

A Study the Comparative Analysis of Rural and Urban Customer Attitude Towards Foreign Product at Surat Region

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Abstract

The present study is the analysis of the comparative analysis of rural and urban customers' attitude towards foreign product at surat region. The main objective of the study to differentiate the buying behaviour of rural household and urban household and study the customer buying product compare to foreign price product. The data collected through the questionnaire method. And 71 responses collect from the foreign product user at surat region. The researcher has been using structured questionnaire or multiple choice question, multi response and a five likert scale. In this study, the researcher has analyzed the data through various statistical tools such as one sample T-test, Chi-Square, Cross tabulation between demographic variables with study factor. The collected data are analyzed using statistical software like SPSS. The analysis indicates that demographic profile such as education and income have not significant variation between sample and population for foreign product users.

Keywords: Foreign Brands, Rural and Urban Customer, Demographic Factors, Attitude

1. Introduction

India is the world's largest customer market, according to a recent Mc Kinsey (2007) survey. The biggest strength of Indian market lies in this size, not in individual spending, with the rise in income, over 7.4 million surat people will move from desperate poverty to a more sustainable life and Surat's middle class will increase incredibly by over ten times from its current size of 7.4 million, beside urban and rural has a huge potential. In surat over 7.4 million populations under urban area .6 million population and rural area 1.4 million population. The different between prices of national and foreign brands have been narrowed down bargaining power of customer has increased of loans and lowering of interest rates have caused sudden rush for these products. The theory which define customer attitude towards foreign product Jag winder singh (2008). Rural consumers were found more impressed than their

urban counterparts with foreign products in terms of maintenance services, technical advancement, prestige, durability, quality/performance, and wide choice of size and model.

2. Literature Review

Researchers have collected various articles related to the Customer attitudes towards foreign product. And authors used different statistical tools and techniques. For measuring the foreign product users, they used the one sample T-test, Chi-Square, Cross tabulation between demographic variables with study factor.

Jagwinder Singh in the year of 2008 have studied about “Comparative analysis of Rural and urban Customers’ Attitude towards foreign product at surat region”. The Objective of this study was to Understand the comparative attitudes of rural and urban Indian consumer towards the foreign product against Indian product. The research used questionnaire for collection of data from 100 samples. Major findings of this study was no significant differences were observed between rural and urban consumers in terms of good style and appearance. Indian producers in the coming times are going to face a very strong threat from foreign brands, Particularly in consumer durable category. **Jagwinder Singh in the year of 2011** have studied about “A Comparison of Rural and Urban Buying of Customer Durables”. The Objective of this study was to differentiate the buying behaviour of rural households from that of urban households. The research used questionnaire for collection of data from 411 samples. Major findings of this study overall no significant difference could be observed between rural and urban consumers in terms of their; timing of purchase, buying the same brand of other durable, number of items, and duration of planning before buying. Habitat has a relation with income for the festive, where the income had no relation with habitat. **Nor Hazlin nor Asshidin Nurazariah Abidina, Hafizzah Bashira Borhan** in the year of 2015 have studied about “Customer Attitude and Uniqueness towards International Products”. The objective of this study was to examine the relationship of individual characteristics. The research used questionnaire for collection of data from 350 sample. Researcher used hypothesis method for an analysis of data. Major finding of this research that Malaysian consumers’ need for uniqueness positively influences attitudes toward international products. **Suchita Gera** in the year of 2014 have studied about “Customer attitude and purchase behaviour towards foreign brands”. The objective of this study was to assess the consumer’s perception and preference towards foreign brand. To ascertain the criteria of product evaluation by consumers towards foreign brands. Primary data were collected through questionnaire containing different close ended questions. Major finding of this

research the attitudes of consumers towards country of origin and corporate image exert a great deal of influence on their perceptions of product quality and purchase behaviour. **Archana Kumar and Youn-Kyung Kim** in the year of 2008 have studies about “Indian consumers’ purchase behavior toward US versus local brands”. The objective of this study to examine the direct and indirect effects of individuals’ self-concept, product-oriented variables and brand-specific variables on purchase intention toward a US retail brand versus a local brand that are available in the Indian market. The Data obtained from 405 college students in India were analysed using structural equation modelling. Major findings of this study that Indian consumers’ self-concept and NFU had indirect effects on purchase intention of the US brand and the local brand. Both self-concept and NFU positively influenced clothing interest.

3. Objective of the research

The aim of the study is an analysis of the Comparative analysis of Rural and urban Costumers’ Attitude towards foreign product Surat Region. To reach the aim we have three specific objectives. These are

- i. To analysis the customer attitude towards foreign product.
- ii. To study the customer buying product compare to foreign price product.
- iii. To differentiate the buying behaviour of rural households from that of urban households.

4. Research methodology

To accomplish the objective of the study, the survey was done in a selected city of Surat from 71 individual Product users. The data comprise two parts, in part one demographic information and second part foreign product use related questions. The researcher has collected data through the structured questionnaire where multiple-choice, multiple responses, and Likert-type scale is administered. The data collected based on convenience sampling. As per the requirement of the objectives, the researcher has opted to use the frequency analysis, cross-tabulation with Chi-square, and one sample t-test technique using SPSS software.

5. Hypothesis

H_0 : There is no significant difference between the food and footwear users rural and urban area.

H_1 : There is a significant difference between the cosmetic, clothing, electronics and furniture users rural and urban area.

6. Analysis of Data

In this section, the researcher tries to analyze the data and based on that draw some conclusion.

In which area you are belonging from surat.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Urban	23	32.4	32.4	32.4
	Rural	48	67.6	67.6	100.0
	Total	71	100.0	100.0	

From the above table Maximum sample were from rural which is 48 of total sample citizen and it constituted 67.6% which is more than half of total sample of citizen. 23 sample of citizen were from urban and it constituted 32.4%.

Have you ever Used Foreign Product.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	71	100.0	100.0	100.0

In this data 71 Citizen responses 100% accuracy.

If Yes, which foreign product you Used.				
\$factor Frequencies				
		Responses		Percent of Cases
		N	Percent	
	If Yes, which foreign product you Used. (Cosmetic)	17	11.6%	23.9%
	If Yes, which foreign product you Used. (Food)	13	8.8%	18.3%
	If Yes, which foreign product you Used. (Clothing)	33	22.4%	46.5%
	If Yes, which foreign product you Used. (Electronics)	33	22.4%	46.5%
	If Yes, which foreign product you Used. (Footwear)	29	19.7%	40.8%
	If Yes, which foreign product you Used. (Furniture)	22	15.0%	31.0%
Total		147	100.0%	207.0%

From the above table Among all 71 responses under 66 sample are Used the clothing and electronics product and it constituted 44.8%. In this citizen response cosmetic product only 11.6%. Furniture and Footwear use average response 15% and 19.7%. In food product lowest response only 8.8%.

From Since Year using foreign Product.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 - 1 Year	1	1.4	1.4	1.4
	1 - 3 Year	49	69.0	69.0	70.4
	3 - 5 Year	17	23.9	23.9	94.4
	5 - 7 Year	4	5.6	5.6	100.0
	Total	71	100.0	100.0	

From the above Table Among the 71 responses maximum citizen 1 – 3 years to use the foreign product and it constituted 69% of the all responses. In data 0 – 1 year only 1 citizen using foreign product. And highest year to using foreign product 5 – 7-year citizen is 4 and it constituted 5.6% among all responses. Last is 3 – 5 year 17 citizens using foreign product at that duration.

Which factor motivate you buy foreign product.				
\$factor Frequencies				
		Responses		Percent of Cases
		N	Percent	
	Which Factor motivate you buy foreign product. (Quality)	56	44.1%	78.9%
	Which Factor motivate you buy foreign product. (Long Durability)	37	29.1%	52.1%
	Which Factor motivate you buy foreign product. (Low Cost)	5	3.9%	7.0%
	Which Factor motivate you buy foreign product. (Attractive Experience)	29	22.8%	40.8%
Total		127	100.0%	178.9%

From the above table Among all 71 responses highest factor motivate buy the foreign product is the Quality and it constituted 44.1%. And Only 5 responses low cost motivate for the buy foreign product. In Long durability and Attractive Experience is average responses is 37 and 29 it constituted 29.1% and 22.8%.

Why you are not using domestic product comparison of foreign product.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High Cost	12	16.9	16.9	16.9

Low Quality	21	29.6	29.6	46.5
Low Durability	21	29.6	29.6	76.1
Low Verity	17	23.9	23.9	100.0
Total	71	100.0	100.0	

From the above table Among all 71 responses under 42 sample are not using domestic product because they are think domestic products Quality and Durability Are Low it constituted 59.2%. And other respondent reasons for not using domestic product is High Cost and low Verity. And its percentage is 16.9% and 23.9%.

Analysis of Likert Scale						
No.	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Foreign brands are always overpriced.	36	27	6	1	1
2.	Foreign brands give value for money	47	20	3	1	0
3.	Foreign brands always ensure quality	42	20	8	1	0
4.	Foreign brands provide better after sales services.	16	37	17	0	1
5.	After sales services of foreign brands are satisfactory.	16	38	13	3	1
6.	Foreign brands ensure guarantee.	8	28	31	5	1
7.	Foreign Product are always sell Their Brand name	21	26	19	2	3
8.	foreign brands Durable at last long	28	36	5	2	0
9.	You prefer to get relevant information about the product before buying.	31	31	8	0	1
10.	I can rely. easily on foreign brands	25	38	8	1	1

From the above table it can be interpret that 71 sample of citizen of surat. In foreign brands are always overpriced 36 citizens strongly agree and 27 citizen agree. Only 2 citizens’ response Disagree and Strongly disagree. And neutral responses 6 citizens given in this question.Foreign brands give value for money in this question 47 responses strongly agree are very high. Agree citizen are 20 and No one strongly disagree. Neutral and Disagree responses are 3 and 1.Foreign brands always ensure quality in this No one strongly disagree and only 1 response disagree. 42 and 20 responses strongly agree and agree. In this Neutral responses are 8.Foreign brands provide better after sales services this question No One Disagree and only 1 response strongly disagree. Highest responses of citizens in agree that no. of

37. In Strongly agree and Neutral 16 and 17 responses. Foreign brands ensure guarantee highest responses is neutral there is 31. And Strongly agree and agree responses no.8 and 28. In this disagree and strongly no .is 5 and 1. Foreign Product are always sell Their Brand name in this question Strongly agree and agree responses are 21 and 26. I can rely. easily on foreign brands in this Disagree and Strongly disagree responses are only 1 and 1. And Highest agree responses are 38. Strongly agree and Neutral responses are 25 and 8. In this whole table responses highest is the Strongly agree and agree. Average responses collect from neutral. And Lowest response in Strongly disagree.

Crosstab [Chi - Square]					
Demographic Factor	If Yes, which foreign product you Used.		Pearson Chi-Square		
	Non Affected	Affected	Value	df	P-value
Cosmetic					
Urban	16	7	0.787	1	0.375
Rural	38	10			
Food					
Urban	22	1	4.434	1	0.035
Rural	36	12			
Clothing					
Urban	11	12	0.444	1	0.505
Rural	27	21			
Electronics					
Urban	13	10	0.123	1	0.726
Rural	25	23			
Footwear					
Urban	18	5	5.14	1	0.023
Rural	24	24			
Furniture					
Urban	17	6	0.382	1	0.537
Rural	32	16			

From the above table analyzing relationship between which foreign product you used and demographic factor. P-value of demographic factor are more than 0.02 so the null hypothesis is failed to rejected. So the hypothesis is failed to reject. So there is no significant association. But in the other case P-value is less than 0.02 so the null hypothesis is rejected. So there is significant association.

One-Sample Test					
Test Value = 2					
	t	df	Sig. (2-	Mean	95% Confidence Interval

			tailed)	Difference	of the Difference	
					Lower	Upper
Foreign brands are always overpriced.	24.397	70	.000	2.35211	2.1598	2.5444
Foreign brands give value for money.	33.836	70	.000	2.59155	2.4388	2.7443
Foreign brands always ensure quality.	27.463	70	.000	2.45070	2.2727	2.6287
Foreign brands provide better after sales services.	21.200	70	.000	1.94366	1.7608	2.1265
After sales services of foreign brands are satisfactory.	19.195	70	.000	1.91549	1.7165	2.1145
Foreign brands ensure guarantee	15.282	70	.000	1.46479	1.2736	1.6560
Foreign Product are always sell Their Brand name..	15.193	70	.000	1.84507	1.6029	2.0873
[Foreign brands Durable at last long.	26.675	70	.000	2.26761	2.0981	2.4371
You prefer to get relevant information about the product before buying.	24.713	70	.000	2.28169	2.0975	2.4658
I can rely easily on foreign brands.	23.060	70	.000	2.16901	1.9814	2.3566

From the above table it can be interpret that, for Brands are overpriced, value for money, ensure quality, Aftersales service, satisfaction test, guarantee, sell their brand name, durable at last long test is 0 which means the null hypothesis is rejected. Thus, Brands are overpriced, value for money, ensure quality, Aftersales service not affect which product used the citizens of surat.

7. Findings

Majority of respondents belongs to age group between 18 – 28 which is about 56.3% and age group between 29 – 40 which is 36.6% and 7% respondents belongs to 41 – 50 age group, in which 74.6% are male respondents and 25.4% are female respondents. Among all respondent’s majority respondent is of graduation level which is 60.6%, 16.9% samples belong to secondary education level, 12.7% respondents belong to post graduation level and lowest 9.9% sample belongs to primary education level. Majority respondent’s yearly income is Above 6,00,000 which is 36.6% and 28.2% respondent have yearly income 2,00,000 – 4,00,000 and Income between 4,00,000 – 6,00,000 there are 23.6% and lowest income 1,00,000 below there are 11.3%.

Among the response collected 67.6% belongs to Rural and 32.4% belongs to Urban and Among them all are using foreign products from which 44.8% uses product like clothing and electronics and 19.7% uses footwear product, 15% uses furniture products, 11.6% uses cosmetic items, least 8.8% uses food items. Majority of respondent are using foreign product more than 1 year, In which majority customer buy or use foreign product because of Quality, Long durability, Attractive experience and least respondents look after cost. 98.4% respondent's having good experience in using foreign product and reason for using less domestic product rather than foreign product is because of low quality and durability in which 59.2% have accepted. Among the respondents accept that foreign product is overpriced and foreign brands give value for money because it ensures the product quality and after sale services and many of them enquire about the product before purchasing it and many of them can easily rely on foreign product.

8. Conclusion

The study reveals that both rural and urban consumers had given huge importance to foreign products over domestic products in terms of all the factors studied. Rural consumers had given the highest rating to 'prestige' whereas urban consumers had given the highest rating to 'good style and appearance'. Urban consumers being style conscious therefore, probably are relatively less concerned about durability and maintenance services. The data reveal that foreign products are far ahead than Indian products in the minds of the consumers in terms of style, appearance, prestige, wider choice and quality. Foreign products in comparison to Indian products have more positive image in the minds of rural consumers than urban consumers in terms of all the factors studied

Rural consumers have given the highest rating to all the factors studied than their urban counterparts in terms of superiority of foreign products over Indian products. This implies that rural consumers are more attracted to foreign products than urban consumers. d foreign products expensive and thus rated 'better value for money' lowest among all the factors studied. Therefore, differences were not relatively much in terms of 'greater value for money'. According to my research, I found out that most consumer like the foreign product quality is good and Durability also satisfactory. Rural citizens most of demanding foreign product and also urban citizens used the foreign products.

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