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“A STUDY OF BRAND AWARENESS & CONSUMER BEHAVIOR TOWARDS FMCG PRODUCTS IN RURAL AREA OF SOLAPUR DISTRICT”



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ABSTRACT

In papers is researcher has made effort to know the basic characteristics of consumer behavior in rural market about FMCG (Fast Moving Consumer Goods) products. While arriving at any purchasing decision, the rural customers are depends upon certain factors. In present study researcher wants to understand the characteristics buying pattern, brand awareness, and factor involved in decision making in case of FMCG products in rural market. With rising awareness level and mass availability of information rural demand is increasing significantly hence, rural market offers tremendous potential for growth and expansion for all the companies merely they have to overcome the challenge of consumer expectations, brand awareness, and their behavior. FMCG products have tremendous demand in rural area as mass population is resides in rural area they are contributing significantly towards the total demand of all the companies.

KEYWORDS: *Characteristics, significantly, tremendous, expansion, contributing.*



INTRODUCTION :

The majority of south Asian population of about 1.5 billion resides in villages' points towards the need for marketer to develop a good understanding of rural market and rural marketing phenomenon. It is not size of the population that makes the rural market very important for marketer. Rural market offers immense potential for expansion and growth. In India the overall consumption of rural market is growing at the rate of 5 %. In addition to consumption trends, the market potential in rural market

is considered to be the driver of future growth by a number of companies. The market size for fast growing consumer goods (FMCG) in the rural market in India is estimated to be Rs. 65, 00 billions. Although the rural market offers immense potential, marketers need to recognize the fact that there are the considerable differences in many respects, including the nature, Characteristics buying pattern, and behavior of rural customers, when compared with urban counterparts.

RESEARCH PROBLEM

It is observed that the sale of leading companies is less in rural market as compared to urban market and it is also seen that local companies in rural market are having more sales than leading companies.

Market Share of Companies from Rural and Urban Market.

Sr. No	Company	Rural Market Share %	Urban Market Share %
1	HUL	30	70
2	Dabur	50	50
3	Marico	25	75
4	Colgate	35	65
5	GCPL	38	62

(Source: - IDFC Indian Research)

Leading FMCG Companies are facing problem of less sale, lack of retailer’s promotion in rural market hence the market penetration of these companies is also less in rural market.

OBJECTIVES:

For the present study researcher has set following objectives.

1. To find out the brand awareness of FMCG products in rural market.
2. To know the information sources and their influence in decision making.
3. To know the value expectations of rural consumers from selected FMCG products.

SCOPE:

The scope of the study is confined to FMCG products; researcher has selected five products viz; Hair oil, Shampoo, Detergent cake and powder, Bathing Soap, Tooth paste for the study. Geographical scope is confined villages in Solapur District.

RESEARCH METHODOLOGY:

Research design of study deals with to understand understanding of Consumer behavior, factors involved in decision making in case of FMCG products in rural market. Research is Descriptive inferential in nature. The primary data regarding brand awareness, information sources, influencing factor and customers perceived values from particular product is collected from primary source To collect the primary data researcher has used a structured schedule for consumers. The schedule is having some open ended and close-ended questions to collect the necessary information. As the universe of research is finite and known researcher has used Simple Random Sampling. Sample size will be 90 consumers from

The data collected from customers with the help of structured schedule has tabulated & analyzed by using various statistical tools like percentage, simple average, weighted average, SD etc

FINDING

Researcher has drawn following findings on the basis of data analysis

- + Analysis depicts that 87% of respondents regularly using Hair oil, 13% of respondents are using hair oil occasionally, whereas 96% of respondents regularly using Toothpaste and 4% are using toothpaste occasionally. So it is clear that regularity of use is more in case of Toothpaste, whereas regularity of use is less in case of hair oil.
- + It is seen that 52 % respondents purchase hair oil weekly, 44% respondents purchase shampoo weekly, 45% respondents purchase detergent weekly, 37 % of respondents purchase Body soap weekly, whereas 35% of respondents purchase Toothpaste weekly. It is clear that Maximum of the customers from rural market purchase these products weekly
- + Maximum i. e. 52% customers prefer Rps.20 bottle of Hair oil, in case of shampoo the size proffered by maximum i.e. 44% customers is 2 Rps. Sachet In case of Detergent it is 20 Rps. packing, in case Body soap it is 20 Rps. Soap, whereas in case of Toothpaste maximum preference is to 20 Rps. Packing
- + Customers prefer to buy all FMCG products from nearest retailer & it is 78 % in case of Hair oil, 80% in case of Shampoo, 75% in case of Detergent, 74% in case of Body soap and 68% in case of Toothpaste.
- + It is clear that 33.33% of respondents are having low brand awareness, 28.88% of respondents are having medium brand awareness. 23.33% respondents are having high brand awareness, whereas 14.44 % respondents are highly aware and having high consciousness. It is observed that maximum of respondents in rural market is having low brand awareness.
- + Majority customers in rural market giving more importance to the basic value or core value of the products they are not much attracted towards augmented value.
- + Maximum i.e. 68% of respondents are getting information about these products from television, followed by Friends & relatives
- + It can be said from above data that maximum respondents are agree on the statement that their decision is based on retailers’ recommendation.
- + From above data it is again clear that maximum customers in rural market are not brand conscious as maximum customers switching the brand in case of unavailability.

4. CONCLUSION

From present study we can conclude about following things in rural market

The Customers in rural market prefers to buy in small size from nearest retailer and their purchase is need based. In most of the families purchasing decision regarding FMCG products is taken by the respective person using that product or by elder male in their family. Regarding the brand awareness it is seen that the maximum customers are not aware about the brands, and some of them are not brand loyal so their decision is influenced by retailer’s recommendation. Hence the sale of leading companies is less in Rural Market.

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