

# STUDY ON CONSUMER SATISFACTION TOWARDS BRANDED CONSUMER NON DURABLES

## A study with reference to rural consumers in Kerala

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### Abstract

Considering the changing rural consuming system the rural consumers are becoming more concerned about the branded items not only in the case of consumer durables but on non durables also. Hence the study is undertaken with the objective of analyzing the consumer satisfaction towards the non-durables. The study was confined to three districts of Kerala representing north, south and central zones covering a sample of 300 rural consumers and analyzed with the help of indices. The study highlights the fact that distribution net work of the producers are seemed to be effective, it is seen that for 'availability' factor consumers recorded highest level of satisfaction for all selected products. It is also noted that for price the level of satisfaction is the lowest, which implies that if the products are offered into low price, there is a scope for expanding market share of the products.

**Keywords:** *Rural consumer, Non-durables, Consumer satisfaction, Reference group*

### 1. INTRODUCTION

It is well established that consumers in rural areas are different from consumers in urban areas. The rural market itself is diverse with vastly different behaviour across different geographical locations or across buyer groups. Their purchases reflect their level of income, preferences towards different cultural and social practices, and their standard of living. The place of purchase of a product and product usage vary according to consumers, products and situations and add to the complexity in the

behaviour of rural consumers. The sophistications in approach to the rural markets are clearly a necessity and starts with recognition of the non-existence of the average rural consumers.

### 2. PURPOSE OF RESEARCH

The behaviour of consumers differs from product to product. The decision making process; based on the nature of the products vary from complex decision making process to habitual buying

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