SMARTPHONE PURCHASE RELATED BEHAVIOUR OF RURAL CONSUMER: A CRITICAL REVIEW

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ABSTRACT

This report basically a brief review of rural consumer and their preferences regarding the smartphone. The study aims to find out whether there is scope to capture the rural market for the smartphone manufacturer. Is the smartphone actually can be utilized by the rural consumer in case there is a lack of infrastructure? The capability of rural consumers to using the smartphone is based on their literacy skills. So, based on these objectives it is easy to identify their behaviour about the smartphone. All the study based on secondary data collection. This data available on various websites. For instance, Scopus, web of science, google scholar, and e-Library. All selected paper reviewing and analysed after that this study discusses all the elements which are included in those papers. So as conclusion also made on the review of literature and discussion which is came from by these studies. This review will be beneficial for the prospective of marketer. After analysed previous reports conducted in different areas specifically in rural market it can be said that there is a huge scope for smartphone manufacture to target rural customers. If they can satisfy rural customers need and preferences. Because both urban and rural market different in nature so for them strategies also can be made differently. That's why there is a need to understand the consumer need in rural areas also.

Keywords: *customer, rural consumer, rural market, smartphone, villages*

INTRODUCTION

To study customer purchase behavior in regard to smartphone. Customer buying is not a mere transfer of the item from the seller to the buyer. The customer is always deal in happy affair and want a good product by sacrifice the money. By knowing and analyzing this behavior of the

customer lot of enterprises take initiative make the purchase of happy affair (Mohankumar & Dineshkumar, n.d.). In India, there are plenty of mobile brands in the market with very nominal price. The aim is to outstretch the lower-Income class which basically belong to remote side. The rural mobile user are also change their usage pattern as same as urban mobile user at very fast rate (Bhuyan, 2018). Most important as a

major population lives in villages. Rural consumers are different due to culture, purchasing power, caste, social groups, traditions, and beliefs, which impact the decision-making process. All these have an influence on purchase decision- making process of rural Consumers (Gowda & Gopalakrishna, 2018). Some challenges faced by marketers when they approach the rural market to sell their product or service, for instance geographical spread and low population density in remote areas (Indexed, 2018). This study mainly focuses on the consumer buying behavior in rural segment and get the factor which can help marketer to analyze the rural market.

RURAL MARKET

One study of Prashanth Sagi's, he define rural market according to NSSO, a market where residents are less than five thousand and 400/sq. population density with 75% people working on agriculture is rural market (Sagi, 2012). In another report is revealed that a geographical spread and low population density both are challenging variable for marketer to targeting the rural segment (Indexed, 2018) (Demirkan & Spohrer, 2014).

CONSUMER BEHAVIOUR PERCEPTION

Perception is an attitude towards one's product or thing. Here consumer perception is how consumer behave according to its perception. For study about mobile phones first of all to know about consumer behavior that how they perceive about this product. The concept where conflicted attitudes and behavior and their effects are present in consumers there are various study has been done (Kumar Sharma, 2014) .

REVIEW OF LITERATURE

In one study author state that the consumer buying intention is to purchase different smartphone which satisfy their needs and they are generally influenced by their buying intentions through money so that they can select best option from various brand (Mohankumar & Dineshkumar, n.d.). One more study on rural segment found rural segment in India has a big and potential of market to tap, Smartphone industry are facing opposite conditions to penetrate the market but they unable to capture this segment. According to researcher the companies make mistake because they have been introducing a same smartphone at the equal price to aim the two separate consumer group and though this market only an another segment to make money (Reddy & Gopal, 2018). However, the rural consumers are different from their urban counter parts and the rural markets need products which suits their need (Reddy & Gopal, 2018). According to another study it comes that there are many manufacturer who provides more than 400 mobile brands in Indian market and by next year consumer can enjoy more than that because they launch more variety in India in next year based on make in India concept (Sinha & Mishra, 2016). Employed persons and Younger's from metro area are purchasing smart phones mostly but now in rural areas the sale increasing very fast (Sinha & Mishra, 2016).

most of the times consumers wants products that are in line with the location time and culture and other such related factors (Zhang et al., 2016). There is an exodus of smart phones all over the world and the people are habitually attracting to these products and the reason for the same is due to many companies are investing there interest in the mobile market due to highly elastic demand (Maliha et al., 2020). At present the development of cellphones is brought by huge network capabilities and new innovations. For instance, most of the present smart phones have large screen, high density cameras and other applications. These current applications are helping the people to save their times and hence greatly enhancing their lifestyles, whether it belongs to their daily routine, office life or related to entertainment and due to capabilities of companies innovations are carried out continuously and due to which there is expansion of these market (Maliha et al., 2020). Smart phones with new feature getting popular and change the perception of customers with many applications and features are (Admane & Jasutkar, 2015). There is one research paper "factors influencing the effective use of smart phones: a case of rural areas in Andhra Pradesh" state that the usual problems experienced by the rural customers use smartphones effectively and resolve the problem through it. This paper suggests that the companies should build new techniques and versions to serve villages consumers and develop extensive approach for them.

One study helps to know preferences of rural consumers, as according one study's report cellphone and telecom sectors play an integral part to increase the economy in India (Gowda & Gopalakrishna, 2018). According to this research it is coming that Age has impact on purchasing intention of rural segment specific to smart phone purchase behavior. Brand has influence on buying behavior of rural consumers while shopping for a mobile phone. Some opinion leaders influence the perception of rural consumers when they go for shopping a mobile phone (Gowda & Gopalakrishna, 2018). Market advertisement related to smartphones in rural market have made impact on rural consumer and hence impacting their buying behavior (Gowda & Gopalakrishna, 2018). In the modern era of artificial intelligent in new model depending upon various probabilities of work give rise to new search (Zhang et al., 2016).

FACTORS IMPACT WHILE CAPTURE RURAL MARKET

There are n number of factors influencing if phone manufacturers going to capture on rural segment. But they should mainly focus on some inevitable factors which impacted the perception of rural consumer.

1.NETWORK CONNECTION: to use smart phone accurately first and foremost need is network connection including internet. According to times of India report Himachal

Pradesh and Tamil Nadu with percentage of 43.36 and 41.99 top 2 states where rural consumer enjoying internet through mobile phone.

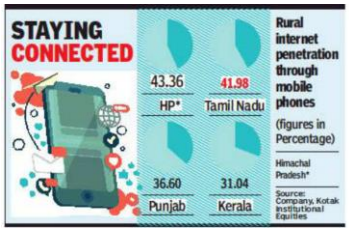


Figure:1, Penetration of Internet

Source: Times of India

This report also indicates that there is huge scope for marketer if they make strategy with Telecom Company and provide better connectivity in remote areas.

RETAILER: Retailers play an essential role to influence the rural consumers. Marketer should strategize and made cordial relationship with retailers so that they can help them to sell their brands and display the varieties of mobile phones (Reddy & Gopal, 2018). Retailer could also help by

chances of selling smartphones to customer by providing EMI option. Small villages have very few retailers, mobile manufacturer need to reach them to reach rural customer as customers trust these retailers because both parties belong to the same village, it would be easier for a retailer to sell specific brand of mobile phone (Gowda & Gopalakrishna, 2018).

2.YOUTH: young rural consumer has different and opinions. It may be due to the decisions taken by Young Rural Consumers. They play different role in smartphone purchase and if the Mobile marketers easily understand the factors that mainly influence youngster in buying decision, the sales can be raise more (Indexed, D.,2018). Smart phone manufacturer is mostly focused on young generation and their strategy for them to attract by giving advance feature. As per current scenario youth from rural segment are less aware compare to urban and sub-urban so marketer have target that segment by creating more awareness by campaigns and advertisement (Mohankumar & Dineshkumar, n.d.). so it can be said that youth segment in the rural market has decision-makers(Huang et al., 2011).

3.EDUCATION: Smartphones are key devices for online education in rural sector. In villages students belongs from lower middle income and lower income families studied mostly on smart phone during covid-19 pandemic situation as all education institutes has shut down. If companies tie up with educational institutes they can increase their volume of sale in rural areas also. Because education industry always uses digital sources in their area in future. Many state govt took initiative in this regard for instance, Punjab state chief minister distribute smartphone to 12th standard's students based on "Punjab smart connect scheme"



Figure:2, education online penetration

Source: Hindustan times

4.INCOME: marketers should understand that affordability of rural people, most of active as agriculturist and have inconsistent income due to the fluctuations in the price and the harvest

(Indexed, D.,2018). So manufacturer can identify the situation and capture this segment accordingly. One another study found that income doesn't matter more because, according to one study, the consumer from rural areas also prefer smartphones between 16k-25k (Maliha et al., 2020).

DISCUSSION

By studying the all selected paper, it can be said that for smartphone industry there is a huge scope to expand their self. Most of the segment is available for position and targeting, however, few hindrances have been there which can be sorted out if the rural market has to be captured. Findings and methodology used by the authors quietly similar for all. Although these studies focused on the need of rural consumers regarding smartphone purchase perception but those barriers which are considered by customers in those areas, are not solving in detail by any study. The general purpose for all to go In-depth about rural market preferences that can hold the mobile manufacturer to innovate according to them and customized functions for the rural consumer base segment. The methodology used by the researcher quite the same. They develop their study based on primary data where a structured questionnaire has been used for the collection of data along with secondary data. Outcomes can be found below.

According to the previous study, there are many factors but the above are significant. In the rural market, retailers play a key role to promote the brand because people do not want to search more before buying a phone they simply believe in retailers and buy accordingly. Furthermore, education is the main factor which can be considered because people are not much literate and do not use many functions on the smartphone so they prefer to simple phone with less function. If the manufacturer provides according to their convenience easy processing phone they can target the rural market. In addition to it’s another factor that is most significant for the marketer is the network. In rural areas infrastructure is not satisfactory and telecom tower is placed very less. So the connectivity problem is always there. And consumers couldn't use a smartphone with satisfaction. Other than that income doesn't matter more because, according to one study, the consumer from rural areas also prefer smartphones between 16k-25k (Maliha et al., 2020). By studying this paper it is evident that the youth segment in the rural market has decision-makers(Huang et al., 2011). So marketer has to pay their attention to these customers. Smartphones are very in this age group. Because of education, lots of study material can be collected through

mobile phones, they enjoy playing music and games and so on many features. Gender makes no impact on purchasing behavior according to these studies.

CONCLUSION

To conclude this study, the rural market is very prominent for smartphone marker to raise their profit, yet to be captured. Rural customers are attracting by new technology in mobiles. But the connectivity issues have to be solved by manufacture and telecom partners. Even govt can help if they made good infrastructure in rural areas. So, in rural areas consumer purchase intention is very positive relates to smartphones now it depends on manufactures that which strategy they can use to target and position in this segment. As with increasing demand of online services smart phone's demands also increasing day by day in all regions.

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