SOCIODEMOGRAPHIC MODALITY - INTERCOMPARATIVE STUDY OF BUYING PATTERNS OF RURAL CONSUMER FOR HAND WASH DURING COVID 19

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ABSTRACT
The rural Indian market is untapped till now for hand wash. The condition of hand hygiene is deplorable. The companies take the condition of hand hygiene as an opportunity with corporate social responsibility. The companies educate the potential buyers through advertisements. The sociodemography of rural India is an opportunity for marketers. The buying pattern of rural consumers for hand wash is somehow influenced by sociodemography like gender, occupation, income, internet, and social media in COVID-19. Each component significantly affects the buying pattern of rural consumers for hand wash. In gender comparison, reliability and trust become the major factor for buying patterns for the hand wash; that is why the transaction, preferential, and explore have more mean scores than referential. The referential z score is insignificant. Preferential and explore components of buying patterns have significant values(p<.001) for occupation. The study suggests that income affects the preferential(p<.001) and explore (p<.001) component of buying patterns. The internet plays a crucial role for transactional and explore (p<.001) component of buying pattern for hand wash. Social media significantly affect the transaction of hand wash.

Keywords: Sociodemographic, Indian rural market, Hand Hygiene, Hand wash, COVID 19

I. INTRODUCTION
Until now, the Indian rural market for hand wash has been unrivalled. The time of pandemic COVID -19 catalyses the selling of handwash in rural markets. Hand washes are classified solely based on the degree of protection offered to consumers. How much protection consumers get after using a hand wash indicates their level of satisfaction, which influences their buying patterns. Satisfaction is a general attitude toward a producer or an emotional response to the gap between expectation and reality in terms of need fulfilment. (Hansemark&Albinsson, 2004). The sociodemographic profile of potential buyers have effect on buying patterns through the level of satisfaction achieved by it. According to various industry studies, Reckitts Benckiser, HUL, Godrej, and Dabur India account for more than 70% of the market. India's rural consumers rely on Medimix, Hamam, Chandrika, Dettol, Savlon, and Lifebuoy for personal care products. (India Hand Hygiene Market Outlook, n.d.)

Oday, more emphasis is being placed on the role of consumer behaviour in hand wash marketing. Sociodemographic factors are constantly evolving, making it extremely difficult for businesses to compete for consumer and market share. (Khanwale, 2015)Each company must adapt to market changes to survive. Companies must be aware of their consumers' preferences and buying patterns. Various scholars have dedicated significant effort in recent years to elucidate the buying patterns. The acquisition of information and the integration of knowledge are two critical components of buying patterns.
Specific buying patterns are more critical than others, posing a more significant risk or cost. As a result, the level of effort varies. Buying patterns create a customer profile that analyses the characteristics of a product and chooses the one that best meets their specified needs at the lowest possible cost (Hawkins &Mothersbaugh, 2010)

II. SOCIODEMOGRAPHY-THE CONSTRUCT

Gender: Gender is a significant demographic attribute taken into account when segmenting markets, positioning products, and promoting products. It is crucial to understand how men and women react to business tactics, whether they choose certain goods and brands, and their consumer conduct in making effective strategies.

Some studies involving gender have suggested that women's and men's biological differences are articulated in their attitudes, social relationships, and roles. It is found that tropes of women's and men's roles exist in all cultures. Males are thought to be tougher, more focused, and rational, while women are thought to be more fragile, uncertain, and emotional. (Tifferet&Herstein, 2012)

Meyers-Levy asserts that women carefully analyse the circumstances, activities, and messages they are exposed to products. At the same time, men are goal-oriented and therefore oblivious to news and events that are irrelevant to their goal (Meyers-Levy &Tybout, 1989). Furthermore, males are considered to be more risk-taking when it comes to product preference than females. (Darley & Smith, 1995)Men devote less time comparing competing goods. (Fischer & Arnold, 1990). Men were even less concerned about their look and attire. (Michael R Solomon &Schopler, 1982). They seem to be more deliberate and focused on their product selection. (Costa et al., 2001). Women are more likely than men to show disappointment with products. (Laroche et al., 2000). When receiving product information, women score higher on the opinions of their friends and acquaintances. (Shoaf et al., 1995).

INCOME: Income level aids the customer in making purchasing decisions, such as whether to spend a certain amount on luxuries or save that amount. Individuals with a higher income level spend more, as their spending and desire for luxuries rises as their income increases. Income is a term that refers to the monetary and natural resources that an individual receives from other individuals or organisations to pay personal expenses. Salary and other sources of activity-based earnings (after taxes) such as transfers, net earnings from business or agricultural activity, land (rent), profits, and other sources of income are included. (Krasko, 2011)

Occupation: Occupation is a broad word that refers to the profession or sector in which you work or the type of work you enjoy. Additionally, it can refer to your role within an organisation. In a single response, stating your occupation in an interview has consequences for you, your workplace, profession, and future.

An occupation is a job situation that an individual engages in because they have a particular area of interest and specific skills that support that area. The individual may seek employment within a particular occupation, be interested in pursuing a career in that occupation, and follow it as a profession if it needs licensing and certification.

The individual may seek employment within a particular occupation, be interested in pursuing a career in that occupation, and follow it as a profession if the work needs licensing and certification.

Internet -According to a new survey, the number of urban user lagging far behind rural users for the first time in India's history. According to the study, women were also listed as a factor in the trend, as were better connectivity and more affordable price plans. Rural areas had 227 million active internet users in November 2019, compared to about 205 million in cities. Internet users who log on at least once a month. Monthly active internet users, estimated at 574 million in 2019, have grown at a rate of 24 per cent per year, implying a 41 per cent overall penetration. The study forecasts 11% growth for 2020 and predicts that there will be 639 million monthly active internet users. (2019, n.d.)

Social Media- The use of social media as a marketing tool is gaining traction. Because of the increased variety of goods on the Internet, consumers today have more options when making buying decisions. (Kalia et al., 2017)Social networks have evolved into important networking forum for the spread of hearsay messages. Since the phenomenon of hearsay has such a significant effect on consumer’s decisions and expectations, companies make greater use of hearsay and think opinion leaders promote their goods and services (Rialti et al., 2017)
HAND HYGIENE- THE INDIA RURAL MARKET

India has a rural population of 83.5 million people who live in 6.38 lakh villages (Census 2011). The urban-rural distribution ratio is 31.16 per cent and 68 per cent, respectively (Census 2011). Since 2000, rural India's GDP per capita (per person) has increased by 6.2 per cent (CAGR). The FMCG market in rural and semi-urban areas surpassed 20 billion US dollars in 2018 and exceeds 100 billion US dollars by 2025. (Nielsen research). Annual real rural growth per household is expected to increase by 3.6 per cent by 2025, compared to 2.8 per cent over the previous 20 years. ((McKinsey, n.d.). Rural markets have boomed and are outperforming city markets (Sunil Kataria ). Dabur found a parallel trend in which rural demand has increased at the same time as urban demand (Dabur India Chief Executive Officer Mohit Malhotra).

According to Statista, the personal care market in India was estimated at US$11.5 billion in 2019 and is forecast to exceed US$15 billion by 2023. In 2019, the personal care industry accounted for approximately 46% of India's overall beauty and personal care industry.

The effect of COVID 19 and India's various programs, such as Swachh Bharat Abhiyan, creates opportunities for hand hygiene products. Consumer awareness of health and hygiene has risen in both urban and rural India. Hand hygiene, specifically handwashing, has seen an unprecedented rise in India, with substantial penetration. (ITC). So far, the Indian demand for hand hygiene products has been underserved. Rural India's hand-hygiene market will hit 2159 crore by 2025, with a compounded annual growth rate (CAGR) of more than 9%. Lifebuoy (Hindustan Unilever Limited) and Dettol (Reckitt Benckiser) are the two industry leaders in Indian hand hygiene. Fem, like Medimix and Savalon, has a consistent market share in India's overall hand hygiene market. Demand in the rural market is being driven by sachet and miniature packs through our brand portfolio. New releases from our hygiene collection, such as sanitisers and soaps, show early signs of strong demand. (Emami Director Harsha V Agarwal.)

III. THEORITICAL FRAMEWORK

Consumer Behaviour

The physical and mental process series starts with ignition and continues after the purchase is referred to as consumer behaviour (Peter et al., 1999). Market behaviour analysis involves determining what product or service is available to buyers, how the buyer purchases the service or product, and why the buyer purchases the services or products. Consumer behaviour describes how a customer makes buyings and uses goods and services (Lamb et al., 2004). Conduct is "a series of behaviours in which people engage in the existing or perceived use of various market items, including goods and services, ideas, and the economic environment. (Berkman & Gilson, 1974)." Consumer habits are physical and emotional patterns designed to satisfy the needs and demands of customers in the selection, buying, and usage of services and items, as well as in the disposal of goods. Identifies formalised proper Consumer behaviour by researching the factors that affect the gathering, purchasing, and the application of products, services, concepts, and experiences to meet the needs and desires of individuals or groups. (Wilkie, 1994)

Buying Decision

Consumer's decision making has studied from various viewpoints (Hansen, 2005). A consumer used to play the buyer, payer, and receiver positions when making a buying decision in the marketplace (Sheth & Mittal, 2004) Individuals, families, partners make buying decisions and, in some cases, corporate boards of directors. It is a type of information processing act that involves transforming knowledge and information into action (Galbraith, 1974) Several studies have focused on the conventional five stages of decision-making This decision-making process necessitates recognition, knowledge gathering, alternative assessment, buying decisions, and post-buying behaviour (Kotler & Keller, 2006). These five stages of decision-making are the most commonly used techniques for marketers to gain a deeper understanding of their consumers and their actions (Fitzmaurice & Comegys, 2006)

A person's purchasing intentions are their proclivity to buying a specific brand or product (Belch & A. Belch, 2013) Buying intentions reflect a person's likelihood of buying a product (Phelps & Hoy, 1996) According to Spears and Singh (2004), going to battle to buy a brand in the future is wise. It was a part of the customer's cognitive behaviour about purchasing a particular product, brand, or service. (Kwek et al., 2010)
Buying made solely for speculative purposes: This is referred to as conventional decision-making (M R Solomon, 2010) Buying decisions are made effortlessly or with little deliberate effort during this point. The buying decision-making process divided into stages. These phases are as follows: problem identification, alternative search, alternative assessment, buying decisions, and post-buying behaviours. The buying decision-making process shapes consumer purchasing preferences. The buying pattern is composed of four patterns, each of which represents a complete buying decision process. The hand wash manufacturing company concentrated on the purchasing habits of its clients.

The Four Patterns are as follows:

Transaction decision: this sign reflects the first or original buying of the hand wash.

Referential decision: Consumers serve as sociodemographic touchstones for others.

Preference decision: Due to sociodemographic influences, the consumer prefers hand washing.

Exploratory decision: As a consequence of the sociodemographic situation's exploratory approach, the rural consumer investigates the hand wash commodity.

THEORITICAL RESEARCH

The sociodemographic component form the independent variable for buying the handwash. The buying patterns works as the dependent variable for the study. The sociodemographic components includes gender, occupation, income, use of income and social media. While buying pattern include the transaction, referential, preferential and explore.

OBJECTIVE

1. Gender and occupation have a positive effect on the buying pattern of rural consumer for hand wash
2. Income and the Internet (social media) effect the buying pattern of rural consumer for hand wash

IV. RESEARCH METHODOLOGY

Respondent of the questionnaire were selected randomly available on local hats. Content validity of questionnaire was sufficiently high with using Cronbach’s alpha value 0.780.

The statistical population of the study is the rural consumers above age of 21. Rural population of India is very large about 83.5 crore. For the large statistical population, 2 stage random clustering sampling method is used. Cluster was formed on basis of Maujas (land revenue division of villages) then the 6 cluster were chosen for the study and 64 individuals were selected from each unit to fulfil the sample size of 384. The sample size was 384. In clustering method Maujas are chosen are some common similarities like geographical condition, lack of basic amenities and less access of technology.
Sample size was calculated on the basis of proportion considering equal response (50%) for each item under null hypothesis and returned to 384.

The empirical sample in this study includes consumers of various brands of hand wash products.

V. STATISTICAL ANALYSIS

The results were analysed using descriptive statistics and making comparisons among various groups. There are 5 intercomparison group are formed namely:

1. Intercomparison Group 1- Gender
2. Intercomparison Group 2- Occupation
3. Intercomparison Group 3- Income
4. Intercomparison Group 4- Internet
5. Intercomparison Group 5- Social-media

Data were summarized as proportions and percentages (%) while discrete (quantitative) as mean(SD). The Mann Whitney test was used for two-category variables and for multiple-category variables the Kruskal Wallis test is used in all comparisons. The Cronbach alpha estimator was used to calculate the data's reliability, which was found to be 0.780.

For statistical analysis SPSS is used (SPSS version 23.0 SPSS Inc., Chicago, IL, USA). A value of p<0.05 was considered significant.

Descriptive Analysis

According to Table No.01, the socioeconomic distribution revealed that the majority of respondents (69.5 percent) were males, their main occupation was farming (34.6 percent), and their monthly income was Rs 5001-7000 in the majority of cases (23.4 percent), but a significant proportion also had monthly income between 9001-11000. The majority (76.3 percent) used the internet and were active on social media (53.6 percent).

Table 02 depicts an intergroup analysis of purchasing pattern components based on gender. Since there are two components of gender, men and women, the Man Whitney test is used. The mean score of the components transactional, preferential, and explore was higher in men than in women of rural population, and the difference was statistically significant (p<0.01). Referential is insignificant in both male and female (p>.001).

Table 03 indicates a statistically important difference in preferential and explore components across occupations (p<0.001). The mean preferential score was highest for skilled labour and lowest for farmers, while the explore mean score was highest for farmers and lowest for skilled labour.

The intergroup comparison using the Kruskal Wallis test reveals that income has a substantial effect. Table 04 shows that a statistically significant difference in preferential and explore components by income (p<0.001) was detected. The mean preferential score was highest for the income group Rs 7001-9000 and lowest for the income group Rs 5001-7000, while the explore mean score was highest for the income group Rs< =5000 and lowest for the income group Rs 11001-13000.

The use of the internet in rural areas has a huge effect. Table 05 revealed that the mean score of the components transactional and preferential was higher in internet users than in non-internet users. The difference found was significant (p<0.01).

The internet and the availability of social media also affect purchasing habits. Table No.06 shows that the mean score of component transactional was higher in social media users than in non-social media users. The difference found was significant (p<0.01).

TABLE 01-Socio-Demographic Details:
Table 02- Intergroup Comparison of Buying pattern Components according to Gender

<table>
<thead>
<tr>
<th>Dependent Variable</th>
<th>Gender</th>
<th>Parameter</th>
<th>Mann Whitney Test</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Mean</td>
</tr>
<tr>
<td>Transactional</td>
<td>Man</td>
<td>15.41</td>
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</tr>
<tr>
<td></td>
<td>Woman</td>
<td>14.10</td>
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<tr>
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</tr>
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<td></td>
<td>Woman</td>
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<td>3.62</td>
</tr>
<tr>
<td>Preferential</td>
<td>Man</td>
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</tr>
<tr>
<td></td>
<td>Woman</td>
<td>14.68</td>
<td>2.44</td>
</tr>
<tr>
<td>Explore</td>
<td>Man</td>
<td>15.61</td>
<td>1.98</td>
</tr>
<tr>
<td></td>
<td>Woman</td>
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Table 03: Intergroup Comparison of Buying pattern Components according to Occupation

<table>
<thead>
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<th>Occupation</th>
<th>Parameter</th>
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<th>SD</th>
<th>chi sq</th>
<th>p-value</th>
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<td>Transactional</td>
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<td></td>
<td>15.02</td>
<td>1.80</td>
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<td>14.84</td>
<td>2.48</td>
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<tr>
<td></td>
<td>MNREGA</td>
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<td>14.91</td>
<td>2.95</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Skilled labour</td>
<td></td>
<td>15.47</td>
<td>1.50</td>
<td></td>
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</tr>
<tr>
<td>Referential</td>
<td>Daily wagers</td>
<td></td>
<td>15.74</td>
<td>2.71</td>
<td>3.16</td>
<td>0.368</td>
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<tr>
<td></td>
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<td></td>
<td>15.19</td>
<td>3.04</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>MNREGA</td>
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<td>14.92</td>
<td>3.31</td>
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<td>1.86</td>
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<td>Daily wagers</td>
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<td>15.83</td>
<td>2.27</td>
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<tr>
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<td>14.89</td>
<td>2.50</td>
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<td></td>
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<td>Daily wagers</td>
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<td>1.74</td>
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</tr>
<tr>
<td></td>
<td>MNREGA</td>
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<td></td>
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<tr>
<td></td>
<td>Skilled labour</td>
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</table>

Fig 03: Intergroup Comparison of Buying pattern Components according to Occupation

Table-04 Intergroup Comparison of Buying pattern Components according to Income

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<th>Parameter</th>
<th>Kruskal Wallis Test</th>
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</table>

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### Table 05 Intergroup Comparison of Buying pattern Components according to Internet Use

<table>
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</tr>
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<td>2.22</td>
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Fig 04 Intergroup Comparison of Buying pattern Components according to Income
Table 06-Intergroup Comparison of Buying pattern Components according to Social Media Use

<table>
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<th>Dependent Variable</th>
<th>Social Media Use</th>
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<td>2.52</td>
</tr>
<tr>
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<td>15.51</td>
<td>2.00</td>
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<td>Referential</td>
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<td>Preferential</td>
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<td></td>
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<td>Explore</td>
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<td></td>
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</table>

Fig.06 Intergroup Comparison of Buying pattern Components according to Social Media Use

VI. RESULT

InterComparison-Group1 -Gender
The gender is the integral part of buying decision. The analysis of gender and buying pattern shows that men have more mean score in transactional, preferential and explore while women have more referential mean score. The women prefer to refer as the women are more depends on hearsay that is they more depend on reference (Shoaf et al., 1995). After analysing of z-value for transaction, referential, preferential and explore only referential have more p value (p value for referential >.001). Referential for hand wash is insignificant. The gender buyer focused mainly on self-buying rather than making reference for any hand wash. Accenture’s study “Master of Rural Market 2020” suggest that the rural women looked for the reliable and trusted product, they relied more on shopkeepers (ACCENTURE, n.d.) The men too wants the good product, in case of the hand wash the reliability and trust become the major factor for buying patterns, that’s why the transaction, preferential and explore have more mean score and referential z score is insignificant.

**InterComparision-Group2 Occupation**

Occupation plays a vital role in buying patterns. The buying pattern with occupation analysed with Kruskal Wallis test. Occupation is categorised and compare with buying pattern. The test have significant values. Preferential and explore component have the significant values (p<.001). Analysis shows that skilled labour (16.47) have maximum preferential score while farmer (14.89) have lowest. Farmer (15.88) explore more while skilled labour (14.54) minimum to explore for hand wash. The awareness of hand wash is due to COVID 19, before it the hand hygiene of India was very poor only 23% wash their hand regularly (Yusuf Kabir, WASH specialist, UNICEF, Maharashtra). Skilled labour and farmer are closely associated with buying pattern of hand wash. The remaining used due to the current problem that is COVID-19. The Accenture report also backed the this research, according to report 2019 the occupation of rural consumer have positive effect on buying patterns

**InterComparision-Group3-Income**

The income factor is most important for anyone. The current situation somehow cast the opposite shadow. For survival hand wash is the necessary item in buckets of consumers especially for rural India where the health system is not perfect. The study suggest that income have effect preferential (p<.001) and explore (p<.001) component of buying patterns. In income preferential buying is more in group who earn 7001-9000 rupees and minimum for who earn between 5001-7000 rupees while in explore is maximum for <=5000 and minimum in 11001-13000. Sale of hand wash is increased during COVID 19, people wants the best in categories that why they are exploring the new ones. Hand hygiene, specifically handwashing, has seen an unprecedented rise in India, with substantial penetration. (ITC).

**InterComparision-Group4-Internet**

Accenture report “Master of Rural Market 2019” suggest the penetration of internet in buying pattern of rural consumers. The report said that technological penetration in rural India formed loyalty and trust on the brand (Accenture). In case of hand wash, the internet plays a crucial role for transactional and explore the p<.001. The rising connected customer in rural India was published by Boston Consulting Group (BCG) and examined, among other things, the distinctions between rural and urban Internet users that marketers must consider. ((BUSINESS STANDARD, n.d.). Rural consumers focussed on transactional and preferential component of buying patterns, internet work as a medium to connect with the remaining world. The internet also work as the awareness tools about hand hygiene for rural buyers.

**InterComparision-Group5-Social Media**

The social media working as the perfect tools for both marketers and rural buyers. The use of social media as a marketing tool is gaining traction. Because of the increased variety of goods on the Internet, consumers today have more options when making buying decisions. (Kalia et al., 2017). The study revealed that transaction of hand wash have significant impact with p<.001. Social media user are connect with outer word so the social media user do transaction of hand wash.

**VII. DISCUSSION**

Gender affects the components of buying patterns. Both men and women have a significant influence on the transactional, preferential, and exploratory components. According to new studies, the current pandemic era corresponds to gender-based buying patterns. The referential is least relevant when it comes to gender-based buying of hand wash.
Undoubtedly, rural consumers from different occupational classes have varying degrees of buying patterns, preferential and exploratory buying patterns of handwashing decisions. However, skilled labour appears to be the most concerned with preferential buying through their hand wash alternative and the least concerned with referential buying. Farmers have the lowest score for preferential buying. However, considerable evidence suggests that the rural consumers' occupation during COVID-19 is the source of their preferential and exploratory part.

The incomes of rural consumers have also influenced the preferential and exploratory components. The Accenture study "Master of Rural India" does not comply with the study, but more research is needed.

The effect of the internet and social media on rural buyers' buying habits instills confidence and loyalty in the hand wash. According to IAMAI, there has been a significant increase in internet users and social media penetration. The internet is helpful in purchases and as a preferred method of buying. In contrast, social media focuses on the transactional aspect of buying patterns.

Although previous research has indicated that socioeconomic status may influence some aspects of buying patterns. (Kemper, 1968)(Leigh & Gabel, 1992)

MANAGERIAL IMPLICATIONS

Marketers use the sociodemographic argument to convince customers to buy the product by depicting consumption scenarios. Companies are using famous and attractive individuals to promote products and brands and to use conventional group members as spokespersons in promotional activities. (Majumdar, 2010) Advertising tactics increase brand recognition while decreasing customer imminent risk (Khan & Rehman, 2005)

Buying patterns components are significantly influenced by gender and often appeals to users' needs for group identity, belongingness, and adherence to sociodemographic norms. Hand washing is a must in today's world. However, rural India's hand hygiene is deplorable. For buying a hand wash, the buyer relies on sociodemographic factors.

According to the report, men focus on handwashing transactions using information obtained from the Internet and social media sites such as WhatsApp, Twitter, Facebook, and pop-up ads. After analysing the world, the internet, and social media, the study discovered that occupation and income earners prefer to buy a hand wash. With this, income also plays a part in exploring the latest brand in the rural sector.

Markets may also segment the rural markets based on sociodemographic susceptibility and buying habits. Rural consumers with a high susceptibility to sociodemographic control are distinguished from those with low susceptibility. Markets also are segmented on different sociodemographic effects, such as intercomparison classes, life gender, profession, income, internet, and availability on social media. Similarly, markets are classified as gender-inclined consumers, occupation-inclined consumers, income-inclined consumers, and internet and social media-inclined rural consumers. Several permutations and variations of sociodemographic power and diverse buying patterns can be made to arrive at new market segments.

Marketers have a simple choice before them: segment the market based on sociodemographic variables for hand washing. The present study's multiple comparison analysis identifies some more susceptible segments to sociodemographic variables, such as gender, income, occupation, internet, and social media. However, these are just surface-level measures of consumer behaviour. According to the researcher, marketers should try to identify the true motivations and drivers of hand wash use by studying consumer psychographics.

VIII. STUDY LIMITATION

Because of time, money, and respondent willingness, the sample could not be larger than it is now. While this limit the generalisability of the findings, it is considered a critical and cost-effective first step in identifying functional concepts and relationships that can later be evaluated in more elaborate study designs and representative samples.
Since India is a polyglot, multi-denominational, and has a plurality of zones, and the sample drawn may not represent the population, generalisation requires caution. Because of the country's diversity in sociocultural and socioeconomic structures, the results cannot be generalized to the entire country.

The Purposive sampling limits generalisability of research results which does not always imply their applicability in the research. The fact that the study was a convenience sample limits the external validity of the results.

Due to social conservatism in India, there is every likelihood of respondent bias. Respondents may have given socially acceptable responses.

Future research on the foundations of the current research will be a natural extension of this analysis. Based on the information gained from current studies and the researcher's restrictions, certain research areas are being highlighted for potential investigation by researchers. The current study is exploratory, with only a minor impact on theory and practice. The researcher believes an urgent need to perform experimental studies on handwashing (hand hygiene) in rural Indian communities for creating creates causal relationships. Future research should also investigate the degree to which affiliation, the development, and preservation of sociodemographic values are essential factors in understanding hand wash buying patterns and brand preference.

REFERENCES