

A study on dietary preferences and health behaviors among rural populations in a selected area

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ABSTRACT

A second-hand or used good is one that is being purchased by or otherwise transferred to second or later end user. Second hand items may be transfer between friends or family for free, or they can be sold at lower price at garage sales. Many people prefer to buy new goods, since new goods can make them feel safer. A warranty is provided for new goods they can fix for free or simply change a new one, buy new goods also can avoid buying stolen goods. But second-hand goods has significant benefits such as prevent them becoming waste and saves costly production of equivalent new goods. It can conserving natural resources and protecting the environment, and may from part of a simple living plan. The second-hand market is exciting developing now. Since global financial crisis hit, people turn to shopping in an economy way, so the second hand trading market benefit from this struggling economy. Therefore marketing of used products is a good marketing opportunity. This study gives some suggestions to improve the used products marketing strategy in rural selling and market promotion strategies framed by analysing rural buying behaviour.

Keywords:

New goods, second-hand goods, Market, Opportunity.

INTRODUCTION

A second-hand or used good is a piece of personal property that is being purchased by or otherwise transferred to a second or later end user. Second-hand goods can benefit the purchaser as the price paid is lower than that of the same items bought new. If the reduction in price more than compensates for the possibly shorter remaining lifetime, lack of warranty, and so on, there is a net benefit. Selling unwanted second hand goods instead of discarding them obviously benefits the seller.

Recycling goods through the second hand market reduces use of resources in manufacturing new goods, and diminishes waste which must be disposed of, both of which are significant environmental benefits. However, manufacturers who profit from sales of new goods lose corresponding sales. Scientific research shows that buying used goods reduces carbon footprint and CO₂ emissions significantly compared to the complete product life cycle, because of less production, raw material sourcing and logistics. Often the relative carbon footprint of production, raw material sourcing and the supply chain is unknown. A scientific methodology has been made to analyse how much CO₂ emissions are reduced when buying used goods like second hand hardware versus new hardware.

Quality of second-hand goods can be more durable than equivalent new goods. Second-hand goods may have faults which are not apparent even if examined; purchasing sight unseen, for example, from an Internet auction site, has further unknowns. Goods may cause problems beyond their value; for example, furniture may have not easily seen bedbugs, which may

cause an infestation which is difficult and expensive to eradicate. Faulty electrical and mechanical goods can be hazardous and dangerous.

OBJECTIVES OF THE STUDY:

- i. To identify difficulties for marketing of used products,
- ii. To analyze opportunities in rural area for marketing of used products,
- iii. To study the opinion of people about consumption of used products,
- iv. To determine factors influencing the purchase of used products in rural area,
- v. To suggest effective strategies for marketing of used products.

SCOPE OF THE STUDY:

The study is conducted based on the respondent in Moodabidri area and study is undertaken in order to find consumer behaviour towards second-hand products. This study helps to know the challenges and opportunities to marketing of used products and to determine factors influencing on purchase of used products.

RESEARCH METHODOLOGY

- The researcher has used both primary and secondary source of data collection i.e. through questioner and direct interview method and also through social media.
- The sample size taken for the present study by the researcher is 55 respondents out of 150 respondents, For this study, the special reference is given to the Moodabidri region which includes Moodabidri, kallamundkur, Sampige and Aikala
- The study was conducted for nearly 2 months i.e. from June to August.

DATA SOURCE:

- **Primary data:** The researcher has used primary source of data collection i.e. through questioner and direct interview method.
- **Secondary data:** The paper also took help of secondary data like various research papers, journals, newspapers, and online data base.

LIMITATIONS OF THE STUDY:

- The primary data is collected from the people who are living in Moodabidri area only.
- Most of the data collected both from primary as well as secondary, but no statistical techniques used.
- Due to non-availability of all the facts and figures a detailed study was difficult.
- The collected information subject to bias as the study also includes secondary information.

SOCIAL RELEVANCE OF THE STUDY

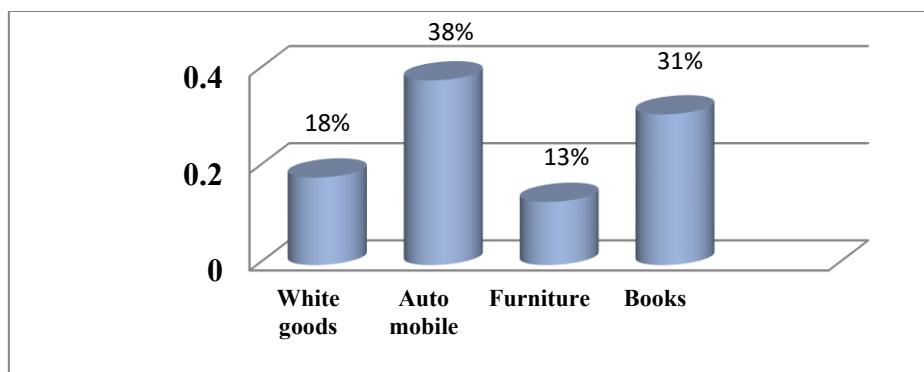
This study mainly concentrate on analyzing taste and preference of rural people towards used products, and also states the difficulties for marketing of used products and problems of rural people in their area, consumption of used products helps to save natural resources. This study also helps to analyze opportunities in rural area for marketing of used products and to determine factors influencing the purchase of used products in rural area. This study suggests the effective strategies for marketing of used

products in rural area. The demand for second hand goods now a days increasing, this study educates about business opportunity for marketing of used product in rural area.

ANALYSIS AND INTERPRETATION OF DATA

Table No: 1. Demand for Second hand products.

Sl. No	Option	Responses	Percentage
1	White goods	10	18%
2	Auto mobile	21	38%
3	Furniture	7	13%
4	Books	17	31%
	Total	55	100%

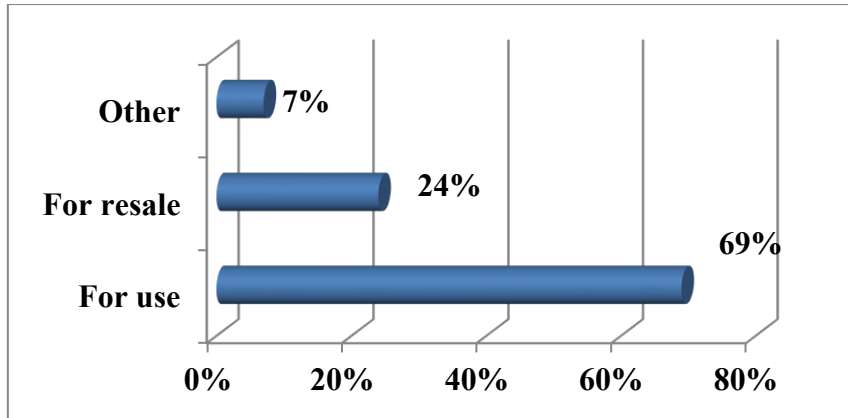


Analysis and Interpretation:

The above table represents that 18% of people have interest towards white goods, 38% of people ready to buy auto mobile products, 13% people demands Furniture products and 31% people have interest to purchase second hand books. Most of the responses are partially favourable towards auto mobile goods and second hand books, the main reason for more demand for auto mobile goods is they can resale purchased second hand auto mobile product and the reason for high demand for books is students are not ready to spent huge money on new books. Auto mobile goods and second hand books are having more demand compare to other products.

Table no: 2. Purpose of purchasing used products.

Sl. No	Options	No. of response	Percentage
1	For use	38	69%
2	For resale	13	24%
3	Other	4	7%
	Total	55	100%



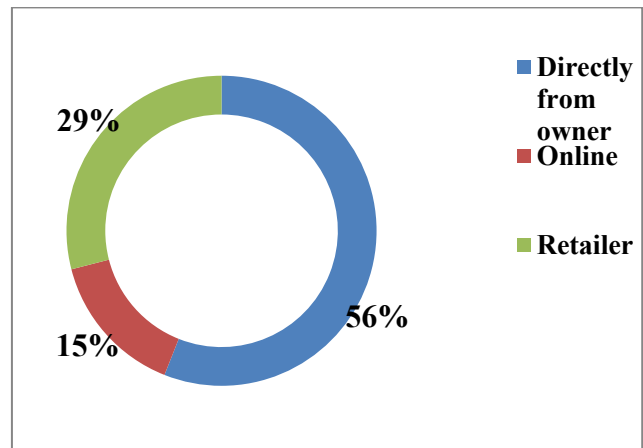
Analysis and Interpretation:

From the above diagram will come to know that 69% people buy used products for final consumption, 24% people purchase used products for resale and 7% people purchasing used products for other purpose like using important parts of used products. Many people purchasing used products for final consumption because the price of new products is high and most of rural people are having less income to buy new products.

It is interpreted that majority of the people are purchasing used products for final consumption.

Table no: 3 Purchase of used products.

Sl. No	Options	No of response	Percentage
1	Directly from owner	31	56%
2	Online	8	15%
3	Retailer	16	29%
	Total	55	100%



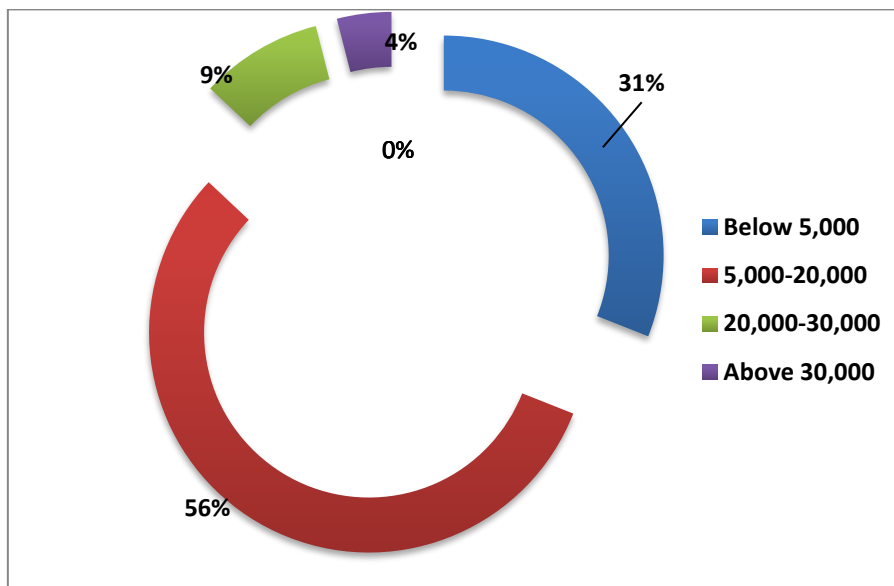
Analysis and Interpretation:

From the above diagram will come to know that 56% people purchases used products directly from owners, 15% people buying used products through online website and remaining 29% people purchasing second hand products from retailers or shops. The main reason for purchasing used product directly from owner is people feel safe about their product and online purchasing is very less because people think that for purchasing used products online websites are not safe and chances of fraud is more.

Majority of people purchasing used products directly from owners in rural area and few people prefer online website to purchase used products.

Table no: 4. Money willing to pay to purchase used products

Sl. No	Options	No of response	Percentage
1	Below 5,000	17	31%
2	5,000-20,000	31	56%
3	20,000-30,000	5	9%
4	Above 30,000	2	4%
	Total	55	100%



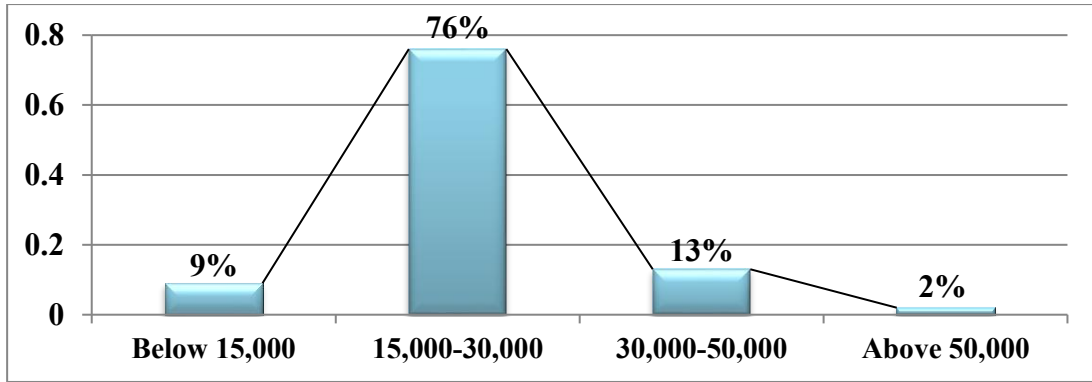
Analysis and Interpretation:

The most of the people of this place are middle class and below poverty line. 31% people ready to purchase any used products for 5000 rupees, 56% of people are ready to pay 5000-20000 rupees for used products and 13% people ready to pay above 20000 rupees, because in Moodabidri area most of the people are from middle class they are facing financial problems.

The most of the people ready to purchase second hand products for 5000 – 20000 rupees.

Table no: 5. Annual family income.

Sl. No	Options	No of response	%
1	Below 15,000	5	9%
2	15,000-30,000	42	76%
3	30,000-50,000	7	13%
	Above 50,000	1	2%
	Total	55	100%

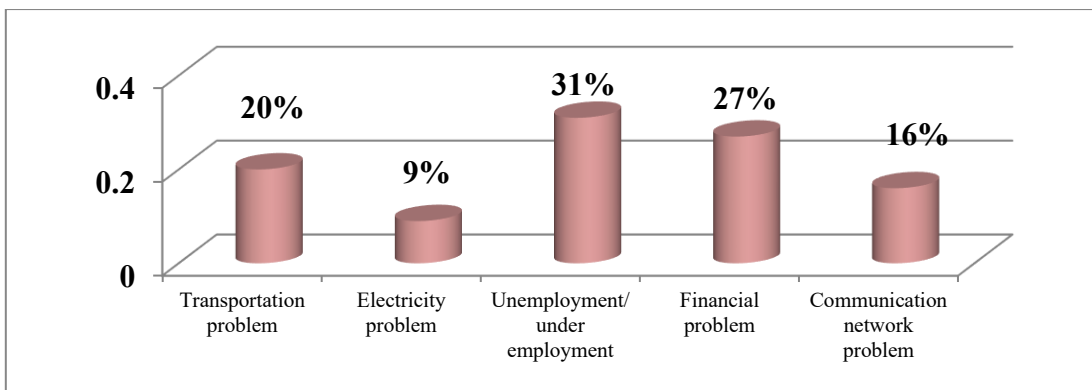


Analysis and Interpretation:

From the above table it is clear that many people are having less income, 9% of people are earning below 15000 per annum, 76% of people are having 15,000-30,000 annual income and remaining 15% people earning above 30,000 per annum. Income of people effects on their purchase decision so in rural area marketing opportunity for second hand goods is more because rural people having less income. In rural area many people are having very less income per year so business opportunity for marketing of used products is more.

Table no: 6. Major problem in rural area.

Sl. No	Options	No of response	Percentage
1	Transportation problem	11	20%
2	Electricity problem	5	9%
3	Unemployment/ under employment	17	31%
4	Financial problem	13	27%
5	Communication network problem	9	16%
	Total	55	100%

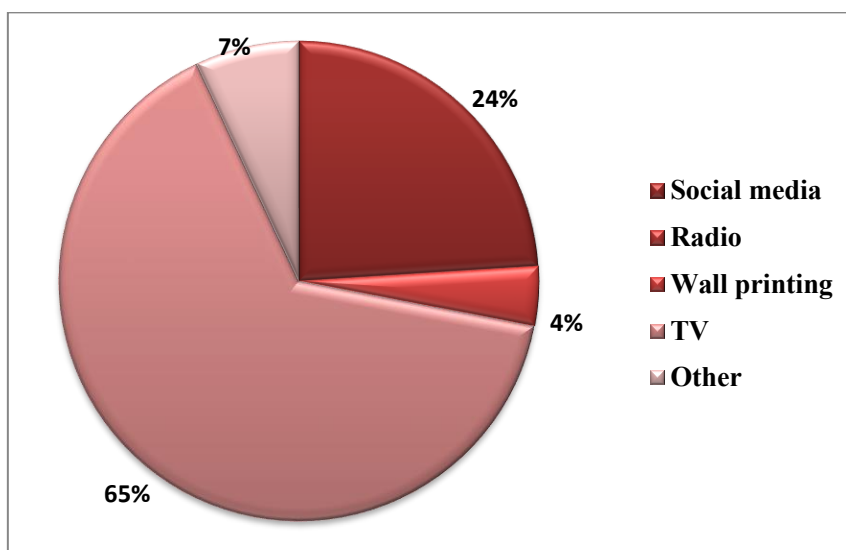


Analysis and Interpretation:

The above table shows problems of rural people,20% of people agreed that they are facing transportation problem, 9 % of people facing electricity problem in some seasons, 31 % of people facing unemployment or under employment problem, 27% of people agreed that they are facing financial problem and remaining 16% people facing communication network problem. The major problems in rural area are unemployment, financial, transportation and communication problems; there is not much difference between ratios of these problems.

Table no: 7 Main advertisement channel which effect on purchase decision.

Sl. No	Options	No of response	Percentage
1	Social media	13	24%
2	Wall printing	2	4%
3	TV	36	65%
4	Other	4	7%
	Total	55	100%

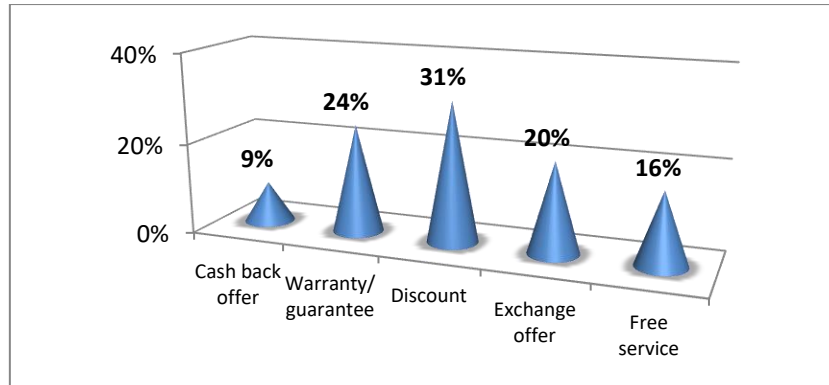


Analysis and Interpretation:

The above diagram shows that which advertisement media or channel attracts more in rural area, 24% respondents agreed that social media effects more on their purchasing decision, 4% respondents agreed that wall printing, 7% respondents agreed that other channels and 65% respondents agreed that TV advertisement effect on their purchase decision. In rural area TV advertisement is more effective compare to radio, social media, and wall printing and other modes of advertisement.

Table no: 8 Offer which changes purchase decision.

Sl. No	Options	No of response	Percentage
1	Cash back offer	5	9%
2	Warranty/ guarantee	13	24%
3	Discount	17	31%
4	Exchange offer	11	20%
5	Free service	9	16%
	Total	55	100%



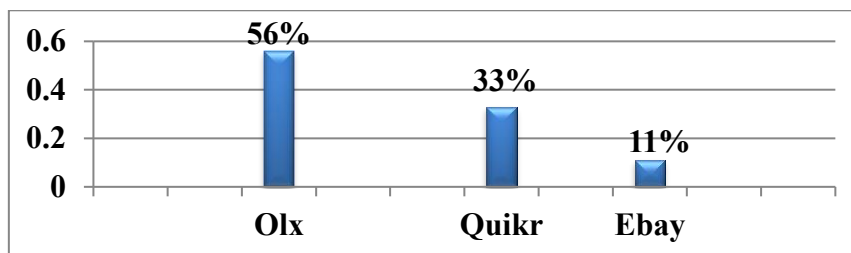
Analysis and Interpretation:

From the above table we can analyze which marketing strategy helps to attracts rural consumers, 9% respondents attracts to cash back offer, 24% respondents attracts to warranty and guarantee, 31% respondents agreed that discount attracts them on their purchasing decision, 20% respondents attracts to exchange offer and remaining 16% respondents attracts to Free service or services of seller. Every marketing strategy is attracting rural consumers.

Marketing strategies like warranty/guarantee, Discount, Exchange offer and service after the sales attracts most of the rural people, the ratios between these strategies are not having much difference.

Table no: 9 Famous second hand product marketing website in rural area

Sl. No	Options	No of response	Percentage
1	Quikr	18	33%
2	Ebay	6	11%
3	Olx	31	56%
	Total	55	100%



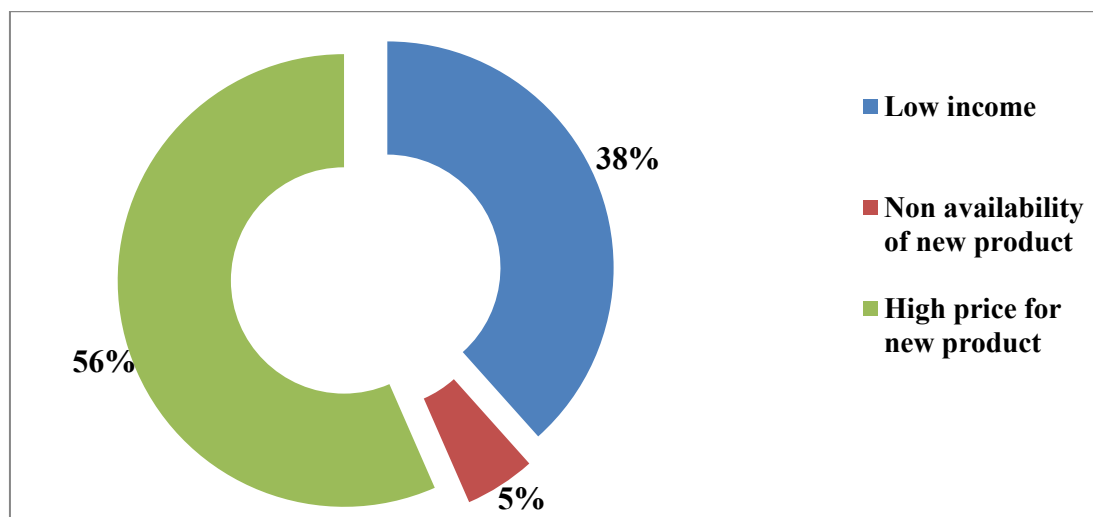
Analysis and Interpretation:

From the above table it is clearly explain that which online marketing website is famous in rural area, 56% of respondents mentioned that Olx is famous online marketing website, 33% people’s opinion that Quikr is famous and 11% respondents mentioned that Ebay online website is good and famous.

In rural area major 3 famous second hand goods marketing websites are Olx, Quikr and Ebay, these websites are having good image in rural area.

Table no: 10. Factor influences on purchase of second-hand goods.

Sl. No	Options	No of response	Percentage
1	Low income	21	38%
2	Non availability of new product	3	5%
3	High price for new product (to save money)	31	56%
	Total	55	100%



Analysis and Interpretation:

The above table explains which factor or reason influences on purchase of used product. 38% people mentioned that because of low income they are purchasing second hand products, only 5% respondents agreed that because of non-availability of new products they are purchasing second hand products. 56% people purchasing used products because of high price for new product or to save money. People are not able to spent huge money on new products like electronic and automobile etc. Most of the people purchasing second-hand products because of high price for new products people tries to save money.

FINDINGS:

- Most of the respondents answered that quality of used products differ from new products so this leads to fear of purchasing used products.
- Infrastructure facilities in rural area are developing and literacy rate also increasing so online marketing opportunity is also more.
- It is clear from the research that the trend for second-hand buying will continue to rise. The main factor for purchasing used products by rural people is to save money.
- Many people selling their old products to marketers at very low price and some people donating their used products to poor people.
- Most of the poor and middle class people purchasing used products like auto mobile and white goods because of their financial problem or to save money.

- Students purchases secondhand books in rural area because they are not ready to pay high price for new books. Consumption of used products helps to save natural resources.
- Olx and Quikr are the two famous used products marketing websites in rural area but supply of fake brand is more in rural area..
- Television and social media are both effective advertisement channels, sometimes suggestion of retailer effect on purchasing decision of rural people.
- Second-hand products marketing websites like Olx, Quikr and Ebay are the most famous marketing websites in rural area.

SUGGESTIONS:

The concept of Rural Marketing in India Economy has always played an influential role in the lives of people. In India, leaving out a few metropolitan cities, all the districts and industrial townships are connected with rural markets. The rural market in India generates bigger revenues in the country as the rural regions comprise of the maximum consumers in this country. The rural market in Indian economy generates almost more than half of the country's income. Used product marketer is having good opportunity to expand his market in rural area, but he should undertake several strategies to attract rural people,

- Marketer should identify opportunity in rural area by researching needs of people, one need to identify the target group for each product; one need to analyze the purchasing power of the rural family.
- Focus on building trust with rural people rather than only focus on profit making.
- Marketer should focus on rural market through Promotional, Marketing strategies like target marketing, integrated marketing, emphasis on consumer satisfaction to achieve his objectives and to make business in rural areas.
- Develop an appropriate distribution strategies like indirect, direct, Intensive, selective, exclusive strategies.
- The one who planning to enter the rural market should identify the areas where he can provide best services to satisfy needs of rural customers.
- Needs to have a regular update of the rural market products which need ordering; update of which rural market products are most in demand and popular; information about which product is popular in which age group.

CONCLUSION

In market there are several difficulties confronting the effort to fully explore the rural markets. The concept of rural markets in India is still in evolving shape, and the marketers facing variety of challenges. Many successful brands have shown high note of failure in the rural markets because the marketers try to extend marketing plans that they use in urban areas. The unique consumption pattern, tastes, and need of the rural consumers should be analyzed at the product planning stage so that they match the needs of the rural people.

In rural area agriculture is first and also the main source of income. Income is seasonal in nature and fluctuates as it depends on crop production. Marketer is having good opportunity to start his business because of increasing in people's income, literacy rate and standard of living. Rural marketing helps to balance industrial growth, improve rural infrastructures, easy marketability of agricultural produces, optimum utilization of rural untapped resources, employment generation, marketing acts as catalyst agent for economic

growth. Used products marketing is profitable for individuals and consumption of used product saves natural resources and helps to sustainable development. In modern economy there is a more demand for used products, therefore marketing of used product is good business opportunity.

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