Impact of Personal Values on Rural Buying Behaviour in Punjab

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Abstract

Values are the guiding principles that influence consumer decision-making process. The present study intends to identify what personal values exist among rural people of Punjab state (India) and how these personal values impact the different stages of clothing and mass media entertainment services purchase decision-making process. In order to achieve the objectives, this study was conducted using questionnaire comprised of Schwartz’s personal values and consumer decision-making process among 450 rural respondents of Punjab. Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) have been applied for analysis of data. The study enumerates that rural people hold conservation and self-transcendence up to significant extent. Conformity and hedonism significantly influence all stages of purchase process in case of clothing buying. Security influences all stages of purchase process (Pre-purchase and purchase stages) except post-purchase stage in case of clothing. The study finds that security influences all stages of the purchase process from pre-purchase to purchase but not post-purchase, while conformity influences all stages of the purchase process except need recognition in the pre-purchase stage in case of mass media entertainment services. Hedonism and tradition have a similar impact on different stages of the purchase decision process in case of mass media entertainment services. The study is specific to Punjab state only and Punjab has its unique culture. The nature of the product and the context of the purchase also affect the impact of personal values on the purchase decision. The study will help marketers to penetrate in the rural markets of India with greater focus than ever. The marketers will be able to understand the dynamics of rural consumer behaviour that may be largely different from urban markets. The study recommends that marketers should design communication messages to include local dialects and ensure that their content aligns with the culture and customs of rural people.