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A COVID-19 IMPACT ANALYSIS ON THE MIGRATION OF RUSTIC CONSUMERS TO BRANDED DIGITAL GOODS W.R.T ANDHRA PRADESH

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ABSTRACT

The aim of the paper is to understand to what extent Covid-19 has impacted the preference of rural consumers towards their brand preferences related to digital products specifically mobile phones and laptops for e-education. The questions include different aspects related to brand preferences, rural consumer purchasing power, and the mode of purchase. This paper provides a viewpoint in understanding the purchasing power levels of rural consumers, brand preferences, and mode of purchase of products. It provides an insight into understanding that is there any significant difference in the rural consumers' mindset towards the usage of digital products related in terms of brand. Another insight is to understand is there any significant difference in the demand and purchasing patterns of the rural consumers towards digital products. One more insight is to understand the preferred mode of purchase of digital products by rural consumers. This study also helps in understanding which is the most preferred digital product that the rural consumer is preferred to serve his purpose. The sample size of the study selected is 215 which includes all the age groups who are aware of the digital products and their importance. The data collection technique used for this method is emailing of the questionnaire. The statistical technique used for this study is Z test for one sample mean

1. Introduction

Urbanization - the significant trademark for India for a long time till now. Coronavirus is the starter underlying driver lately towards the change in outlook of rustic customer interest towards the digital products. Approximately, 1.72 billion individuals have been influenced around the world, and around 32 crores in India alone, prompting an extraordinary variety in the social - financial varieties in the educational area. With this reference, government is giving impulse to energize the advanced stages through activities, for example, DIKSHA and e-Vidya. In opposite, switch the situation happened due to cost elements of computerized gadgets, use of information plans, or organization availability presence which gave the stage to the digitization. The way of life of the rustic shoppers towards the vehicle of correspondence, work style is having a differentiating situation which has totally changed the scene. Despite the fact that, the presentation and the utilization situation of digitalization has been launched, still there is a specialty of buyers who are having questions about its survivability on the lookout. The advanced appropriation in the current situation is at its most weak level, it has the extent of getting lasting in future situations because of some significant movements in the adjustment of buyer conduct due to the reluctance of blending in jam-packed regions and higher inclination. Cell phones and PCs might be acceptable at what they do, yet joining a portion of their highlights would be more useful for the rustic shoppers.

2. Objectives of the Study:

The research intentions to be proved are:

1. Study the mindset of rural consumers; in digital product purchasing in terms of brand preference, purchasing power and mode of purchase.
2. To examine the factors influencing on selection of brand and mode of purchasing.

3. Methodology of the Study:

Descriptive the methodology of research based on digital products of rural consumer is integrated through extensive primary and secondary studies. To derive the market value and analytical trends in the digital sector, various approaches have been adopted. Experimental information assortment mode is utilized with the mailing of a survey covering an example size of 215 in Andhra Pradesh with Z-test for one example mean. customer when he is buying the digital product as far as brand inclination.

4. Review of Literature:

1. Dr. V. Maheswari (2015) led the investigation on "Brand decision of cell phone clients in Chidambaram town". The goals of this investigation is to feature the central participants in cell phone market, to consider the basis on cell phone clients in Chidambaram town, and to examine the degree of

fulfillment on utilization of cell phones clients in the examination territory. The exploration end from the investigation, the little neighborhood players like Micro max, Karbonn, Lava, Lemon, flavor and a like should rapidly reconsider their item, promoting and administration methodology crisp as per the humble communities like Chidambaram to take care of their business.

2. Thokoa and Kalebe (2015) said that Customer fulfillment is significant in that fulfilled clients for the establishment of a fruitful specialist co-op in light of the fact that it prompts rehash buys, brand unwaveringness, just as certain verbal exchange that may additionally improve budgetary execution of the favored specialist organization.

3. Harish and Rajkumar (2011) inspected administration quality and client's inclination of cell versatile specialist organizations in computerized area India. The investigation found that shoppers' recognition fluctuated as per the correspondence quality, administration, value, client care and specialist co-op's quality. The investigation found that cost has huge positive effect on customers' impression of a media transmission specialist organization.

4. Amreek Singh, V. S. (2014) concentrated on "Elements Affecting Buying Behavior of Rural Consumers" where 180 respondents were covered from Kurukshetra area and found that the eight elements like value, quality, guarantee, ad, brand, companion's proposals, relatives' suggestion and bundling which provincial shoppers consider while settling on buy choices. It was additionally discovered that elements impact on provincial shopper change with age and pay the impact of cost and quality on purchasing conduct of country buyer increments fundamentally with increment in age and pay.

5. Formulation of Hypothesis:

The following hypothesis are taken into consideration

Hypothesis for Factor-1: Brand Preference:

- a) H₁: When purchasing a digital product in terms of brand preference, there is a significant difference in the mindset of rural consumers
- b) H₂: There is no significant difference in the mindset of rural consumer when he is purchasing the digital product in terms of brand preference.

Hypothesis for Factor-2: Purchasing and Demand Patterns:

- a) H₃: There is a significant difference in the purchasing power and demand patterns of the rural consumers.
- b) H₄: There is no significant difference in the purchasing power and demand patterns of the rural consumers.

Hypothesis for Factor-3: Mode of Purchase:

- a) H₅: There is significant difference in the rural consumers way of approach towards the purchase mode of the digital product.
- b) H₆: There is no significant difference in the rural consumers way of approach towards the purchase mode of the digital product.

Data Analysis: The following are the data results obtained after analysis of information:

Z-test for one sample for Factor-1: Brand Preference:

	Total
M ₁	18.73488372
V ₁	10.25
O ₁	215
HMD ₁	18.73
Z ₁	0.022343599
P ₁ (Z ₁ ≤z) one-tail	0.491086935
z Critical one-tail	1.644853627
P ₁ (Z ₁ ≤z) two-tail	0.98217387
z Critical two-tail	1.959963985

According to the above table data, when z-test has been run, it is been deciphered that as Z esteem at P=0.05 is Z₁ cal=0.023 which is not as much as Z characterized value=1.95, we acknowledge H₁. Indeed, even the considered P-esteem which is 0.05 is likewise not exactly characterized p-esteem, theory H₁ is acknowledged. Consequently, it very well may be perceived that there is a huge contrast in the attitude of rural buyer when he is buying the digital products regarding brand inclination.

Z-test for one sample for Factor- 2: Purchasing Power and Demand Patterns:

	Total
M ₂	12.96744186
V ₂	5.25
O ₂	215
HMD ₂	12.97
Z ₂	-0.016337152
P ₂ (Z ₂ ≤z) one-tail	0.493482709
z Critical one-tail	1.644853627
P ₂ (Z ₂ ≤z) two-tail	0.986965418
z Critical two-tail	1.959963985

According to the above table data, when z-test has been run, it is been deciphered that as Z esteem at P=0.05 is Z₂ cal=-0.016 which is not as much as Z characterized value=1.95, we acknowledge H₃. Indeed, even the considered P-esteem which is 0.05 is likewise not exactly characterized p-esteem, hypothesis H₃ is acknowledged. Henceforth, it tends to be seen that there is a critical contrast in the buying force and request examples of the rural consumers.

Z-test for one sample for Factor-3: Mode of Purchase:

	Total
M ₃	16.75348837
V ₃	14.7
O ₃	215
HMD ₃	16.75
Z ₃	0.0133311
P ₃ (Z ₃ ≤z) one-tail	0.494681818

z Critical one-tail	1.644853627
$P_3(Z_3 \leq z)$ two-tail	0.989363636
z Critical two-tail	1.959963985

According to the above table data, when z-test has been run, it is been deciphered that as Z esteem at $P=0.05$ is Z_3 cal=-0.013 which is not as much as Z characterized value=1.95, we acknowledge H_5 . Indeed, even the considered P-esteem which is 0.05 is likewise not exactly characterized p-esteem, theory H_5 is acknowledged. Consequently, it tends to be broke down that there is critical distinction in the rural consumers' method of approach towards the buy method of the computerized items.

(Note: M_1, M_2, M_3 are means; V_1, V_2, V_3 are known variances; HMD_1, HMD_2, HMD_3 are hypothesized mean difference; O_1, O_2 and O_3 are the observations)

6. Findings

1. From the study, it is found that 75.8% of the population preferred mobile phone as digital product and rest of the population preferred laptop 53%.
2. It is been observed that 52.3% of the respondents expecting android features and 47.7% agreed with smart technology.
3. It is been observed that 61% of the population selected budgeted range digital products in the economic point of view with major brand standing tall is MI with 27.4%, in order 22.3% Apple, 21.9% Samsung with least preferred as Micromax brand with major factor influenced on the population is better features.
4. It is observed that the majority of the population with 57.3% purchased the digital products for the purpose of social media search (30.7%), infotainment (30.3%), in continuation for the purpose of online classes (28.4%).
5. It is been observed that 81.7% of the population responded having awareness about the online mode of purchase of digital products about expectation of cash benefits (45.4%) and ease of payment (22%) from the digital marketing companies like Amazon (35.3%) and Flip kart (22.9%) being the top two players in the market.
6. It is been observed that 54.3% of the population have responded to willing to purchase the digital product through offline mode because of the physical evidence (i.e.,) directly from physical store (35.7%).
7. It is been quite evident form the study that 53.7% of the population have selected Pay on Delivery/Cash on Delivery as the payment option which they felt as simple (49.5%) and easy (42.7%).

7. Conclusion

Our findings affirm the theory that the COVID-19 prompted huge changes in the buying conduct of advanced items by rural purchasers. Customers are along these lines more resolved to put in online requests for items provided straightforwardly by makers. Money preferences and simple modem prior to

implementing the condition of comfort. The investigation found that most respondents favored cell phones as computerized items over PCs to beat the issues and meet the day by day necessities. The inclination of country buyers for computerized instruments, for example, portable and PC utilization are web-based media search, infotainment and to go to online classes. The investigation additionally inspected the factors considered by rural clients while utilizing the brand name, item highlights and class scope of the advanced item. One more truth to be noticed that most respondents have plainly proclaimed that they have an inclination of individual determination of items that they decide to take an interest in the choice and buying measure legitimately and inwardly. Then again, it is likewise unavoidable that all makers should design and build up their own conveyance and promoting media plans for a novel way, keeping in setting the customers' decisions for the acquisition of same item with high recurrence.

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