

A Study On Brand Awareness Of Rural Women Towards Fast Moving Consumer Goods In Cuddalore District

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ABSTRACT

The fast moving consumer goods sector touches every aspect of human life. This sector constitutes a large part of consumers' budget in all countries. The Indian fast moving consumer goods sector began to shape during the last fifty years. The sector is excited about a burgeoning rural population whose incomes are rising and which is willing to spend on goods designed to improve lifestyle. With a near saturation and cut throat competition in urban India, many producers of fast moving consumer goods are driven to chalk out bold new strategies for targeting the rural consumers in a big way. In this backdrop, this study is undertaken by the researcher to examine brand awareness of rural women in regards fast moving consumer goods, consumer behaviour of rural women towards fast moving consumer goods in Cuddalore district. In this backdrop, this study is undertaken by the researchers A Study on brand awareness of rural women towards fast moving consumer goods in Cuddalore district. As an essential part of the study, the primary data were collected from 600 rural women with the help of schedule. Taking into consideration the objectives of the study, a schedule was constructed based on Likert scaling technique.

Keywords: Rural women, consumer behaviour, rural market, brand awareness, fast moving consumer, etc.

1. INTRODUCTION

A huge proportion of India's population lives in rural village. In recent years, rural market has acquired significance in India, as its overall growth of the economy has resulted in substantial increase in the purchasing power of the rural communities. On account of the green revolution, the rural areas are consuming a large quantity of consumer goods. Besides, rural marketing is getting importance because of the saturation of the urban markets. Therefore, the marketers are looking for extending their product categories to the rural market. As a result of increasing literacy level and media explosion, people are becoming conscious of their lifestyles and about their rights to live a better life. Rural India with its traditional perception has grown over the years, not only in terms of income, but also in terms of thinking. For quite some time now, the lure of rural India has been the subject of animated discussion in corporate suites.

COMPONENTS OF THE FMCG MARKET

- Household Care
- Bath Soaps
- Detergents
- Personal Care
- Food and Beverages

MAJOR PLAYERS IN THE FMCG SECTOR

- Hindustan Unilever Limited
- ITC:[Imperial Tobacco Company of India]
- Nestle India
- GCMMF:[Gujarat Co-operative Milk Marketing Federation]
- Dabur India
- Cadbury India
- Britannia Industries
- Procter & Gamble Hygiene and Health Care
- Marico Industries

2. STATEMENT OF THE PROBLEM

The rural woman does not get involved in the purchase decision of even fast moving consumer goods in the earlier days. Now the trend has been changed and women do make purchase decisions especially for fast moving consumer goods brands. Though consumers are more dynamic, their taste, preferences are also changing; the rural women are finding various problems in selecting their fast moving consumer goods. As the rural marketing has become the latest marketing mantras for most of the FMCG companies because the true rural India is vast with unlimited opportunities. To gain competitive advantages, comprehensive marketing plans, programs and actions are directed towards the rural market with best match of their rural consumer for integrating in their life based on the rural marketing mix. A thorough understanding of rural women consumer behaviour would help in identifying different market segments and to evolve suitable marketing strategies for effectively penetrating and thereby to command a respectable share in rural markets. In this backdrop, this study is undertaken by the brand awareness of rural women towards fast moving consumer goods in Cuddalore district.ss

3. OBJECTIVES OF THE STUDY

The following are objectives of the present study

- To study the brand awareness of rural women towards fast moving consumer goods in Cuddalore district.
- To examine the purchase decision of the rural women towards fast moving consumer goods in Cuddalore district
- To suggest suitable measures for the effective purchase decision of fast moving consumer goods by the rural women based on the findings of the study.

TESTING OF HYPOTHESIS

In order to examine the brand awareness of rural women towards fast moving consumer goods, the following null hypothesis was formulated and tested.

H0: There is no significant relationship among the demographic profiles of the rural women consumers will not have any influence on their acceptance levels towards brand awareness of fast moving consumer goods.

SAMPLING DESIGN

The study is confined to brand awareness of rural women in Cuddalore district. There are 13 blocks in Cuddalore district as on December 31, 2014. In order to collect primary data for the purpose of the study, multi-stage sampling technique was adopted. At the first stage, top 5 blocks which outnumber in population were selected out of the 13 blocks of Cuddalore district. In the second stage, by adopting simple random sampling, from each block, 10 per cent of the villages i.e. 30 were selected out of the 5 selected blocks. In the final stage, from each of the village, 20 rural woman consumers were selected on the purposive basis for the study. Thus, the sample consists of 600 rural women.

TOOLS FOR DATA COLLECTION

This study is empirical in nature, based on survey method. As an essential part of the study, the primary data were collected from 600 rural women with the help of schedule. Taking into consideration the objectives of the study, a schedule was constructed based on Likert scaling technique. Pre-testing of schedule was done during December 2014, involving 25 rural women to know the relevance of the questions. In the light of pre-testing, necessary changes were incorporated in the revised schedule. The secondary data were collected mainly from journals, magazines, books and unpublished dissertations. The data so collected for the purpose of the study were edited, quantified, categorized and tabulated.

FRAMEWORK OF ANALYSIS

In analyzing data, statistical tools such as the student t test and analysis of one-way variance are employed to study the relationship among the brand awareness levels of the rural women belonging to different socio-economic profiles towards fast moving consumer goods. The coefficient of variation is employed to find out the consistency in the brand awareness levels of the rural women in fast moving consumer goods. Multiple regression analysis is used to measure the effect of personal variables of the rural women's towards brand awareness in fast moving consumer goods.

4. FINDINGS

- No significant relationship is found among the brand awareness levels of the respondents belonging to different age groups, educational status groups, occupations, monthly household income groups and family pattern towards fast moving consumer goods. On the other hand, there exists a considerable relationship found among the brand awareness levels of the respondents stationed at different blocks towards fast moving consumer goods.
- Respondents in the age group upto 30 years, respondents belonging to degree qualification, employed consumers, respondents belonging to monthly household income Rs.10001-15000, respondents belonging to Mangalur block and respondents of joint family have higher brand awareness towards fast moving consumer goods.
- There is consistency among the brand awareness levels of the respondents in the age group above 50 years, respondents who have upto primary education, agriculturists, respondents having the monthly household income upto Rs.10000, respondents belonging to Nallur block and respondents of joint family towards fast moving consumer goods.

- There is a low degree of correlation (0.078) between the personal variables and brand awareness towards fast moving consumer goods. The result of the R square shows that 0.60 per cent of variation in brand awareness on fast moving consumer goods is explained by every one of personal variables taken collectively. The F value indicates that the multiple correlation coefficients are not significant. Age, educational status, monthly household income and family pattern have no significant effect on the respondents' brand awareness in the select fast moving consumer goods.
- In case of brand awareness in toilet soaps, 27.83% of the respondents are neither satisfied nor dissatisfied, followed closely by satisfied (27.50%) and dissatisfied (22.60%). 12.16% and 9.83% of the respondents are highly satisfied and highly dissatisfied respectively about it. The mean brand awareness score reveals that the respondents have a higher awareness level (3.74) towards fragrance/odour of the toilet soaps, followed by the dirt and dandruff removal (3.20). However, the respondents have a lower awareness score towards lathering/foaming of the toilet soaps (2.85).
- In case of brand awareness in detergent powder, out of 600 rural women consumers, best part of the respondents are (30.17%) satisfied, followed closely by neither satisfied nor dissatisfied (27.17%) and dissatisfied (22.17%). 12% and 8.50% of the rural women consumers are highly dissatisfied and highly dissatisfied in that order on it. The mean awareness score shows that the rural women consumers have a higher satisfaction level (3.83) towards superior whiteness, followed by the price of the detergent powder (3.30). However, the respondents have a lower satisfaction score towards fragrance of the detergent powder (2.87).
- In the brand awareness of noodles, mainstream of rural women consumers are satisfied (30.17%), followed by neither satisfied nor dissatisfied (28.33%) and dissatisfied (21.67%). 12.33% and 7.67% of the respondents are highly satisfied and highly dissatisfied correspondingly. The mean awareness score reveals that the rural women consumers have a higher satisfaction level (3.62) towards taste, followed by the ingredients (3.44). But, the respondents have a lower satisfaction score towards fast cook and nutritional value of the noodles (2.98).

5. SUGGESTIONS

The marketers must identify who makes and influences the rural women's buying decisions in regards select fast moving consumer goods. This will enable the marketers in understanding how rural women influence, different marketing campaigns might be targeted to each type of persons, marketers also examine rural women's level of involvement and number of brands available to determine and understand whether they are engaged in . The fast moving consumer goods offered by the rural retailers should fit into the living system of rural people. For certain fast moving consumer goods, point of brand awareness display that retailers heavily rely on pictorial presentation will prove very effective. Therefore, the manufacturers of the select fast moving consumer goods may introduce some low priced special brands of fast moving consumer goods to cater the need of rural women. Moreover, the brand names of the fast moving consumer goods sold in rural markets should be easy to remember and pronounce.

6. CONCLUSION

The study of consumer behaviour is rapidly evolving as researchers recognize and implement new techniques to understand the nature of brand awareness and consumption behaviour. Women are vital part of buying behaviour and they are more involved with the brand awareness. They are more price conscious, quality conscious and store loyal. Women are apt to be more involved with brand than men, since women have traditionally been the family brand awareness agents and perceive purchasing as being associated with their role in the family. Therefore, marketers should consider them with utmost importance. Thus, a marketer who understands the consumer behaviour of rural women and plans his marketing strategies to suit the needs and aspirations of this target market will definitely have an advantage over his competitors. If this study provokes the people concerned to take some positive measures, the researchers will feel amply rewarded.

7. REFERENCES

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