

NEW DIMENSIONS OF MANAGEMENT IN THE GLOBALIZED ERA
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A STUDY ON CUSTOMERS BASED BRAND PREFERENCE OF FAST MOVING CONSUMER GOODS (FMCG) IN RURAL MARKETS

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Introduction

The Fast-Moving Consumer Goods (FMCG) sector is an important contributor to India's GDP and it is the fourth largest sector of the Indian economy. Globally, the FMCG sector has been successful in selling products to the lower and middle income groups, and the same is true in India. Over 70% of sales are made to middle class households today and over 50% is in rural India. The FMCG industry includes food and non-food everyday consumer products. They are usually purchased as an outcome of small-scale consumer decision so they are heavily supported (advertising, promotion) by the manufacturers. In recent years, rural markets have acquired significance role play in different countries like India. On the base, the overall growth of the economy has resulted into substantial increase in the purchasing power of Fast Moving Consumer Goods (FMCG) in rural communities. On account of the green revolution in India, the rural areas are consuming a large quantity of industrial and urban manufactured products. In this context, a special marketing strategy, namely, rural marketing has taken shape. Fast Moving Consumer Goods (FMCG) are popularly named as Consumer Packaged Goods items. In this category include all consumables (other than groceries /pulses) people buy at regular intervals. The most common in the list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, household accessories and extends to certain electronic goods. These items are meant for daily or frequent consumption and have a high return. A subset of FMCGs are Fast Moving Consumer Electronics which include innovative electronic products such as mobile phones, MP3 players, digital cameras, GPS Systems and Laptops. These are replaced more frequently than other electronic products. White goods in FMCG refer to household electronic items such as Refrigerators, T.Vs, Music systems, etc. Indian rural customer is large with illiteracy and poverty. Illiteracy leads to an inability to identify brand differences and read the basic text on packages. Poverty and dependence on vagaries of monsoon result into a low and unpredictable purchasing power. Moreover products are sold loose, giving high competition to branded sealed products. Ignorance and illiteracy are accompanied by strong influence leaders. The concept of Rural Marketing in India Economy has always played an influential role in the lives of people. In India, leaving out a few metropolitan cities, all the districts and industrial townships are connected with rural markets.

Review of Literature

At the early stage of the present exercise, a review of relevant literatures was undertaken to understand what has already been done by expert committees and researchers in the sphere brand preference and loyalty of Fast Moving Consumer Goods. The review was also made in various thesis, project reports, books and articles which enabled the researcher to identify certain lacunae in the previous studies and helped to identify new area for current research. A number of studies have been conducted previously under various National and international studies related to this topic are reviewed, some of the studies are given below: ShabirMajeed (2014) in his study entitled "Brand Awareness in Rural Area: A Case Study on Fast Moving Consumer Goods in Pulwama District of J&K State. The main purpose of this study find out the perception and brand preference of FMCG. The main aim of this study is the impact of media on brand awareness of FMCG. KavithaT.C (2012) in her study

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entitled "A comparative study of growth, challenges and opportunities in FMCG of rural market." The main aim of the study is to find out the growth and challenges of FMCG. Nagaraju Kolla et al. (2014) in their study titled "Impact of Brand Loyalty in Rural Markets (With Special Reference to Select Fast Moving Consumer Goods - FMCG)". The objectives of the study were 1) To evaluate the pre-purchase expectations and post-purchase performance (iii) To assess the brand loyalty of rural customers towards FMCG. Venukumar (2012) in his study titled "Growth of Indian Rural Market: With Reference to FMCG Sector". The main content of this study report, the rural Indian population is large and its growth rate is also high. Over 70% of India's one billion plus population lives in around 627,000 villages in rural areas. This simply shows the great potentiality rural India has to bring the much needed volumes and help the FMCG companies to bank upon the volume driven growth.

Scope of the Study

The research conducted in order to find out the brand preference among the customers towards FMCG preferences to measure the various factors as price, quality, brand loyalty, quality, side effects, co-brands, attractiveness, celebrity influence, that may satisfy their expectation towards the FMCG products. The main purpose of the study is to analyze the brand preference of FMCG.

Objectives

Main objective of the study are as follows :

- To know the demographic profile of the rural customers and its brand awareness of FMCG
- To study the factors influence on rural consumers' purchase intention towards FMCG
- To find out the supportive factors influence to purchase of FMCG

Methodology

The present study is an empirical research based on survey Method. The researcher has adopted Convenience Sampling. The researcher administered a comprehensive interview schedule for collecting primary data. The interview schedule was carefully designed and duly pre-tested. Pilot study was also undertaken and necessary changes were incorporated before finalization of the schedule. In gathering information, the researcher met all the 200 sample respondents living in different parts of Rural areas of Coimbatore District. All the analysis and inferences are made on the basis of this primary data. Secondary data have been collected from the relevant books, magazines, newspapers, websites and journals.

Statistical Tools

The raw data collected and carefully classified, edited and tabulation for this analysis. The data were analyzed and interpretation was made on the basis of percentage. Some of the questions were scored on five point Likert's scale, and calculate the Chi square, Descriptive, Garrett Ranking method and KS test were used for this research.

Hypotheses

On the basis of review of literature the following hypotheses has been set:-

- H₁ - The personal factors of the respondents have significant influence on the brand preference of FMCG
- H₂ - The factors influence of the respondents have significant influence on purchase decision of FMCG

Chi-Square Analysis

Hypothesis: The personal factors of the respondents have significant influence on the brand preference of FMCG

Table 1 Personal Factors influencing the brand preference of FMCG

Personal Factors	Chi-Square value	Degree of Freedom	P - Value	Significant /Not Significant
Age	23.709	9	.001	Significant
Sex	25.22	3	.000	Significant
Educational qualification	23.618	9	.001	Significant
Income	24.485	9	.001	Significant
Marital status	14.633	3	.101	Not Significant
Family Type	10.470	3	.134	Not Significant
Family Size	12.341	6	.345	Not Significant

Significant (P values ≤ 0.05) ; Not Significant (P values ≥ 0.05)

The Table No.1 exhibits that the personal factors of the respondents have significant influence on the brand preference of FMCG products. It is found from the table No. 3 shows that the hypothesis results the hypothesis is accepted in four cases like, Age, sex, Educational qualification , income of the respondents . The other three cases like marital status, family type and family size, in this case the hypothesis is rejected It is concluded that age, sex, educational qualification and Income of the fast moving consumer goods' customers have an significant influence on the brand preference.

Brand Preferences for FMCG in Rural Markets

Almost every product that is distinguishable from another contains a means of identification for the buyer organization use a number of techniques to identify their products and services. Brands are created and brand battles are fought in consumers' mind, However, good the offering, without successful communication there can be no successful brands.

Table 2 Brand Awareness of FMCG products (Tea, Detergent soap, Fairness cream) in Rural Markets

Tea	percentage	Detergent soap	Percentage	Fairness Cream	Percentage
Tata Tea	64	Surf Excel	75	Fair& Lovely	90
Red Label	56	Tide	67	Olay	75
TajMahal	35	Nirma	54	Ponds	64
Dook Bond	87	Wheel	65	Nivea	45
Darjeeling tea	45	Rin Supreme	86	Fairever	35
Taaza	40	Other Local Brand	15	Gahnsion's baby cream	70
Average	54.50	Average	60.33	Average	63.17

Source: Survey method

It could be concluded from the above table No. 2 that the average awareness of the respondents in the rural market is 63.17 percentage in case of Fairness cream , 60.33 percentage in case of Detergent soap, 54.50 percentage in case of tea. The table no.2 depicts the majority of 63.17 average score scored by Fairness Cream.

Table 3 Brand Awareness of FMCG products (Soap, Hair Oil, Toothpaste) in Rural Markets

Soap	percentage	Hair Oil	percentage	ToothPaste	percentage
Dettol	50	Parachute	75	Pepsodent	90
Dove	64	Vatika	80	Colgate	87
Lux	87	Dabur Amla	67	Closeup	75
Lifeboy	45	Hair & care	45	Sensodyne	79
Hamam	78	Almonds drops	44	Meswak	34
Cinthol	70	Aswini	67	Dabur	65
Pears	68	Kesavarthini	58	Gopal tooth paste	43
Medimix	83	Indhulega Bringa	56	LalDuntManjam	34
Tril	68	V.V.D Gold	77	Local brand	22
Wildstone	45	Others	20	others	-
Average	65.80	Average	58.90	Average	52.90

It is observed from the table no. 3 that the average awareness of the respondents in the rural market is 65.80 percentage in case of Soap, 58.90 percentage in case of Detergent soap, 52.40 percentage in case of tea. The table no.3 depicts the majority of 65.80 percentage of average scored soap.

Table 4 Brand Awareness of FMCG products (Soap, Hair Oil, Toothpaste)in Rural Markets

Shampoo	Percentage	Talkum Powder	Percentage
Clinic Plus	89	Bonds	90
Chick	40	Shower to Shower	45
Sunsilk	76	Axe	45
Garnier	80	Boro Plus	65
Pantene	85	Gokul Sandal	78
Head & Shoulder	77	yardley	56
Meera Shampoo	67	Local Brand/others	24
Average	73.42	Average	57.57

It is observed from the above table No.4 that the average awareness of the respondents in rural market is 73.42 percentage in case of Shampoo, 57.57 percentage in case of Talkum Powder. Table no.4 depicts the majority of 73.42 percentage of average scored by Shampoo.

Table 5 Brand preference of FMCG products (Tea, Detergent soap, Fairness cream) in Rural Markets

Tea			Detergent soap			Fairness Cream		
Category	Mean Score	Rank	Category	Mean Score	Rank	Category	Mean Score	Rank
Tata Tea	2.56	II	Surf Excel	3.56	II	Fair & Lovely	4.1	I
Red Label	2.4	III	Tide	3.40	III	Olay	3.56	II
TajMahal	2.1	V	Nirma	3.10	V	Ponds	3.20	IV
Brook Bond	3.60	I	Wheel	3.20	IV	Nivea	2.30	V
Darjeeling tea	2.3	IV	Rin Supreme	3.70	I	Fairever	2.0	VI
Taaza	2.0	VI	Other Local Brand	2.05	VI	Gohnson's baby cream	3.40	III

It can be concluded from the above table no. 5 that in case of tea category, among the all brand tea category the respondent given 1st rank to Brook Bond tea, Tata Tea is on 2nd rank and 3rd rank is given to the Red Label and 4th rank is given to Darjeeling tea and 5th rank is given to TajMahal by respondents. In case of Detergent soap among the all brand of detergent soap the respondent given 1st rank to Rin Supreme, Surf excel scored 2nd rank and 3rd rank is given to the Tide and 4th rank is given to Wheel and 5th rank is given to Nirma. In the case of the Fairness cream category, among the all brand fairness cream the 1st, 2nd, 3rd, 4th ranks are given to the Fair & Lovely, Olay, Johnson's baby cream and fair ever,

Table 6 Brand preference of FMCG products (Soap, Hair Oil, Toothpaste) in Rural Markets

Soap			Hair Oil			ToothPaste		
Category	Mean Score	Rank	Category	Mean Score	Rank	Category	Mean Score	Rank
Dettol	2.10	IX	Parachute	3.25	III	Pepsodent	3.70	I
Dove	3.10	VII	Vatika	3.40	I	Colgate	3.56	II
Lux	3.40	I	Dabur Amla	3.20	IV	Closeup	3.25	III
Lifeboy	2.18	VIII	Hair & care	2.1	VIII	Sensodyne	3.35	II
Hamam	3.20	V	Almonds drops	2.0	IX	Meswak	1.0	VI
Cinthol	3.15	VI	Aswini	3.0	V	Dabur	2.50	V
Pears	3.30	III	Kesavarthini	2.20	VI	Gopal tooth paste	2.0	V
Medimix	3.35	II	Indhulega Bringa	2.20	VII	LalDuntManjam	1.2	V
Liril	3.29	IV	V.V.D Gold	3.30	II	Local brand	1.0	VI
Wildstone	2.1	X	Others	1.1	X	others	0	-

It is inferred from the above table No 6 that in case of Soap category, among the all brand of soap category the respondent given 1st rank to Lux ,Medimix is on 2nd rank and 3rd rank is given to the Liril and 4th rank is given to Liril and 5th rank is given to Hamam by the respondents. In case of Hair Oil category, among the all brand of hair oil the respondent given 1st rank to Vatika, V.V.D gold scored 2nd rank and 3rd rank is given to the Parachute and 4th rank is given to Dabur Amla and 5th rank is given to Arwini. In the case of the Toothpaste category, among the all brand of Tooth paste the respondent given 1st rank to Pepsodent, Colgate scored 2nd rank and 3rd rank is given to the Sensodyne and 4th rank is given to Close up and 5th rank is given to Dabour.

Table 7 Brand preference of FMCG products in Rural Markets

Shampoo			Talkum Powder		
Category	Mean Score	Rank	Category	Mean Score	Rank
Clinic Plus	3.49	II	Bonds	3.50	I
Chick	2.19	V	Shower to Shower	2.24	VI
Sunsilik	3.20	IV	Axe	2.25	V
Garnier	3.51	I	Borrow Plus	2.50	IV
Pantene	3.45	III	Gokul Sandal	3.14	II
Head & Shoulder	3.12	VI	Yardley	2.28	III
Rural Shampoo	3.10	VII	Local Brand/others	1.0	VII

It is evident from the above table no. 7 that in case of Shampoo category, among the all brand of Shampoo the respondent given 1st rank to Garnier, Clinic Plus is on 2nd rank and 3rd rank is given to Pantene and 4th rank is given to Sunsilik and 5th rank is given to Chick by the respondents. In case of Talkum Powder category, among the all brand of Talkum powder the respondent given 1st rank to Bonds, GoKul sandal scored 2nd rank and 3rd rank is given to the Yardley and 4th rank is given to Borrow Plus and 5th rank is given to Axe.

Table 8 Analysis of Kruskal Wallis Test

No	Brand awareness of FMCG and personal factors	H Value	DF	Significance	
1	Brand awareness of FMCG and age	4.201	3.0	.076	NA
2	Brand awareness of FMCG and Gender	5.501	3.0	0.067	NA
3	Brand awareness of FMCG and Educational qualification	5.014	3.0	0.560	NA
4	Brand awareness of FMCG and Income	2.554	3.0	0.131	NA
5	Brand awareness of FMCG and motivation factors	2.355	3.0	0.347	NA
6	Brand awareness of FMCG and type of family	3.566	3.0	.0564	NA
7	Brand awareness of FMCG and source of knowledge	4.566	3.0	0.128	NA
8	Brand awareness of FMCG and members of family	4.345	3.0	0.265	NA
9	Brand awareness of FMCG and Occupation of respondents	.134	3.0	0.595	NA

Source: interview scheduled

The table 8 discloses that the Major hypothesis stated in this research was " the brand awareness may have an significant influence on personal factors'. In order to test this hypothesis Kruskal -wallis test as conducted. The analysis clearly indicates that out of 9 sub variables of dependent variable personal factors, There is no significant relationship between personal factors and brand awareness. Because of the above table clearly indicates that the personal factors viz Age (.076) , Gender (0.067) , Educational qualification (0.560) income (0.131) , motivational factors (0.347) types of family (0.0564) , source of Knowledge (.0128), members of family (0.265), occupation of the respondent (0.295). The above table exhibits the personal factors of the respondents have no significant influence on the brand awareness of FMCG.

Findings

- The brand awareness in rural areas particularly in respect of soap, oil, fairness cream, tea, coffee, beauty care and health care products is showing an increasing tendency. Most of the people belong from illiterate & literate groups branded products with the belief that quality is assured as the manufacturers are reputed companies. The table no.2 depicts the majority of 63.17 average score scored by Fairness Cream.
- This study shows that the people in the rural areas have a more than 60 percentage of average awareness. It denoted that in the rural area FMCG consumers they are had more knowledge about the branded products. The majority of above 60 percentage of average awareness indicate majority development in the rural areas.
- It could be concluded from that the average awareness of the respondents in the rural market is 65.80 percentage in case of Soap , 58.90 percentage in case of Detergent soap, 52.90 percentage in case of tea.
- The majority of 65.80 percentage of average scored by soap. It could be concluded from the above table No. that the average awareness of the respondents in the rural market is 73.42 percentage in case of Shampoo, 57.57 percentage in case of Talkum Powder.
- The study depicts the majority of 73.42 percentage of average scored by Shampoo. It can be concluded from the above table that in case of tea category, among the all brand of tea category the respondent given 1st rank to Brook Bond tea , Tata Tea is on 2nd rank and 3rd rank is given to Red Label.
- In case of Detergent soap among the all brand of detergent soap the respondent given 1st rank to Rin Supreme, Surf excel scored 2nd rank and 3rd rank is given to the Tide.
- In the case of the Fairness cream category, among the all brand of fairness cream the 1st, 2nd, 3rd, 4th ranks are given to the Fair & Lovely, Olay, Johnson's baby cream and fairever,
- It can be concluded from the above table that in case of Soap category, among the all brand of soap category the respondent given 1st rank to Lux ,Medimix is on 2nd rank and 3rd rank is given to the Pears by the respondents.
- In case of Hair Oil category, among the all brand of hair oil the respondent given 1st rank to Vatika,V.V.D gold scored 2nd rank and 3rd rank is given to the Parachute.
- In the case of the Toothpaste category, among the all brand of Toothpaste the respondent given 1st rank to Pepsodent, Colgate scored 2nd rank and 3rd rank is given to the Sensodyne.
- It can be concluded from the above table that in case of Shampoo category, among the all brand of shampoo the respondent given 1st rank to Garnier, Clinic Plus is on 2nd rank and 3rd rank is given to the Pantene is given to Chick by the respondents.
- In case of Talkum Powder category, among the all brand of Talkum powder the respondent given 1st rank to Bonds, GoKul sandal scored 2nd rank and 3rd rank is given to the Yardley. The Main hypothesis stated in this research was " the brand awareness may have an significant influence on personal factors'. In order to test this hypothesis Kruskal -wallis test as conducted. The analysis clearly indicates that out of 9 sub variables of dependent variable personal factors, There is no significant relationship between personal factors and brand awareness. The table clearly indicates that the personal factors viz Age (.076) , Gender (.067) , Educational qualification (0.560) income (0.131) , motivational factors (0.347) types of family (.0564) , source of Knowledge (.0128), members of family (0.265), occupation of the respondent (0.295). The above table exhibits the personal factors of the respondents have no significant influence on the Brand awareness of FMCG.

CONCLUSION

The demographic background of the rural consumer plays a vital role in determining the behavioral aspect as well as the royalty of brand. The research concludes that the customers based brand preference of the FMCG in rural consumer. In recent years, rural markets have acquired significance role in different countries like India. On the base, the overall growth of the economy has resulted into substantial increase in the purchasing power of Fast Moving Consumer Goods (FMCG) in rural communities. It is clear from the above study that respondents of different gender groups have different attitude towards the various brand products. There is an increasing trend among the people of rural areas about the awareness of various brands of the daily consumption goods. People of rural areas are becoming more conscious about their health and other aspects of life. This change in the attitude to spend more on the highly priced branded products among high income groups in rural areas clearly suggests that there is an ample scope for such products to capture the markets in these areas by increasing the supply of these products. It concludes that, advertisement is the most important factor to create awareness about product on rural markets. The more awareness need of the hour is only to make aware the rural customers regarding the brand availability of daily consumption. The study determined the brand preference of consumers there are having more knowledge about product, quality, quantity, availability of brand, seasonal promotion, discount offer.

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