

Rural Marketing – Understanding the Consumer Behaviour and Decision Process

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Introduction

“The rural consumer is discerning and the rural market is vibrant. At the current rate of growth, it will soon outstrip the urban market. The rural market is not sleeping any longer. We are.” So said Mr. Adi Godrej of Godrej Industries.

This makes it clear that the importance of rural market at present competition is to capture market share and consumer loyalty. India is a land of villages and even today, nearly 70% of its population stays in villages. This population was always ignored by the private sector due to its low-income level, low literacy rate, and high cost because of improper infrastructure facilities. Unavailability of proper distribution channels and media, and low awareness, rural market was never looked upon as profit making market. However, as the growth in the urban market started stagnating, the need for exploring new market became evident. Organizations thus, started looking for forays into the rural market for growth. However, as rural consumer is different from urban consumer in terms of interests, priorities, attitudes, etc., they had to be dealt in different way.

Literature Review

Rural population accounts for 70% of the total Indian population and it is increasing at a high rate in comparison to urban population. The buyers of rural and urban areas differ in their characteristics while buying any product. The reasons behind this differentiation are many, like:

- Age and life-cycle stage
- Occupation
- Economic situation
- Life style
- Personality and self concept and
- Psychological factors like perception, cognition, and motivation.

Buying decision of the consumer of different age, occupation differs from rural to urban area. The rural area is more bounded by the traditions, customs, and values which bring a gigantic change in the life style and personality of the consumers of rural area in comparison to urban area where people are more attracted towards the western culture. Low per capita incomes of the consumers in the rural area restricts them for low consumption patterns as compared to urban population where the consumers are more brand conscious and are ready to pay high.

The major difference in rural and urban market is, rural market is under developed and the consumers are also less aware about the new trends and brands as compared to the urban consumers. The medium of communication for rural, is also different in comparison with the urban market. Words of mouth, print, radio, puppetry, melas and folk theatres are few of the medium of promotion where as television and print media advertisement are the leading source of promotion for urban market. Language diversification is also a problem as India never had a common language which could be understood by the masses; it is a barrier in effective

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communication in the rural market as languages vary from state to state, place to place and district to district.

The strength of rural marketing lies in the 4 A approach i.e. affordability, acceptability, availability, and awareness of the consumers, though the weakness like low per capita income, illiteracy and etc. can be overcome as more and more companies are taking interest into rural marketing in India to capture the untapped market. Opportunities for rural marketing are the vast size of rural market in India, around 128 million households; huge potential market for FMCG and durables, rise in the literacy rate of rural population, easy reach of mass media and television has influenced the consumer behaviour. Threats for the rural marketing are its unpredicted nature as compared to urban market.

Definition:

“Rural marketing can be seen as a function which manages all those activities involved in assessing, stimulating and converting the purchasing power into an effective demand for specific products and services, and moving them to the people in rural area to create satisfaction and a standard of living to them and thereby achieves the goals of the organization.”

This definition states that rural marketing emphasis not only on marketing of goods to rural people but also urge them to increase the standard of living by providing high quality product.

Around 70 per cent of the total households in India reside in the rural areas. The total number of rural household is expected to rise from 135 million in 2001-02 to 153 million in 2009-10. This presents the largest potential market in the world. According to the study conducted by NCEAR, the number of 'lower middle income' group in rural areas is almost double as compared to the urban areas, having a large consuming class with 41% of the Indian middle class and 58% of the total disposable income.

The Indian rural market has been growing at 3-4% per annum, adding more than 1 million new consumers every year and now accounts for close to 50% of the volume consumption of fast-moving consumer goods (FMCG) in India. The market size of the fast moving consumer goods sector is projected to be more than double to US\$ 23.25 billion by 2010 from the present US\$ 11.16 billion. As a result, it is becoming an important market place for fast moving consumer goods as well as consumer durables.

Keeping in mind the enormous growth potential in Indian rural market, this paper tried to study the consumer behaviour and decision making pattern of rural people.

At present, the basic model of rural consumer behaviour is as follows:

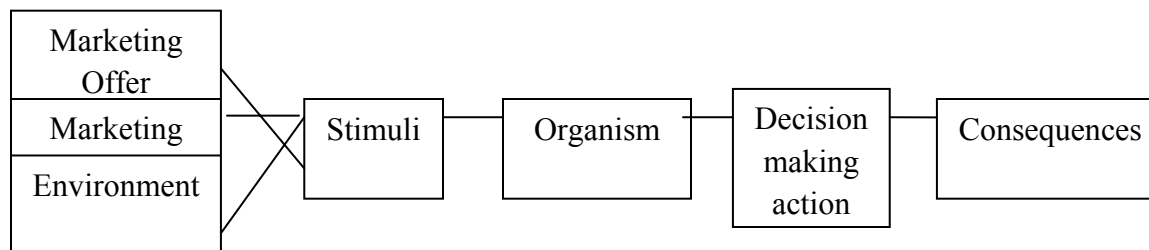


Fig. 1. Model of Consumer Behaviour

The environment consists of

- Socio – Cultural factors like culture, social class, groups, family, role and status in the society
- Technological factors

- Economic factors, and
- Political factors.

These environmental factors along with marketing offer and mix generates stimuli in the minds of the rural consumer and creates an urge to make a purchase.

The actual buying process/action takes place as per the stimuli and buying behaviour of the consumer. The buying decision process of rural consumer undergoes following steps.

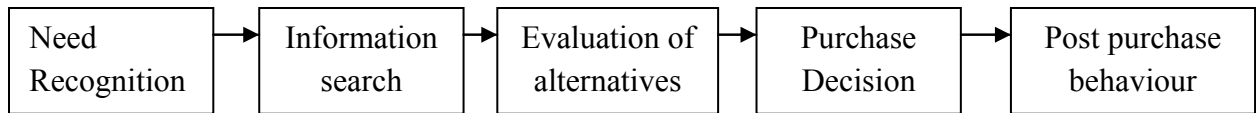


Fig. 2. Buying Decision Process

While making a purchase decision consumer first tries to understand the need of the product, especially in rural India where cost is still a major consideration and necessities are prime purchase. Information search is through the neighbours, friends, and society. Evaluation of alternatives is done by

- Expectancy value model
- Lexicographic model
- Conjunctive model, and
- Disjunctive model.

Depending upon the need, buying power, and other environmental factors, decision is then made to select the best alternative to consume. After the actual purchase, comes the after purchase behaviour which depends upon the satisfaction or dissatisfaction level of the consumer.

In this paper, efforts are taken to understand the buying characteristics and major influences in buying decision-making in rural market for FMCG. For the purpose of the study, three talukas viz. Khatav, Khandala and Koregaon in Satara district, Maharashtra were selected for the empirical study.

Brief of Satara District

Satara is located at the western part of Maharashtra. It is bounded by Pune district in the north, Solapur district in the east, Sangli district in the south, and Ratnagiri district to the west. It is situated in the river basins of Bhima and Krishna rivers. It has the geographical area of 10484 sq.km. And experiences average rainfall of 1426 mm. Satara district has in all 1750 villages with the total population of around 30 lakhs. The literacy rate is 79%. Major crops grown in Satara are wheat, jowar, rice, bajra, sugarcane, soyabean, potato, gram, etc. Around 1.90 lakhs hector land is under irrigation and 6.25 lakhs hector land is still non-irrigated. Major source of water is the rain water.

In Satara, three talukas were selected for the study and data was collected for the analysis.

- Koregaon taluka, which has 139 villages with over 2,50,000 population of which 2,00,000 is rural,
- Khatav taluka, which has 144 villages with app. 2,60,000 people, and
- Khandala taluka which has 66 villages with population of over 1, 00, 000 rural people.

Objectives of the study

To investigate the factors taken into consideration while buying FMCG products by the rural buyers.

Research Methodology

The survey was conducted in three villages of Satara based upon the non – disguised structured questionnaire. Questionnaire was designed in the regional language to make the respondents understand the questions clearly. Questions were closed – ended and ranking based.

Tools for Primary Data collection

The tools for Data collection was the questionnaire. Questionnaires were prepared to capture the opinions/attitudes and beliefs of the respondents.

The Questionnaire had questions that were closed ended. Apart from the demographic details, the respondents were requested to rank the alternatives to the questions. Rank one was to be assigned to the option of prime importance and the last rank to the least important alternative.

The schedules were conducted simultaneously in the sample area. The researcher recorded the responses of the respondents.

Sampling Design

Sampling Procedures

The sampling procedure adopted was the multistage sampling. The administrative structure of Satara district is as follows:

In all there are 1750 villages in Satara district. These districts are clubbed in 11 different talukas. 11 talukas are further clubbed to form 4 sub divisions with the administrative head quarter at Satara. Each of the 11 talukas was considered as clusters (area sampling). So 3 clusters comprising of Koregaon (139 villages), Khatav (141 villages), Khandala (66 villages) were selected randomly using lottery method.

In second Stage villages and the house number in the respective villages were selected randomly.

Sampling Frame

List of all the villages and household number in the respective villages and the data was collected from the respondent who so ever was available in the household as a respondent.

Data Analysis

The responses of the respondents were codified, checked for the consistency of the codification and wherever needed were edited. The Data analysis was carried on statistical package SPSS for windows version 12. The data was represented graphically or in tabular form wherever thought to be appropriate. The Categorical variables were tested for their associations using quantitative statistical tools, as the variables were nominal nonparametric tests for association were carried out.

Findings

- Table No. (I) (annexure) gives the frequency distribution of the respondents' taluka wise and age-group wise. Efforts were made to have respondents of each age group uniformly.

			Value	Asymp. Std. Error(a)	Approx. T(b)	Approx. Sig.
Nominal	Lambda	Symmetric	.066	.029	2.190	.029
by						
Nominal						

Directional Measures

- From the table (II) (annexure) and the value of lamda given by directional measure it can be seen that there is an association between the age group and the influence of print media on the buyer while making the decision regarding the purchase of the branded body care products. People of the age group of 40-50 and 50-60 years get more influenced by the print media

promotion. Therefore, use of print media while targeting the rural people has to be effective and properly planned.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	45.560(a)	30	.034
Likelihood Ratio	46.256	30	.029
Linear-by-Linear Association	8.977	1	.003
N of Valid Cases	397		

Chi-Square Tests

- From the table no. (III) (annexure) and chi square test we can observe that there is a very strong association when it comes to make decisions regarding the buying of the branded body care products and the opinions of the friends. Respondents in all the age groups agreed that friends' opinion was vital in this process.

	Chi Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	51.469(a)	30	.009
Likelihood Ratio	52.489	30	.007
Linear-by-Linear Association	.944	1	.331
N of Valid Cases	397		

Chi-Square Tests

- From the table no. (IV) (annexure) and above chi square test it is observed that the availability of a particular brand of body care product at the nearby shop has a very strong association with the purchase decision. That is why it is must to have deep reach or aggressive channel of distribution of the product when catering to the rural market.
- The table no. (V) and (VI) (annexure) shows that most of the respondents i.e. 69.3% think that the use of branded body care products improves their social status and give them perceived feeling of superiority although only half the respondents were actually brand consciousness and rest were happy to use it of just knowing/believing that it is used by famous personalities.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.540(a)	20	.017
Likelihood Ratio	24.445	20	.224
Linear-by-Linear Association	.001	1	.974
N of Valid Cases	397		

Chi-Square Test

- From the table no. (VII) (annexure) and above chi square test it is observed that the respondents' age group have a strong association with the perception of improved physical personality after the use of branded body care products. It means that they actually believe in the positive result of the products.

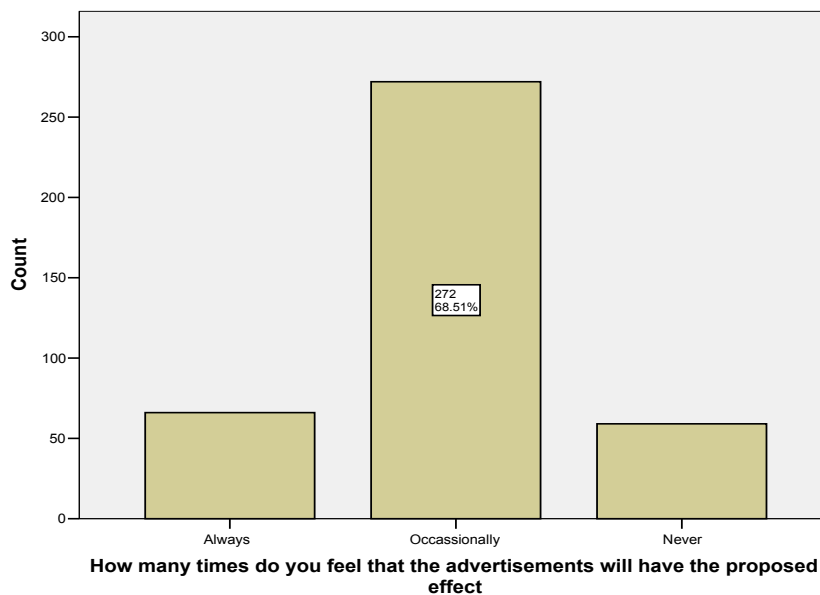
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.224(a)	20	.041
Likelihood Ratio	31.486	20	.049
Linear-by-Linear Association	.142	1	.706
N of Valid Cases	397		

Chi-Square Tests

- Table No. (VIII) (annexure) and chi square shows that there is some association with the respondents' age group and the perception that the use of the branded body care products is necessary as they are also used by their neighbor.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.912(a)	10	.030
Likelihood Ratio	20.992	10	.021
Linear-by-Linear Association	10.189	1	.001
N of Valid Cases	397		

Chi-Square Test



Graph No.(1)

- From the table no. (IX) (annexure) chi square test and graph (1) it can be inferred that most of the rural people do think that the proposed benefits communicated by the brands were occasionally true. It shows that the benefits shown in the advertisement sometimes are true and they influence buyer while making buying decision.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.883(a)	25	.059
Likelihood Ratio	42.791	25	.015
Linear-by-Linear Association	3.226	1	.072
N of Valid Cases	397		

Chi-Square Tests

- From the table no. (X) (annexure) and chi square test it is observed that the effect of T.V. advertisements have a strong influence on the purchase decision of the rural consumer. Respondents of all the age group has given it rank 1 and thus it shows that advertisement and age group has a very strong association and it is a very important factor for rural communication.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.979(a)	25	.023
Likelihood Ratio	43.847	25	.011
Linear-by-Linear Association	.411	1	.522
N of Valid Cases	397		

Chi-Square Tests

- From the table no. (XI) (annexure) and above chi square test it can be seen that there is a strong association between the respondents' age group and the influence of print media on the purchasing decision of snacks.

Conclusions

- It can be concluded from the research that the effect of T.V. and Print Media has a very important role in rural communication. We can also conclude that rural marketing has shifted its promotion mix strategies from conventional like puppetry, folk theatres and melas to the modern promotion mix strategies of mass media and T.V. advertisement in influencing the buying decision of the rural consumers.
- It can be observed that the positioning communicated by these two medium have a very significant effect on the purchasing pattern of the consumers as literacy rate of rural population is increasing at a very high rate and thus creating the awareness about the product and its brand.
- The perception of improved social status due to the use of branded products is also one of the major influences on the buying process. They use these brands as some of the famous personality is using it, taken by the company as the brand ambassador for advertising their product.
- We observed that very less people are brand conscious in rural market and it is very easy for them to choose different brands which are available at the moment. This may be because of the economic situation of the buyer. So one of the most significant influences in making the buying decision is the availability of the branded products in the nearby convenience stores.
- It is also observed that the products and brands suggested by the peers or the products which are used by their neighbours are also a very important factor to influence buying decisions. It

supports that the promotional strategies of gathering, melas and occasions are equally important.

- In addition, the pressure group/social status has a very significant effect on the purchasing pattern of the rural consumer while purchasing the branded products. It supports the new approach of rural marketing that the consumers are accepting new brands, are able to afford them, and are very much aware about them.
- It can also be concluded that most of the respondents' feel that the value communicated by the advertisements through various medium, occasionally is delivered and that urges them to consume the branded products. It motivates them towards that brand as company is providing them the proposed quality.
- In addition, the head of the family mainly take the decision regarding the purchase of FMCG. So the tradition and customs which are followed by the rural consumers are very important as decision depends upon head of the family and thus should be taken into consideration while planning promotional activities.

Suggestions

- While marketing to the rural consumer, it is important that positioning of the FMCG have to connect with the rural consumers' social status appreciation, it should give them psychological satisfaction and should motivate them to continue with the same brand.
- Marketing through multi – level marketing channels, kitty parties, social gathering and etc. where people within the same rural community can be encouraged as the influence to make a purchase through the opinions of friends and peer group is more in rural consumers.
- In addition, efforts should be made to use the distribution channels more effectively to reach in the deeper pockets of the rural market. Thus availability of the product is very important as rural consumers are not loyal to one brand.
- Efforts should be made to increase the distribution network (retail outlets), and make available the products to the rural market.
- Should try to connect with them through aggressive marketing by print and T.V. advertisement as this is the most important factor in influencing buying decision like:
By informing them about the features or proposed benefits of the products as it is occasionally true.
- Promotional strategies should be according to the age group factor of buying decision in rural market. As the factors of influences are different in different age groups.
- While planning for rural market company should plan considering the factors of buying decision like: life style, buying capacity of the buyer and etc. as they try different products as suggested by the peers, neighbour and others.

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ANNEXURE

Table I. Talukawise and Age-groupwise frequencies of the respondents

	Taluka			Total
	Khatau	Koregaon	Khandala	
	Age	Age	Age	
	Count	Count	Count	
Age 20-30 Yrs	9	23	50	82
30-40 Yrs	7	23	57	87
40-50 Yrs	11	27	53	91
50-60 Yrs	8	32	53	93
60-70 Yrs	2	17	17	36
70 and Above		8		8
Total	37	130	230	397

Table IV. Influence of media while purchasing branded Body care products with respect to availability at nearby shops

			Age 20-30 Yrs	30-40 Yrs	40-50 Yrs	50-60 Yrs	60-70 Yrs	70 and Above	
Influence of media while purchasing branded body care products- Availability at nearby shops	1	Count	4	4	6	2	1	0	17
		% within Age	4.9%	4.6%	6.6%	2.2%	2.8%	.0%	4.3%
	2	Count	4	6	10	4	3	1	28
		% within Age	4.9%	6.9%	11.0%	4.3%	8.3%	12.5%	7.1%
	3	Count	10	8	9	11	8	0	46
		% within Age	12.2%	9.2%	9.9%	11.8%	22.2%	.0%	11.6%
	4	Count	16	15	5	6	2	3	47
		% within Age	19.5%	17.2%	5.5%	6.5%	5.6%	37.5%	11.8%
	5	Count	15	19	11	14	4	4	67
		% within Age	18.3%	21.8%	12.1%	15.1%	11.1%	50.0%	16.9%
	6	Count	33	34	50	56	18	0	191
		% within Age	40.2%	39.1%	54.9%	60.2%	50.0%	.0%	48.1%
	7	Count	0	1	0	0	0	0	1
		% within Age	.0%	1.1%	.0%	.0%	.0%	.0%	.3%
Total	Count	82	87	91	93	36	8	397	
	% within Age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Table II. Shows the influence of Print media while purchasing branded Body care

		Influence of media while purchasing branded Body care products-Print media												Total	
		1		2		3		4		5		6			
		Count	% within Age	Count	% within Age	Count	% within Age	Count	% within Age	Count	% within Age	Count	% within Age	Count	% within Age
Age	Age 20-30 Yrs	4	4.9%	15	18.3%	23	28.0%	18	22.0%	9	11.0%	13	15.9%	82	100.0%
	30-40 Yrs	4	4.6%	15	17.2%	21	24.1%	25	28.7%	12	13.8%	10	11.5%	87	100.0%
	40-50 Yrs	5	5.5%	18	19.8%	19	20.9%	30	33.0%	17	18.7%	2	2.2%	91	100.0%
	50-60 Yrs	8	8.6%	27	29.0%	20	21.5%	21	22.6%	8	8.6%	9	9.7%	93	100.0%
	60-70 Yrs	2	5.6%	9	25.0%	4	11.1%	14	38.9%	4	11.1%	3	8.3%	36	100.0%
	70 and Above	0	.0%	3	37.5%	1	12.5%	0	.0%	2	25.0%	2	25.0%	8	100.0%
Total		23	5.8%	87	21.9%	88	22.2%	108	27.2%	52	13.1%	39	9.8%	397	100.0%

Table III. Showing the influence of friends/peer groups while making the buying decisions with respect to branded body care products

		Influence of media while purchasing branded Body care products from friends														Total	
		1		2		3		4		5		6		7			
		Count	% within Age	Count	% within Age	Count	% within Age	Count	% within Age	Count	% within Age	Count	% within Age	Count	% within Age	Count	% within Age
Age	Age 20-30 Yrs	9	11.0%	19	23.2%	20	24.4%	16	19.5%	10	12.2%	7	8.5%	1	1.2%	82	100.0%
	30-40 Yrs	9	10.3%	28	32.2%	19	21.8%	9	10.3%	13	14.9%	9	10.3%	0	.0%	87	100.0%
	40-50 Yrs	3	3.3%	15	16.5%	35	38.5%	17	18.7%	12	13.2%	9	9.9%	0	.0%	91	100.0%
	50-60 Yrs	6	6.5%	11	11.8%	33	35.5%	17	18.3%	18	19.4%	8	8.6%	0	.0%	93	100.0%
	60-70 Yrs	1	2.8%	3	8.3%	15	41.7%	3	8.3%	9	25.0%	5	13.9%	0	.0%	36	100.0%
	70 and Above	0	.0%	0	.0%	2	25.0%	3	37.5%	1	12.5%	2	25.0%	0	.0%	8	100.0%
Total		28	7.1%	76	19.1%	124	31.2%	65	16.4%	63	15.9%	40	10.1%	1	.3%	397	100.0%

Table V. Respondents feeling that the usage of branded body care products improves social status

		Frequency	Percent	Valid Percent	Cumulative Percent
Ranks given by the respondents	1	34	8.6	8.6	8.6
	2	82	20.7	20.7	29.2
	3	159	40.1	40.1	69.3
	4	93	23.4	23.4	92.7
	5	29	7.3	7.3	100.0
	Total	397	100.0	100.0	

Table VI. Respondents are conscious of the brand while making the purchase decisions.

Ranks given by the respondents		Frequency	Percent	Valid Percent	Cumulative Percent
	1	83	20.9	20.9	20.9
	2	76	19.1	19.1	40.1
	3	50	12.6	12.6	52.6
	4	65	16.4	16.4	69.0
	5	54	13.6	13.6	82.6
	6	69	17.4	17.4	100.0
	Total	397	100.0	100.0	

Table VII. Perceived benefits after purchasing branded Body care products with respect improvement in the physical personality

			Age					Total	
			Age 20-30 Yrs	30-40 Yrs	40-50 Yrs	50-60 Yrs	60-70 Yrs	70 and Above	
Perceived benefits-Improvement in physical personality	1	Count	33	38	37	44	17	1	170
		% within Age	40.2%	43.7%	40.7%	47.3%	47.2%	12.5%	42.8%
	2	Count	20	21	22	22	13	1	99
		% within Age	24.4%	24.1%	24.2%	23.7%	36.1%	12.5%	24.9%
	3	Count	14	16	13	15	2	1	61
		% within Age	17.1%	18.4%	14.3%	16.1%	5.6%	12.5%	15.4%
	4	Count	7	5	9	6	2	0	29
		% within Age	8.5%	5.7%	9.9%	6.5%	5.6%	.0%	7.3%
	5	Count	8	7	10	6	2	5	38
		% within Age	9.8%	8.0%	11.0%	6.5%	5.6%	62.5%	9.6%
Total		Count	82	87	91	93	36	8	397
	% within Age		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table VIII. Peer pressure groups influencing the buying decision

			Age					Total	
			Age 20-30 Yrs	30-40 Yrs	40-50 Yrs	50-60 Yrs	60-70 Yrs	70 and Above	
Perceived benefits- Becomes necessary as used by neighbours	1	Count	13	12	11	15	7	5	63
		% within Age	15.9%	13.8%	12.1%	16.1%	19.4%	62.5%	15.9%
	2	Count	11	14	6	7	3	1	42
		% within Age	13.4%	16.1%	6.6%	7.5%	8.3%	12.5%	10.6%
	3	Count	26	21	19	19	5	2	92
		% within Age	31.7%	24.1%	20.9%	20.4%	13.9%	25.0%	23.2%
	4	Count	15	20	27	27	9	0	98
		% within Age	18.3%	23.0%	29.7%	29.0%	25.0%	.0%	24.7%
	5	Count	17	20	28	25	12	0	102
		% within Age	20.7%	23.0%	30.8%	26.9%	33.3%	.0%	25.7%
Total		Count	82	87	91	93	36	8	397
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table IX. showing the respondents believing in the proposed advantages by the use of branded body care products.

			How many times do you feel that the advertisements will have the exact effect			Total
			Always	Occasionally	Never	
Age	Age 20-30 Yrs	Count	22	50	10	82
		% of Total	5.5%	12.6%	2.5%	20.7%
	30-40 Yrs	Count	20	55	12	87
		% of Total	5.0%	13.9%	3.0%	21.9%
	40-50 Yrs	Count	12	68	11	91
		% of Total	3.0%	17.1%	2.8%	22.9%
	50-60 Yrs	Count	8	67	18	93
		% of Total	2.0%	16.9%	4.5%	23.4%
	60-70 Yrs	Count	3	25	8	36
		% of Total	.8%	6.3%	2.0%	9.1%
	70 and Above	Count	1	7	0	8
		% of Total	.3%	1.8%	.0%	2.0%
Total		Count	66	272	59	397
		% of Total	16.6%	68.5%	14.9%	100.0%

Table X. Showing the effect of T.V. advertisements on the buying decision while purchasing snacks

			Age						Total	
			Age 20-30 Yrs	30-40 Yrs	40-50 Yrs	50-60 Yrs	60-70 Yrs	70 and Above		
Influence of media while purchasing snacks-Advertisements on T.V.	1	Count	47	55	55	60	22	8	247	
		% within Age	57.3%	63.2%	60.4%	64.5%	61.1%	100.0%	62.2%	
	2	Count	15	12	20	20	4	0	71	
		% within Age	18.3%	13.8%	22.0%	21.5%	11.1%	.0%	17.9%	
	3	Count	5	9	7	1	5	0	27	
		% within Age	6.1%	10.3%	7.7%	1.1%	13.9%	.0%	6.8%	
	4	Count	2	5	0	3	4	0	14	
		% within Age	2.4%	5.7%	.0%	3.2%	11.1%	.0%	3.5%	
	5	Count	2	3	2	3	0	0	10	
		% within Age	2.4%	3.4%	2.2%	3.2%	.0%	.0%	2.5%	
	6	Count	11	3	7	6	1	0	28	
		% within Age	13.4%	3.4%	7.7%	6.5%	2.8%	.0%	7.1%	
	Total		Count	82	87	91	93	36	8	397
			% within Age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table XI. Shows the influence of the Print Media on the decision making process by the rural consumers

			Age						Total	
			Age 20-30 Yrs	30-40 Yrs	40-50 Yrs	50-60 Yrs	60-70 Yrs	70 and Above		
Influence of media while purchasing Snacks-Print Media	1	Count	3	0	2	2	3	0	10	
		% within Age	3.7%	.0%	2.2%	2.2%	8.3%	.0%	2.5%	
	2	Count	22	20	11	16	11	4	84	
		% within Age	26.8%	23.0%	12.1%	17.2%	30.6%	50.0%	21.2%	
	3	Count	21	18	25	23	3	0	90	
		% within Age	25.6%	20.7%	27.5%	24.7%	8.3%	.0%	22.7%	
	4	Count	20	28	36	31	9	1	125	
		% within Age	24.4%	32.2%	39.6%	33.3%	25.0%	12.5%	31.5%	
	5	Count	9	12	15	16	5	1	58	
		% within Age	11.0%	13.8%	16.5%	17.2%	13.9%	12.5%	14.6%	
	6	Count	7	9	2	5	5	2	30	
		% within Age	8.5%	10.3%	2.2%	5.4%	13.9%	25.0%	7.6%	
	Total		Count	82	87	91	93	36	8	397
			% within Age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%