

Assessment of Hands on Skills in Operating Electrical Mixer Grinder in Rural and Remotes Villages

J. Kannan, D. Venkatrama Raju

Abstract: Rural consumer behavior refers to ultimate consumer buying behaviour. Individuals who buy products and services for personal or household use or consumption rather than for business purposes. The term rural consumer is defined as “the behavior that the rural consumers display in searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs”.

Keywords: Employee welfare, Globalization, Welfare

I. INTRODUCTION

The consumer and the customer are two difference terms. Customer is not always the consumer and the consumer is not always the customer. Customers, such as intermediaries, agents, etc. may or may not buy products for their own use, where they obtain the products for their own consumption as consumers. Consumer behavior is at stake here, and the consumer is an important factor[1]-[4].

II. OBJECTIVES

- The preference of the rural customer in consuming the butterfly mixer grinder.
- To identify the factors inducing the purchase of butterfly mixer grinder
- To ascertain the rural customer satisfaction towards butterfly mixer grinder.
- To offer some suggestion to improve the brand image of butterfly mixer grinder.

III. RESEARCH METHODOLOGY

The approach of the investigation incorporates the depiction of research structure, populace, test size, examining strategy improvement and portrayal of hardware information accumulation technique and strategy examination[5]-[9].

A. RESEARCH DESIGN

The scientists embrace to create data that is sufficient,

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exact, objective and interpretable. Research configuration is blue print configuration study that amplifies the command over factor that could translate with the investigation want result.

IV. RESULTS AND DISCUSSION

- Majority 68% of the respondents are female.
- It is discovered that 40% of the assenters are in the age bunch underneath 20 years.
- It is discovered that larger piece of the assenters is under graduat level of 60%.
- It is discovered that larger part 65% of the assenters is unmarried.
- Maximum 56% of the respondents are understudies.
- Most 34% of the respondents month to month salary of Rs5000-Rs10000.
- It is discovered that 40% of the respondents are utilizing butterfly blender processor for as far back as 3 years[10]-[14].
- Maximum 75% of the respondents favored for nature of the item.
- It is discovered that 36% of the respondents execution dependent on their own longing.
- It is obvious from the their examination 32% of the respondents are acquiring in the general store.
- 87% of the respondents are purchasing butterfly blender processor by prepared money.
- Majority 74% of the respondents are utilizing this butterfly want model blender processor.
- It is discovered that 47% of the respondents are utilizing 3 container blender processor model[15]-[18].
- Most 39% of the respondents are utilizing red shading butterfly blender processor.
- Maximum 95% of the respondents are happy with assurance of the organization.

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- Maximum 90% of the respondents are happy with warrantee of the organization.
- Maximum 65.75% of the respondents' fantastic level in great.
- The study infers 82% of the respondents feel upbeat, no client issue.
- The Majority 68% of the respondents happy with administration focus.

- Most 67% of the respondents uncovered that administration focus administration are great.
- Most of the respondents 80% recommend not to change the leaving model
- 40% of the respondents positioning brand name is the main position. 20% of the respondents give second position for style, shading. 27% of the respondents give third position for quality. 38% of the respondents give due position for cost.
- It is inspected that, all in all Satisfaction score, the degree of hugeness was under 0.05 (5 percent level), and henceforth the invalid speculation was Rejected . It is seen that sexual orientation factor had affected the degree of fulfillment score of provincial clients towards Butterfly Mixer Grinder..
- It is inspected that, all in all Satisfaction score, the degree of noteworthiness was under 0.05 (5 percent level), and subsequently the invalid speculation was Rejected . It is seen that age factor had impacted the degree of fulfillment score of rustic clients towards Butterfly Mixer Grinder.
- It is inspected that, in general Satisfaction score, the degree of essentialness was more than 0.05 (5 percent level), and henceforth the invalid theory was Accepted. It is seen that instructive factor had not affected the degree of fulfillment score of country clients towards Butterfly Mixer Grinder.
- It is inspected that, all in all Satisfaction score, the degree of criticalness was more than 0.05 (5 percent level), and thus the invalid speculation was Accepted. It is seen that conjugal status factor had not affected the degree of fulfillment score of rustic clients towards Butterfly Mixer Grinder.
- It is inspected that, all in all Satisfaction score, the degree of importance was more than 0.05 (5 percent level), and henceforth the invalid speculation was Accepted. It is seen that word related factor had not impacted the degree of fulfillment score of country clients towards Butterfly Mixer Grinder.

It is inspected that, in general Satisfaction score, the degree of criticalness was more than 0.05 (5 percent level), and consequently the invalid speculation was Accepted. It is seen that salary factor had not affected the degree of fulfillment score of country clients towards Butterfly Mixer Grinder[19]-[21].

It is analyzed that, in general Satisfaction score, the degree of essentialness was more than 0.05 (5 percent level), and thus the invalid theory was Accepted. It is seen that utilization factor had not impacted the degree of fulfillment score of clients towards butterfly blender processor.

It is inspected that, in general Satisfaction score, the degree of centrality was more than 0.05 (5 percent level), and subsequently the invalid speculation was Accepted. It is seen that shading factor had not impacted the degree of fulfillment score of clients towards butterfly blender processor.

It is analyzed that, overall Satisfaction score, the degree of importance was under 0.05 (5 percent level), and subsequently the invalid speculation was dismissed. It is seen that certification factor had affected the degree of fulfillment score of clients towards butterfly blender processor.

It is analyzed that, overall Satisfaction score, the degree of noteworthiness was under 0.05 (5 percent level), and consequently the invalid theory was dismissed. It is seen that assurance factor had affected the degree of fulfillment score of clients towards butterfly blender grinder[22]-[24].

It is inspected that, all in all Satisfaction score, the degree of criticalness was more than 0.05 (5 percent level), and thus the invalid theory was Accepted. It is seen that purchasing affecting variable had not impacted the degree of fulfillment score of clients towards butterfly blender processor.

It is deduced that there is no basic association among age and most adored milk among the customers.

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V. SUGGESTIONS

- Additional facilities for usage may be offered to compete with each other brands.
- Prices may be fixed at a nominal rate so that people of all classes able to purchase.
- Give more advertisements in rural areas



to get more market potential[25].

- The company must concentrate more to provide offers from time to time to improve the sales.
- The consumer expects more offers and discounts.
- The respondents suggested that more additional products should be introduced to the available products.

VI. CONCLUSION

In conclusion it can be said that the behavior of rural consumer is not confined to a particular brand in case of mixer grinder. There is a common feeling that the prices charged by the retailers are more than the original price. Brand loyalty places an important role in purchases of durable goods. There are many factors like advertisements, friends, family members, and price of products, sales promotional techniques, which influence the rural consumers to purchase a commodity or service.

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