

**Psychological and Social Factors Impacting Buying Behaviour Towards  
Sachet Products in Rural Haryana**

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**Abstract**

This research paper focuses on the psychological and social factors that influence rural consumers' buying behaviour towards sachet products in Haryana. The paper identifies how factors such as consumer perception, peer influence, and social status impact the purchasing decisions of rural consumers. The study also examines the role of social networks in driving sachet product sales.

**Keywords :** Psychological factors, social factors, peer influence, sachet products, rural markets, Haryana.

**1. Introduction**

Rural consumers in Haryana have specific psychological and social drivers that impact their buying behaviour, especially when purchasing sachet products. This research delves into understanding these factors, offering insights into how social and psychological factors can **shape rural consumer behaviour.**

**Problem Statement:** While socio-economic factors have been studied, psychological and social factors in rural consumer behaviour remain underexplored in the context of sachet products.

**Objective:** To explore the psychological and social factors influencing the buying behaviour of rural consumers towards sachet products.

**2. Literature Review**

**Psychological Factors:** Research shows that rural consumers often perceive sachets as offering value for money, even when the quality may be questioned (Singh & Bansal, 2021). The need for instant gratification and the perception of affordability are key psychological drivers.

**Social Factors:** Peer pressure and social networks play a significant role in shaping consumption patterns in rural areas. Rural consumers are influenced by family members, neighbours, and local influencers in their purchasing decisions (Jain & Yadav, 2020).

**Consumer Buying Behaviour for FMCG:** Factors like brand preference, price sensitivity, and promotional impacts affect Buying Behaviour. (Ghangas ,2013).The study provides empirical insights into rural purchasing patterns, emphasizing socio-economic influences

### **3. Research Methodology**

The study adopts a mixed-methods approach, utilizing both qualitative and quantitative data collection methods.

**Research Design:** Descriptive and exploratory research.

**Population:** Rural households in Haryana.

**Sampling Method:** Stratified random sampling, ensuring a representative sample from different districts and income groups.

#### **Data Collection:**

- **Quantitative:** A structured survey questionnaire administered to 400 rural households.
- **Qualitative:** In-depth interviews and focus group discussions.

#### **Data Analysis:**

- **Quantitative:** Descriptive statistics and correlation analysis.
- **Qualitative:** Thematic analysis of interviews.

### **4. Results and Analysis**

#### **Psychological Factors**

Rural consumers have a strong perception of sachets being affordable and offering immediate value. However, there is scepticism about the quality of sachets, which is moderated by brand recognition and trust.

#### **Social Factors**

Peer influence was found to be significant. Consumers often discuss their purchase decisions within their social circles, and recommendations from trusted family members or neighbors significantly impact purchasing behaviour

**Table 1: Correlation Between Psychological and Social Factors**

Factor	Correlation with Buying Behaviour
Perception of Value	0.72
Peer Influence	0.65
Brand Trust	0.60
Social Pressure	0.55

The table 1 shows how different factors influence buying decisions. Perception of Value (0.72) and Brand Trust (0.6) are psychological factors because they depend on personal judgment and feelings about a product's worth and reliability. Peer Influence (0.65) and Social Pressure (0.55) are social factors because they come from external sources like friends, family, and societal trends. Perception of value has the strongest effect, meaning people buy what they see as worth it. Peer influence and brand trust also matter, while social pressure plays a smaller role.

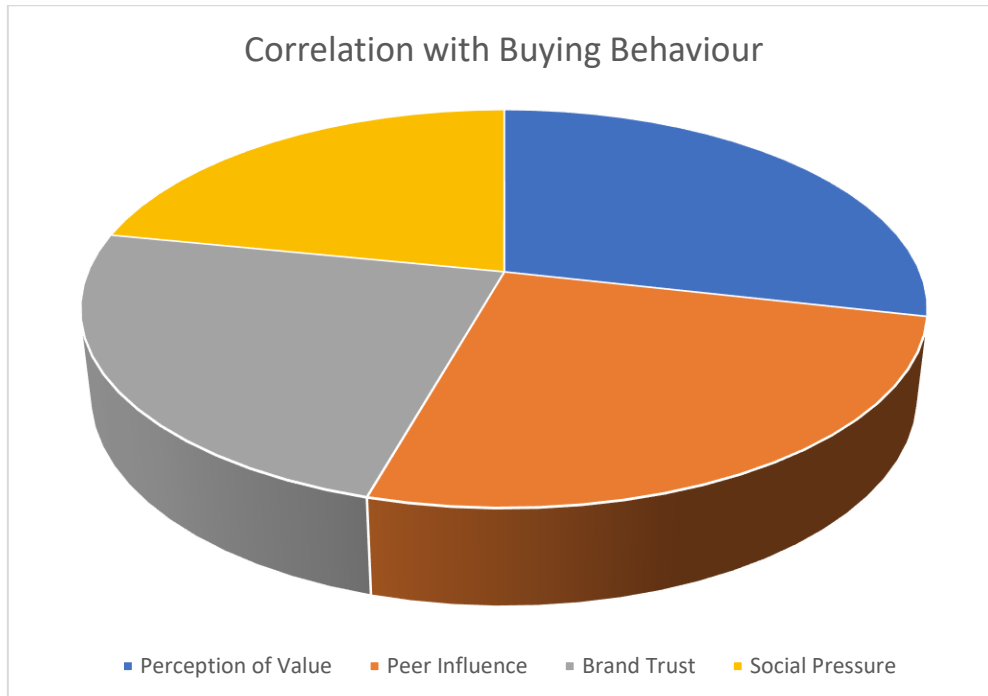


Figure 1: Psychological and Social Factors Impacting Buying Behaviour

## 5. Discussion

This study reveals that rural consumers' buying decisions are not solely driven by financial constraints but are significantly influenced by their social networks and psychological

perceptions of value and trust. While price remains a key factor, the role of social influence and the perception of sachets as a quick, affordable solution is equally important.

#### **Implications for Marketers:**

- Marketers should leverage social networks by engaging local influencers and creating community-based marketing campaigns.
- Building trust around sachet products, especially through testimonials from local consumers, can improve brand perception.

#### **6. Conclusion**

Psychological and social factors play a crucial role in shaping the buying behaviour of rural consumers in Haryana toward sachet products. Marketers can enhance their rural strategies by focusing on these factors to drive sales.

#### **Recommendations:**

- Focus on creating positive perceptions about the quality of sachets.
- Use local influencers to promote sachets in rural communities.
- Build strong, trust-based marketing campaigns to reduce scepticism.

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