

## ANALYSING THE RURAL CONSUMER BEHAVIOUR TOWARDS CONSUMPTION OF NOODLES IN TRICHY

**Dr. C. Thirumal Azhagan<sup>1</sup>, K. Raveena<sup>2</sup>**

<sup>1</sup>Assistant Professor, Department of Management Studies. Anna University BIT Campus, Trichy.

azhaganct@gmail.com

<sup>2</sup>Final MBA Student, Department of Management Studies. Anna University, BIT Campus, Trichy.

raveenakumaresan@gmail.com

### ABSTRACT

This study covers the consumer behavior of the rural markets in the purchase and consumption of noodles, a common food item consumed in many regions. The research contributes to the understanding of the factors that might influence the buying decision of the consumer in rural markets by setting up factors like price sensitivity, brand perception, taste, and cultural influences among other determinants. A combination of surveys and interviews were conducted to gather data from a cross-section of rural households to analyze consumption patterns, frequency of purchase, and preferred noodle brands. This study further explores the influence of local distribution channels, advertising strategies, and product availability in determining consumers' choices in the rural areas. The findings indicate growing interest in convenience and product innovation beside the dominant factors of affordability and taste. The concluding section provides reader insights into the opportunities and challenges for noodle manufacturers to target the more challenging rural market with recommendations for a unique marketing strategy suited to this group.

**Keywords:** Price sensitivity, brand perception, taste, cultural influences, distribution and advertising, insights, marketing strategies.

### 1. INTRODUCTION

Recently, the rural market has received great attention from various business chains, especially in the food sector, with regard to its potential and fast-changing natures. Among various food items, noodles are an easy and popular choice for customers in rural areas. To do this, companies need to understand consumer behavior in these regions, since catering to the specific needs and preferences of rural customers requires knowledge of their behavior. The buying patterns followed by rural consumers differ significantly from those in the urban areas as distinguished by factors like affordability, taste, convenience, cultural preferences, and local availability. Further, rural markets are also encumbered with information access problems, low disposable incomes, and reliance on local distribution channels. This study analyses the key factors determining the purchase and consumption of noodles by rural consumers, focusing on price sensitivity, brand loyalty, product innovation, and advertising. Thus, this research provides a more comprehensive understanding of the consumption behavior and attitudes of rural consumers, insights for manufacturers and marketers to design effective strategies targeting this market. Additionally, the study will point out market opportunities as well as challenges in marketing noodles in rural areas. Thus, the uniqueness of this growing segment will help businesses adapt better.

### 2. LITERATURE REVIEW

**1. Naveen R (2023)** founded that rural consumers are increasingly opting for instant noodles due to their convenience, affordability, availability, taste and easy to make. The modernization of rural households, influenced by factors such as increased income, urbanization, and changing lifestyles, has contributed to this trend.

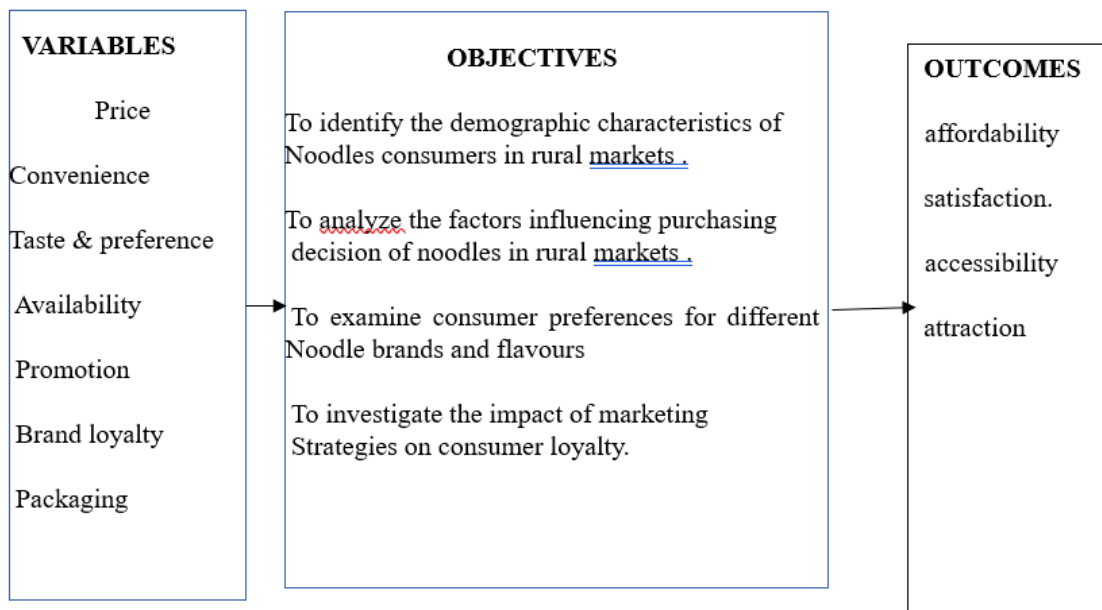
**2. Srinivasan K and Nirmala R (2015)** investigated consumer behavior towards instant noodles, particularly focusing on the ease of preparation, nutritional value, and product appeal. The Young generation mostly preferred more to instant noodles because it is easy to prepare and time consuming.

**3. Ajay Kumar Garg and Dr. Deepak Kumar Agarwal (2021)** concluded that rural consumers' purchasing power has increased, leading to changes in consumption habit. They emphasized the importance of affordability, availability, acceptability, and awareness in influencing rural consumer behavior. Maximum working people prefers noodles for Easy for preparations.

**4. Beri, G. C. (2018).** Understanding Consumer Behavior in Rural India.. It focuses on the socio-economic determinants and pricing for a particular rural buying decision. The price is the leading strategies to attract rural customers.

**5. Kashyap, P., & Raut, S. (2010)** It focuses upon the marketing strategies and issues that are prevailing in rural areas. They analyse that pricing, availability and convenience are the major factor that influence the consumer to buy a product.

### 3. RESEARCH MODEL



### 4. METHODOLOGY

Descriptive research design were adopted for this study. Using a non-probability, convenient sampling technique, 93 respondents were chooses from rural areas in Trichy c were chosen for the conduct of survey. A self-structured knowledge questionnaire with 5-point Likert scale ranging from 1-strongly agree to 5strongly disagree, as well as dichotomous scales. The questions are about influence of social media. Tools include descriptive statistics, chi-square and correlation were used to analyse.

**Demographic analysis:** With the experience of the respondents above 18years.

### 5. RESULTS AND DISCUSSION

#### 5.1 Chi -square test analysis

##### 1. Age and Promotion

H0: .There is no significant relationship between age and promotion.

H1: There is significant relationship between age and promotion.

**Table No:5.1.1**

**Table Name:** Age and Health basis

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.61	9	.5736
Likelihood Ratio	16.273	5	.006
Linear-by-Linear Association	3.010	1	.083
N of Valid Cases	102		
7 cells (58.3%) have expected count less than 5. The minimum expected count is .96.			

Chi-square value= 7.61 Degree of freedom= 5 Significant level = 5%

#### Interpretation

Thus the expected value is less than table value we accept the hypothesis. Therefore there is no significant relationship between Age and promotion.

##### 2. Gender and Packaging

Ho: There is no significant relationship between gender and packaging

H1: There is significant relationship between gender and packaging

**Table No: 5.1.2**

**Table Name:** Gender and influence in packaging

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.85	3	.2782
Likelihood Ratio	16.273	5	.006
Linear-by-Linear Association	3.010	1	.083
N of Valid Cases	102		
7 cells (58.3%) have expected count less than 5. The minimum expected count is .96.			

Chi-square value= 3.85 Degree of freedom= 3 Significant level = 5%

#### Interpretation

Thus the expected value is less than table value we accept the hypothesis. Therefore there is no relationship between gender and packaging.

### 5.2 CORRELATION ANALYSIS

#### 5.2.1 Hypothesis

H0: There is no significant relation between Age and Availability.

H1: There is a significant relation between Age and Availability.

**Table No: 5.2.1**

**Table Name:** Age and Availability

		Age	availability
Age	Pearson Correlation	1	.549*
	Sig. (2-tailed)		.022
	N	4	4
Availability	Pearson Correlation	.549*	1
	Sig. (2-tailed)	.022	
	N	4	4

#### Interpretation

It is inferred that a significant (2-tailed) value 0.022 is lesser than the critical value 0.05. Hence H1 is accepted and H0 is rejected which means there is a significant relation between Age and availability among younger generation .

#### 5.2.2 : hypothesis

H0: There is no significant relation between Age and convenience.

H1: There is a significant relation between Age and convenience.

**Table No: 5.2.2**

**Table Name:** Age and convenient

		Age	convenient
Age	Pearson Correlation	1	.239
	Sig. (2-tailed)		.850
	N	4	4
Convenient	Pearson Correlation	.239*	1
	Sig. (2-tailed)	.850	
	N	4	4

### Interpretation

It is inferred that a significant (2-tailed) value 0.850 is greater than the critical value 0.05. Hence H1 is rejected and H0 is accepted which means there is a significant relation between age and their convenient

## 6. IMPLICATIONS AND RECOMMENDATIONS

1. Mostly customer buy noodles for their convenience . Age is not get influenced by any factors .
2. Engage local influencers, retailers, and opinion leaders in product promotion and listening. Such efforts help create brand awareness and relationship that can be trusted within the rural communities. The retailer should maintain good relationship with customer to analyse their needs .
3. Provide products and packs especially suitable for the needs of the local market, such as suitable prices, convenient packs, and regional flavours. The price of a product must be affordable to buy for each rural customer .
4. Development of efficient distribution channels and tie-up with local retailers to make products available and accessible to rural markets. The retailers are person who directly meet up with customer.
5. Digital platforms, social media and mobile marketing may be employed to tap the rural consumers and provide them with product information, and offer promotions.

## 7. CONCLUSIONS

This study assesses the consumption behavior of noodles in rural markets and the growing potential of this segment, considering an increasing awareness level, better income levels, and exposure to urban consumption patterns. Consumer preferences in rural areas have some specific characteristics: such as high price sensitivity, coupled with a preference for small, affordable packs, and consumers trust on big brands. However, local brands can compete on part by offering cost-effective options and catering to regional tastes. Customization of flavour options to mimic the tastes of the local cuisine and robust distribution networks are critical for success in both markets. Further, successful marketing initiatives, including localized promotions and engagement at community events, would heighten the product's profile significantly. The strong, attractive pack would also raise consumer interest levels. Therefore, affordability, cultural relevance, and tailored marketing must hold priority in winning the enormous potential present in rural markets and with this, staying ahead in consumer loyalty over time.

## 8. REFERENCES

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