

IMPACT OF PROMOTIONAL ACTIVITIES, AFTER SALES SERVICES AND RESALE VALUE ON THE PURCHASE DECISION OF RURAL CONSUMERS : An Empirical Study of Electronic Products in Rural Himachal (India)

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Abstract: In this research paper an attempt has been made to know the impact of promotional activities, after sales services and resale value of electronic product on the purchase decision of rural consumers. The data for the research has been collected through questionnaire. In this grim battle for snatching the most share of the market, only those producers will win the battle, who are able to study the behaviour of the consumers. Here an attempt has been made that how and to what extent promotional activities, after sales services and resale value effects the consumer behaviour of electronic products in rural areas. It is revealed from the research that it is very necessary for the manufacturers of electronic products to know the behaviour of rural consumers. So, that they can increase their sales and capture the most of the market share. It has been observed from the study that promotional activities, after sales services and resale value influenced the consumer behaviour while purchasing electronic product. It was also discovered that how consumers rate the promotional activities, after sales services and resale value of the product. This study will definitely help the manufacturers of electronic products to take strategic decisions on the related activities.

Keywords: Consumer Behaviour, Promotional Activities, After Sales Services, Resale Value and India

INTRODUCTION

In business world, the knowledge of consumer behaviour is very important. Consumer behaviour is a rapidly growing discipline of study. It is a very complex and multidimensional process. It reflects the complete information about decisions of consumer with respect to acquisition, consumption and disposal activities. It means it is more than just how a person buys products. Number of reasons force to study the consumer behaviour being developed as a separate marketing discipline. Some of these are shorter product life cycles, increased interest in consumer

protection, growth in marketing services, growth of international marketing, development of computer and information technology and increasing competition etc. Marketing experts have noticed that actions of consumer and respective reactions are not always same. Knowledge of consumer activities and behaviour is one of the most important aspects of the marketing. The consumers buy the goods to satisfy a number of needs. Human wants are unlimited and differ from time to time, from place to place and man to man. The study of consumer behaviour holds great interest as consumers, as students and scientists, and as marketers.

CONSUMER BEHAVIOUR

Consumer behaviour reflects the behaviour that consumer show in searching for, purchasing, using, evaluating and disposing of product, services and ideas that they expect will satisfy their needs. Mainly the study of consumer behaviour is the study of behaviour of individual while making decisions at the time of spending their available resources on their consumption-related items. It includes the study of their consumption requirements, their choice and need priority criteria, their mostly adopted mode of purchasing, suitability of time and day to them. They choose the place of purchase, and their frequency along with tendency to buy or replace a product. Consumer behaviour is the process whereby, individuals decide whether, what, when, where, how and from whom to purchase goods and services. Consumer behaviour consists of the mental and physical activities for acquiring the products and obtaining satisfaction from these products. Another feature of consumer behaviour is that it includes both observable physical and mental activities. Physical activities can be choosing through the stores and examining the merchandise while mental activities can be forming attitudes, perceiving advertising materials and learning to prefer particular brands. All marketing activities focus on consumer. Consumer behaviour is a decision process and in physical activity individuals engage in while evaluating, acquiring, using or disposing of goods and services.

HOW AND WHY THE FIELD OF CONSUMER BEHAVIOUR DEVELOPED

There are number of reasons why the study of consumer behaviour developed as a separate marketing discipline. Marketing scientists had long noted that consumer did not always act or react as economic theory would suggest. Consumer preferences are changing and this is not true only in case of consumer markets but even in industrial markets, where needs for goods and services are always more homogeneous than in consumer markets. The various reasons why the study of consumer behaviour developed as a separate marketing discipline are shorter product life cycles, increased interest in consumer protection, growth in marketing services, growth of international marketing, development of computer and information technology and increasing competition, etc. These are the main reasons why the study of consumer behaviour developed as a separate marketing discipline.

THE ROLE OF CONSUMER RESEARCH

Consumer research is the methodology used to study consumer behaviour. As in any science, consumer behaviour theories must be tested and either supported or rejected before conclusions can be generalised as principles applicable to marketing practice. Consumer behaviour research is conducted on the basis of observations of actual behaviour in the market place. Other research is conducted under controlled conditions in the laboratory; still other research is based on the manipulation of marketing variables within a simulated marketing context. Only through constant testing, evaluation, rejection, and support of related hypothesis can behavioural principles be developed to provide marketers with meaningful insights into psychological and environmental factors that influence consumer decision making. Consumer behaviour research also enables marketers to carve out new market segments based on variables that emerge as important discriminators among consumer for a specific product or product category. Consumer behaviour research is conducted for every phase of the consumption process: from before the purchase take place (when the consumer first becomes aware of a need), to the search and evaluation of product alternatives (ranging from simple to extensive information search), to the actual purchase decision (including such factors as product and brand choice, store choice, and method of payment), to after the purchase take place (through any periods of uncertainty, satisfaction, dissatisfaction, repurchase, or further search in the market-place).

PROMOTIONAL ACTIVITIES, AFTER SALES SERVICE AND RESALE VALUE

Promotional Activities: Promotion is the communication aspect of the marketing mix. It is creating a channel for conversation with the targeted consumer. Through promotion, the company aims to attract the consumers' attention and give them enough information about the product to foster enough interest to motivate them to purchase. Product promotion is one of the necessities for getting the brand in front of the public and attracting new consumers. There are numerous ways to promote a product or service. Some companies use more than one method, while others may use different methods for different marketing purposes. The objectives of product promotion are to increase sales, attract consumers, improve product recognition and enhance brand identity. Regardless of company's product or service, a strong set of promotional strategies can help position the company in a favourable light with not only current consumers but new ones as well. Product promotion benefits businesses by generating consumer demand, and benefits consumers by providing needed information about product availability and uses. Because of intense competition, it is critical to plan an effective strategy before initiating a promotion campaign. It is particularly important for small businesses to utilize their limited resources effectively.

After Sales Service: Periodic or as required maintenance of or repair of product by its manufacturer or supplier/dealer, during and after a warranty period. Any assistance a seller provides a buyer after a product is sold e.g. a computer manufacturer may offer free technical support to the consumers. Serving consumer (product service, free maintenance and repairs and replacement of parts) leads to enhance the consumer's loyalty and provide valuable feedback about its goods and services.

Resale Value: The price when product is resold after purchase (after a time lag) then it is called resale value. Resale value is the money back when a product is used for a particular time period. When we talk about the resale value it may be the exchange price of the product for getting a new one.

RURAL CONSUMER

Government of India has defined rural area as that which is not urban and urban area is defined as:

1. All locations within a municipality/corporation, cantonment board or a notified town area committee.
2. All other locations satisfying all of the following criteria:

Minimum population of 5,000, At least 75% of male workforce engaged in non-agricultural activities, and a population density of over 400 persons per sq.km.

It is obvious that a consumer from a rural area is called a rural consumer. Rural consumers are no doubt different from urban consumers due to the reason like literacy, geographical region or exposure to internet, economic access or physical access. But due to electronic media the rural people are also aware of electronic products and their uses like their urban counterparts. Recently, the growth of the Indian economy after starting of liberalization and globalisation policy in 1991 has been substantial increase the purchasing power of the rural consumers. Since Green revolution in India, the rural areas are started to use a large quantity of consumable and non-consumable products.

GENERAL PERCEPTIONS ABOUT RURAL CONSUMERS

- A) **Traditional Outlook:** The rural consumer values old customs and traditions. Basic cultural values are well dominant in rural India. Buying decisions are highly influenced by social customs, traditions and beliefs in the rural markets.
- B) **Level of Literacy:** The literacy rate being low in the rural areas as compared to urban areas, the way these consumers are targeted need to be oriented to suit the village mind-set. In other words, the advertisement that appeals to urban consumers can't be simply copied to the rural people that would not be effective one and may not appeal to rural consumer due to varying life styles.

- C) Lack of Proper Communication and Infrastructure Facilities:** Nearly 50% of the villages in the country do not have all weather roads. The infrastructure facilities like, roads, warehouses, communication system, financial facilities are inadequate in rural areas making physical distribution costly.
- D) Language and Dialects:** The number of languages and dialects vary widely from state to state, region to region and many times district to district. Thus the language to be used needs to be different for different places.
- E) Low Per Capita:** The per capita income in the rural areas is low as compared to urban areas. Thus, the rural consumer is more price sensitive and risk averse. They will prefer a low unit priced product.

SEVERAL MYTHS ABOUT RURAL POPULATION

Followings are the some notable myths about rural population:

1. The belief that rural people do not buy brands.
2. The belief that rural consumer buy cheap products. In reality they seek value for money.
3. The belief that the rural market is homogenous mass. In fact it is fascinatingly heterogeneous.

Increasing disposable income, working women and the advancement of technology, increases the need for the varied consumer durable goods. As the potentiality of the rural market is recognized by the most of the leading corporate houses and they are targeting to capture/utilize the most potential market of the country. Before going to launch any product in the rural area the marketer must understand the psychology, social, economic and cultural determinants of rural buyers.

RURAL POPULATION: INDIA & HIMACHAL

According to the Census of India 2011, the population of India stood at 1,21,08,54,977 and out of total population the size of rural populations is 833.1 million. During 2001-2011 the rural population increased by 90.4 million, and the number of villages increased by 2,279 in between 2001-2011. The majority of world's rural population lives in rural India. According to the 2011 census, 68.84 per cent of the population are scattered in 6, 41,000 villages in India. Himachal is in the western Himalayas. Covering an area of 55,673 square kilometres, it is a mountainous state. Most of the state lies on the foothills of the Dhauladhar Range. Himachal Pradesh has a total population of 68, 64,602 of Census of India 2011. The total rural population living in Himachal Pradesh is 61, 76,050.

ELECTRONIC PRODUCTS AND CONSUMER

Electronics products are considered as an essential part of modern life. Now in the present century, new technologies introduces new brand of electronic items every day. The new arrival of electronic items has made the companies constantly engaged in gaining the attention of the consumers like price, offers etc. Electronic goods are becoming a basic need rather than a luxury. There is a rapid growth witnessed by the companies producing electronic goods since last decade. The manufactures have brought out numerous models of superior technology. A number of electronic goods are available in the market today with different futures. Therefore, consumers have a wide choice of electronic goods. Generally, consumer electronics refers to a variety of electronic equipment used by private consumers. This industry can be divided into many segments:

1. **Traditional Consumer Electronics:** Audio and video equipment.
2. **Computing Device:** Computers, Calculators, and Laptops etc.
3. **White Goods:** Household/Domestic appliances such as washing machines, irons, T.V. Refrigerators, Air-conditioner, Microwave oven, vacuum cleaners, grinders etc.
4. **Personal Care:** Hair Dryers, Shavers, electric toothbrushes.

Before the liberalization of the Indian economy, only a few domestic companies were the major players in the consumer durable market. Then after the liberalization, foreign players like MNCs came into the picture. Today, these players are having the major share of the consumer durables market. Impact of technology in electronic items we can find easily about the consumer preferences towards electronic items because the technology changes human life from man to machine in their works. With the day by day increasing of technology, consumer mind-sets also changes along with technology. Consumers always try to buy new technology products as well as branded products. This is the reason of increasing the brand market and many companies prove their self before consumers with lot of futures lot of models in their products. In present era it can be found easily in every day changes in technology in electronic products. Electronic industry is fastest growing industry in India in day by day. Consumers also attracted to technology feels more comfortable as well as for status in market.

Reasons behind outstanding growth in electronic sector are as follows:

1. Rising disposable incomes with increasing exposure in consumers.
2. Expansion of manufacturing units in the local grounds.
3. Credit/financing schemes has increased purchasing capacity of consumers
4. Growing competition leading to better opportunities in buying
5. Expansion in distribution network

SHARES IN TOTAL PRODUCTION OF ELECTRONIC GOODS

<i>Sr. No.</i>	<i>Name of the electronic segment</i>	<i>Share in the total production</i>
1.	Consumer Electronics	23%
2.	Industrial Electronics	12%
3.	Computers	14%
4.	C& B equipment	31%
5.	Strategic Electronics	5%
6.	Components	15%

Source: Department of Information Technology (2017-18 Annual Report)

The consumer electronics industry has witnessed a unique growth over past few years. The Indian Consumer Electronic Report provides industry professionals and strategists, corporate analysts, electronic associations, government departments and regulatory bodies with independent forecasts and competitive intelligence on India's consumer electronic industry. Indian Consumer Electronics market has been witnessing sustained double digit growth rate in the past few years. Increasing product awareness, affordable pricing, innovative products and the high disposable incomes have aided in the strong growth in the consumer electronics market in India. The rural market has recently experienced around 30 per cent growth rate in demand for electronics and home appliances. In rural markets, durables like refrigerators as well as other home appliances are likely to witness growing demand in the coming years.

REVIEW OF LITERATURE

Donald H. Grabois and Richard W. Olshavsky (1972)¹, reviewed some of the findings of behavioural research on the consumer and suggested the implications of their research for the probable effectiveness of a public policy concentrated exclusively on improving the quality of consumer information. Research is summarized for consumer planning, information search and deliberation, product evaluation and purchase processes, and post purchase behaviour.

Singh and Raghbir (1973)², in their book made an attempt to understand the behaviour of consumer and also pointed out how consumer behaviour study was beneficial to the business and economy. Marketing starts with the consumers and ends with the consumer. Satisfaction of consumers becomes the most important goal of a business enterprise. The key to ensure consumer satisfaction lies in understanding the consumer, his likes and dislikes, his expectations and motivations, in short in understanding consumer behaviour. Consumer Behaviour provides a sound basis for identification and understanding consumer needs. Therefore, the study of consumer behaviour for any product is of vital importance to marketers in shipping the fortunes of their organisations. Also, a study of consumer Behaviour

is significant for regulating consumption of goods and thereby maintaining economic stability.

Munsinger, Garg M., Jean E. Weber and Richard W. Hansen (1975)³, research depicts that the housing decision can be divided into seven elements or sub-decisions. Husbands and wives, interviewed independently, were asked about their relative influence in making these sub-decisions. Relationships between dominance in decision making and husband-wife agreement concerning that dominance were analysed.

Danny N. Bellenger, Dan H. Rebertson (1978)⁴, discussed the divergent views of impulse purchasing behaviour and reported the results of a survey of 1600 store consumers and their impulse shopping behaviour. The study concluded that impulse purchasing varies by merchandise line, purchase dollar volume, age, and purpose for being downtown within merchandise lines, impulse behaviour vary by age and race. Retailers would do well to monitor impulse purchasing behaviour over time and adjust in store promotions accordingly.

Qualis, William. J. (1987)⁵, this study examines the impact of sex role orientation on the outcome of a family home purchase decision. A relatively strong relationship is found between sex role orientation (SRO) and the degree of household influence, preference agreement, made of conflict resolution and decision outcome. Finally, it is found that household decision behaviour is better explained in the context of a theoretical network of systemic household relationship rather than through a series of bivariate family relationships.

Ramachander (1988)⁶ concludes that the degree of brand loyalty, pricing, packaging and other variables such as culture and socio economic factors influence consumer buying behaviour. But brand factor are more inspire the consumer to choose the products.

Armstrong, J. Scott (1991)⁷, in his study pointed out that those persons who were familiar with scientific research on consumer behaviour were found much able to make predictions about phenomena in this field. Predictions were made for 105 Hypotheses from 20 empirical studies selected from Journal of Consumer Research. A total of 1736 predictions were obtained from 16 academics, 12 practitioners, and 43 high school students. The practitioners were correct on 58.2 percent of the hypotheses, the students on 56.6 percent, and the academics on 51.3 percent. No group performed better than chance.

Boulding, William and Amna Kirmani (1993)⁸, in their study examined consumer perceptions of warranties within the framework of economic signaling theory. They developed propositions about conditions under which higher warranties might lead to higher, and lower, or the same quality perceptions as do lower warranties. These quality perceptions of consumers were consistent with different types of market equilibrium predicted by signaling theory. The proportions were

tested in an experiment which varied warranty length, warranty scope, and the conditions for warranty/ signaling. Results warranties were consistent with behavioural assumptions of signaling theory.

Holt, Douglas B. (1995)⁹, examined in his article that what people did when they consumed in recent interpretive consumer research, three research streams had emerged, each portraying how people consumed through as distinctive metaphor: consuming as experience, consuming as integration, and consuming as classification. The research reported here a two year observational case study of baseball spectators to systematically detail the universe of actions that constitute consuming. The resulting typology refines, extends, and synthesizes the three existing approaches to consuming and adds a fourth dimension consuming as plat to yield a comprehensive vocabulary for describing how consumer consumed. The usefulness of this typology is demonstrated by applying it to develop an alternative conception of materialism as a style of consuming.

Bettman, James R., Mary Frances Luce, and John W. Payne (1998)¹⁰, described consumer decision making a focal interest in consumer research, and consideration of current market place trends (e.g., technological change, an information explosion) indicated that this topic would continue to be critically important. They argued that consumer choice was inherently constructive. Due to limited processing capacity, consumers often do not have well-defined existing preferences, but construct them using a variety of strategies contingent on task demands. After describing constructive choice, consumer decision talks, and decision strategies, they provided an integrative framework for understanding constructive choice, review evidence for constructive consumer choice in the light of that framework, and identify knowledge gaps that suggested opportunities for additional research.

Bagozzi, Richard P. (2000)¹¹, purpose of his study was to encourage research on the social aspects of consumer behaviour, particularly as found in groups of consumers and manifested through group action. Based on work by leading contemporary philosophers, a new concept of social facts is presented that is grounded in the way members of a group see themselves and the implications of this for group action. Group action, in turn, is shown to require different conceptual schemes than commonly used for individual action or interpersonal and macro social perspectives. Among other ideas, the notion of what it means for a group member to intend that the group act and how individual intentions are contributory to group action are discussed.

Nagaraja (2004)¹², conducted a study on impact of socio-economic influences on rural consumer behaviour in terms of their buying practices, to the social status and level of income. He found rural consumer was more rational as a buyer and exhibits a higher level of rationality compared to the urban consumer.

Anandan. C (2007)¹³, found that quality was the major factor to prefer a particular brand in washing soaps in the rural market. If preferred brands were not available, consumers buy the available brands. High price and non-availability were the key reasons for dissatisfaction of the rural consumers.

Bhagaban Das (2008)¹⁴, in his study on Categorizing Consumers buying behaviour has focused on the consumers buying behaviour on Television brands. The author has viewed that, consumers and households make decisions about the goods and the services they purchase. The factors that influence this buying decision are commonly price, quality, advertisement, recommendation from near and dears etc.

Bishnoi and Ruchi (2009)¹⁵, noted the influence of male and female teenagers of Haryana (District in India) to know the impact of television advertisement on them. They concluded that rural people get influenced by TV advertisement more than urban people and also the involvement of selecting the product is higher in them. Whereas urban don't want to purchase the advertised product if they do not actually need it. But they like the advertisement of the particular product or service which they are already using.

Yeung, W. M. and Robert S. (2009)¹⁶, when consumers get verbal information about a products attributes, the influence of the affect they are belief that the product should be judged on the basis of hedonic versus utilitarian criteria. When consumers see the product before they receive attributes information, however, the products appearance can stimulate them to form an affect-based initial impression that they later use as a basis for judgments independent of the criteria they would otherwise apply. Consequently, the mood that consumers happen to be in has different effects on their judgments than it would otherwise.

Kumar. A (2011)¹⁷, revealed that celebrity attributes likely to influence consumer purchase intentions. The practice of celebrity endorsements has proliferated over time. Now a day it has become a pervasive element of advertising industry especially in India. Marketers use celebrity endorsers to influence the purchase decision of consumers in order to increase their sales and extend their market shares.

Krishna Kumar(2011)¹⁸, in his study on consumer behaviour towards electronic goods with reference to occupational factors – a study in Cuddalore town has opined that, behaviour With the increasing disposable income population, their perception, a consumption of electronic goods and other products is increasing.

Rajput (2012)¹⁹, stated that people are more conscious and aware towards branded products. They are ready to pay any price for comfort and quality of branded products. In India people have become more conscious presently only brand image is not only the significant factor in choosing the products but other factors also like quality, variety, comfort, price and expectations.

Abdul Baji & Chandra Sekhar N.D.(2013)²⁰, The study made by on consumer behaviour towards buying of electronic goods‘ has revealed that, despite the basic characteristics of consumers the behaviour pattern of consumers are more or less similar to each other, particularly in the aspects like quality, preference and decision making. The author has opined that, consumers are particular about the appropriate system of distribution and hence there is a great need for change in the distribution system.

Sethi J.A. Sethi and NagrechaAnanad (2013)²¹, made analysis on consumer behaviour of MBA students while buying television. The study revealed that, the behaviour of consumers are influenced by the external factors including family which has major influencing factor in determining the style, features and price of the TVs to be purchased.

Rajeselvi (2013)²², in the article titled ‘Buyer behaviour towards electronic goods has critically examined the behaviour of buyer towards electronic goods. The author has opined that, despite the basic characteristics of consumers the behaviour pattern of consumers are more or less similar to each other, particularly in the aspects like quality, preference and decision making.

Vijayalakshmi S (2013)²³, in her paper titled ‘An impact of consumer buying behaviour in decision making process in purchase of electronic home appliances in Chennai (India): an empirical study investigated the impact of internal and external factors on the buying behaviour of the consumers. Further, the authors have concluded that, marketers need to concentrate on the influence of these factors in order to effectively satisfy the consumers who are differentiated in terms of their decisions.

Siva Kumar J (2014)²⁴, has opined that, the decision making behaviour of consumer with regard to electronic goods may be influenced by the gender. The study presented consumer’s decision-making styles towards purchase of electronic goods namely, Mobile phones, Laptops etc. in Chennai city. He used the Consumer Style Inventory (CSI), developed by Sproles and Kendall in 1986 for investigating different consumer decision making styles, was adopted and especially presented the difference between male and female.

Yeung, W. M. and Robert S. (2015)²⁵, told that when consumers get verbal information about a product’s attributes, the influence of the affect they are experiencing on their product evaluations depends on their belief that the product should be judged on the basis of hedonic versus utilitarian criteria. When consumers see the product before they receive attributes information, however, the products appearance can stimulate them to form an affect-based initial impression that they later use as a basis for judgments independent of the criteria they would otherwise apply. Consequently, the mood that consumers happen to be in has different effects on their judgments than it would otherwise.

Kumar Rakesh, (2019)²⁶, a study has been conducted on consumer behaviour and the role of consumer research in marketing. The purpose of this research paper was to highlight the role of consumer research in marketing. The data has been collected from the secondary resources. The research revealed that consumer is the focus of all the marketing activities. Knowledge of his activities and behaviour is one among the foremost vital aspects of the promoting.

RESEARCH GAP

It is observed that yet not much work has been done in the field of consumer behaviour, as it is the latest development in marketing. Some studies have been conducted hither and thither, but they are not comprehensive in the sense that they lack systematic and objective approach. And this is especially true in case of durable like electronic products. So far to the best of our knowledge, no such study has been conducted to know the impact of Promotional Activities, After Sales Services and Resale Value on the Purchase Decision of Electronic Products of Rural Consumers in Himachal Pradesh. Thus it can be concluded that there is lot of scope of research in the field of consumer behaviour in rural India.

NEED OF STUDY

In Himachal Pradesh approximately 90% population lives in the rural area, income of people have increased manifold. This is the untouched and unexplored market yet. In this research we tried to know the behaviour of rural consumers towards electronic products and to know the impact of Promotional Activities, After Sales Services and Resale Value on the Purchase Decision of Rural Consumers in Himachal Pradesh. So, that producers can increase their sales and capture the most of the market share.

OBJECTIVES OF THE STUDY

1. To analyse the Impact of Promotional Activities, After Sales Services and Resale Value on the Purchase Decision of Electronic Products of Rural Consumers.
2. To highlight the level of rural consumers satisfaction with the Promotional Activities, After Sales Services and Resale Value of Electronic Products.

HYPOTHESIS

Null Hypothesis-H0: There is no significant Impact of Promotional Activities, After Sales Services and Resale Value on the Purchase Decision of Electronic Products of Rural Consumers.

Alternative Hypothesis-H1: There is no significant Impact of Promotional Activities, After Sales Services and Resale Value on the Purchase Decision of Electronic Products of Rural Consumers.

Null Hypothesis-H0: Rural Consumer are not satisfaction with the Promotional Activities, After Sales Services and Resale Value of Electronic Products.

Alternative Hypothesis-H1: Rural Consumer are highly satisfaction with the Promotional Activities, After Sales Services and Resale Value of Electronic Products.

RESEARCH DESIGN

1. Methodology of Data Collection

The present study has been conducted with the assistance of primary and secondary information to understand the consumer behaviour towards electronic products in rural Himachal.

Primary Data: The primary data for the study has been collected with the help of interviews, personal observation, pilot survey, and questionnaire.

Secondary Data: The secondary information has been collected from the subsequent sources:

1. Books and journals. 2. Research reports. 3. Dealers. 4. Magazines, articles from newspapers. 5. Websites.

2. Sample Size and Sample Design

The complete Himachal Pradesh acts as the universe and keeping in view the time factors for the completion of this study only a sample of one thousand customers has been taken. The sample constitutes proportionately all major brands of electronic products sold by completely different corporations within the state. Further, designing a sample, due care has been taken to cover all demographic variables like age, sex, income, education, the background of consumers, etc. in order to make the sample more representative.

2. Sampling Methods

Multiple-stage sampling has been used:

STAGE ONE: At this stage, using cluster sampling, the whole area of Himachal Pradesh has been divided into four groups, taking three districts in each group.

STAGE TWO: At this stage, by using random sampling from each group only rural areas were chosen for the purpose of study.

STAGE THREE: At this stage, by using quota sampling, a sample of 1,000 consumers has been taken proportionately from rural population keeping in view taking total sales of electronic products in each cluster.

STAGE FOUR: At this stage, the ultimate sample was selected randomly.

3. Limitations of the Study

The main limitations of the present study are:

1. The time and cost factor did not allow/permit the researcher to cover all the aspects of consumer behaviour.
2. Incomplete and wrong information and poor responses to some questions could not be avoided. In certain cases, the responses of respondents were found irrelevant, the assurance was given to maintain secrecy of data, yet the desired success could not be achieved.
3. As the area of electronic product industry is so vast, so it was not possible to give consideration on all types of electronic products available in the market.

METHODS OF DATA ANALYSING AND INTERPRETATION

1. Percentage Method.
2. Chi-Square Method.

Table 1
Age of Consumer and Sources of Information about the Product

Age	Sources of information about the product								Total
	Adverti- sement	News Paper	Internet	Friends	Neigh- bours	Dealers	Relati- ves	Others	
Below 25 Years	28 (16.1%)	16 (9.2%)	26 (14.9%)	48 (27.6%)	24 (13.8%)	8 (4.6%)	20 (11.5%)	4 (2.3%)	174 (100%)
25-35 Years	80 (22.1%)	22 (6.1%)	62 (17.1%)	90 (24.9%)	26 (7.2%)	140 (11.0%)	30 (8.3%)	12 (3.3%)	362 (100%)
35-45 Years	66 (20.1%)	26 (7.9%)	42 (12.8%)	72 (22.0%)	140 (12.2%)	32 (9.8%)	38 (11.6%)	12 (3.7%)	328 (100%)
Above 45 Years	14 (10.3%)	120 (14.7%)	10 (7.4%)	32 (23.5%)	16 (11.8%)	14 (10.3%)	28 (20.6%)	2 (1.4%)	136 (100%)
Total	188 (18.8%)	84 (8.4%)	140 (14.0%)	242 (24.2%)	106 (10.6%)	94 (9.4%)	116 (11.6%)	30 (3.0%)	1000 (100%)

Source: Data collected through questionnaire. $\chi^2=53.100$ $P<0.05$

It has been observed from the table no. that majority of the consumers among all age groups received the information about the product from their friends, advertisements and internet. The chi square value (53.100) is found more than table value, so null hypothesis is rejected and alternate hypothesis is accepted. Which justified the statement that there is significant relationship between different age group consumers and sources of information about the product to rural consumers. It is concluded that the main sources of information are friends, advertisements and internet. Relatives and newspapers are also a big source of information for consumers above 45 years. It has been also found that dealers are not playing a great role in providing information to rural customers.

Table 2
Age of consumer and Impact of after Sales Services on the Consumers
Purchasing Decision

Age	Impact of after sales service on consumers purchasing decision				Total
	High Impact	Moderate Impact	Low Impact	No Impact	
Below 25 Years	56 (32.2%)	98 (56.3%)	18 (10.3%)	2 (1.2%)	174 (100%)
25-35 Years	154 (42.5%)	160 (44.2%)	28 (7.7%)	20 (5.6%)	362 (100%)
35-45 Years	106 (32.3%)	176 (53.7%)	40 (12.2%)	6 (1.8%)	328 (100%)
Above 45 Years	50 (36.8%)	54 (39.7%)	18 (13.2%)	14 (10.3%)	136 (100%)
Total	366 (36.6%)	488 (48.8%)	104 (10.4%)	42 (4.2%)	1000 (100%)

Source: Data collected through questionnaire. $\chi^2=39.866$ P<0.05

It is depicted from the table no.2 that majority of the consumers felt that there is a significant impact of after sales services on their purchase decision. One-fifth of consumers above 45 years have also opined that after sales services do not affect the consumers purchasing decision. The chi square value (39.866) at 5% significance level leads to reject null hypothesis and accept alternate hypothesis, which apparently shows that there is significant relationship between different age groups of consumers and impact of after sales services on consumer purchasing behaviour.

Table 3
Age of consumer and impact of Sales Promotion Techniques on the purchase decision

Age	Impact of Sales Promotion Techniques on the purchase decision			Total
	Strongly Agree	Moderately Agree	Disagree	
Below 25 Years	62 (35.6%)	98 (56.4%)	14 (8.0%)	174 (100%)
25-35 Years	190 (52.5%)	160 (44.2%)	12 (3.3%)	362 (100%)
35-45 years	116 (35.4%)	186 (56.7%)	26 (7.9%)	328 (100%)
Above 45 Years	64 (47.1%)	58 (42.6%)	14 (10.3%)	136 (100%)
Total	432 (43.2%)	502 (50.2%)	66 (6.6%)	1000 (100%)

Source: Data collected through questionnaire. $\chi^2=33.027$ P<0.05

It is revealed from the table no.3 that majority of the Consumers moderately agreed that sales promotion techniques had affected their purchasing decision. The chi square value is (33.027) at 5% significance level leads us to reject the null hypothesis and accept alternate hypothesis. So it is concluded that there is significant relationship between the opinions of consumers of different age groups over the effect of sale promotion techniques on the purchase decision. It is also found that out of total 93.4% consumers were found to be influenced by sales promotion techniques like gift coupon, cash back, lucky draw etc. Only 6.6% of total consumers disagreed with the statement that sales promotion techniques effects the purchasing decision.

Table 4
Age of consumer and Impact of Promotional Activities on the Purchasing Decision

Age	Impact of Promotional Activities on the Purchasing Decision				
	High Impact	Moderate Impact	Low Impact	No Impact	Total
Below 25 Years	84 (48.3%)	80 (46.0%)	10 (5.7%)	0 (0.0%)	174 (100%)
25-35 Years	140 (38.7%)	184 (50.8%)	18 (5.0%)	20 (5.5%)	362 (100%)
35-45 YEARS	104 (31.7%)	184 (56.1%)	30 (9.1%)	10 (3.0%)	328 (100%)
Above 45 Years	40 (29.4%)	76 (55.9%)	8 (5.9%)	12 (8.8%)	136 (100%)
Total	368 (36.8%)	524 (52.4%)	66 (6.6%)	42 (4.2%)	1000 (100%)

Source: Data collected through questionnaire. $\chi^2=35.363$ **P<0.05**

It is evident from the table 4 that majority of consumers felt that there was moderate impact of promotional activities in purchasing decision. Only few number of consumers felt that there was no impact of promotional activities. It is evident from the chi square test that there is significant relationship between different age groups and impact of promotional activities on consumers purchasing decision.

It is depicted from the table 5 that majority of consumers have opined that there is moderate impact of resale value of product in their purchasing decision. The calculated Chi square value (17.705) at 5% significance level is less than the table value, so null hypothesis was accepted which means there is no significant relation between different age groups and impact of resale value on consumers purchasing behaviour. Almost all consumers irrespective of their age group believe that resale value effects the purchasing decision.

Table 5
Age of consumer and Impact of Resale value on the Purchasing Decision

Age	Impact of Resale value on the Purchasing Decision				Total
	High Impact	Moderate Impact	Low Impact	No Impact	
Below 25 Years	66 (37.9%)	74 (42.5%)	28 (16.2%)	6 (3.4%)	174 (100%)
25-35 Years	100 (27.6%)	184 (50.8%)	70 (19.4%)	8 (2.2%)	362 (100%)
35-45 Years	100 (30.5%)	184 (56.1%)	38 (11.6%)	6 (1.8%)	328 (100%)
Above 45 Years	40 (29.4%)	76 (55.9%)	18 (13.2%)	2 (1.5%)	136 (100%)
Total	306 (30.6%)	518 (51.8%)	154 (15.4%)	22 (2.2%)	1000 (100%)

Source: Data collected through questionnaire. $\chi^2=17.705$ $P>0.05$

Table 6
Age of consumer and level of Consumer Satisfaction with after sales services

AGE	Level Consumers satisfaction with after sales services			Total
	Highly Satisfied	Moderately Satisfied	Dissatisfied	
Below 25 Years	60 (34.5%)	102 (58.6%)	12 (6.9%)	174 (100%)
25-35 Years	180 (49.7%)	172 (47.5%)	10 (2.8%)	362 (100%)
35-45 Years	162 (49.4%)	150 (45.7%)	16 (4.9%)	328 (100%)
Above 45 Years	72 (52.9%)	56 (41.2%)	8 (5.9%)	136 (100%)
Total	474 (47.4%)	480 (48.0%)	46 (4.6%)	1000 (100%)

Source: Data collected through questionnaire.

It is apparent from the table 6 that almost all consumers are satisfied with the after sales services of the product they have purchased. And very few were dissatisfied with the after sales service. It is concluded that majority of consumers were satisfied with after sales service given by company on the electronic product they had purchased. Only 4.6% of total consumers were not satisfied with after sales services.

It has been depicted from the above table 7 that maximum number of consumers among all age groups are satisfied with resale value of their electronic products. But still 9.4% consumers are dissatisfied with the resale value of the product.

Table 7
Age of consumer and level of Consumer Satisfaction with Resale

Age	Level of Consumers satisfaction with resale			
	Highly Satisfied	Moderately Satisfied	Dissatisfied	Total
Below 25 Years	58 (33.3%)	90 (51.7%)	26 (14.9%)	174 (100%)
25-35 Years	136 (37.6%)	194 (53.6%)	32 (8.8%)	362 (100%)
35-45 Years	108 (32.9%)	192 (58.5%)	28 (8.5%)	328 (100%)
Above 45 Years	60 (44.1%)	68 (50.0%)	8 (5.9%)	136 (100%)
Total	362 (36.2%)	544 (54.4%)	94 (9.4%)	1000 (100%)

Source: Data collected through questionnaire.

Table 8
Age of consumer and Rating of Promotional Activities

Age	Rating of Promotional Activities					Total
	Excellent	Very Good	Good	Poor	Very Poor	
Scales	5	4	3	2	1	100%
Below 25 Years	40 (23.0%)	72 (41.4%)	60 (34.5%)	2 (1.1%)	0 (0.0%)	174 (100%)
25-35 Years	92 (25.4%)	146 (40.3%)	122 (33.7%)	2 (0.6%)	0 (0.0%)	362 (100%)
35-45 Years	52 (15.9%)	142 (43.3%)	132 (40.2%)	0 (0.0%)	2 (0.6%)	328 (100%)
Above 45 Years	10 (7.4%)	52 (38.2%)	68 (50.0%)	4 (2.9%)	2 (1.5%)	136 (100%)
Total	194 (19.4%)	412 (41.2%)	382 (38.2%)	8 (0.8%)	4 (0.4%)	1000 (100%)

Source: Data collected through questionnaire.

It is revealed from the table 8 that majority of the consumers among all age group were satisfied with the promotional activities of company and rated it very good and good. 19.4% of total consumers opined it to be excellent. Only 1.2% consumers were dissatisfied with the promotional activities and rated it as poor or very poor.

It has been concluded from the table 9 that majority of consumers opined that there is significant relationship between gender groups over the impact of after sales services on consumers purchasing behaviour. It is evident that 85.4% males and females opined that there is significant impact of after sales services on their

Table 9
Gender of consumer and Impact of after Sales Services on the Consumer Purchase Decision

Gender	Impact of after sales services on the consumers purchase decision				Total
	High Impact	Moderate Impact	Low Impact	No Impact	
Male	230 (39.8%)	262 (45.3%)	60 (10.4%)	26 (4.5%)	578 (100%)
Female	136 (32.2%)	226 (53.6%)	44 (10.4%)	16 (3.8%)	422 (100%)
Total	366 (36.6%)	488 (48.8%)	104 (10.4%)	42 (4.2%)	1000 (100%)

Source: Data collected through questionnaire. $\chi^2=7.846$ **P<0.05**

purchasing decision. 14.6% consumers opined that there is low or no impact of after sales services on their purchasing decision. While the Chi square test is applied it also also proved the same.

Table 10
Gender of consumer and Effect of Sales Promotional Techniques on Purchase decision

Gender	Effect of Sales Promotional Techniques on Purchase decision			Total
	Strongly Agree	Moderately Agree	Disagree	
Male	268 (46.4%)	278 (48.1%)	32 (5.5%)	578 (100%)
Female	164 (38.8%)	224 (53.1%)	34 (8.1%)	422 (100%)
Total	432 (43.2%)	502 (50.2%)	66 (6.6%)	1000 (100%)

Source: Data collected through questionnaire. $\chi^2=6.734$ **P<0.05**

It is obvious from the table 10 that consumers whether male or female, almost all of them agreed on the opinion of influence of promotional technique applied by companies and dealers on their purchasing decision. Only 8.1% of females and 5.5% males were disagreed with this statement. The chi square value (6.734) at 5% significance level is more than table value, so null hypothesis is rejected and alternate hypothesis is accepted. Thus it is obvious that there is significant relationship between the opinions of different gender groups over the effect of sale promotion techniques on purchase decision.

It is apparently clear from the above table 11 that 55.4% males and 48.3% females felt it had moderate impact on purchasing decision while 35.6% males and 38.4% females were of opinion that promotional activities had high impact on purchasing decision. Only 4.2% consumes said that promotional activities do not

Table 11
Gender of consumer and Impact of Promotional Activities on Purchasing Decision

Gender	Impact of Promotional Activities on Purchasing Decision				Total
	High Impact	Moderate Impact	Low Impact	No Impact	
Male	206 (35.6%)	320 (55.4%)	26 (4.5%)	26 (4.5%)	578 (100%)
Female	162 (38.4%)	204 (48.3%)	40 (9.5%)	16 (3.8%)	422 (100%)
Total	368 (36.8%)	524 (52.4%)	66 (6.6%)	42 (4.2%)	1000 (100%)

Source: Data collected through questionnaire. $\chi^2=12.253$ **P<0.05**

affect the purchasing decision. The chi square value (12.253) at 5% significance level is more than the table value, so null hypothesis is rejected and alternative hypothesis is accepted. So it is obvious that there is significant relationship between different gender groups and impact of promotional activities on consumers purchasing decision.

Table 12
Gender of consumer and Impact of Resale value on Purchasing Decision

Gender	Impact of Resale value on Purchasing Decision				Total
	High Impact	Moderate Impact	Low Impact	No Impact	
Male	206 (35.6%)	282 (48.8%)	82 (14.2%)	8 (1.4%)	578 (100%)
Female	100 (23.7%)	236 (55.9%)	72 (17.1%)	14 (3.3%)	422 (100%)
Total	306 (30.6%)	518 (51.8%)	154 (15.4%)	22 (2.2%)	1000 (100%)

Source: Data collected through questionnaire. $\chi^2=19.221$ **P<0.05**

It is concluded from the table no.12 that majority of consumers irrespective of their gender opined that resale value effect the purchase decision but males are great in numbers who strongly supported the statement. The chi square test also supported the same. So it is concluded that there is significant relationship between different gender groups and their opinion on impact of resale value on consumer purchasing decision.

It has been revealed from the table no.13 that 47.8% males and 48.3% females are moderately satisfied with after sales services of the product. And 47.8% males and 46.9% females are highly satisfied with after sales services. 4.6% consumers

Table 13
Gender of consumer and Level of Consumers Satisfaction with After Sales Services

Gender	Level of Consumers Satisfaction with After Sales Services			
	Highly Satisfied	Moderately Satisfied	Dissatisfied	Total
MALE	276 (47.8%)	276 (47.8%)	26 (4.4%)	578 (100%)
FEMALE	198 (46.9%)	204 (48.3%)	20 (4.8%)	422 (100%)
TOTAL	474 (47.4%)	480 (48.0%)	46 (4.6%)	1000 (100%)

Source: Data collected through questionnaire.

are dissatisfied with after sales services. It was obvious from table that majority of males and females are quite satisfied with the after sales services provided by the company.

Table 14
Gender of consumer and Level of Consumers Satisfaction with Resale Value

Gender	Level of Consumers satisfaction with resale value			
	Highly Satisfied	Moderately Satisfied	Dissatisfied	Total
Male	236 (40.8%)	300 (51.9%)	42 (7.3%)	578 (100%)
Female	126 (29.9%)	244 (57.8%)	52 (12.3%)	422 (100%)
Total	362 (36.2%)	544 (54.4%)	94 (9.4%)	1000 (100%)

Source: Data collected through questionnaire.

It has been concluded from the table no.14 that 51.9% males were moderately satisfied and 40.8% were highly satisfied .Whereas 57.8% females were moderately satisfied and 29.9% were highly satisfied. 9.4% consumers are dissatisfied with the resale value of electronic products.

It has been observed from the above table no.15 that majority of consumers irrespective of their occupation have opined that there is moderate impact promotional activities on purchasing decision. The chi square value (52.917) is more than the table value so null hypothesis is rejected and alternate hypothesis is accepted. So it is clear that there is significant relationship among different occupation groups and impact of promotional activities on consumers purchasing decision. 12.3% of belongs to agriculture sector did not agree with the statement that Promotional Activities effects the Purchasing Decision.

Table 15
Occupation of consumer and Impact of Promotional Activities on Purchasing Decision

<i>Occupation</i>	<i>Impact of promotional activities on purchasing decision</i>				<i>Total</i>
	<i>High Impact</i>	<i>Moderate Impact</i>	<i>Low Impact</i>	<i>No Impact</i>	
Agriculture	22 (22.4%)	56 (57.1%)	8 (8.2%)	12 (12.3%)	98 (100%)
Business	68 (52.3%)	52 (40.0%)	4 (3.1%)	6 (4.6%)	130 (100%)
Private Job	128 (36.8%)	192 (55.2%)	16 (4.6%)	12 (3.4%)	348 (100%)
Govt. Job	88 (37.6%)	126 (53.8%)	14 (6.0%)	6 (2.6%)	234 (100%)
Others	62 (32.6%)	98 (51.6%)	24 (12.6%)	6 (3.2%)	190 (100%)
Total	368 (36.8%)	524 (52.4%)	66 (6.6%)	42 (4.2%)	1000 (100%)

Source: Data collected through questionnaire. $P < 0.05$ $\chi^2 = 52.917$

Table 16
Occupation of consumer and Impact of Resale value on Purchasing Decision

<i>Occupation</i>	<i>Impact of Resale value on Purchasing Decision</i>				<i>Total</i>
	<i>High Impact</i>	<i>Moderate Impact</i>	<i>Low Impact</i>	<i>No Impact</i>	
Agriculture	34 (34.7%)	50 (51.0%)	10 (10.2%)	4 (4.1%)	98 (100%)
Business	54 (41.5%)	54 (41.5%)	20 (15.5%)	2 (1.5%)	130 (100%)
Private Job	120 (34.5%)	184 (52.9%)	38 (10.9%)	6 (1.7%)	348 (100%)
Govt. Job	70 (29.9%)	122 (52.2%)	38 (16.2%)	4 (1.7%)	234 (100%)
Others	28 (14.7%)	108 (56.8%)	48 (25.3%)	6 (3.2%)	190 (100%)
Total	306 (30.6%)	518 (51.8%)	154 (15.4%)	22 (2.2%)	1000 (100%)

Source: Data collected through questionnaire. $\chi^2 = 48.270$ $P < 0.05$

It has been revealed from the table no.16 that consumers in almost every occupation groups, agreed that resale value of product was a pre-criteria while buying and it really influenced the buying decision. The table shows the chi square value (48.270) at 5% significance level that table value is less than value calculated so null hypothesis is rejected and alternative hypothesis is accepted. So, it is clear

that there is significant relationship between different occupation groups of consumers and the impact of resale value on consumers buying behaviour.

Table 17
Occupation of consumer and Rating of Resale Value

Occupation	Rating of resale value					Total
	Excellent	Very Good	Good	Poor	Very Poor	
Scales	5	4	3	2	1	—
Agriculture	10 (10.2%)	28 (28.6%)	56 (57.2%)	2 (2.0%)	2 (2.0%)	98 (100%)
Business	30 (23.1%)	50 (38.5%)	44 (33.8%)	6 (4.6%)	0 (0.0%)	130 (100%)
Private job	36 (10.4%)	124 (35.6%)	184 (52.9%)	4 (1.1%)	0 (0.0%)	348 (100%)
Govt. Job	24 (10.2%)	76 (32.5%)	118 (50.4%)	14 (6.0%)	2 (0.9%)	234 (100%)
Others	6 (3.2%)	66 (34.7%)	104 (54.7%)	12 (6.3%)	2 (1.1%)	190 (100%)
Total	106 (10.6%)	344 (34.4%)	506 (50.6%)	38 (3.8%)	6 (0.6%)	1000 (100%)

Source: Data collected through questionnaire

It has been found from the above table no.17 that majority consumers rated the resale value as good except consumer belongs to business group. 34.4% consumers rated resale value as very good. It is apparently clear from the above table the 4.4% of total consumers among all occupation groups rated the resale as poor or very poor.

Table 18
Occupation of consumer and Rating of Resale Value

Occupation	Consumers rating of resale value					Total
	Excellent	Very Good	Good	Poor	Very Poor	
Scales	5	4	3	2	1	—
Agriculture	10 (10.2%)	28 (28.6%)	56 (57.2%)	2 (2.0%)	2 (2.0%)	98 (100%)
Business	30 (23.1%)	50 (38.5%)	44 (33.8%)	6 (4.6%)	0 (0.0%)	130 (100%)
Private job	36 (10.4%)	124 (35.6%)	184 (52.9%)	4 (1.1%)	0 (0.0%)	348 (100%)
Govt. Job	24 (10.2%)	76 (32.5%)	118 (50.4%)	14 (6.0%)	2 (0.9%)	234 (100%)
Others	6 (3.2%)	66 (34.7%)	104 (54.7%)	12 (6.3%)	2 (1.1%)	190 (100%)
Total	106 (10.6%)	344 (34.4%)	506 (50.6%)	38 (3.8%)	6 (0.6%)	1000 (100%)

Source: Data collected through questionnaire

It is depicted from the above table 18 that majority of the consumers rated the resale value as good, 34.4% consumers rated resale value as very good. It is also clear that 4.4% of total consumers rated the resale value as poor or very poor.

Table 19
Income of consumer and Impact of After sales services on purchasing decision

<i>Income</i>	<i>Impact of after sales services on purchasing decision</i>				<i>Total</i>
	<i>High Impact</i>	<i>Moderate Impact</i>	<i>Low Impact</i>	<i>No Impact</i>	
Low income	102 (31.7%)	156 (48.4%)	44 (13.7%)	20 (6.2%)	322 (100%)
Middle income	182 (35.8%)	270 (53.1%)	44 (8.7%)	12 (2.4%)	508 (100%)
Upper middle income	58 (48.3%)	38 (31.7%)	16 (13.3%)	8 (6.7%)	120 (100%)
High income	24 (48.0%)	24 (48.0%)	0 (0.0%)	2 (4.0%)	50 (100%)
Total	366 (36.6%)	488 (48.8%)	104 (10.4%)	42 (4.2%)	1000 (100%)

Source: Data collected through questionnaire. $\chi^2 = 37.606$ $P < 0.05$

It has been found from the table 19 that after sales services influenced the buying decision of 96.4% consumers, whereas only 4.2% consumers replied that after sales services have not effected their purchasing decision. The chi square value (37.606) at 5% significance level is found more than the table value, so null hypothesis is rejected and alternative hypothesis is accepted. Thus it is obvious

Table 20
Income of consumer and Impact of Resale value on Purchasing Decision

<i>Income</i>	<i>Impact of Resale value on Purchasing Decision</i>				<i>Total</i>
	<i>High Impact</i>	<i>Moderate Impact</i>	<i>Low Impact</i>	<i>No Impact</i>	
Low income	98 (30.4%)	168 (52.2%)	46 (14.3%)	10 (3.1%)	322 (100%)
Middle income	150 (29.5%)	262 (51.6%)	88 (17.3%)	8 (1.6%)	508 (100%)
Upper middle income	36 (30.0%)	66 (55.0%)	14 (11.7%)	4 (3.3%)	120 (100%)
High income	22 (44.0%)	22 (44.0%)	6 (12.0%)	0 (0.0%)	50 (100%)
Total	306 (30.6%)	518 (51.8%)	154 (15.4%)	22 (2.2%)	1000 (100%)

Source: collected through questionnaire. $\chi^2 = 10.824$

$P > 0.05$

that there is significant relationship between different income groups and impact of after sales services on consumers buying decision.

It has been depicted table 20 that there is no significant relationship between different income groups and impact of resale value on consumers purchasing decision. It is evident from the above data that majority of consumers irrespective of their income group have opined that resale value has great impact on their buying behaviour. The chi square value (10.824) at 5% significance level is found less than the table value, so null hypothesis is accepted and alternative hypothesis is rejected. Thus it can be concluded that there is no significant relationship between Income of consumer and Impact of Resale value on Purchasing Decision.

CONCLUSION AND RECOMMENDATIONS

The first objective of this study is to know the Impact of Promotional Activities, After Sales Services and Resale Value on the Purchase Decision of Electronic Products of Rural Consumers. It has been observed from the study that the main source of information about the product is friends, advertisements and internet. Relatives and newspapers are also a big source of information for consumers above 45 years. It has been also found that dealers are not playing a great role in providing information to rural customers. Here it is suggested to every electronic manufacturing company to appoint more dealers in rural areas and motivate them to provide detail in formations about their products to the rural consumers. It is depicted from research that majority of the consumers opined that there is a significant impact of after sales services on their purchase decision. Every company should work hard to improve its after sales services. Here we are suggesting various ways to Improve Your after sales services to Increase the Sales (1) Respond Quickly (2) Take Advantage of Negative Feedback (3) Arm Yourself With Technology So You Can Connect at an Instant (4) Pay Attention to Brand Mentions (5) Provide Appropriate Knowledge to potential customers (5) Establish more service station in rural areas. It is revealed from study that 93.4% consumers said that their purchase decision was influenced by the sales promotion techniques like gift coupon, cash back, lucky draw etc. Companies should use various sales promotion techniques like (1) Price-off Deal: In this technique, the price of the product is lowered for some time. For instance, in bars, there are “happy hours”, during which the liquor is sold at a discount rate to the customers.(2) Loyalty Reward Program: The consumers are given certain points or credits, every time they use the company’s product/service.(3) Trade-ins: Trade-in involves lowering the price for consumers in exchange for old goods.(4)Price Pack Deal: The consumers are given something “extra” at the same price.(5)Demonstrations: Product demonstrations are organized by many a manufacturers, to teach the customers how to use the product.(6)Coupons: Coupons are one of the best promotion techniques for inducing trial for the company’s products. (7) Samples: Free samples are often given by product

manufacturers to entice the potential consumers to try out the company's products. Usually, samples are given on the purchase of company's other products.(8)Event Sponsorship: Companies sponsor a popular event, like a football match or a rock concert. The attendees are already in a positive mood at such events. Online Interactive Promotion Game: Internet is fast catching up with other Medias to promote a company's products. These days, corporates have come up with many creative and interesting interactive computer games, which build brand loyalty and induce sales. It is also evident from paper that majority of consumers felt that there is great impact of promotional activities in purchasing decision. It is depicted from the study that majority of consumers irrespective of their age, gender, education and occupation have opined that there significant impact of resale value of product in their purchasing decision. It has been revealed from the study that there is no significant relationship between different income groups and impact of resale value on consumers purchasing decision. It is evident from the above data that majority of consumers irrespective of their income group have opined that resale value has great impact on their buying behaviour. Here we are suggesting various method to increase resale value of electronic products.: (1) improve brand image(2) more service station(3) less costly spare parts(4)less repair and maintenance cost(4) durability of electronic products(5) exchange offer by company to take back electronic products at good price(7) good quality products(8) good design and product.

The second objective of the study is to highlight the level of rural consumer satisfaction with the Promotional Activities, After Sales Services and Resale Value of Electronic Products. It is concluded from the study that majority of consumers were satisfied with after sales service given by company on the electronic product they had purchased. But 4.6% of total consumers were not satisfied with after sales services. So all companies should put more efforts to improve after sales services. It has been depicted from the research paper that maximum number of consumers among all age groups are satisfied with resale value of their electronic products. But still 9.4% consumers are dissatisfied with the resale value of the product. Companies should work for increasing the resale value of their electronic products. It is revealed from study that majority of the consumers are satisfied with the promotional activities of company and rated it very good and good. 19.4% of total consumers opined it to be excellent. Only 1.2% consumers were dissatisfied with the promotional activities and rated it as poor or very poor. It was obvious from table that majority of males and females are quite satisfied with the after sales services provided by the company. It has been found that majority consumers rated the resale value as good except consumer belongs to business group. 34.4% consumers rated resale value as very good. Companies should try to improve the resale value of their electronic products. It is depicted from the research paper that majority of the consumers rated the resale value as good, 34.4% consumers rated

resale value as very good. It is also clear that 4.4% of total consumers rated the resale value as poor or very poor. Here is a great need to improve the resale value of electronic products. So that companies can snatch the maximum share of market and increase their profits.

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