



A STUDY ON PSYCHOLOGICAL APPROACH AND CUSTOMER BEHAVIOR: MARKETING STRATEGY OF RURAL AREAS

DR. ARJUN BHANUDAS BHAGWAT

Assistant Professor,

Head & Faculty Incharge,

Department of Commerce & Management,

Rayat Shikshan Sanstha's S. S. G. M. College, Kopergaon,

Dist- Ahilyanagar, 413601 (MH-INDIA)

Abstract

Rural marketing is the process of developing, pricing, promoting and distributing rural specific products and services to achieve customer satisfaction and organizational objectives. It aims to improve the quality of life of rural consumers by providing greater awareness and accessibility to new products and services. Price sensitive consumers with limited education, limited exposure to products and perceived influence of reference groups. But as changes in lifestyle changes consumption patterns, the purchase and consumption of products is increasing. Government regulations in rural India play an important role in shaping marketing practices. They can facilitate or hinder business operations depending on their nature and objectives. Adapting to these rules is essential for marketers to succeed in rural markets.

Key words: Psychological Approach, Customer Behavior, Rural Area, consumption, Marketing Strategy etc.

Introduction:

Rural marketing is a two-way process that involves business activities that direct the flow of goods from urban areas and vice versa as well as to rural areas. The rural marketing environment includes various factors such as physical, demographic, social and economic that affects the marketing of rural products. Differences between Rural Markets and Urban Markets: Rural markets have lower population density while urban markets have higher population density. It notifies agricultural commodities produced in the region like cereals, pulses, edible oilseeds, fruits and vegetables and even chicken, goat, sheep, sugar, fish etc. and these commodities can be first sold only under the auspices. Unlike urban markets, rural markets in India are not homogenous; they vary widely according to language, social customs and economic conditions. This diversity requires a marketing strategy that matches the local population. Customer-centric marketing is the process of determining customer needs and intentions as the driving force behind a company's products or services. A company's managers must determine key factors about its customers to drive its marketing approach. Every product has a price and hence affordability means that the customers in the target market are financially able and mentally ready to pay for the products.

Problems of the Study:

A rural area is an open area of land with few houses or other buildings and not a large number of people. Population density is very low in rural areas. Many people live in cities or urban areas. The major psychological factors influencing consumer behavior include



motivation, perception, education, beliefs and attitudes. Motivation refers to the internal drive or desire that motivates consumers to act, such as purchasing a product. The psychological model suggests that consumer behavior is motivated by their needs and that those needs are never fixed but only change with time and circumstances.

Objectives of the Study:

The main objective of this research is to study the marketing structure of consumer behavior from a psychological point of view and also to study the behavior and psychological method of consumers in rural areas and some specific objectives have been given by the researchers to the marketing strategy and the element of rural areas.

1. To Study consumer behavior and approach.
2. To Study the marketing strategy from a psychological perspective.
3. To Study the behavior and current situation of consumers in rural areas.
4. To Study the psychological factors affecting consumer behavior in rural areas.

Significance of the Study:

Consumer behavior includes the mental and physical activities that consumers engage in when searching for, evaluating, purchasing, and using products and services. In markets, consumers exchange their scarce resources for valuable goods. There are four factors that determine the characteristics of consumer behavior: personal, psychological, social and cultural. All factors have a major impact on consumer behavior and the characteristics that define a consumer will change as their lives change. Consumer Behavior Psychology is a field that studies how consumers make decisions and the underlying cognitive processes that drive those decisions. The two main approaches to understanding consumer behavior are behavioral psychology and cognitive psychology.

Scope of the Study:

Pertains to cognition and emotion, knowledge structures, and internal decision-making information. It explores the internal mechanics of consumers. Consumer behavior explores how consumers think, act, and behave. Consumer behavior is the study of individuals, groups or organizations and all activities related to the purchase, use and disposal of goods and services. It includes how consumer emotions, attitudes and preferences affect purchasing behavior. Knowledge of a target audience's purchase intentions can help marketers understand the forces that motivate their target audience to buy. A decision can be made whether the target audience is rationally motivated or emotionally motivated.

Limitation of the Study:

In general, there are four factors that influence consumer behavior. These factors affect whether your target customers buy your product or not. They are cultural, social, personal and psychological. Important psychological factors to understand when considering consumer behavior are motivation, perceptions, attitudes and beliefs, including lifestyle. Understanding these factors will help any marketer understand the behavior of their customers in order to successfully appeal to them. Social factors represent another important set of influences on consumer behavior. In particular, it is the result of people and groups influencing each other through culture and subculture, social class, reference group and family.



Period of the Study:

To study in detail the effect of psychological approach on the behavior of consumers in rural areas and the strategy of marketing in rural areas, the researcher has conducted this research based on the information of 2024.

Research Methodology:

Psychology approaches influence consumer buying. Especially in rural areas there is not much difference between customers and consumers as most customers in every market are consumers but in cities the mentality of consumers is different from that of consumers. The researcher has used the descriptive analysis method to study the mindset from which consumer behavior is formed and marketing strategy is formed. This research has been done using various secondary resources such as research papers, articles, newspapers, audio videos, serial books, annual reports, books, magazines, annual reports.

Research Method:

In order to study the effect of consumer behavior on marketing strategy especially in rural areas and consumer mindset, the researcher has conducted consumer research using descriptive analysis method on the basis of secondary sources.

Results and Discussion:

When a consumer spends money on goods and services, it creates demand for those products, which stimulates production and economic growth. This cycle of spending, production and growth is essential for a thriving economy. The reason why marketers have a hard time understanding, predicting and explaining consumer behavior is Consumer behavior is constantly changing. Buying patterns affect what consumers buy. Buying patterns are difficult to predict and have a short lifespan.

Customer Behaviour:

By analyzing consumer behavior, businesses can identify trends, preferences and patterns, enabling them to develop targeted marketing campaigns and product offerings. Additionally, customer behavior affects brand loyalty and customer satisfaction, which are essential for long-term business success. In order to make purchasing decisions, we will explore six major factors that influence consumer buying behavior: psychological, social, economic, cultural, personal, and technological. Each of these factors plays a role in shaping consumer choices.

Psychological Approach and Consumer Behavior:

Psychological determinants of consumer behavior or consumer's underlying motivation drive consumer action. This process may include information search and purchase decision. Consumer attitude towards a brand is described as the link between the brand and purchase motivation. Consumer behavior includes the mental and physical activities that consumers engage in when searching for, evaluating, purchasing, and using products and services. In markets, consumers exchange their scarce resources for valuable goods. Consumer behavior is the analysis of how consumers make decisions about what to buy, when to buy, and how to do it. One of the new and increasingly important factors used to understand consumer behavior is lifestyle as a potential consumer's attitudes, interests, and opinions. Consumer behavior, or how people buy and use goods and services is a rich area of psychological research.



Rural Consumers:

Rural consumers are often very loyal to certain brands and are price-sensitive, which is good news for companies looking for long-term partnerships. This is a clear opportunity for those willing to pay more attention to product quality and company trust. Rural markets can be a great proposition for businesses. Read this article to explore the best rural marketing strategies and develop an understanding of consumer behavior in rural areas. Companies can tap into the vast untapped potential of this multifaceted market.

Marketing Strategy:

A marketing strategy is a long-term plan formulated by a business to achieve specific organizational goals. The plan details how the business will reach its target market and the process it will follow to convert potential customers into actual customers of the company's products and services. Marketing is the buying of goods from the point of view of the consumer and selling of the goods from the point of view of the manufacturer and seller. In terms of advertisers, marketing is defined as promoting goods or services, while in terms of transporters; marketing is delivering goods to the market.

Marketing Plan:

Developing a well-designed, strategic marketing plan requires nine key steps, determine your marketing objectives, conduct a marketing audit, conduct market research, analyze the research, identify your target audience, determine a budget, develop specific marketing strategies, develop etc. Marketing is a set of activities, organizations, and processes for creating, communicating, delivering, and exchanging offers of value to consumers, clients, partners, and society at large.

Importance of Rural Marketing:

Rural marketing and basic infrastructure are hand in hand. The growth of rural marketing leads to improvements in transport, insurance, banking, communication, entertainment and other facilities. Due to the availability of basic infrastructure, commercial units can easily reach the target rural buyers. Marketing is the buying of goods from the point of view of the consumer and selling of the goods from the point of view of the manufacturer and seller. In terms of advertisers, marketing is defined as promoting goods or services, while in terms of transporters, marketing is defined as delivering goods to the market.

Marketing Management:

Marketing management functions include analysis, coordination, planning, and procedures designed to increase customer engagement, increase sales, and create product awareness. Functions focus on the execution of product, place, promotion and pricing strategies and objectives. Marketing mix Marketing mix is a dynamic concept that focuses on how to satisfy the needs and wants of consumers. It is a combination of important marketing elements designed to boost sales. Companies can develop strategic marketing plans to increase revenue and profits, gain more visibility, discourage competitors, or improve their appearance through total rebranding. Strategic marketing planning is the process of writing and following a plan to achieve specific marketing goals.

Conclusion:

Consumer behavior is the analysis of how consumers make decisions about what to buy, when to buy, and how to do it. A consumer market is a system where consumers buy



products and services for consumption or to share with others rather than for resale. Most of the products in this market are consumer needs for daily life. Consumer markets allow individuals to purchase products and services. By leveraging marketing psychology, businesses can create more effective marketing strategies, improve customer engagement, and increase sales. Understanding and applying these psychological principles will help marketers influence purchasing decisions and achieve better results. Marketing psychology provides an understanding of human beings to help marketers influence consumer behavior to buy or act in a particular way. The brain works in a unique way and creates shortcuts to help people make decisions.

References:

1. Lalit (2024), Psychological Factors Impacting the Consumer Behaviour of Customers, pp. 621-630.
2. Zijia (2024), A Study on Marketing Strategies of Consumer Psychology and Behavior: The Case of Luckin Coffee, pp. 117-127.
3. Kumar et. al. (2024), Consumer Behavior in Rural Markets Being Reshaped by Disruptive Technology and Social Media Use (SMU): A Review, pp. 69-74.
4. Riya (2024), Consumer Behaviour and Marketing Strategy, pp. 91-97.
5. Rani et. al. (2022), An Analysis and Study of Rural Consumer Behaviour in Salem District, pp. 36-42.
6. Patnaik (2022), A Study on Changing Pattern of Rural Consumers' Buying Behaviour, pp. 42-51.
7. Verma (2021), Impact of Marketing Strategies on Consumer Behavior: A Study of Bhopal City, pp. 15-24.
8. Gupta et. al. (2016), Approaches of Rural Market and Rural Consumers Behavior: Future Prospects, pp. 1-6.
9. Hasan et. al. (2016), A Study on Consumers' Psychology on Marketing Tools, pp. 56-67.
10. Mridanish (2013), A Study on The Rural Consumer Buying Behaviour in Bihar, 13-19.
11. Shukla (2013), Consumer Behaviour in Rural Market in India, pp. 1-78.