maximum of 73.8% of the respondents comes under the monthly income category of below 15,000 and a 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 residential.

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 in Villupuram district based on their awareness, trust and interest on the various products.

Tables 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
Lifeboy	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
Daburmeswak	74	9.3
Oral b	72	9.0
Sensodyne	13	1.6
Pepsodent	86	10.8
Himalaya dental	41	4.9
Dantkanti	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**

(Source 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 dabourbobool, 2.1% of the respondntsdantkanti.

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 Lima, 5.3% of the respondent's 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 respondent's choice is maltova,1.0% of the respondents likes viva,3.4% of the respondents are using Complan,3.8% of the respondents prefer email.

How Often Do You Buy The FMCG:

Fast Moving Consumer Goods (or) Consumer Packaged Goods (CPG) are the products that are sold quickly. The profit margin of the FMCG varies often according to the consumer’s desire. The respondents purchase their products or goods through online in recent times.

How often do you buy the FMCG

Particulars	Frequency	Percentage
Weekly once	226	28.2
once in fortnight	122	15.3
monthly once	452	56.5
Total	800	100.0

(Source: Primary Data)

From the above table it is clear that 56.5 % of the respondents purchase their products once in a month.28.2 % of the respondents purchase their products weekly once. The remaining 15.3% of the respondents purchase their products once in a fortnight.

Table .No 5
Consumer preference FMCG products in rural areas

S.no	Consumer Preference In Rural Markets	Yes/no	Frequency	Percentage %
1	Always buy the branded goods	Yes	717	89.6
		No	83	10.4
		Total	**800**	**100.0**
2	I know the particular products	Yes	610	76.3
		No	190	23.8
		Total	**800**	**100.0**
3	The advertisement motivated me FMCG product	Yes	317	39.6
		No	483	60.4
		Total	**800**	**100.0**
4	Opinion from friends and family	Yes	453	56.6
		No	347	43.4
		Total	**800**	**100.0**
5	I want to stick with on a particular brand	Yes	632	79.0
		No	168	21.0
		Total	**800**	**100.0**
6	Availability of goods in rural areas	Yes	657	82.1
		No	143	17.9
		Total	800	100.0

(Source: Primary Data)

The above table depicts that 89.6% of the respondents buy only branded products. Were as, remaining 10.4% of the respondents buy ordinary products. From the table above it is clear that 76.3% of the respondents know the particulars of the products they buy. Remaining 23.8% of the respondents does not any particulars of the products they buy.

The above table portraits that 60.4% of the respondents buy their products based on the advertisement telecasted on TV. The rest of 39.6% of the respondents buy products not based on advertisement shown in television.

The Above table states that 56.6% of the respondents stick to the opinions from/given by their friends and family. Nearly 43.4% of the respondents buy products on their judgement.

The table above depicts that 79.0% of the respondents use to stick only with particular brand products. Remaining 21% of the respondents use alternative brands.

From the table above it is clear that 82.1% of the respondents purchase goods only based on the availability in rural areas. The rest of 17.9% of people may go for other sources apart from rural areas.

Influence of demographic factors in the purchase decision of the consumer attribute with FMCG product

The researcher considered the purchase decision factor of consumer attribute FMCG products bathing soap, tooth paste, shampoo, washing powder ,soft drinks ,health drinks, floor cleaner, biscuit, toilet cleaner as depend variable and the demographic variables such gender, age, marital status, education qualification, occupation, monthly income ,types of family, and family size purchase decision and influence of purchase in depended factors ascertain influence of demographic factors on various factors of purchase decision. For the purpose one way ANOVA has been applied and result shown in the following table.

Table No.6
Influence of consumer attributes on demographic factors

Demographic factor			Highest mean value	F – value	Sig
Bathing soap17	Gender	Male	4.4452	16.088	0.000
	Age	25 to 35 years	4.4104	15.446	0.000
	Marital status	Married	4.3132	.009	.923
	Educational qualification	Professional	4.7045	39.785	0.000
	Occupation	Government employee	4.5000	27.795	0.000
	Monthly income	15001 to 25000	4.5748	10.903	0.000
	Types of family	Joint family	4.5859	40.697	0.000
	Family size	Above 5 members	4.5426	7.369	0.001
Tooth paste	Gender	Male	4.4298	12.663	0.000
	Age	25 to 35 years	4.4218	12.804	0.000
	Marital status	Married	4.3209	0.43	.835
	Educational qualification	Professional	4.6970	38.240	0.000
	Occupation	Professional	4.8947	25.472	0.000
	Monthly income	15001 to 25000	4.5758	11.516	0.000
	Types of family	Joint family	4.5859	44.580	0.000
	Family size	Above 5 members	4.5603	8.976	0.000
Shamp oo	Gender	Male	4.2907	4.516	0.034
	Age	25 to 35 years	4.4088	62.962	0.000
	Marital status	Unmarried	4.2348	0.94	0.759

	Educational qualification	School level	4.6106	31.244	0.000
	Occupation	professional	4.9398	62.057	0.000
	Monthly income	Below 15000	4.3297	46.650	0.000
	Types of family	Nuclear family	4.2252	.000	.992
	Family size	3 to 5 members	4.2799	4.023	0.018
Washing powder	Gender	Male	4.4340	15.548	0.000
	Age	Below 25 years	4.3969	14.475	0.000
	Marital status	Married	4.3044	0.20	.887
	Educational qualification	professional	4.7045	36.716	0.000
	Occupation	professional	4.5000	25.988	0.000
	Monthly income	15001 to 25000	4.5515	9.728	0.000
	Types of family	Joint family	4.5859	43.184	0.000
	Family size	Above 5 members	4.5142	6.164	0.002
Floor cleaner	Gender	Male	4.4396	6.939	0.000
	Age	Below 25 years	4.5594	42.348	0.000
	Marital status	Married	4.4637	19.995	0.000
	Educational qualification	U g	4.7576	24.723	0.000
	Occupation	professionals	4.9173	65.311	0.000
	Monthly income	Below 15000	4.4839	225.690	0.000
	Types of family	Nuclear family	4.4081	6.425	0.111
	Family size	3-5 members	4.3947	1.872	0.155
Biscuit	Gender	Male	4.4452	19.467	0.000
	Age	Below 25 years	4.3969	16.185	0.000
	Marital status	Married	4.2967	.000	0.986
	Educational qualification	professionals	4.7045	38.720	0.000
	Occupation	professionals	4.9361	29.619	0.000
	Monthly income	15001 to 25000	4.5303	8.530	0.000

	Types of family	Joint family	4.5723	40.217	0.000
	Family size	Above 5 members	4.4894	5.179	0.006
Soft drinks	Gender	Male	4.4354	14.622	0.000
	Age	Below 25 years	4.4156	15.825	0.000
	Marital status	married	4.3088	.000	0.999
	Educational qualification	professional	4.6439	39.877	0.000
	Occupation	professional	4.9361	29.464	0.000
	Monthly income	15001to25000	4.5525	9.450	0.000
	Types of family	Joint family	4.5859	42.524	0.000
	Family size	Above 5 members	4.5284	7.091	0.000
Health drinks	Gender	male	4.4452	16.088	0.000
	Age	25to35 years	4.4104	15.446	0.000
	Marital status	married	4.3132	.009	0.923
	Educational qualification	professional	4.7045	39.785	0.000
	Occupation	professional	4.9361	27.795	0.000
	Monthly income	15001to25000	4.5758	10.903	0.000
	Types of family	Joint family	4.5859	40.697	0.000
	Family size	Above 5 members	4.5426	7.369	0.000
Toilet cleaner	Gender	Male	4.4452	.076	0.782
	Age	Below 25 years	4.5391	23.987	0.000
	Marital status	married	4.5407	33.324	0.000
	Educational qualification	Illiterate	4.5850	15.069	0.000
	Occupation	professionals	4.8947	83.728	0.000
	Monthly income	15001to25000	4.5212	113.359	0.000
	Types of family	Joint family	4.4980	5.143	0.000
	Family size	Above 5 members	4.6064	9.733	0.000

(Source: primary data)

Bathing soap

From the above table it is revealed that as far as bathing soap of the respondents is considered a higher mean value of gender (4.4452), 25to35 years (4.4104), married (4.3132), professionals (4.7045), government employee (4.5000), 15001 to 25000 (4.5748), joint family (4.5859), above 5 members (4.5426). The bathing soap associated with the demographic factor on male (F value =16.088, P value =0.000),25 to 35 years (F value = 15.446, P value = 0.000) professionals (F value = 39.785,P value= 0.000),government employee (F value = 27.795, P value= 0.000)15001 to 25000(F= value =10.903, P value= 0.000)joint family (F value=40.697,P value = 0.000) above 5 members(F value = 7.369,P value = 0.001). The bathing soap not associated with the demographic factor there are married (F value = 0.09 p value = 0.923) at 5%level.

Toothpaste

From the above table it is revealed that as far as bathing soap of the respondents is considered a higher mean value of male (4.4298), 25to35 years (4.4218), married (4.3209), professionals (4.6970), professional (4.8947), 15001 to 25000 (4.5758), joint family (4.5859), above 5 members (4.5603). The bathing soap associated with the demographic factor on male (F value =12.663, P value =0.000),25 to 35 years (F value = 12.804, P value = 0.000) professionals (F value = 38.240,P value= 0.000),government employee (F value = 25.472, P value= 0.000)15001 to 25000(F= value =11.516,P value= 0.000) joint family (F value=44.580,P value = 0.000)above 5 members(F value = 8.976,P value = 0.001). The tooth paste not associated with the demographic factor there are married (F value = 0.043 p value = 0.835) at 5%level.

Shampoo

From the above table it is revealed that as far as shampoo of the respondents is considered a higher mean value of male (4.2907), 25to35 years (4.4088), unmarried (4.2348), school level (4.6106), professional (4.9398), below 15000 (4.3297), the nuclear family (4.2252), 3 to 5 members (4.2799). The shampoo associated with the demographic factor in 25 to 35 years (F value =62.962, P value =0.000), school level (F value = 31.244, P value = 0.000) professionals (F value = 62.057, P value= 0.000), below 15000 (F value = 4.3297, P value= 0.000). The shampoo not associated with the demographic factor there are male (F value= 4.516 P value=0.034 unmarried (F value = 0.94 p value = 0.759) nuclear family (F value = 0.000 p value = 0.992) 3 to 5 members (F value = 4.023 p value = 0.018) at 5%level.

Washing powder

From the above table revealed that as far washing powder of the respondent is considered highest mean value of male (4.4340) below 25 years(4.3969)married(4.3044) professional(4.7045)professional(4.5000)15001 to 25000 (4.5515)joint family (4.5859)above 5 members (4.5142). The washing powder associated with the demographic factor male (F value =15.548, P value =0.000),below 25 years (F value =14.475, P value =0.000),professional (F value =36.716, P value =0.000),professional (F value =25.988, P value =0.000),15001 to 25000 (F value =9.728, P value =0.000),joint family (F value =43.184, P value =0.000),above 5 members (F value =6.164, P value =0.002). The washing powder not associated with the demographic factor there are married (F value =0.020, P value =0.887) at 5%level.

Soft drinks

From the above table revealed that as far soft drinks of the respondent is considered highest mean value of male (4.4354) below 25 years (4.4156) married (4.3088) professional (4.6439) professional (4.9361)15001 to 25000 (4.5525) joint family (4.5859)above 5 members(4.5284). The soft drinks associated with the demographic factor male(F value =14.622, P value =0.000)below 25 years (F value =15.825, P value =0.000) professional (F value =39.877, P value =0.000) professional (F value =29.464, P value =0.000) 15001 to 25000 (F value =9.450, P value =0.000)joint family (F value =42.524, P value =0.000) above 5 members (F value =7.091, P value =0.000). They're soft drinks no associated with the demographic factor married (F value =0.000, P value =0.999) at 5%level.

Health drinks

From the above table revealed that as far health drinks of the respondents is considered highestmeanvalueofmale(4.4452)25to35years(4.4104)professional(4.7045)professional(4.9361)15001 to 25000 (4.5758)joint family(4.5859)above 5 members(4.5426). The health drinks associated with the demographic factor male (F value =16.088, P value =0.000)25 to 35 years(F value =15.825, P value =0.000)professional(F value =39.785, P value =0.000) professional (F value =27.795, P value =0.000)15001 to 25000 (F value =10.903, P value =0.000)joint family(F value =40.697, P value =0.000)above 5 members(F value =7.369, P value =0.000). There is no associated with health drinks and demographic factor married(F value =0.009, P value =0.923) at 5%level.

Floor cleaner

From the above table revealed that as far health drinks of the respondents is considered highestmeanvalueofmale(4.4396)25to35years(4.5594)married(4.4637)ug(4.7576)below15000(4.4839). The floor cleaner associated with the demographic factor male (F value =6.939, P value =0.000) below 25 years(F value =42.348, P value =0.000)married(F value =19.995, P value =0.000) u g(F value =24.723, P value =0.000)professional(F value =65.311, P value =0.000)below 15000(F value =25.690, P value =0.000). There is no associated with floor cleaner and demographic factor nuclear family(F value =6.425, P value =0.111)3-5 years (F value =1.872, P value =0.155) at 5%level.

Biscuit

From the above table revealed that as far health drinks of the respondents is considered highestmeanvalueofmale(4.4452)below25years(4.3969)married(4.2967)professional(4.7075)professional(4.9361)15001 to 25000(4.5303)joint family(4.5723)above 5 members(4.4894). The biscuit associated with demographic factor male (F value =19467, P value =0.000)below 25 years(F value =16.185, P value =0.000)professional(F value =38.720, P value =0.000)professional(F value =29.619, P value =0.000)15001 to 25000(F value =8.530, P value =0.000)joint family(F value =40.217, P value =0.000)above 5 members(F value =5.179, P value =0.006). There is no associated with biscuit and demographic factor married (F value =0.000, P value =0.986) at 5%level.

Toilet cleaner

From the above depicts that as for toilet cleaner male(4.4452)below 25 years (4.5391)married(4.5407)illiterate (4.5850)professional(4.8947)15001 to 25000 (4.5212)joint family(4.4980)above 5 members(4.6064). The toilet cleaner associated with demographic factor below 25 years (F value =23.987, P value =0.000)married(F value =33.324, P value =0.000) illiterate (F value =15.069, P value =0.000)professional(F value =83.728, P value =0.000)15001 to 25000 (F value =113.359, P value =0.000)joint family (F value =5.143, P value =0.000)Above 5 members(F value =9.733, P value =0.000)There is no associated with toilet cleaner and demographic factor male(F value =0.076, P value =0.782) at 5%level.

Suggestions

1. The most of the rural consumers had been purchased frequently with the same product; they don't change any other products.
2. The consumers were preferred in human being living product they not interested in buying the sophisticated products.
3. 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 patterns change in future full-fledged.
4. 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.
5. 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.
6. The post graduates students were purchasing through rural markets in frequently, but other than illiterate people, school level and UG level consumers not deeply interested in buying rural market.

Conclusion

The 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 the rural segment majority of the consumers has there each consumer 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 the 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 covering hills, their people to consume different products 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 are not buying in recent day products, particularly the younger generation people not like that rural market. So, rural Market To Covers The All Types Of Consumers And As Well As Buying Habits.

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